THE FIRST DECENTRALIZED MUSIC PLATFORM A NEW ERA

IN MUSIC

Whitepaper 1.0

CONTRIBUTORS

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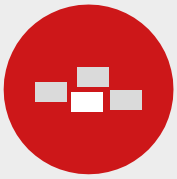
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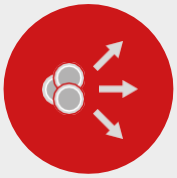
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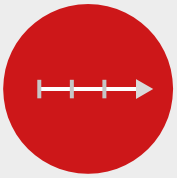
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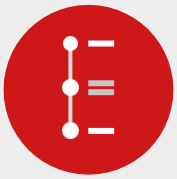
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ABSTRACT

BMC is a new platform, which will be built using the blockchain technologies and the IPFS distributed file system.

The focus of the developers is one near to their heart. It is a project dedicated to musicians and attempts to solve a major problem for emerging artists. Through BMC, musicians will have the opportunity of producing their own songs and listeners will enjoy and hear new content from any device they own.

BMC will provide the user with the possibility of using the platform in a number of ways from, free streaming, to requests for donations, payments and the insertion of advertising sponsors.

75% of the incomes will be dedicated to rewarding the artists and their listeners in real time.

The project aims to overcome the bureaucratic and economic obstacles within this industry and reward artists and users for simply using the platform. The BMC platform is unique in the details and additional services it offers.

It differentiates itself from other music streaming platforms by assisting to finance music and video artists and gifting tokens to its users, from music/video enthusiasts to those for commercial activities).

75%

OF PROFITS

OBSTACLES AND BUREAUCRACY

COMPETITORS

PROJECT VISION

Our vision is to create a new revolutionary brand linked to music streaming that is unlike any other platform.

SMART TV CHROMECAST

BMC will generate profits for artists and the users who listen to their songs, while creating a money saving opportunity for advertisers. Our goal is to be present on any Smart TV equipped with Chromecast, through Smartphone app stores, on any personal computer through a web interface or software and finally any car equipped with a Smart Radio.

USE OF BLOCKCHAIN

BMC will be the new point of reference for the music market and will be fully developed using the technologies that the blockchain has available. Using the blockchain affords BMC with the mean to be decentralized and be more community – based compared to its competitors. Currently viewing a music video is via YouTube, listening and streaming is via Spotify, marketing is on iTunes or Beatport and advertising is on social media. BMC aims to solve this problem once and for all.

AUTONOMY

BMC will provide artists with full autonomy to upload their song (without a distributor or a label), and their own music video, advertise it through their own fanpage (on the BMC platform) and interact with their fans.

BMC PLATFORM

A holistic one – stop shop approach, choice is given to the user, to watch videos, stream music and have the ability to use whichever device they own to partake in BMC. This also permits the artist to manage their social media fanbase from one source, their BMC channel, thereby retaining their fans on one single decentralized music platform.

WEB RADIO /TV

We have already planned to create an official Web Radio / TV that will stream the best tracks on the platform, there will also be musical contests in which the artist will promote his music (only users holding BMC tokens can express their preference) . In addition to the official Web Radio / TV, there will also be the possibility to open a streaming channel where you can broadcast your events, or perform live via our platform.

BLOCKCHAIN CHARTS

Today musical rankings are easily influenced or modified by external sponsorships. BMC will proposes to store all user reactions (such as streams, like, comments and anything else) on its own blockchain, thus generating the first verifiable and above all, real music classification for rankings.

Our aim is to evolve as the world of blockchain evolves and create new opportunities for the artists and for our community to support our platform.

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LONG TERM VISION

Take part in revolution!

180.000 USERS

Together with our community (currently more than 180,000 users) we want to create a special environment, a new way to listen, watch and enjoy music,where every artist can be his own distributor, sponsoring it on world music channels, with clarity and transparency rules and users can be rewarded for listening to music or watching videos.

DISTRIBUTOR ARTISTS

Together we can succeed in creating a new musical era, where every artist can be his own distributor, with no intermediary, everything clear and transparent.

PROBLEM

When an artist creates a new single or musical album, he must invest his time to create that piece from an original idea through to the product.

They finance it with their own money, contact a record label in the hope that they are interested in the song, investing and publishing it to get the most sales. This all takes many months before the first incomes can be achieved .

FUNDS

Often however, this does not happen, as the artist does not have the necessary funds to create a music video, because he does not have the right contacts, and because the record labels (given the huge amount of songs they receive) rarely invest time and effort into a song. An artist can often find they have spent substancial time and funds without gains or revenue.

BMC, due to the blockchain technologies, finally can solve these problems that hinder emerging artists within the world of music.

ADVERTISER

BMC will provide opportunities for the advertiser to easily reach their audience, thus avoiding intermediaries who only increase the advertising cost. We will give them the choice to choose the amount to invest in each individual advertising.

In addition, advertisers will get data to measure the results of their marketing campaign.

EARNINGS

Think about the last time you used a streamining platform, listening or watching music videos containing advertisments. You negotiated the use of the platform by giving away your time while adverts played. You gave away your time without getting anything out of it. BMC aims to change that by giving the user who listens to the music, the chance to be paid for listening to the advertisement within the piece of music, or simply by listening to music. Ten percent of the amount will be retained by BMC for ongoing costs of developing the platform and the remaining 75% will be divided between the user who listens and the artist who creates the song, while 15% is dedicated to our Blockchain Validators.

MIGRATION

Moreover, thanks to our innovative listening platform paying for user attention, we strongly believe users will abandon the traditional ecosystems of listening to music, by using BMC on any device (TV, Smartphone, PC, Car Radio).

SOLUTION

BMC has resolved problems for the artist by permitting them to upload their songs without any need for a record label.

The artist can receive donations in BMC tokens which can be converted to cash or it can help sponsor the development of their own piece of music. Artists can also get revenues from advertising generated by their piece of music and by reselling their own songs. This will be enhanced by the social network created on the BMC platform and the loyalty of fans.

CRYPTO WALLET

Funds via the BMC token $ BMC will be credited to the artist wallet immediately and they will be able to withdraw or convert as they see fit.

REAL TIME PROGRESS

Artists need no longer wait several months before a record label sends various reports, they can check the progress in real time directly within the Wallet.

NO INTERMEDIARIES

Through BMC, the advertiser will also have greater clarity on costs and will not have to pay additional intermediaries. They can create their own advertising campaign through a special advertising tool within the BMC platform, choosing the appropriate target.

Once a target is selected, the advertiser can choose the amount (in $ BMC) he wants to invest for each advertising session. The higher the bid, the more visibility the advertising will have. Finally the advertiser will not have to pay astronomical figures, as BMC completely eliminates the intermediaries and allows the advertiser to decide the budget they wish to spend for individual advertising.

NO PLAGIARISM

BMC accepts within their platform, all songs, that are not plagiarism, but the result of the originality and work of an artist, without thereby harming the work of other artists.

In the event that our technology detects that a song has already been registered previously by other users, the BMC platform will require further verification through the official social profiles and certificates, to protect the work of the individual artist.

MARKET

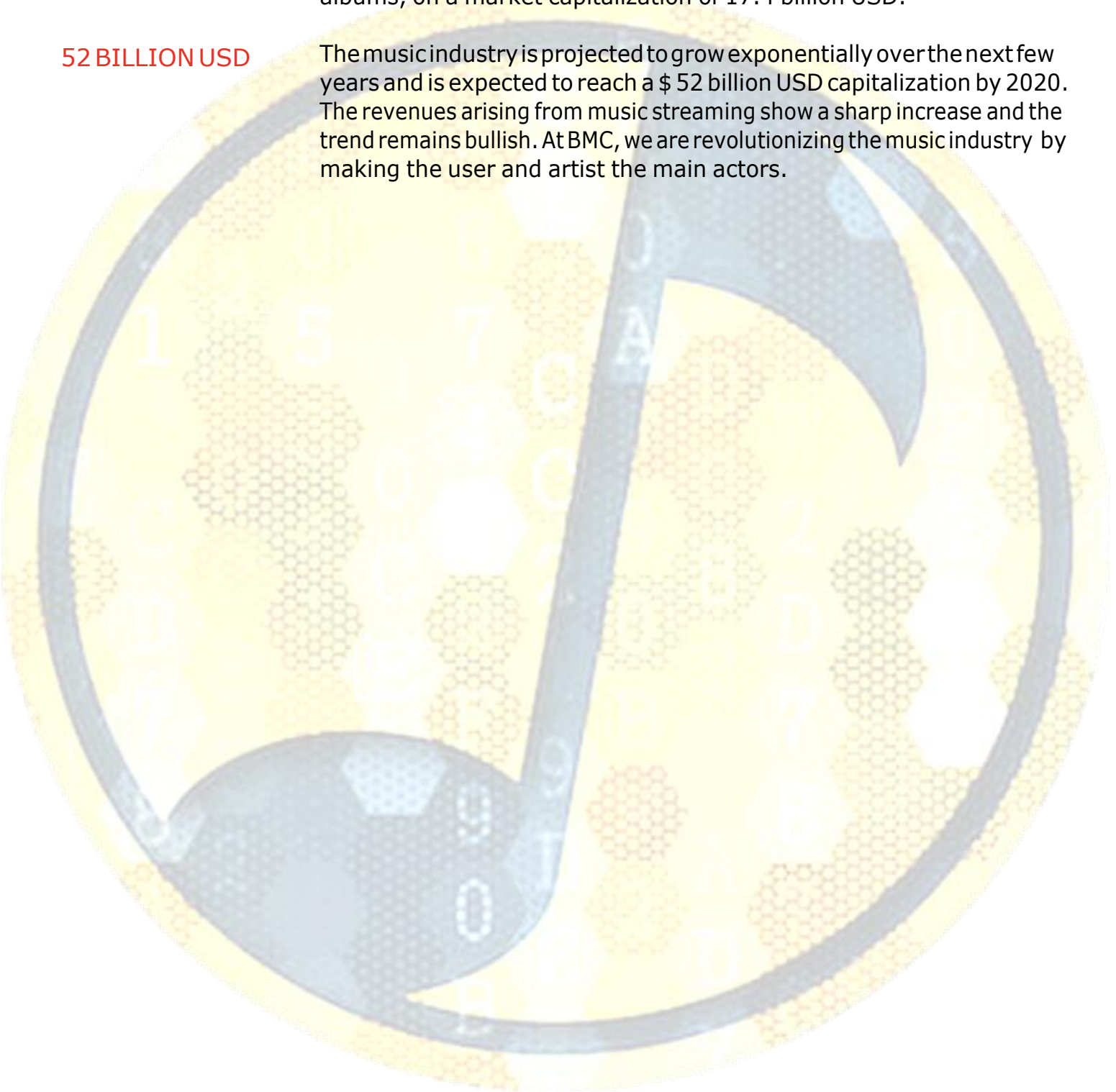
In recent years, the music industry has experienced a huge increase in sales thanks to the streaming and sale of digital albums.

17.4 BILLION USD

IFPI (International Federation of the Phonographic Industry) has indicated how the music industry has achieved a 5.9% increase in sales of digital albums, on a market capitalization of 17.4 billion USD.

52 BILLION USD

The music industry is projected to grow exponentially over the next few years and is expected to reach a $ 52 billion USD capitalization by 2020. The revenues arising from music streaming show a sharp increase and the trend remains bullish. At BMC, we are revolutionizing the music industry by making the user and artist the main actors.



Our goal has always been to write not only all transactions in Blockchain, but also all the streamings and we do not want to deviate from this path.

To do this, we need a fast and scalable Blockchain, but above all without fees or microscopic fees. During our journey, we tried and tried hundreds of solutions, starting from Ethereum (on which it is impossible to develop a platform like ours) up to the most recent and we found that none could fit perfectly to our needs, which led us to seriously consider building our own Blockchain.

100,000 TRANSACTION PER SECOND

After months of study, we discovered Cosmos Network, which opened up a new world with a wider vision. Cosmos allows you to build your own Blockchain, adapt it to all your needs and also allows you to connect more Blockchain to each other, with staggering speeds, such as: 100,000 transactions per second and without fees.

We decided to build our Blockchain by leaning on the Cosmos Network, using the "Tendermint" consent algorithm and thus automatically implementing the Proof of Stake.

PROOF OFSTAKE

Thanks to these innovations, we not only emigrate from Ethereum, but we are no longer dependent on advertising on the platform, we have our own Blockchain, totally distributed (open source) and we make our Token in this way, minable. With the introduction of the Pos (Proof of Stake), anyone can become a validator of our Blockchain, depending on the amount of token held, the more you hold, the greater the chances that you become a validator of the Blockchain of BMC.

VALIDATORS

What are the advantages of being a Validator of our Blockchain?
- You will undermine the BMC
- You will take 15% fee of all transactions that are carried out on our platform.

The revenue in this way will come from the Miners and all that is produced will go in the reward pool, in which they will be blocked, until a claim (stream, like, comment, etc) is made, thus making the advertising, a alternative instrument, which will offer greater volumes to our currency.

REWARDING POOL

The pool will be divided as follows:
- 75% will be dedicated to artists and their listeners (division performed through mathematical algorithm)
- 15% will be dedicated to our Validators
- 10% will be retained by the platform for various developments and services

BANDWITH

Obviously we are taking care to avoid abuse or any kind of spam on the platform, introducing a "bandwith", which will allow you to listen to music for a certain time a day, which will increase according to your activity on the platform and seniority . Practically more seniority and social activity you will have on the platform, the more benefits you will get from it, not only in terms of "bandwith", but also in rewarding (eg John joining BMC today, he will not get the same amount of tokens that takes David, who has signed up and has been active for a year).

TECHNOLOGIES

IPFS is a peer-to-peer distributed file system that tries to connects all devices within the same file system.

IPFS

INTERPLANETARY FILE SYSTEM

In some ways, IPFS is similar to the World Wide Web, but however IPFS can be seen as a single BitTorrent swarm, which exchanges objects within a Git repository. In other words, IPFS provides a high-throughput block storage model and with content addressing, with via hyperlinks to content. The keyword of the Interplanetary File System is therefore decentralized.

This technique makes it possible to distribute information on a rather large network of nodes and makemaking it them easily traceable. The search for the contents wis ill then be based on the a hash identifier, so as to be.

This ensures that one can sure to find exactly what was one is looking for sought while remaining in the shelter of possibleprotected of possible network malfunctions. precisely because of the fact that the Iinformation on it is based on the project are is disseminated and made redundant on numerous independent nodes.

COSMOS EXPLAINED

Cosmos is a network of independent parallel blockchains that are each powered by classical BFT consensus algorithms like Tendermint.

Cosmos is a launch pad for new cryptocurrencies, upgrades to existing cryptocurrencies, innovation decentralized applications and a platform for smart contracts.

COSMOS-BASED TRANSACTIONS

These contracts can be used safely to perform a large number of operations: electoral systems, registration of domain names, financial markets, crow-dfunding platforms, intellectual property, etc.

Cosmos goes beyond a single distributed ledger, paving the way for a free market "Internet of Blockchains". Developers can use this technology to create their own blockchain to compete or complement the Cosmos Hub.

TENDERMINT EXPLAINED

Tendermint is a low-level protocol comprised of two main pieces: a blockchain consensus engine and a generic application interface.

Tendermint Core, the blockchain consensus engine, facilitates the peer-to-peer network and provides a proof-of-stake (PoS) consensus. The Application BlockChain Interface (ABCI), on the other hand, acts as a tool for blockchains to link onto the Tendermint Core protocol.

BLOCKCHAIN ENGINE

The purpose of Tendermint is to be a blockchain engine. It's meant to be a tool that developers can use to skip the nasty and technical cryptography and jump into the higher level blockchain and application development.

PoS

PROOF OF STAKE

Proof of stake (PoS) is a type of algorithm by which a cryptocurrency blockchain network aims to achieve distributed consensus.

In PoS-based cryptocurrencies the creator of the next block is chosen via various combinations of random selection and wealth or age (i.e., the stake).

In contrast, the algorithm of proof-of-work-based cryptocurrencies such as bitcoin uses mining; that is, the solving of computationally intensive puzzles to validate transactions and create new blocks.

TOKEN INFORMATIONS

The BMC Token (symbol: BMC) will be used as currency within our platform, and will therefore be used for sponsorships, donations, purchases and votes.

Using the BMC's Blockchain our community will be able to receive pay-ments safely and quickly, thus eliminating the annoying problems and slow-ness of the fiat currencies.

LONG TERM PROJECT

BMC is a long term project, all our calculations have been made in order to guarantee an "uninterrupted" production flow, (all this regardless of the various market fluctuations).

Our token will be essential for:

- Sponsorship
- Making a donation
- Purchasing a song
- Voting
- Buying tickets
- Purchasing merchandising

COMMUNITY CONTRIBUTOR REWARDS

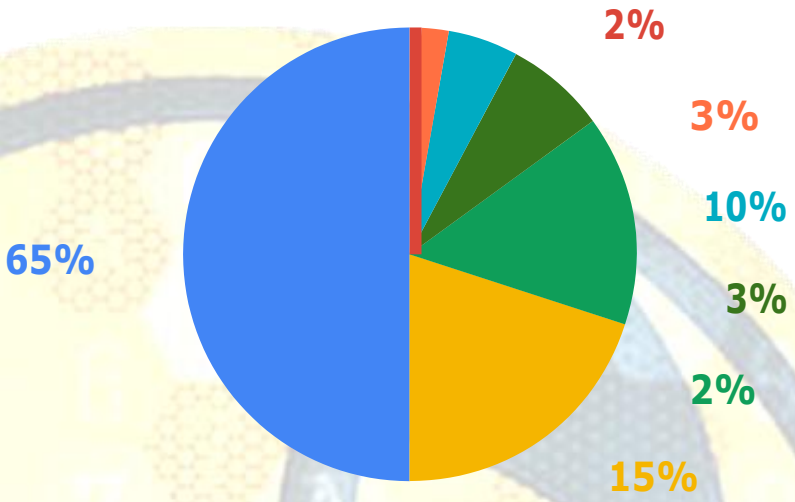
We encourage and reward our community and who will support us, this activity is necessary in the launching phase of our service and also subsequently throughout for a continuous growth and fast expansion.

SMART CONTRACT

In order to guarantee the adoption of our platform, we have implemented a Smart Contract that will reward the new subscribers, those who invite other users and who will create various contents of various types.

TOKEN DISTRIBUTION

The token distribution will be designed to increase community benefits and provide long-term incentives.



PRESALE & PUBLIC SALE

Presale & Public Sale - 65% of the BMC tokens will go on sale. This sale will permit the development of the application and the expansion of our project. All the Tokens not sold in the Public Sale will be BURNED to guarantee the stability and maintenance of the value of our currency.

AIRDROP

In order to create an "active" community within BMC, we have decided to give away 2 % of our tokens in Airdrop. At present our Airdrop, has created more than 180,000 users for BMC.

BOUNTY

The Bounty Program is born from the need to create a strong and sustainable community. In this case, all users who bring added value to BMC will be rewarded with BMC tokens.

PARTNERSHIP

We strongly believe in the creation of a partner network linked to the music world. This fund will allow us to increase this network, to develop our project and to enlarge our community.

ADVISOR

In order to guarantee the success of our crowdfunding, we have reserved a 7% fund for our advisors and related costs.

RESERVE FUND

The reserve fund is necessary to guarantee "long-term" survival of the project and will be blocked for a period of 18 months. Later it will be unlocked (if necessary) in 10% monthly batches to refinance new features.

TEAM

We have allocated 20% of the BMC Tokens to the Owner Founder and the Team. This fund will be blocked for a period of 6 months, at the end of the 6 months the BMC tokens will be unlocked in batches of about 2-3% per month.

USE OF FUNDS

In order to be able to manage and exploit the funds available in the best way, BMC intends to use them according to a strategy and a well-studied plan.

EXPANSIONS AND BUSINESS DEVELOPMENT

We aim to expand globally our business in other countries, all over the world, starting from with the European Union followed by, the U.S.A, Canada, Asia markets and eventually extending to all countries that are and want to invest in the digital music world through the blockchain.

TECHNOLOGIES AND LOGISTICS

The blockchain is a sector that is still developing, investing heavily in new blockchain technologies will allow us to keep our project in a decentralized way. The Three locations have been identified establishment of 3 locations in Europe for the establishment of our business. All is already planned, a 3 three locations are in geographically strategic positions for the partnerships network that are already active and linked to the musical world.

RESEARCH AND DEVELOPMENT

To do this we need to improve and develop our platform through technical and strategic improvements, acquire and develop new activities that the platform can offer to our Community and , licenses, mergers and collaborations collaborate with other partner companies.

MARKETING AND PR

The fund related to Marketing & PR fund is the most important of the whole project. An unknown application is an unused application. Therefore, these fund will be used to enhance the costs of our marketing strategy. Precisely for this reason we intend to push our marketing as much as possible, in this way we will be able to aim at connecting to our customers, with the largest number of users and consequently the achievement of our goal. This fund will also be used to invest heavily in events, sponsorships, contests related to artists, public relations, advertising campaigns, social media campaigns and newsletters. Any means necessary to expand the brand and achieve our goal will also be considered.

ICO TIMELINE

PHASE	DATES	BONUS %	DURATION	HARD CAP BMC
PRE-ICO	05/14/2019	40%	7 DAYS	20,000,000
PRE-ICO	05/21/2019	30%	7 DAYS	15,000,000
PRE- ICO	05/28/2019	20%	14 DAYS	10,000,000
PRE- ICO	06/11/2019	10%	14 DAYS	5,000,000
PUBLIC SALE	08/10/2019	0%	120 DAYS	90,000,000

* All unsold BMC tokens in the various phases (eg PRE-ICO) will be entered in the last phase of the Public Sale

TOKEN DETAILS

Symbol	BMC
Role	Token utility used to get access to services within BMC
Accepted Payments	ETH / Crowdsale through Smart Contract
Total Supply	All unsold tokens during the public sale will be burned
Presale	Estimated start April, 2018 (whitelisting)
Public Token Sale	Q3/2018 - August 10th,2018
Tokens	Presale: 117,000,000
Available	Public Token Sale: 90,000,000
ICO Price	1 ETH = 100,000 BMC
Minimum Contribution	Pre-sale 40% bonus: min. 3 ETH Pre-sale 30% bonus: min. 2 ETH ICO 20% bonus: min. 0.5 ETH ICO 10% bonus: min. 0.1 ETH ICO 0% bonus: min. 0.01 ETH
Bonus Discount	Pre-sale 40% for first 20,000,000 sold, 30% for next 15,000,000 sold ICO: 20% for first 10,000,000 sold, 10% for next 5,000,000 sold, 0% for remaining Tokens
Soft Cap	350 ETH
Hard Cap	1000 ETH

ROADMAP

BMC

In 2019

START THE PROJECT.
Q2 - 2019

April 2019

OFFICIAL WEBSITE.

WORKING WITH PARTNERS: FORM LONG-TERM DEVELOPMENT PLANS.

FOUNDING TEAM. WHITE PAPER COMPLETION. OPEN ICO AND AIRDROP.

MAKERTING, PROMOTE
Q2 - 2019

MAY 2019

SEARCH, BUILD AND DEVELOP COMMUNITIES.

MAKERTING: PROMOTE THE BRAND, LOOK FOR COMPANIONS WITH BMC

EXCHANGE
Q3 - 2019

OCT 2019

END ICO.

LISTED FIRST EXCHANGE.

UPDATE : WEBSITE .SOFTWARE DEVELOPMENT KIT.

BUILDING MOBILE APPS FOR IOS & ANDROID.

In 2020

2ND EXCHANGE
Q1 2020

JAN 2020

LISTED ON THE 2ND EXCHANGE. LISTED ON THE COINMARKET AND EXPANDING THE NET.

LAUNCH APP :
Q1 2020

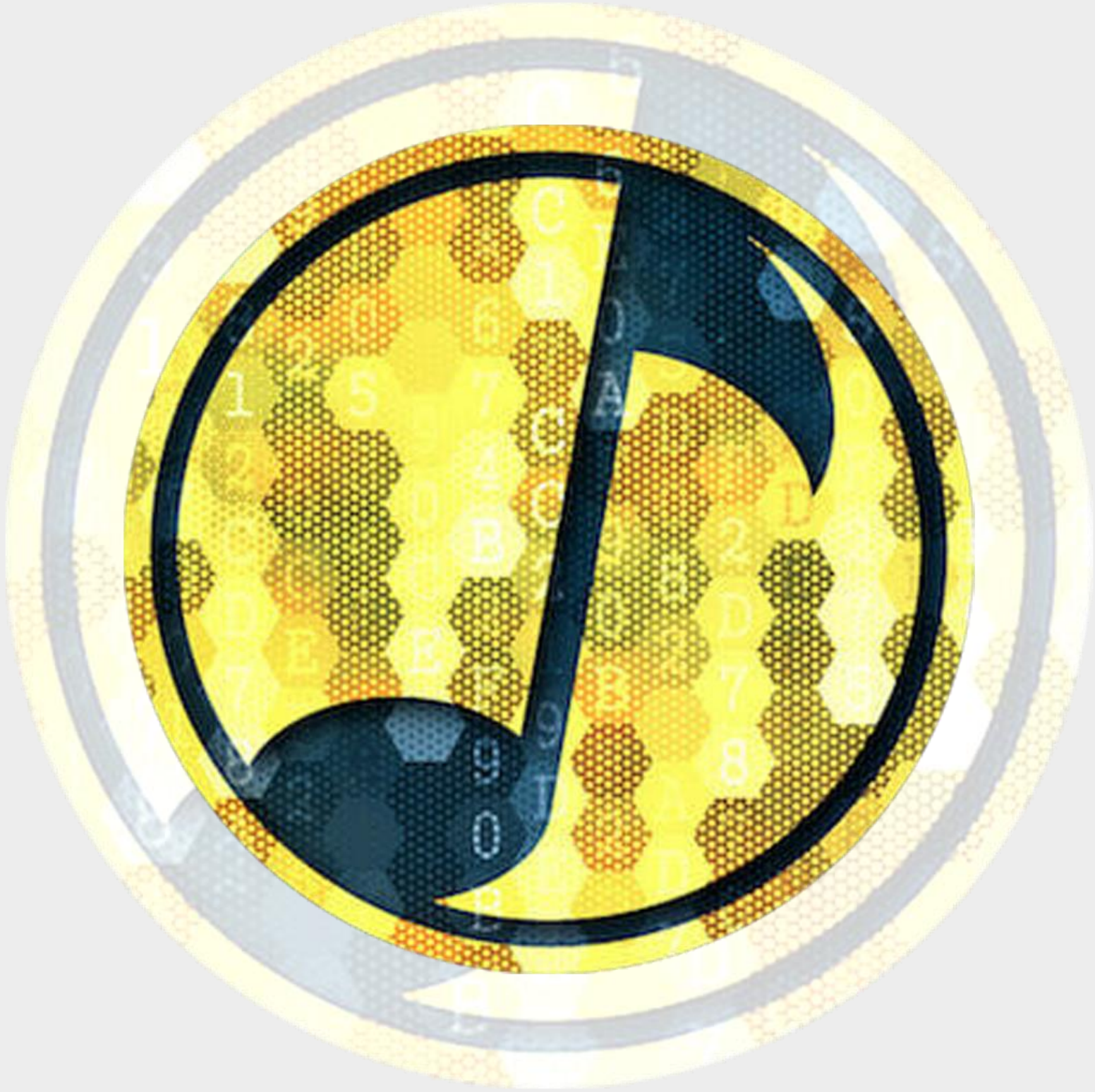
MARCH 2020

LAUNCH APP : LAUNCH MOBILE APPS AND WALLET.

DEPLOYMENT
Q2 2020

MAY 2020

DEVELOP AND SUPPORT SOFTWARE FOR MUSIC. RAPID DEPLOYMENT AND EXPANSION THROUGHOUT GLOBAL.



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