



DMUSIC

It's Time to **Streamline** How the Music Industry Works

How Casper Labs and Dmusic plan to build direct and more valuable interactions between artists and fans

Bold Ambition

Dmusic works with some of the biggest names in the music world. These artists are innovators who want to create uniquely valuable experiences for their fans.

In partnership with Haute Living and Megalodon, our client's bold ambition is to simplify the music industry through the launch of Dmusic, which transforms artists into platforms that enable music lovers to connect in entirely new ways with their favorite artists, and even share in revenue creation.

"At Dmusic we believe that those who create music and art want innovative, trustworthy ways to share their work with the world. Building on Casper helps us forge stronger connections between artists and fans, and makes novel revenue models possible including tiered access, direct one to one interactions and possibly even revenue sharing. We will help creators embrace blockchain technology, so that they can participate fully in the commercialization of their work."

– **Kamal Hotchandani, CEO of Haute Living and Co-Founder of Dmusic**

Challenges

- How to reimagine the distribution and monetization of musical assets?
- How to make blockchain trusted and simple for the world's top musical talent?
- How to enable fan communities to participate more deeply in their favorite artists' lives and work?
- How to earn the trust of millions of fans unaccustomed to blockchain technology?
- How to ensure a customer-friendly, low-cost-to-entry experience for everyone?

How We Helped

The proven team at Casper Labs specializes in the adoption of blockchain and rapid onboarding of developers. We are helping our Dmusic partners show powerhouse innovators and entrepreneurs in the music world how to monetize far more than their music. Limited edition music NFTs will be the first assets to be offered by Dmusic artists, and any aspect of their brand can now be tokenized and shared through Casper's secure, energy efficient and low cost NFT technology. Communities seeking early access to exclusive deals and experiences value the frictionless and simple customer experience that Casper creates for musicians and users.

Why Casper Labs?

Casper's open architectures and 24/7 expert support make Casper blockchain a simple plug-in for musicians with large online communities, while our upgradeable smart contracts provide flexibility to update the metadata associated with the NFT, including revenue sharing.