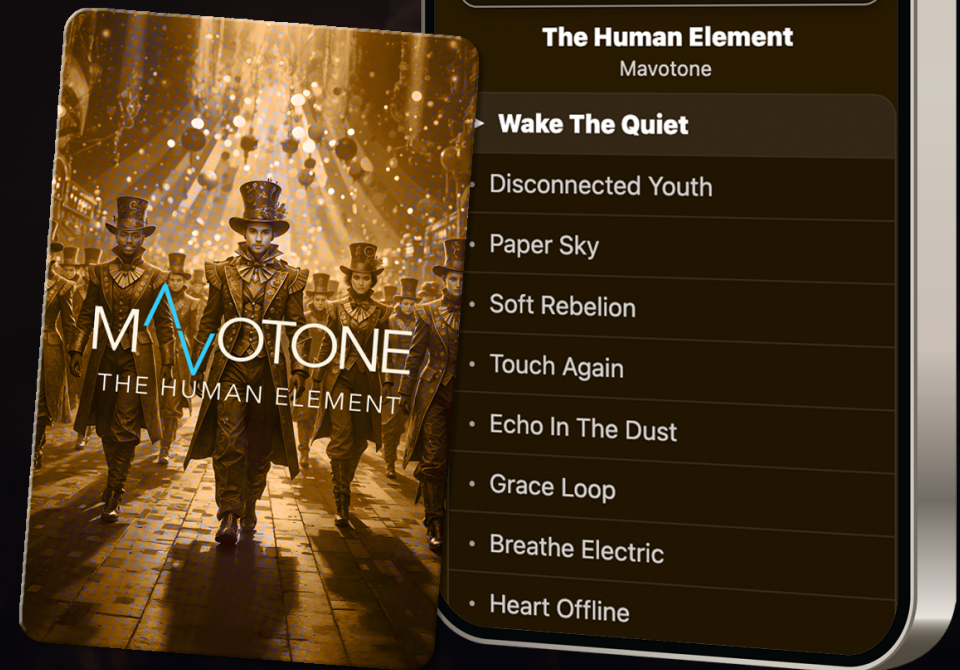


TapTunes[®] for Indie Artists

Turn songs into owned, shareable, collectible fan experiences.

A direct-to-fan ecosystem for artists who need more than streaming exposure.

Streaming might create exposure, but TapTunes helps create careers.



THE MARKET REALITY

**Streaming is crowded. Fans are fragmented.
Artists need a new front door.**

120k

new tracks can hit streaming services in a single day

31%

of Deezer daily uploads were AI-generated by Sept. 2025

70%

of global recorded music revenue came from streaming in 2025

**The problem is not music creation.
The problem is attention, ownership, fan data, and monetization.**

THE TAPTUNES POSITION

Do not just release music. Build a fan ecosystem.

TapTunes turns a song, EP, album, or artist story into a measurable fan experience.

STREAMING

Exposure. Algorithms. Low control.
Little fan data.

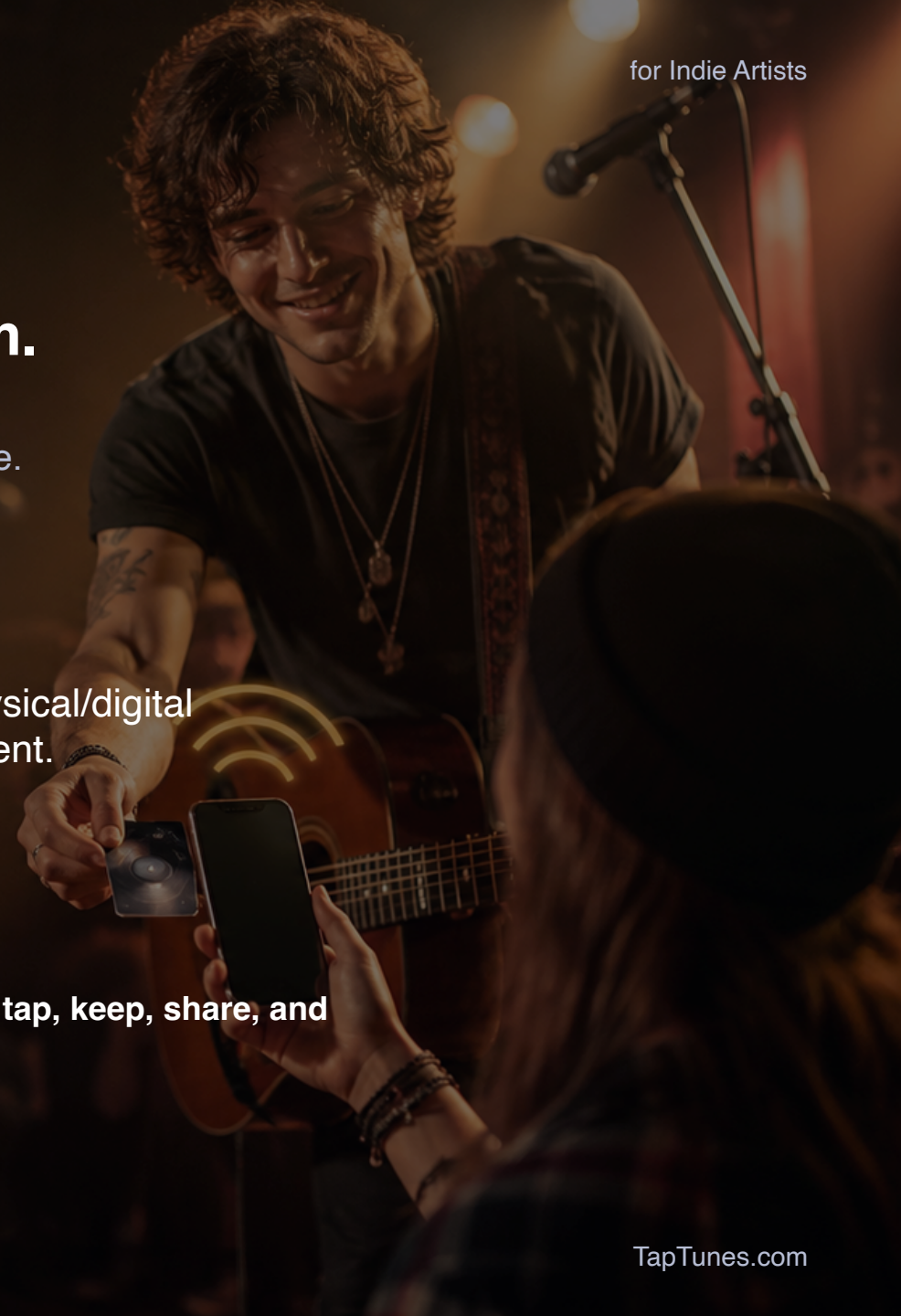


TAPTUNES

Ownership. Direct sharing. Physical/digital
products. Actionable engagement.

The shift:

From renting attention on platforms to creating something fans can tap, keep, share, and remember.



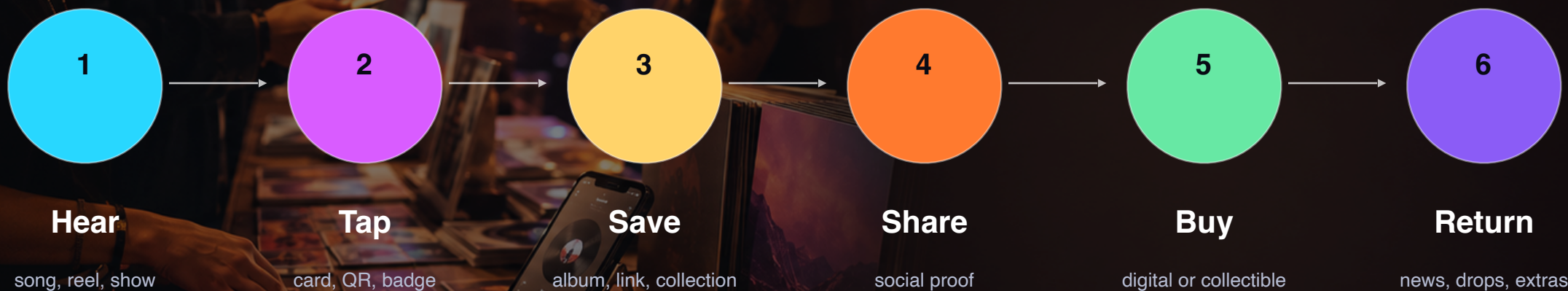
One artist. Multiple fan touchpoints.



Together, these products create a complete indie artist growth stack: release, share, sell, collect data, deepen fan relationships, and promote future drops.

FAN JOURNEY

Every fan touch becomes a chance to build value.



TapTunes gives the artist a repeatable fan path, not just a one-time link.

GO-TO-MARKET PACKAGING

Built for every stage of an indie artist career.

New Release

SpinCard + TapTrax

Give the single a home before it disappears into the feed.

EP / Album

TapTrax + POD Music Cards

Turn the release into a fan-owned experience and collectible.

Live Shows

TourPass VIP + Cards

Make every show a fan data capture and merch moment.

Press / Bookings

RockItCard EPK

Give managers, venues, labels, and media one clean destination.

Superfan Drop

Virtual Wax + Exclusives

Create FOMO with limited collectible media and extra content.

ARTIST ROI STORY

Small fan actions can create meaningful artist income.

Illustrative direct-to-fan math. Replace assumptions with the artist's actual audience and pricing.

100 POD cards sold

Sell at \$10 / card

≈ \$701 gross spread before shipping/taxes

50 digital albums sold

Sell at \$9.99 / album

≈ \$380 artist net after \$2.40 platform fee

25 collectibles sold

Sell Virtual Wax at \$20

≈ \$325 gross spread before shipping/taxes

The punchline: artists do not need millions of streams to test demand. They need a better offer for the fans who already care.

THE AI CREATOR WEDGE

AI music creators are making songs. TapTunes helps them make products.

The new creator has a different problem:

- Songs are easy to create
- Most links feel disposable
- Traditional distribution can feel confusing
- Serious creators still want presentation, proof, and fan connection

Positioning line:

**“You made the song.
Now give it a home.”**

TapTunes can become the first practical next step after creation.

DATA + CONTROL

Artists need more than plays. They need signals.

- Views
- Plays
- Taps / scans
- Link clicks
- Fan messages
- Geographic interest
- Campaign performance

What the artist learns:

- Which releases drive action
- Where fans are responding
- Which merch or media sells
- When to launch the next drop
- How to build a real fan list



Actionable Analytics

Instead of chasing anonymous streams, artists can see what fans actually do.

90-DAY LAUNCH PLAN

A simple adoption path for indie artists.

Days 1–15

Build the artist home

Release setup, cover art, player, links, first TapTrax page.

Days 16–45

Create the merch moment

POD Music Cards, QR links, launch posts, email/fan CTA.

Days 46–75

Add FOMO and extras

Virtual Wax, backstage content, tour or drop campaign.

Days 76–90

Measure and repeat

Review analytics, promote winners, plan next release.

Start with one release. Prove the fan response. Scale into a catalog.

CUSTOMER ACQUISITION

Where TapTunes can find indie artists now.

AI music groups

Creators with songs but no release home

Indie artist communities

Artists frustrated by streaming-only economics

Venues + merch tables

Artists already meeting fans in person

Managers + small labels

Need packaged tools for multiple artists

Songwriter circles

Need demos, pitches, and presentation assets

Suggested hook: “Your music deserves more than a link.”

You made the music. Now build the movement.

TapTunes gives indie artists a way to turn songs into fan experiences, collectible products, direct engagement, and measurable revenue opportunities.

**The next step is not just distribution.
The next step is connection.**

SOURCE NOTES + ASSUMPTIONS

Keep the ROI honest. Keep the story strong.

External market signals used for this concept deck:

- IFPI/Reuters: 2025 global recorded music revenue reached \$31.7B, with streaming at about 70% of income.
- Music Business Worldwide/Luminate: tracks uploaded to streaming services reached about 120,000 per day in 2023.
- Deezer/MusicRadar: Deezer reported 30,000+ fully AI-generated tracks per day by Sept. 2025, roughly one-third of uploads.
- ROI examples are illustrative and exclude shipping, tax, processing fees, discounts, returns, and production variables.

Adjustable inputs for a custom version:

artist audience size • conversion rate • unit cost • retail price • physical/digital mix • campaign cadence