

Centaurify™

A WEB3-POWERED PLATFORM
HELPING THE MUSIC INDUSTRY TO
ACTIVATE SUPER-FAN COMMUNITIES

IN THIS DECK

- 3. Why are we here?
- 4. Today's music industry
- 5. Centaurify Solution
- 10. Who we work with
- 11. Pricing & Service

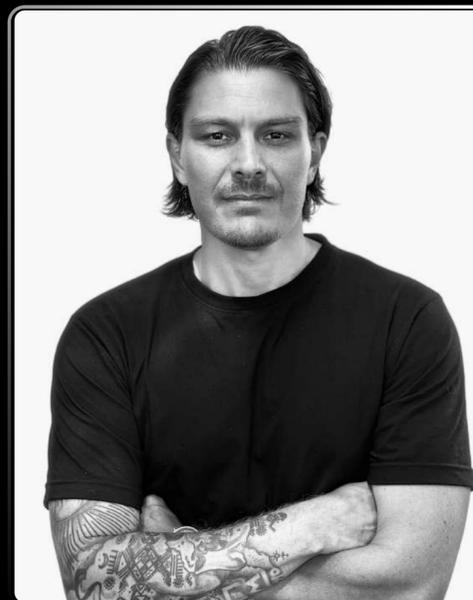


THE CO-FOUNDERS



Martin Bjercke / CLMD
CD & Co-founder

Award-winning DJ (**14 platinum**),
Judge/mentor on the hit TV show
The Voice, as the first non-
vocalist artist ever, worldwide.



David Rootwelt
CEO & Co-founder

Entrepreneur with 20 years
experience building brands &
fan communities across the
fashion, creative, e-commerce
& merchandising industries.

OUR MISSION

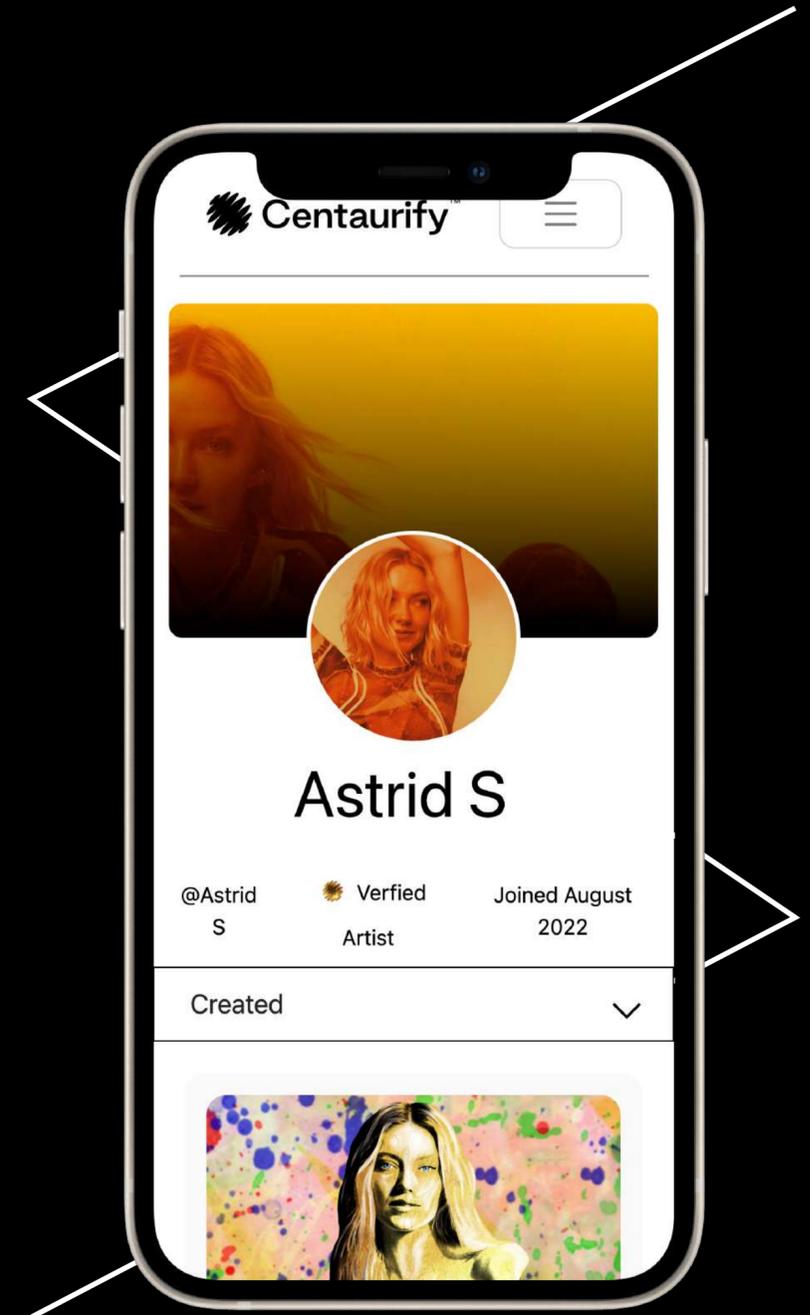
We believe that web3 technology will work alongside web2 technology, playing a key role in growing and transforming the music industry. It will give artists more control over engagement and a fairer share of income, unlocking new forms of fandom and building communities of fans, not just followers.

Centaurify is created by artists for artists. Our platform, studio, and supporting products and services will play a vital role in activating and building communities, as well as creating new forms of digital fandom adoption and interaction. We believe fans want to support artists, and we are one of the few platforms that honour and pay creator royalties.

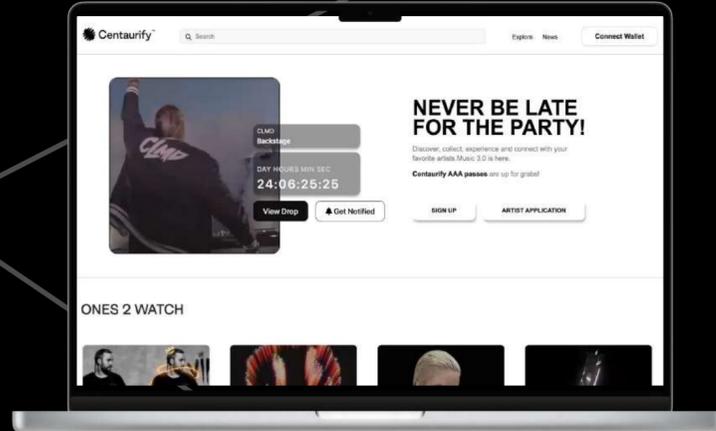
TODAY'S MUSIC INDUSTRY

We're created by artists for artists, aiming to provide solutions to some key issues:

- Artists have few direct routes to fans and lack transparency on who their real fans are.
- Artists are compelled to cultivate engagement on social media, diluting the genuine connection with their fans and diverting time from music creation..
- Approximately 15%-30% of fans may be 'super-fans,' willing to spend more than the average fan on merchandise, music, and other content.
- Today's new generations of fans are increasingly open to novel forms of engagement and online fandom.



THE CENTAURIFY SOLUTION - WEB3 ARTIST CENTRIC PLATFORM



MARKETPLACE & LAUNCHPAD

→ Our web3 platform for curated music content and event tickets serves as your gateway to the next generation of music consumption and fan engagement.



CREATORS PRODUCTS/WEB3 STUDIO

→ Our Web3 studio, staffed with experts, assists you in developing digital products of the highest quality.



TOKEN GATING SOLUTION

→ Our Web3 tools engage your fans like never before and help you reward the most loyal fans.

HOW WE HELP - ACTIVATE COMMUNITIES

CONNECT AND ENGAGE DIRECTLY WITH YOUR FANS

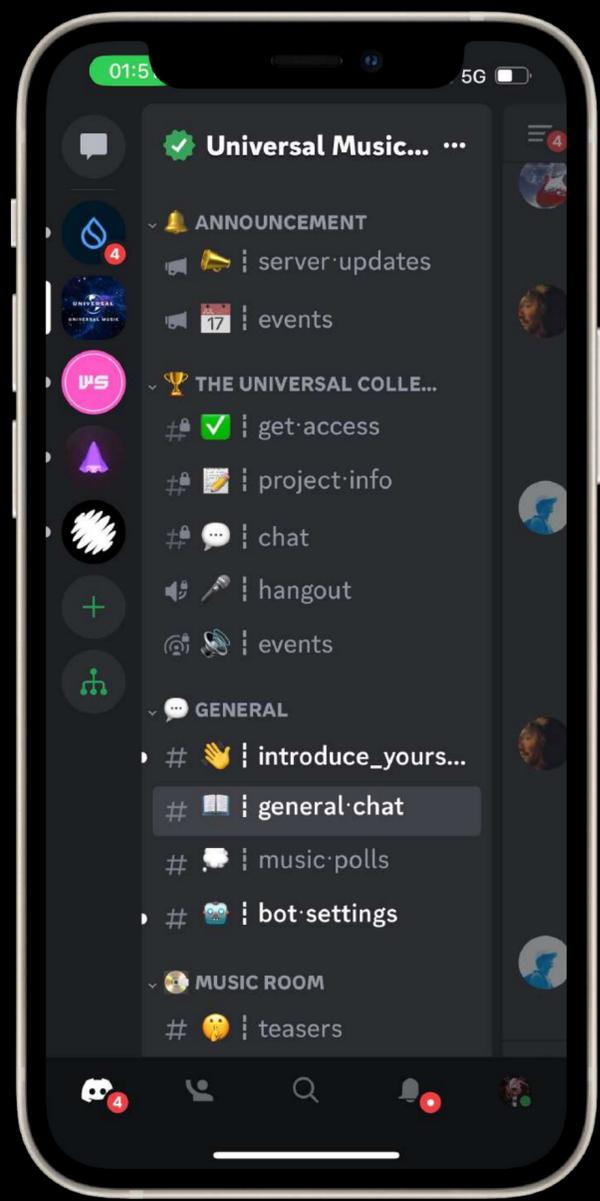
Identify and reward your most passionate and engaged fans as part of one single community, regardless of original platform - Spotify, Twitter, Patreon, Ticketmaster etc.

DRIVE ARTISTS AWARENESS

Enable fans to showcase digital proof of their fandom by owning a new song or album from the moment of release, purchasing your merchandise, or attending your events.

OWN THE VALUABLE RELATIONSHIPS

Take charge of your communication and contact lists with fans. Utilise new releases or events to gather marketing opt-ins from fans you haven't reached before.



HOW WE HELP - CREATE VALUED DIGITAL EXPERIENCES

ENABLE FANS TO BUY YOUR MUSIC INSTEAD OF SUBSCRIBING

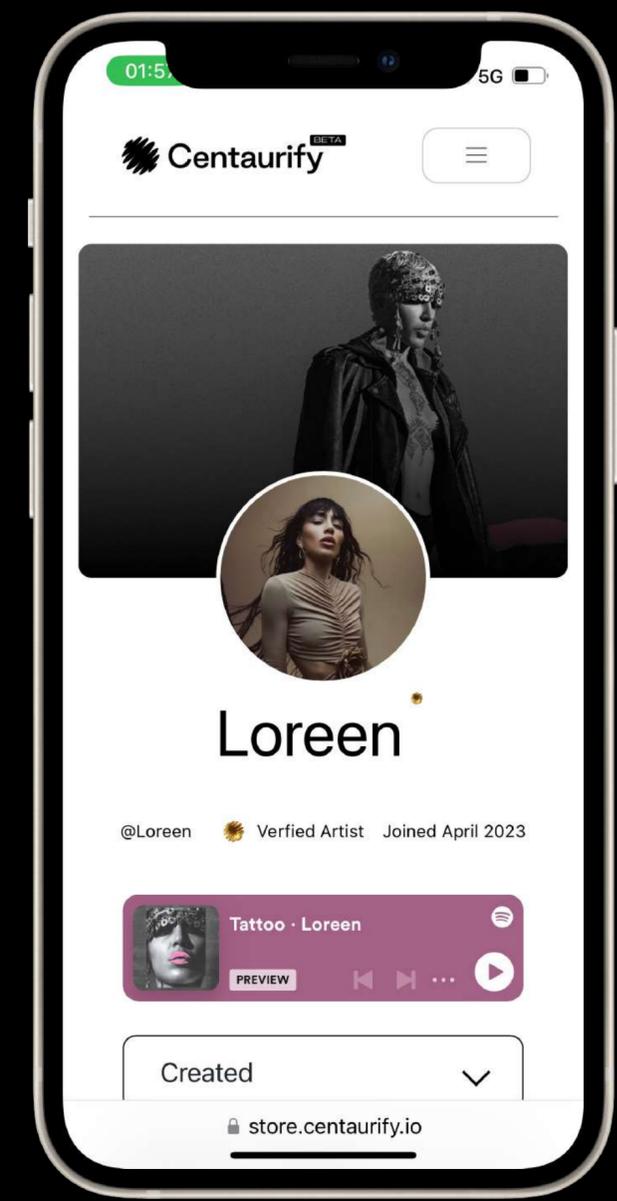
Offer limited edition digital music content and experiences that fans want to purchase, own, collect, and resell—such as entire songs, lyrics, cover art, and photos.

CREATE ENGAGING DIGITAL EXPERIENCES FOR FANS

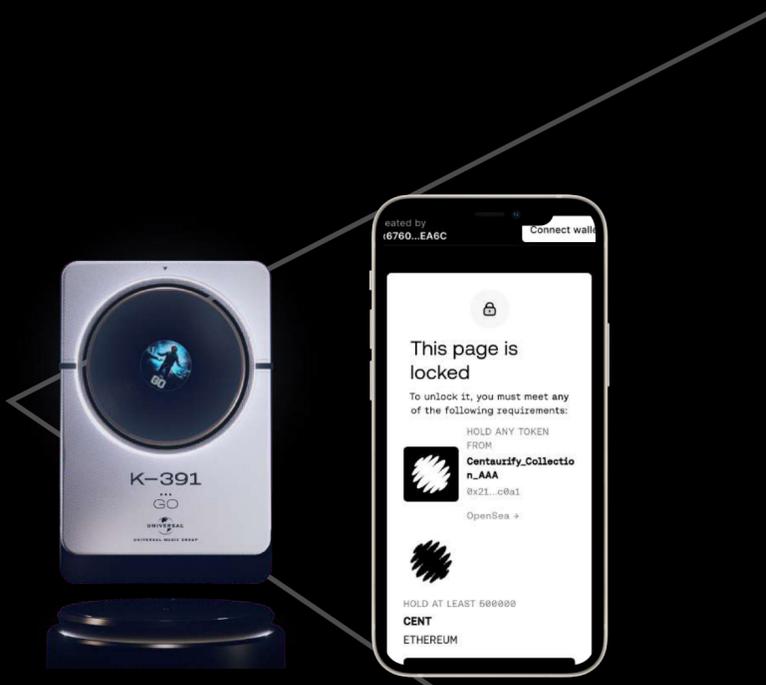
Dynamic evolving collectibles, gated access to video premieres, live streams on your website, digital VIP passes to events, and digital merchandise.

TAKE CONTROL OF NEW REVENUES AND DISTRIBUTION

You determine how to promote yourself to fans, what they can purchase, and maintain control over revenue splits and royalties for all primary and secondary transactions. Centaurify is one of the few platforms that honors and enforces creator royalties.



EXAMPLES OF WHAT WE OFFER - MOST POPULAR SERVICES



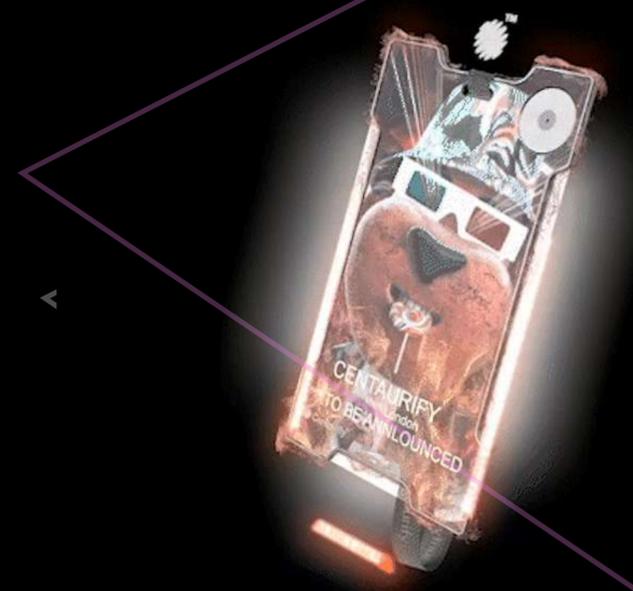
AUDIO/ART COLLECTABLES

Exclusively unlockable by holders of your released digital assets, whether they are music or non-music assets.



"PHYGITAL" MERCH

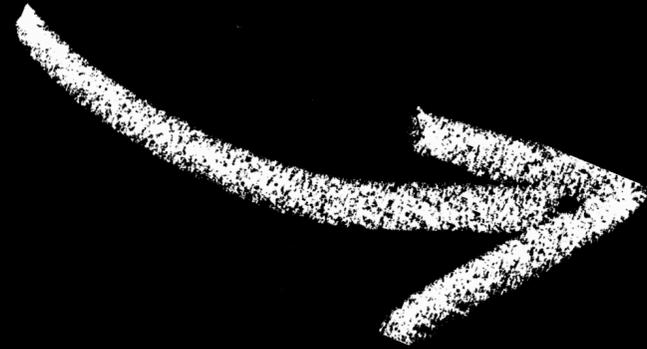
Limited edition clothing collections, vinyls, headphones, etc., all connected to your digital asset, enabling your fans to prove ownership on the blockchain—the ultimate proof of fandom!



MEMBERSHIP PASS

Gamify your fan engagement: The fan pass can grant access to concerts, unlock exclusive content, community groups, etc. POAPs (proof of attendance) enable you to reward your most loyal fans!

SIMPLE NEXT STEPS



ESTABLISH YOUR ACTIVE COMMUNITY

→ Sell your collections on our platform that enforces creator royalties, or issue a simple fan pass, audio, or event collectibles to connect directly with your online and offline fans. Share early access waitlists to build hype and prove the demand.

CREATE PREMIUM RELEASES THAT YOUR FANS WANT

→ Fans can opt in and choose how they want to receive updates on new releases. Sell premium gated content, merchandise, event access, and perks.

EXPLORE OUR ADDITIONAL SERVICES TO PROTECT AND GROW YOUR COMMUNITY

→ Our management services can assist in developing and growing engagement from your community over time, while our moderation services can monitor and ensure the safety of your communities 24/7.

WHO WE WORK WITH

Music is in our DNA. Centaurify is proud to collaborate with some of the world's leading players in music and creative brands.



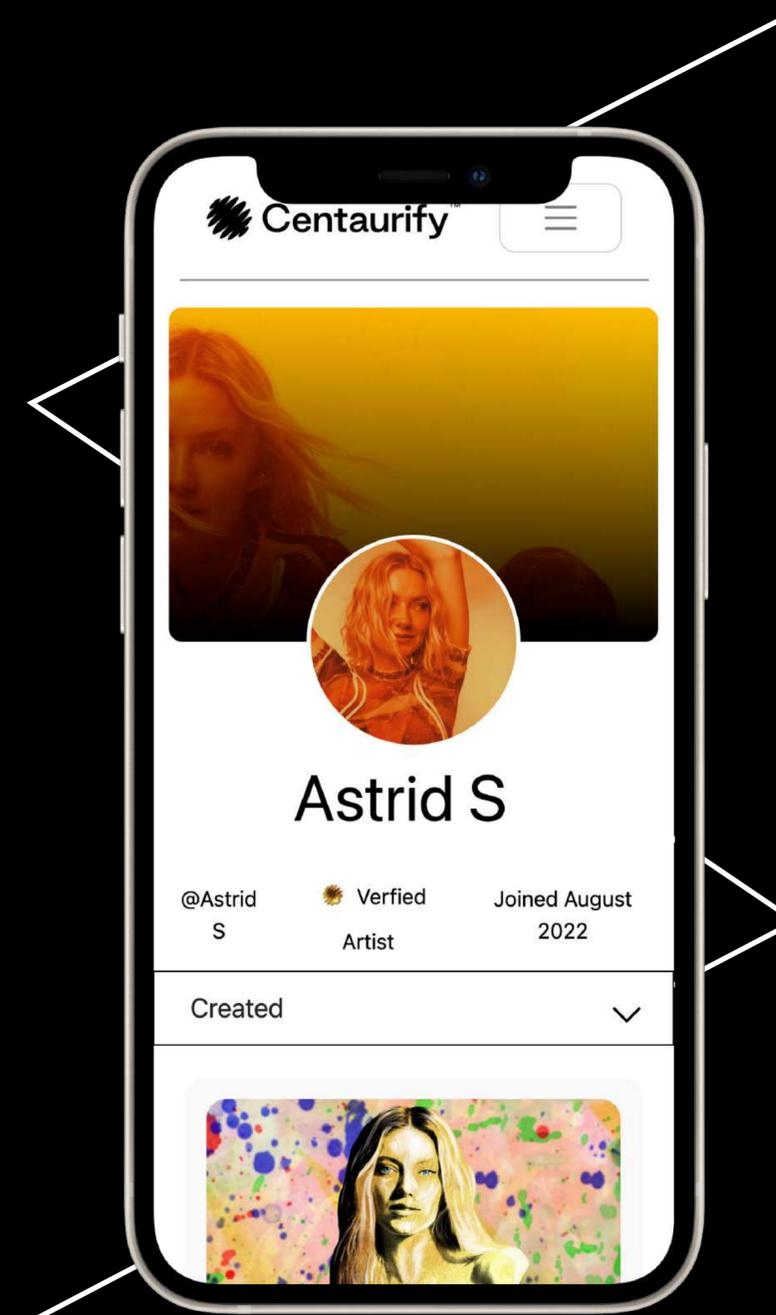
"Our partnership with Centaurify is believed to bring about significant learnings, innovation, and growth. This collaboration allows us to tap into Centaurify's cutting-edge technology and expertise, enabling us to deliver engaging new products for our artists and their audience."

- Universal Music Group

TODAY'S MUSIC INDUSTRY

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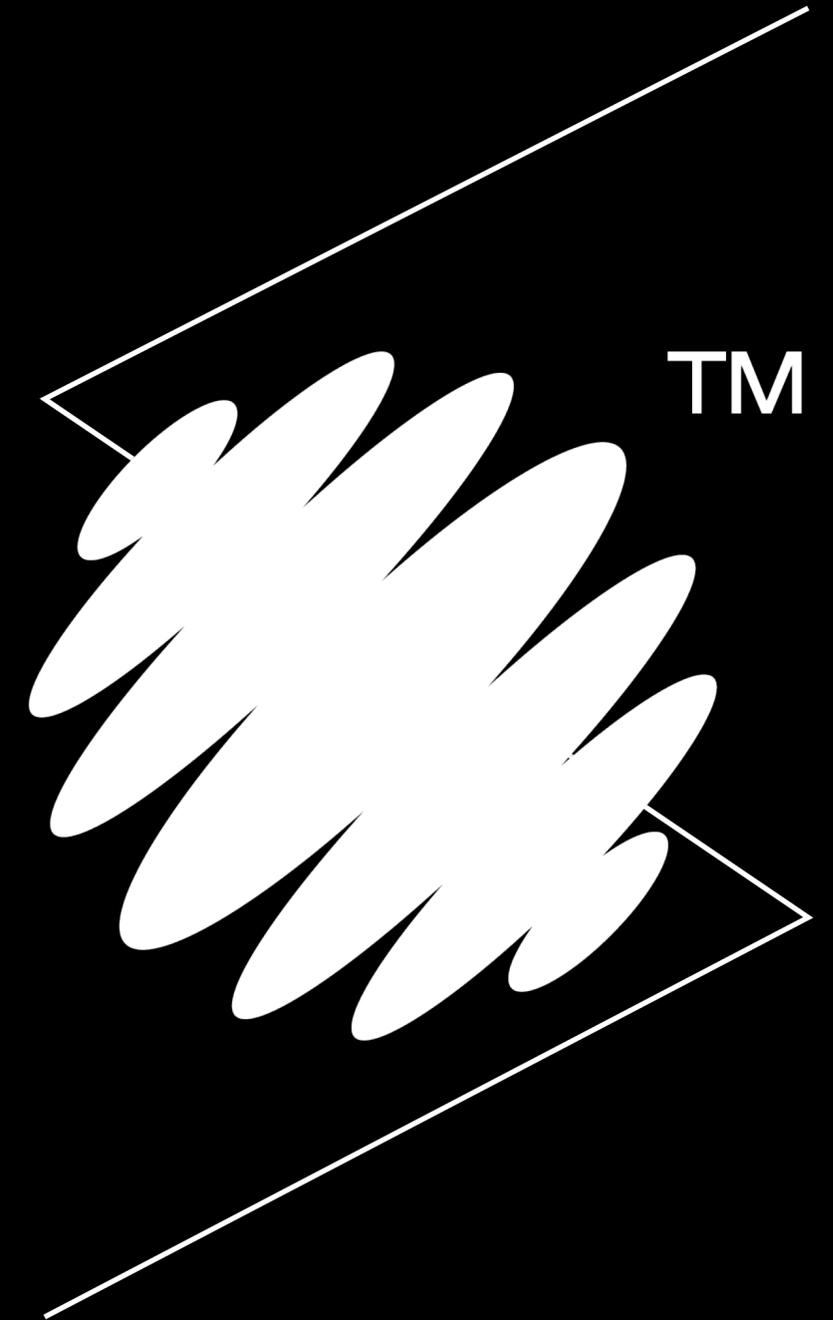
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\$CENT TOKEN

An ecosystem created by artists for artists

- The \$CENT token can be used as payment for digital assets on the Centaurify platform.
- Holding \$CENT tokens will earn exclusive membership benefits.
- Staking \$CENT tokens will yield APY and exclusive membership benefits,
- \$CENT tokens can be purchased or earned by engaging with Centaurify and its community platforms.



THE AAA COLLECTION

The "access all areas pass" to the inner circle of Centaurify

- The 'AAA' asset grants you access to exclusive Centaurify communities.
- Holding the 'AAA' will earn exclusive membership benefits.
- The 'AAA' can be purchased and displayed as your profile picture (PFP).



\$CENT TOKEN & "AAA" NFT COLLECTION - REWARDS

BACKSTAGE REWARDS



- Second in line for WL to all pre-sales on Centaurify
- Blue badge in user profile
- Second in line Early access to concert tickets (coming soon)
- Centaurify Party access (coming soon)
- More to come...

Hold 100K+ \$CENT
STAKE 50K+ \$CENT

"AAA" REWARDS



- Whitelist to all pre-sales on Centaurify
- Free NFT airdrop through raffles
- Silver badge in user profile
- Early access to concert tickets (coming soon)
- Exclusive Centaurify club access (coming soon)
- Centaurify Party access +2 (coming soon)
- More to come...

Hold 500K+ \$CENT
Hold a "AAA" NFT
STAKE 250K+ \$CENT

CENTAURIFY TOKEN METRICS

TOKEN SYMBOL

CENT

TYPE

ERC-20

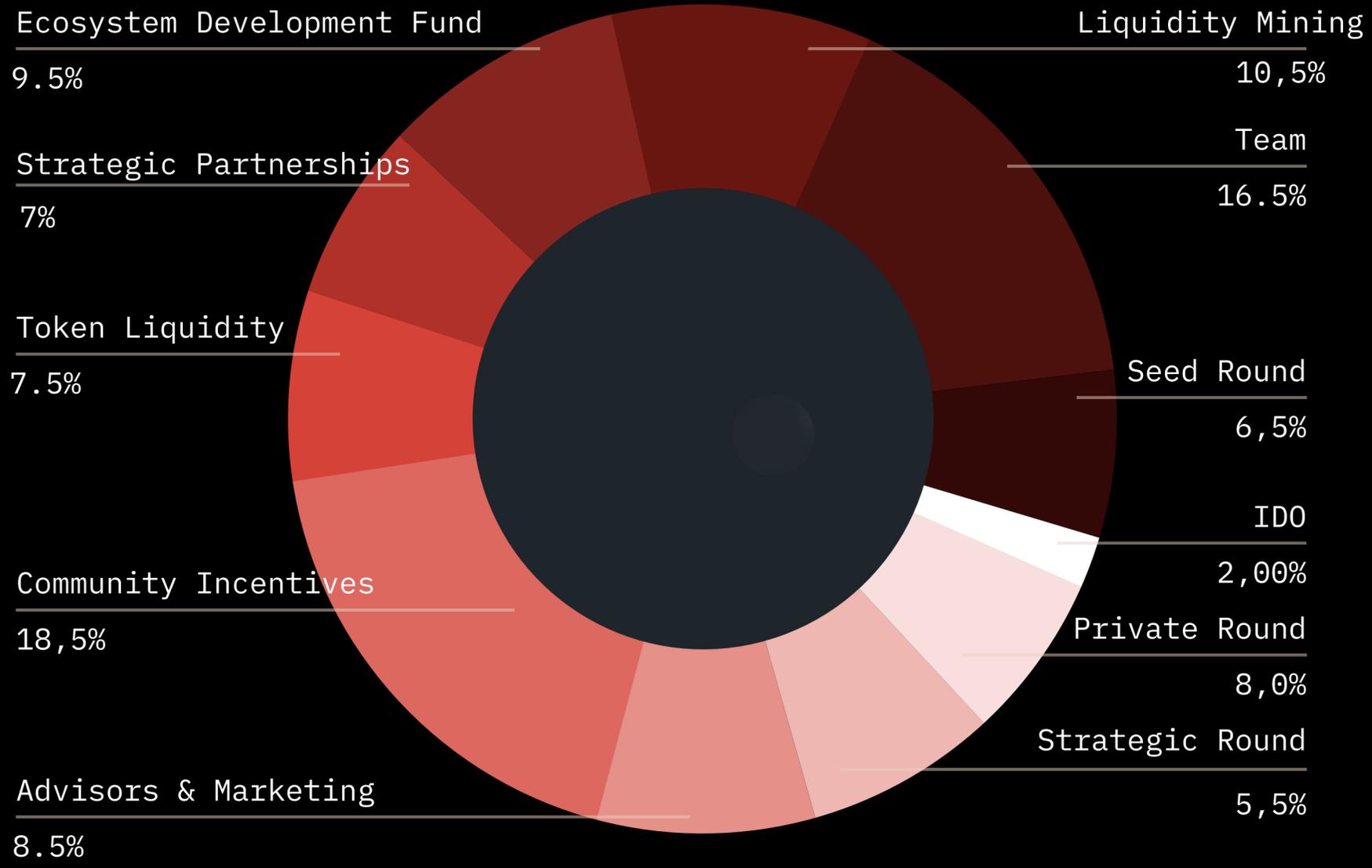
NETWORK

ETHEREUM

TOTAL SUPPLY

1.000.000.000

TOKEN DISTRIBUTION





READY **TO ENTER** THE FUTURE OF
FAN ENGAGEMENT?

Register Your Interest On Our Simple
Sign Up Form Here!

Schedule A Call To Explore Further
And Discuss Next Steps Here!

Contact

info@centaurify.com

WWW.CENTAURIFY.IO

GLOSSARY

WEB3: a set of values and technical applications that define a new era of the World Wide Web. Prime Web 3.0 examples include ubiquity, decentralization, artificial intelligence, blockchain, and connectivity. For a creator, it means owning your creations, not the platform.

Digital asset: Anything stored digitally and uniquely identifiable that creators can use to realize value. In this case, digital assets are stored on the blockchain and are also known as NFTs.

Phygital asset: A product that exists simultaneously in the real and digital worlds.

Token gating: is a method of digital ownership secured by blockchain. Token gating involves limiting and granting access to a digital product using blockchain.

Listing: Deploying a digital asset smart contract and putting the asset up for sale. There are many options available for a smart contract, each with its own set of fees, rules, and audience.

Smart contract: Smart contracts are one of the most powerful features of blockchain technology. A smart contract is a digital contract where the terms of agreement between users are set in code. A smart contract can also be programmed to self-execute when a set of predefined conditions is fulfilled.

Smart contracts can hold assets as NFTs within them. These assets can be distributed upon execution when a set of conditions is met based on the code defined in the contract. The smart contract can contain utilities such as receiving physical goods along with the digital asset.