



EKKHO

The music economy platform
turning devotion into revenue

\$36.2B
global music
revenue in 2024

~12%
Artist share
(Citigroup)

Sources:

1. [Fader](#)
2. [MIDIa Research](#)
3. [TwoStory Media](#)
4. [Music Alley](#)
5. [Music Business World](#)

Artists

~12M uploaders on Spotify
(~31% market share)

~2.3% artists make \$1K+/yr

“full-time” musicians
~1.9%

~0.6% make
\$10K+/yr

~0.1% make
\$100K+

\$0.005

per stream on Spotify.
1M streams = \$5K.

\$8

artist profit from a
\$100 concert ticket.

86%*

of major venue ticketing
controlled by Ticketmaster.

~\$1,450

median annual
musician income.

* federal antitrust verdict
(April 2026)

Sources:

1. [Revision Music](#)

2. [NITO](#)

3. [Today](#)

4. [Two Story Media](#)

Taylor Swift ticket resold **5** times

\$600



Face Value

\$1,700



Final Sales Price

\$1,100

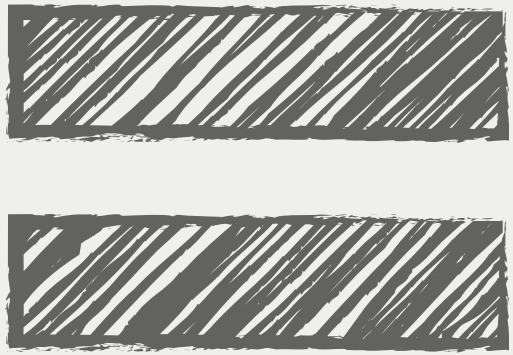


Ticketing/Scalpers

\$0



Artist Share of Markup

2% superfans  50%+ revenue

\$113/mo

superfan spend on live music
(66% more than average)

\$4.5B

superfan monetization
opportunity
est. by Goldman Sachs

18%

of all streams — from
just 2% of listeners

"I might have 2,500 real fans - but I don't know who they are."

Ken Martin, Philadelphia-based singer-songwriter

One platform for all data

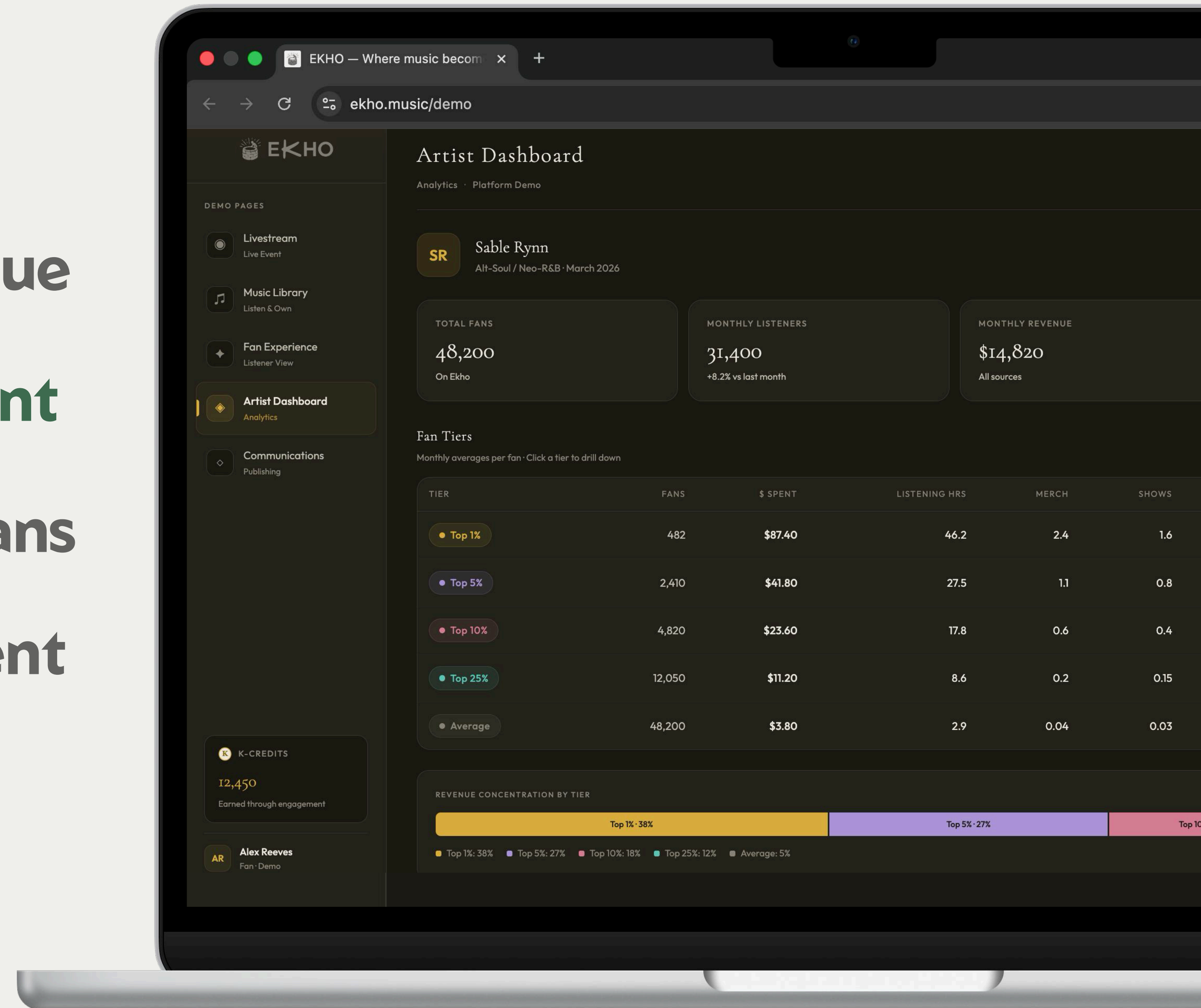
Artists see fan activity & revenue

Fans rewarded for engagement

Best concert seats earned by fans

Merchandise & premium content

<https://ekho.music/demo>



Pay-as-you-Listen with "K-Credits"

Fans buy or earn credits **through engagement** with content and community.
Fans **spend credits** across the platform (content, marketplace, premium access)
1 Listen = 1 K-Credit = \$0.02. No Subscription required.

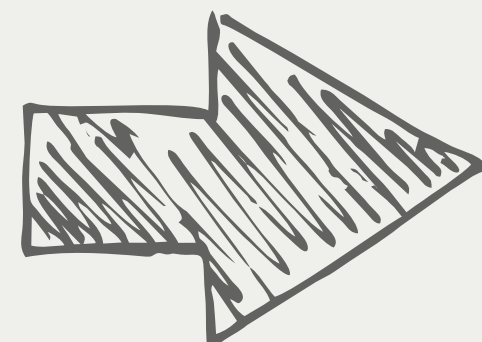
AI Subscription (Optional)

Single tier, unlocks all AI features.
\$9/month or \$99/annual.
K-credits are purchased separately.

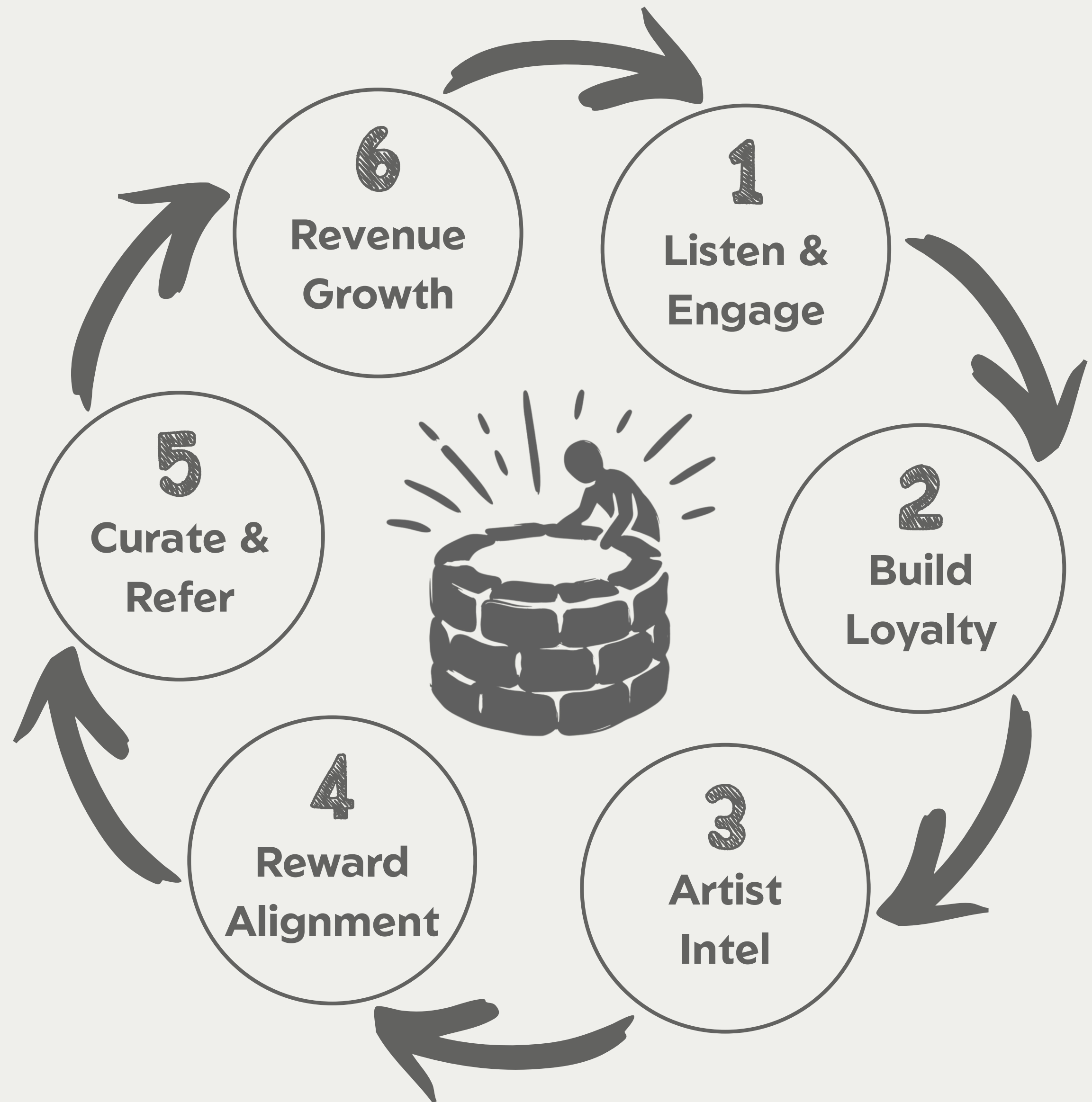
Marketplace

Merch, ticketing, exclusive content, direct support - all through one storefront.

Artist revenue share



75% across every channel



- 1 Every listen, share, and purchase is **signal**.
- 2 Repeat engagement **elevates fan status**.
- 3 **Data** reveals comprehensive fan **behavior**.
- 4 Devotion **unlocks exclusive content and access**.
- 5 Curators **earn** deeper artist connection and **rewards**.
- 6 Aligned **incentives compound** community and revenue.

Platform Comparison

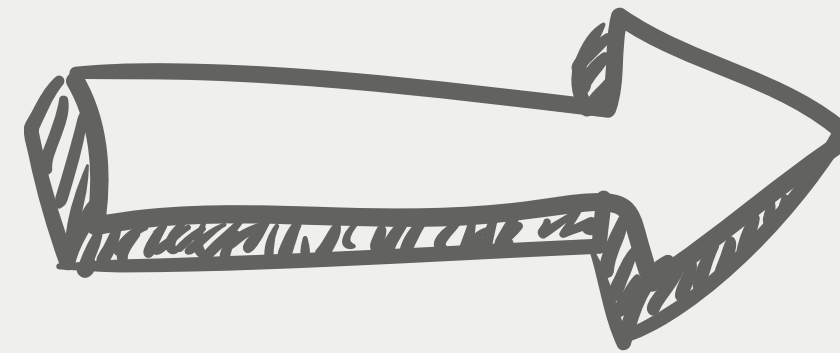
Slide 9

PLATFORM						
Artist Revenue / Listen	~\$0.015	~\$0.005	~\$0.01	~\$0.004	×	×
% of every sale to artist	75%	×	×	×	~90%	~82%
SuperFan Rewards, Referrals & Tickets	✓	⚠ Partial	×	⚠ Partial	⚠ Partial	⚠ Partial
Instant Revenue Settlement	✓	×	×	×	×	⚠ Partial
AI + Blockchain data, discovery, fans	✓	×	×	×	×	×
Fan Music Ownership	✓	×	✓	×	✓	✓

User Behavior

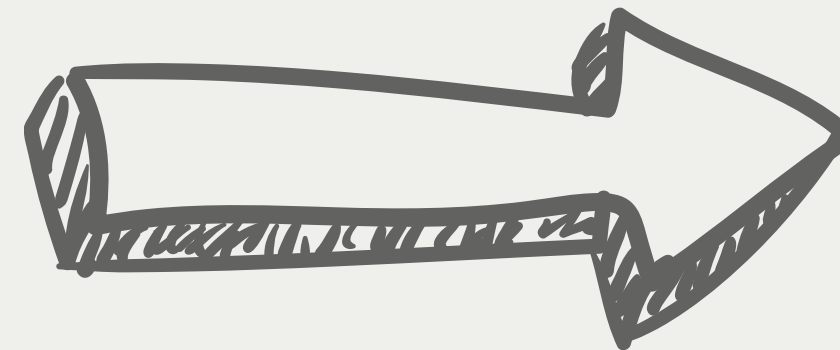
EKHO Execution

Top fans by engagement score



Auto-mints loyalty tier NFT

Purchase or earn content,
merch, experience



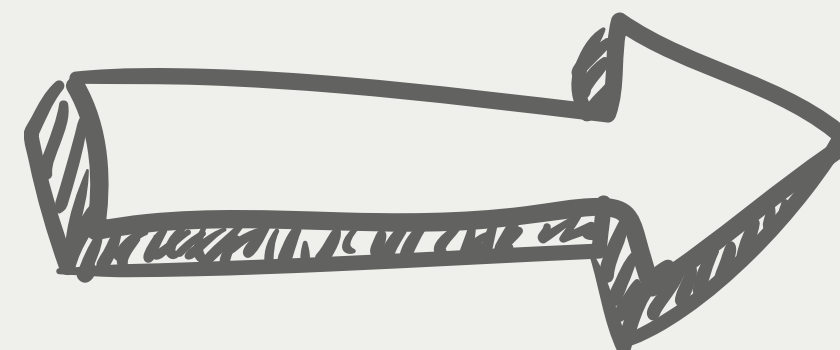
Auto-grants reward access

Artist uploads new content



Royalty splits
published on-chain

Fans spend \$ with EKHO



Smart Contract
releases \$ to Artists

Projections

Slide 11

1,070

Artists by Year 3

1.9M

Active fans by Year 3

\$78M

Gross revenue, Year 3

Q1 Year2

EBITDA positive

	Year 1	Year 2	Year 3
Artists	108	341	1,070
Active Fans	161K	604K	1.9M
Gross Revenue (GMV)	\$4.9M	\$24.5M	\$77.9M
Net Revenue (Ekho 25%)	\$1.2M	\$6.1M	\$19.5M
EBITDA	(\$1.5M)	\$2.3M	\$12.4M

Seed capital: \$2M

Cash on hand (end Y3): \$11.2M



Infrastructure Edge

Storage

full catalog + artist uploads

Compute

AI concierge, model training

Chain/DA

verifiable plays + royalties

Ecosystem Leverage

Direct access to OG team

DevRel, solutions engineering

OG GTM task force

co-marketing + audience amplification

AI×Web3 ecosystem

Capital Pathway

Credit Allocation

early infrastructure credits

OG Ecosystem Fund

unlocked on milestones

Soft Launch (Q3 2026)

- K-credit system live
- Fan identity, AI artist tools
- Community growth, artist partnerships
- Jul/Aug: Events, Publicity, Marketing

Scale (2027)

- AI Community Agent.
- Ticketing partnerships.
- Legacy infrastructure integration (IFPI/DDEX).

Build (Q2 2026)

- Founding community
- Website & Mobile App (UI/UX)
- Seed close

Hard Launch (Q4 2026)

- Full platform live
- 50 artists onboarded
- Activations (Token2049 & Art Basel)
- Live ticketing beta



Michael Jelen

CEO

20yrs+ in Tech & Consulting

Forbes 40 under 40



Jon Niermann

President

35yrs+ in Media & Entertainment

ex-President at Disney & EA Asia



Tyler Martin

CTO

10yrs+ in Tech and as CTO

ex-Gelber Group



Nikita Sandu

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7yrs in Web3 Tech & Consulting

PhD candidate (CompSci)



Dennis Liao

CFO

25yrs+ in Finance

ex-Lehman, Houlihan Lokey