WHITEPAPER 1.0

SUMMARY

1. ABSTRACT

NeWawe transforms music streaming with a decentralized model that ensures transparency, direct monetization, and new earning opportunities for artists and investors. Leveraging blockchain and smart contracts, it eliminates intermediaries, optimizing revenue. The NeWa token and the Listen to Earn system incentivize engagement, creating a sustainable circular economy. With exclusive NFTs, advanced AI and a targeted marketing strategy, NeWawe overcomes industry limitations and unlocks new possibilities for scalable growth. Investing in NeWawe means entering a rapidly expanding market with a solid model and high return potential.

2. VISION & MISSION

Vision: redefine the music market by creating a fair ecosystem that ensures artists receive proper recognition and promotes an engaging, sustainable music experience.

Mission: build a decentralized platform that provides artists with the tools needed for distribution, monetization and music promotion, focusing on transparency and innovative technology.

3. OVERVIEW OF THE MUSIC INDUSTRY

The music industry is undergoing rapid transformation driven by streaming, the growing use of new technologies, and complex regulatory challenges. Major labels control distribution, limiting artists' autonomy and making it difficult for new voices to emerge without their support. While global audience access is simplified for artists, low royalties and reliance on algorithms hinder significant earnings and visibility. Users enjoy instant music access, but the system restricts the discovery of new music, while lower audio quality in free versions and intrusive ads compromise the listening experience. Additionally, content ownership remains ambiguous, as users don't truly own the music they listen to.

4. THE NEWAWE PROJECT AND ITS SERVICES

NeWawe develops an innovative music ecosystem, improving conditions for artists and enhancing the listening experience for users. Music distribution occurs through an online platform and mobile app, ensuring accessibility and convenience. The platform features a Web 2.0 interface, while its backend leverages advanced Web 3.0 capabilities. Blockchain ensures transaction traceability and copyright protection via smart contracts, which automatically execute contractual terms when conditions are met, eliminating intermediaries and reducing costs and delays.
NFTs enable artists to sell digital ownership of tracks (NFT Property) or offer exclusive access to events and premium content (NFT WaWe). The NeWa token, based on the ERC20 standard, is used for rewards and purchases on the platform. The Listen To Earn (L2E) system allows users to earn NeWa tokens by listening to music, with the option to stake them for exclusive features contributing to network security.
Artificial intelligence (AI) plays a key role in the NeWawe ecosystem, enhancing and personalizing the user experience, protecting copyright, and creating new opportunities for artists.

4.1 Benefits of the Platform

4.1.1 Artists

NeWawe offers artists visibility and autonomy to share music directly with fans, without intermediaries, ensuring full content control and a higher revenue share due to reduced upload costs. The platform includes its own independent label (NeWawe Label) to expand artists' music distribution.

To promote music, NeWawe reinvests part of its revenue into marketing, starting locally through partnerships with events and festivals. This gradual approach builds a solid fan base and supports local music scenes. NeWawe organizes metaverse concerts and assists artists with live event planning, expanding audiences with immersive, interactive experiences. Tickets for these events are available directly on the platform. Through contests and strategic partnerships with film productions, artists can pitch their music for soundtracks, earning licensing fees and royalties while boosting visibility.

AI facilitates artist collaborations, fostering new bands and hit songs by suggesting optimal release times and concert locations. The platform includes an advanced analytics dashboard to track streams and earnings, optimizing promotions.

Key benefits of new technologies:

- New monetization opportunities and merit-based rewards.
- Greater autonomy in music management, without reliance on third parties.
- Copyright protection.
- Advanced tools to retain listeners and manage products.

4.1.2 Users

NeWawe provides free access to most tracks, while a paid Plus service offers exclusive content like previews, backstage access, artist sessions, and private events. Personalized subscriptions allow users to support favorite artists with payments proportional to streams. Users engage through contests, voting, discussion groups and tailored newsletters, being able to promote artists locally.

NeWawe offers advanced playlist management and high-quality audio customization. For avid listeners, depending on the subscription, audio can be personalized with high-quality formats, advanced equalizers, and presets for specific headphones, delivering a three-dimensional experience. AI provides music recommendations based on user preferences, enhancing content discovery.

Key benefits of new technologies:

- Easy discovery of favorite music and enriched musical culture.
- Access to exclusive content and greater artist engagement.
- Active participation in platform development decisions.
- Opportunities to earn by listening to music.

4.1.3 Industry Professionals

They can collaborate with the platform by proposing artists, curating tracks, assisting emerging talents with marketing campaigns, scouting new talent, and fostering collaborations.

4.2 Support Initiatives and Tools

To support artists' growth, NeWawe offers complementary tools:

- **NeWawe Point**: physical spaces (temporary or permanent) where artists can compose, meet fans, and promote their music.
- **NeWawe Work LAB**: a platform for collaborations between YouTubers, influencers, and artists.
- **NeWawe Label**: NeWawe's digital label, providing professional production, global distribution, marketing, networking, legal management, and support for tours and funding.
- **NeWawe Management**: professional management services to help emerging artists grow.

5. BUSINESS MODEL

NeWawe generates revenue through:

- Premium subscriptions with advanced features and exclusive content.
- Commissions on NFTs created and sold by artists.
- Strategic partnerships with music and tech companies.
- Live and metaverse events with sponsorships and ticketing.

Major expenses include marketing, IT development, infrastructure, human resources, and operational costs. The goal is to break even by the fourth year, with diversified revenue and an expanding community.

6. DEVELOPMENT AND ROADMAP

The platform and app are developed in phases, starting with core streaming and listening features, gradually integrating advanced blockchain capabilities, social sharing, events, and NeWawe Points. User feedback drives continuous development and updates.

Development phases are mapped based on impact and complexity. High-impact, low-complexity tasks include user registration, wallet integration, and profile/blockchain management. Features like earning tokens through listening (L2E), artist track management and NFT creation/sales require greater development complexity but deliver significant impact. Lower-impact features, like NFT stream count displays and ad management, still require balanced implementation.