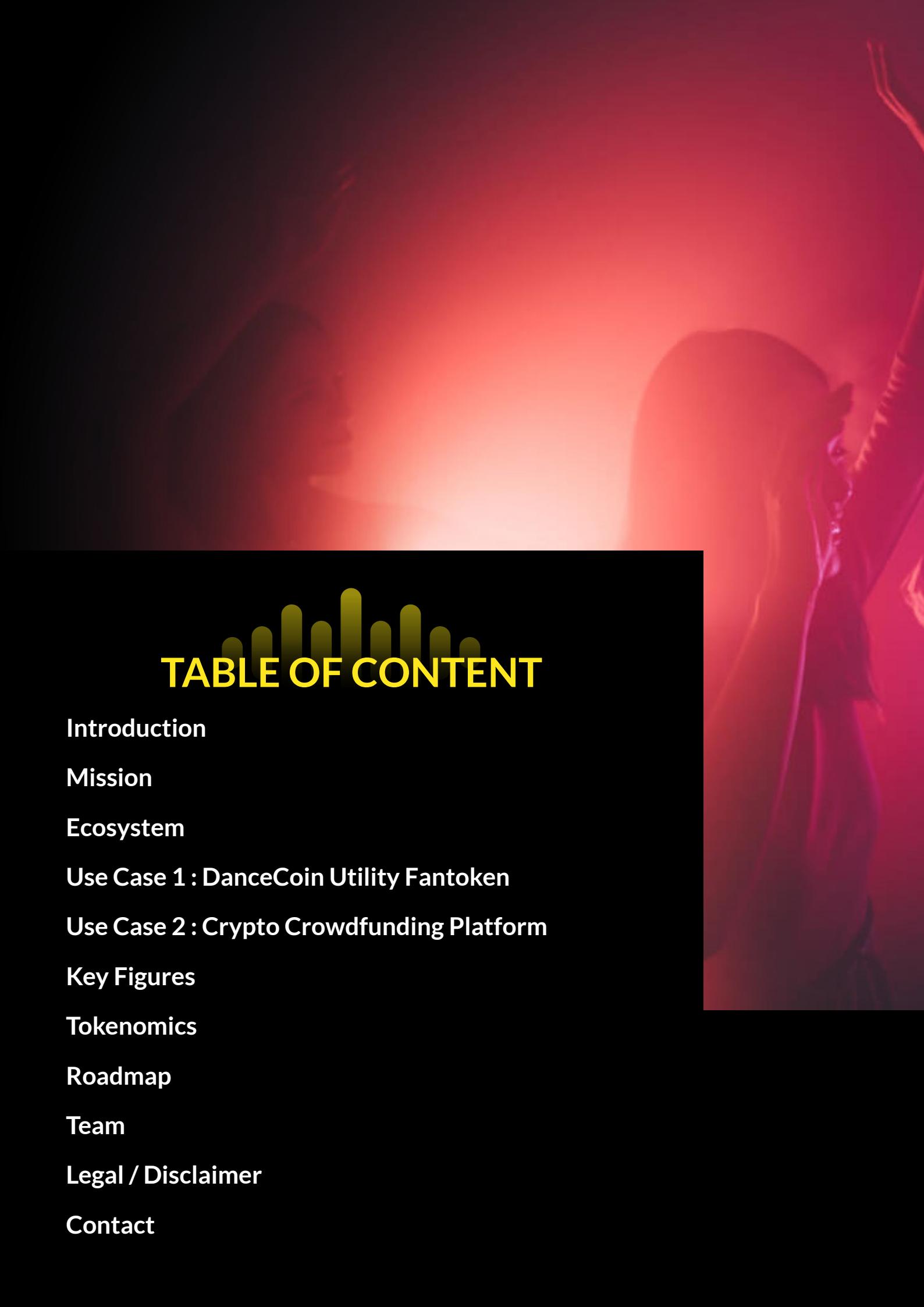




WHITEPAPER



A blurred background image of a person dancing in a red-lit environment, possibly a club or concert. The dancer is in profile, facing right, with their arms raised. The lighting is dramatic, with strong red and orange hues.

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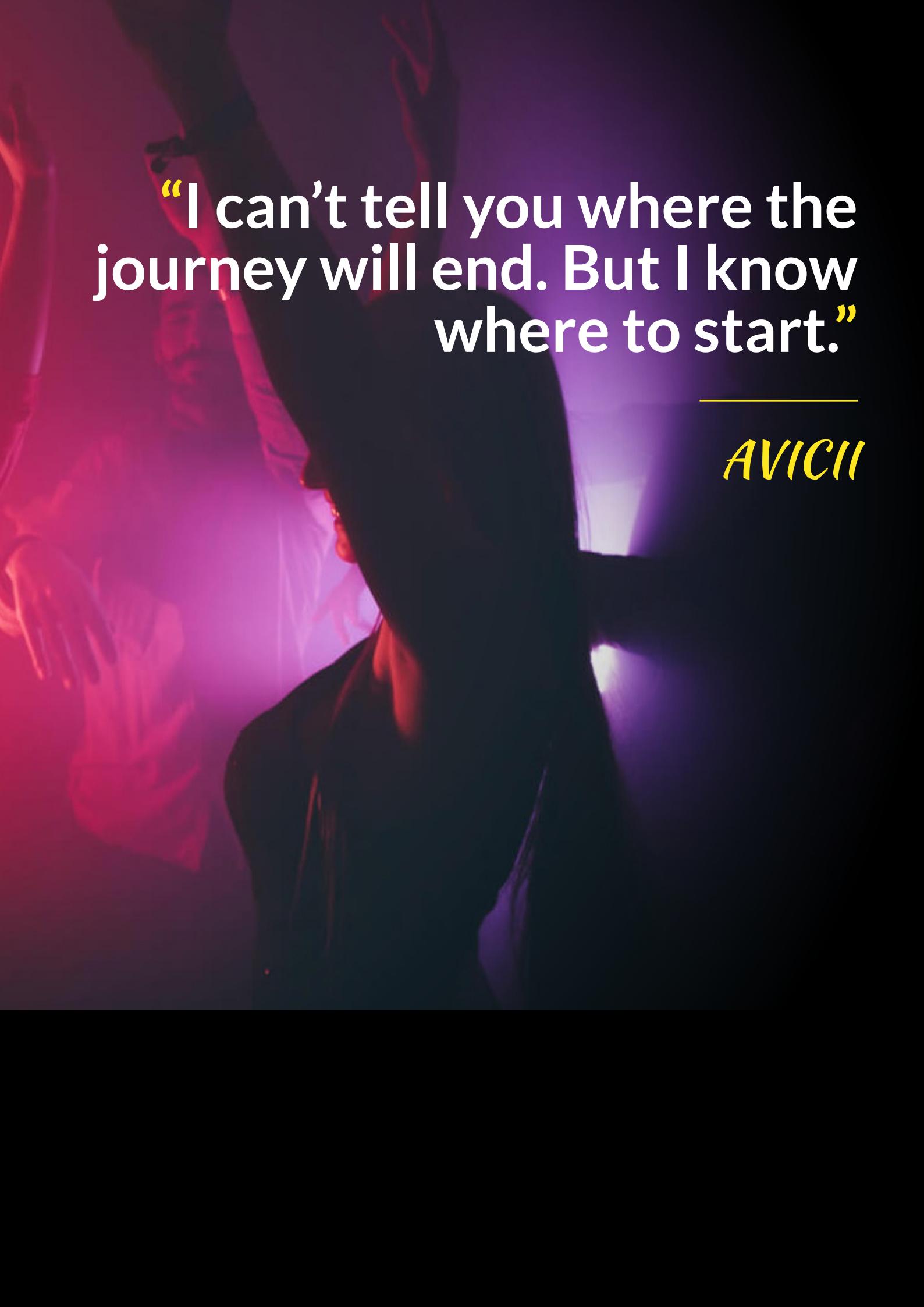
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“I can’t tell you where the  
journey will end. But I know  
where to start.”

---

*AVICII*



# INTRODUCTION

The music industry consists of the companies and independent artists that earn money by creating new songs and arranging live concerts and shows, audio and video recordings, compositions and sheet music and the organizations and associations that aid and represent music creators.

In the first decades of the 2000s, the music industry underwent drastic changes with the advent of widespread digital distribution of music via the Internet. Hardly any industry is more impacted by technological developments, globalization, digitization and changing consumer behavior than the Entertainment industry.

The Netherlands is one of the most successful creators of Electronic Dance Music, Dance culture and Festival concepts in the world with resounding success and has proved to be of great value. The dance music world converges on the Netherlands to party or network during the Amsterdam Dance Event.

Unfortunately, no sector has been hit harder by the Covid-19 pandemic as the cultural sector, and the dance event sector in particular. The Global Music Fund Foundation ("GMFF") wants to provide an alternative method of fundraising, now that it's increasingly difficult for the organizer and partners of events to acquire traditional funding.

In these challenging times the electronic dance music legacy must and will be preserved.



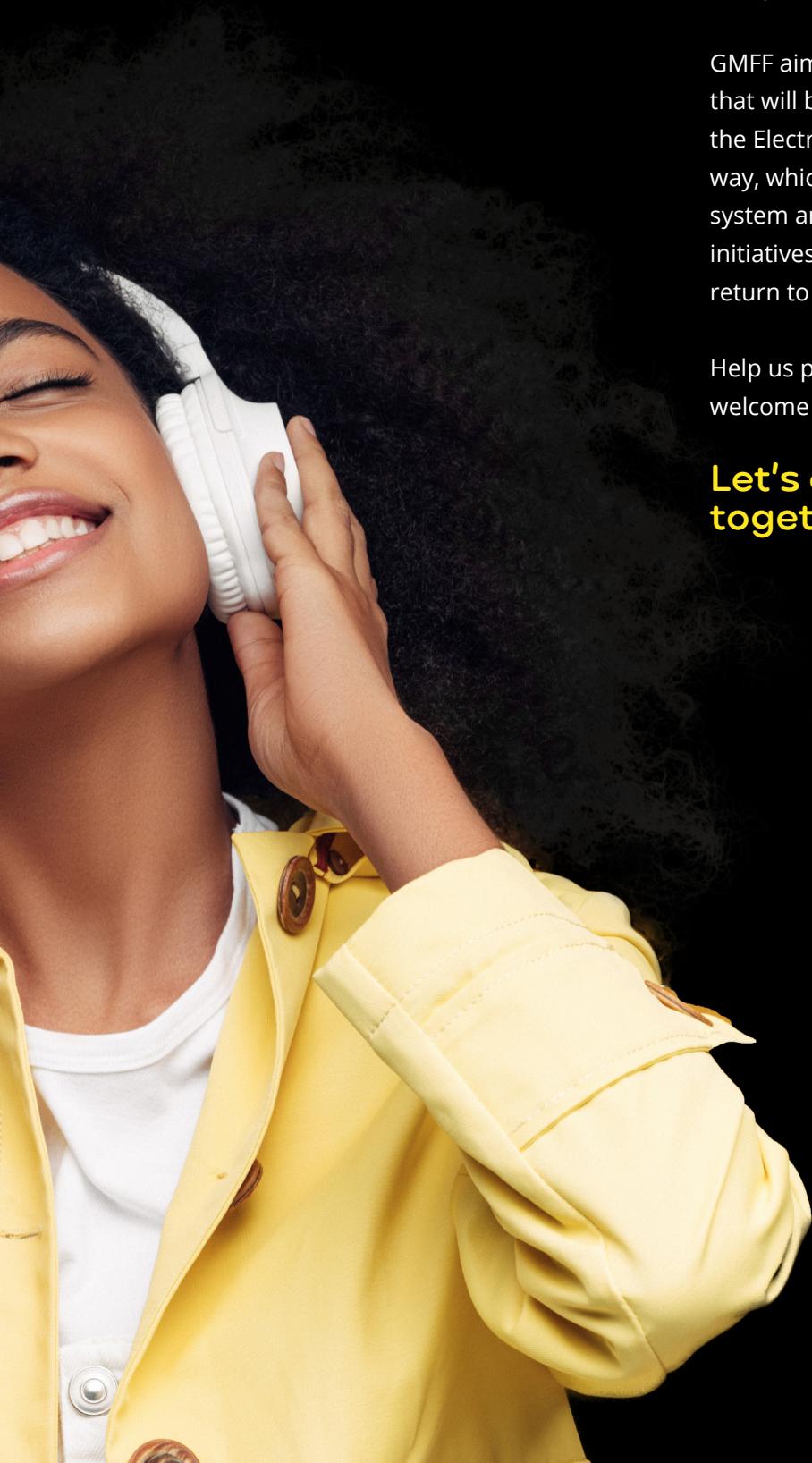


For more than three decades, Electronic Dance Music has brought joy, love and happiness to millions and millions of people. Music unites and has the power to connect others across borders worldwide. Music is healthy for people. It creates a feeling of freedom, an interpersonal connection and gives positive energy.

GMFF aims to build a crypto crowdfund platform that will be established to be a funding partner for the Electronic Dance Music industry in a different way, which is distinctive in respect of the current system and any other already existing crowdfunding initiatives. GMFF will help ensure events & festivals can return to their recent glory.

Help us protect the dance music heritage. We welcome everyone.

**Let's celebrate our freedom together!**







A Music Ecosystem includes not only the commercial music industry, live music venues and festivals, it also includes music education, music's role in health and wellbeing and the economic supply chain that makes music happen, front and backstage.

A healthy live music economy supports jobs across a variety of sectors, from hospitality to tech, logistics to food and beverage. Musicians contribute to making places better, more vibrant and livable. Music tells stories others can't.

It's our ambition to:

- Build a Global Community for EDM & Crypto lovers
- Be the (main) sponsor for the worldwide top events & festivals;
- Be a funding partner for the Electronic Dance Music Industry;

Together we support the Music Ecosystem for generations to come.





# USE CASE 1: EDM DANCECOIN UTILITY FAN TOKEN

In 2020, the global recorded music market grew by 7.4%. This marked the sixth consecutive year of increasing revenues, thanks to a continued rise in paid subscription streaming revenues which offset a decline in physical and performance rights revenues. There was growth in eight of the top 10 markets globally, largely driven by streaming. Revenues from subscription streaming, in particular, increased across the board. Record companies' ongoing hard work and investment laid the foundations for a now predominantly digital industry and helped to ensure its resilience against the extraordinary circumstances of 2020.

Record companies have continued to invest in artists, as well as in their own infrastructure and networks around the world, to drive the development of the industry. Alongside this, they have engaged in diverse methods of bringing music to fans across a range of digital services, ensuring that there are more opportunities than ever before to experience music.

We want you, the electronic dance music lover, to play a vital role in the continued development of the dance industry. And now you can! GMFF brings you the EDM Dancecoin. A cryptocurrency fan token which supports both the industry as well as giving back to the dance community.

EDM DanceCoin potential benefits from a holder / buyers perspective, but not limited to:

- Meet & Greet: Go meet your favorite artist and have a chat!
- Premium Packages: Always wanted to be treated as a VIP? This is your chance!
- Priority access to ticket Pre-sale & Promo discounts on all EDM DanceCoin Merchandise;
- Signed Merchandise: a chance to own a unique Collector's item;
- Future Staking Rewards;
- NFT: become owner of an unique digital piece of work;
- Voting Rights: decide which event/festival should be supported;



## USECASE 2:

# CRYPTO CROWDFUNDING PLATFORM

Our goal is to preserve the Electronic Dance Music legacy for generations to come. In this respect we want to build our own crypto crowdfunding platform. By doing so we are able to facilitate fundraising for new initiatives like new music/festival concepts where our EDM DanceCoin Community can step in to make it happen. We are using cryptography and tokenization technology because it is fast, convenient, cheap, and accessible for everybody in the world.

If an entrepreneur, festival organizer or incubator (hereafter fundraiser) has a great idea for a new product or service, crowdfunding offers an alternative way to raise money and bring together demand and supply, as opposed to traditional methods of borrowing money through banks or private loans. By using a decentralized network, we also do not need banks or other centralized institutions for the transactions to be safe and secure.

The fundraiser can tokenize their product or service to a large number of EDM DanceCoin Community Members of whom each can contribute a relatively small amount to the project. To encourage higher contributions the fundraiser may also offer token rewards of increasing value or significance, while retaining full ownership of the project or company being funded.





## KEY FIGURES

**+7,4%**

GLOBAL  
RECORDED MUSIC  
MARKET GROWTH

**+18,5%**

GROWTH IN PAID  
SUBSCRIPTION  
STREAMING  
REVENUES

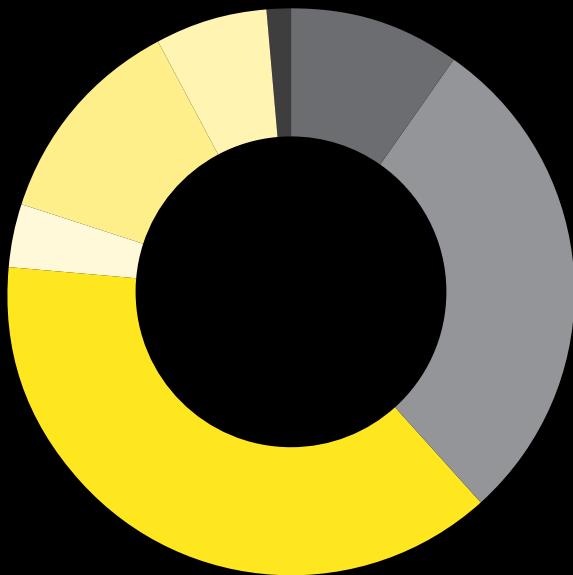
**443M**

USERS OF PAID  
SUBSCRIPTION  
ACCOUNTS





# GLOBAL RECORDED MUSIC REVENUES BY SEGMENT 2020



2% Synchronisation

16,2% Ad-Supported streams\*

45,9% Subscription audio streams

5,8% Downloads & other digital

19,5% Physical

10,6% Performance Rights

\* Includes AD-supported streams and video stream revenues.



# TOP 10 MUSIC MARKETS 2020

01 USA

02 JAPAN

03 UK

04 GERMANY

05 FRANCE

06 SOUTH KOREA

07 CHINA

08 CANADA

09 AUSTRALIA

10 NETHERLANDS



# THE ECONOMIC IMPACT OF MUSIC IN EUROPE

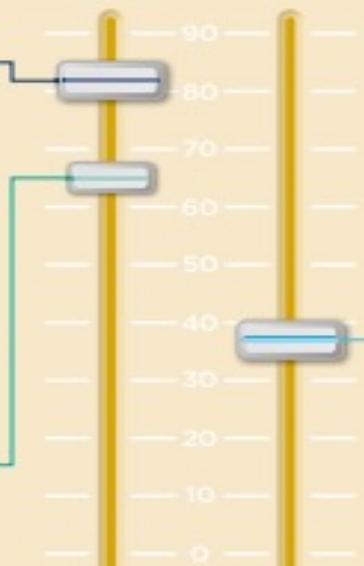
**€81.9 billion**

Music sector's total GVA contribution to GDP in the EU27+UK

Larger than the GDP of 9 of the 28 EU countries (Luxembourg, Bulgaria, Croatia, Slovenia, Lithuania, Latvia, Estonia, Cyprus, Malta)

**€66.3 billion**

The music sector's GVA contribution to GDP in the EU27 alone



**€37.5 billion**

Direct impact of the music sector

1.5 × larger than the GDP contribution of the wine and beer manufacturing sectors



**2.0 million** Total jobs supported

This is **1 in every 119** jobs



**1.3 million** directly employed by the music sector

24% higher than the European audiovisual sector



**€9.7 billion**

Export revenue (conservative estimate)



**13%** more than exports of all European GI-protected wines\*

\* Protected Designation of Origin + Protected Geographical Indication



**€31.0 billion** Total tax contribution

Equivalent to **19.4%** of the entire EU budget

**€26.2 billion**

contribution to the EU27 alone





**7,400**

Record companies across  
the EU27+UK\*\*

\*\* Data rounded to nearest 10



Every €1 directly generated or invested by record companies led to an additional €1.8 GDP contribution in other parts of the music sector value chain.



**€2.3 billion**

Record companies' revenues from European music exports

Data from 2018 and covers the EU27 and the UK unless stated otherwise.

# TOKENOMICS

The EDM DanceCoin is the official token issued by the Global Music Fund Foundation, which is a utility fan token based on the Binance Blockchain (BEP20). Each contribution will be tokenized. GMFF wants to allow each contributor to be an active part of the constantly innovating music industry.

DanceCoin tokens can be used for exclusive interactions and experiences intended for the Electronic Dance Music industry.





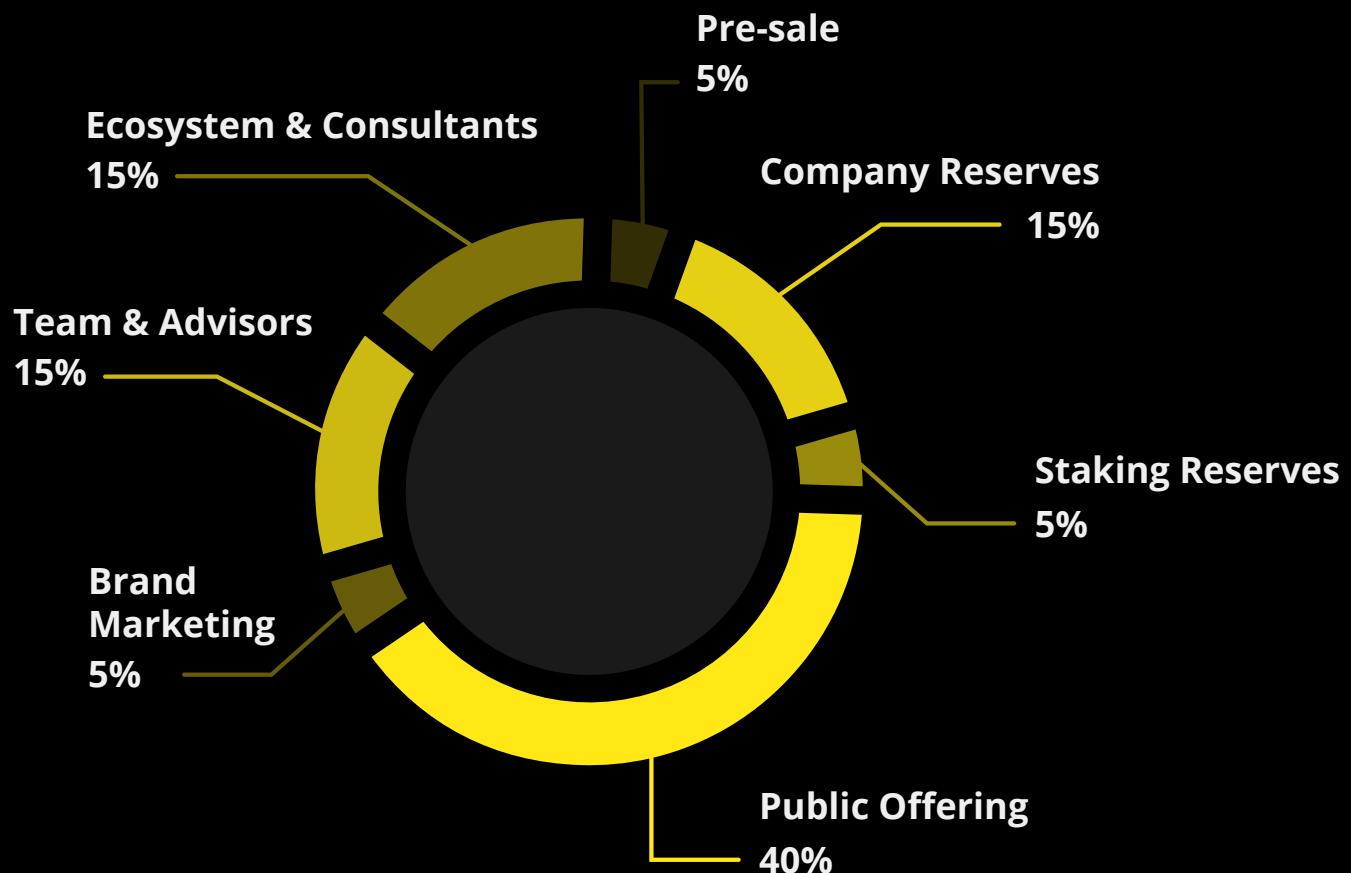
The summary below describes the principal terms of the GMFF token.

Overview:

- |                |                                |
|----------------|--------------------------------|
| • Token name   | <b>EDM DanceCoin</b>           |
| • Ticker       | <b>EDMC</b>                    |
| • Token symbol |                                |
| • Total Supply | <b>3,141,592,653 (billion)</b> |

Global Music Fund Foundation has been set up for the purpose of issuing EDM DanceCoins. Up to 3,141,592,653 tokens will be issued.

# TOKEN ALLOCATION

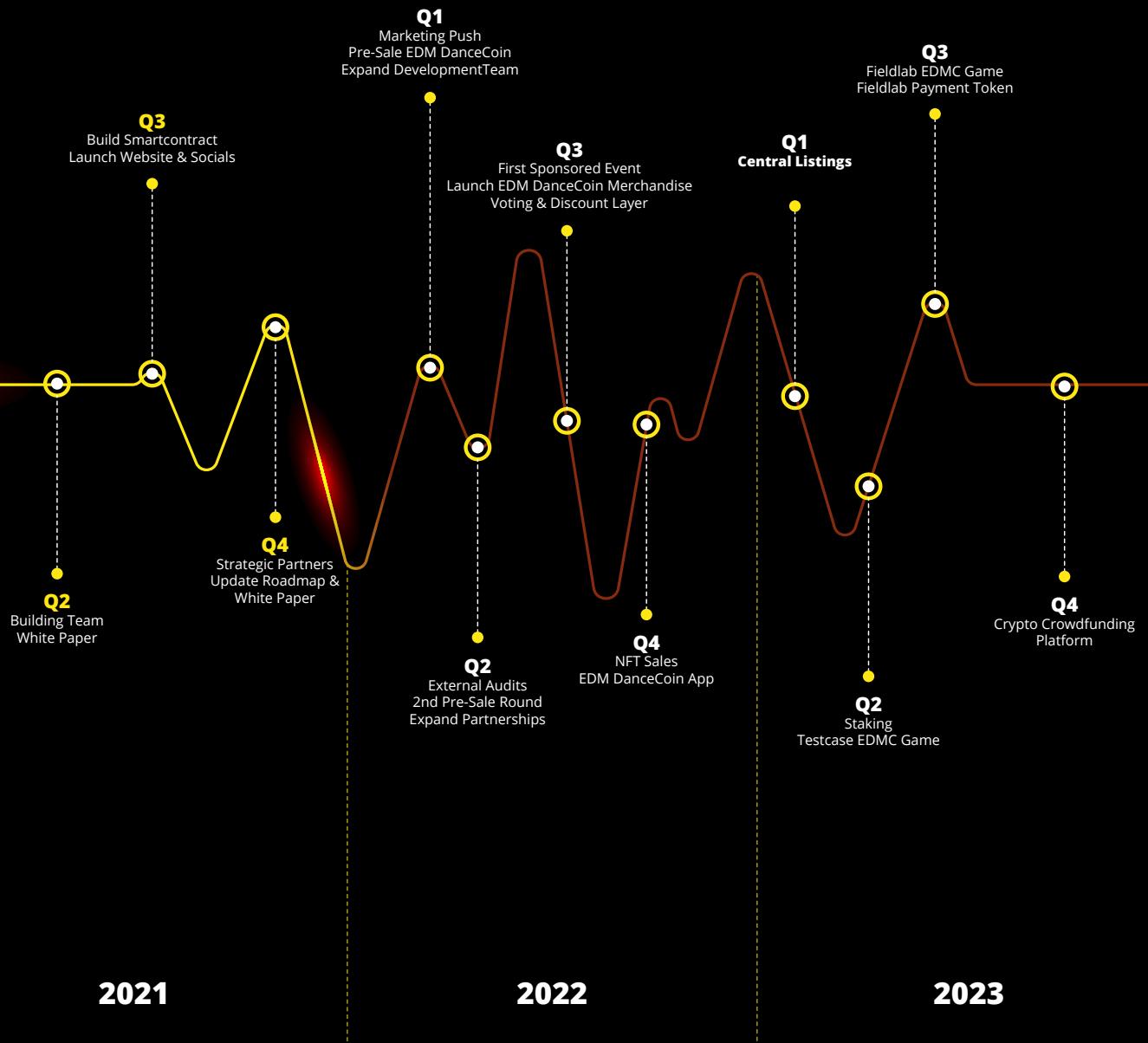


# TEAM TOKEN UNLOCK

6 months:	locked	36 months:	12%
12 months:	locked	42 months:	12%
18 months:	15%	48 months:	12%
24 months:	15%	54 months:	12%
30 months:	12%	60 months:	10%



# ROADMAP





# TEAM



**MICHA**  
Founder & Ambassador



**RUTGER**  
Head of Communications



**JOB**  
Head of Development



**RICHARD**  
Founder & Ambassador



**HANS**  
Teamlead Communications



**JULIAN**  
Teamlead Risk & Security



**STÉPHANE**  
Teamlead Coin Strategy

## CORE VALUES

Focus & specialization

Leadership

Integrity & accountability

Independent & dedication

Extensive network



# DISCLAIMER

The EDM DanceCoin (EDMC) qualifies as a utility token. Our content is intended to be used for information purposes only. The whitepaper therefore does not give you tax, legal, investment or personal advice on whether or not to do something. This Whitepaper is also not a contract and does therefore not legally bind GMFF or its affiliates.

Nothing in this Whitepaper should be treated or read as a guarantee or promise of how GMFF business or tokens will develop. This Whitepaper outlines current plans, which could change at its discretion, and the success of which will depend on many factors outside GMFF control, including market-based factors and factors within the data and cryptocurrency industries, among others. Any statements about future events are based solely on GMFF analysis of the Use Cases described in this White Paper. That analysis may prove to be incorrect.

Selling restrictions. Potential subscribers should note that participation in the token sale(s) is subject

to limitations imposed by applicable securities laws in various jurisdictions and does not provide the token holder with any ownership or other interest in the Company. The regulation of token and more generally blockchain is currently in evolution. Therefore, potential subscribers should be aware that some jurisdictions may introduce new regulations or adapt their current regulation and/or definitions / categories of tokens, including the Netherlands. The EDM DanceCoin will not be registered under the US Securities Act of 1933, as amended from time to time, or under any securities laws of any state or other jurisdiction of the United States.

This Whitepaper may not be used in any such jurisdictions or in any circumstances in which this Whitepaper, its content and/or the EDM DanceCoin are not authorized for distribution and/or unlawful.

We reserve the right to amend the rules of this disclaimer.





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