CANISTORE
CREATE. LICENSE. PLAY

OUR MISSION

CANISTORE is a decentralised digital disruptor designed to revolutionise rights, ownership and financial independence for content creators

THE PROBLEM

- CREATORS **cannot** adequately retain their rights
- Monetise full profits from their intellectual property
- For a successful campaign, artists must simultaneously access multiple platforms and applications
- Big tech monopolise this already outdated infrastructure.

THE VALUE OF INTELLECTUAL PROPERTY RIGHTS

"Canistore is a marketplace for intellectual property rights"

Barry Paisley

Carlins's Music catalogue of more than **100,000 songs is** valued at **$250million**. The asking price represents a pricing multiple of about **16.7times** the company's gross profit (roughly **$15 million** in recent years).

$750 million

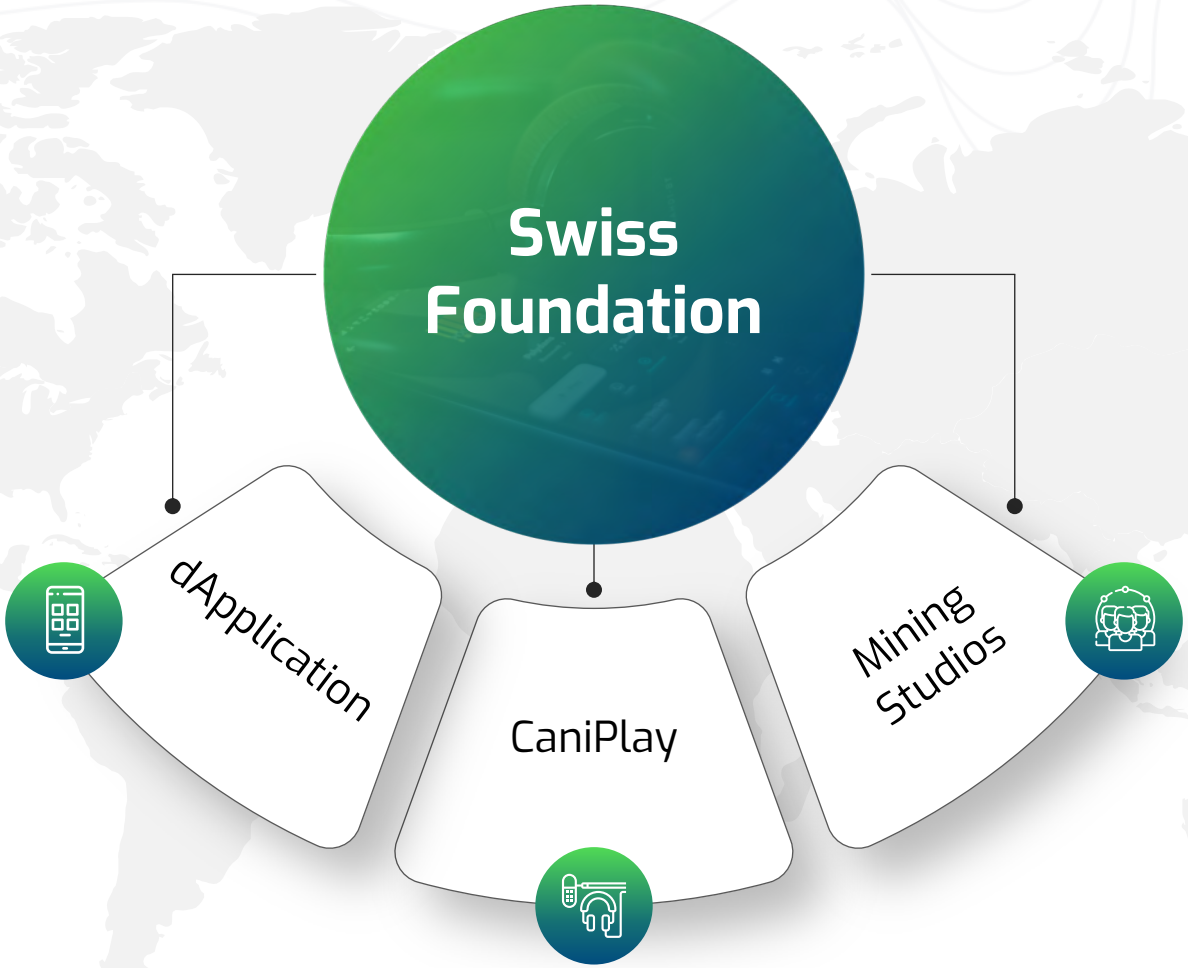
Buyout for a 50% interest in the Sony/ATV joint venture paid to Michael Jackson's estate.

$800 million

Is the asking price of Canadian music publisher Ole's copyright portfolio.

Source: https://briscon.com/blog/view/2017-7-26-music-industry-illustrates-how-to-value-intellect ual-property/

SOLUTION



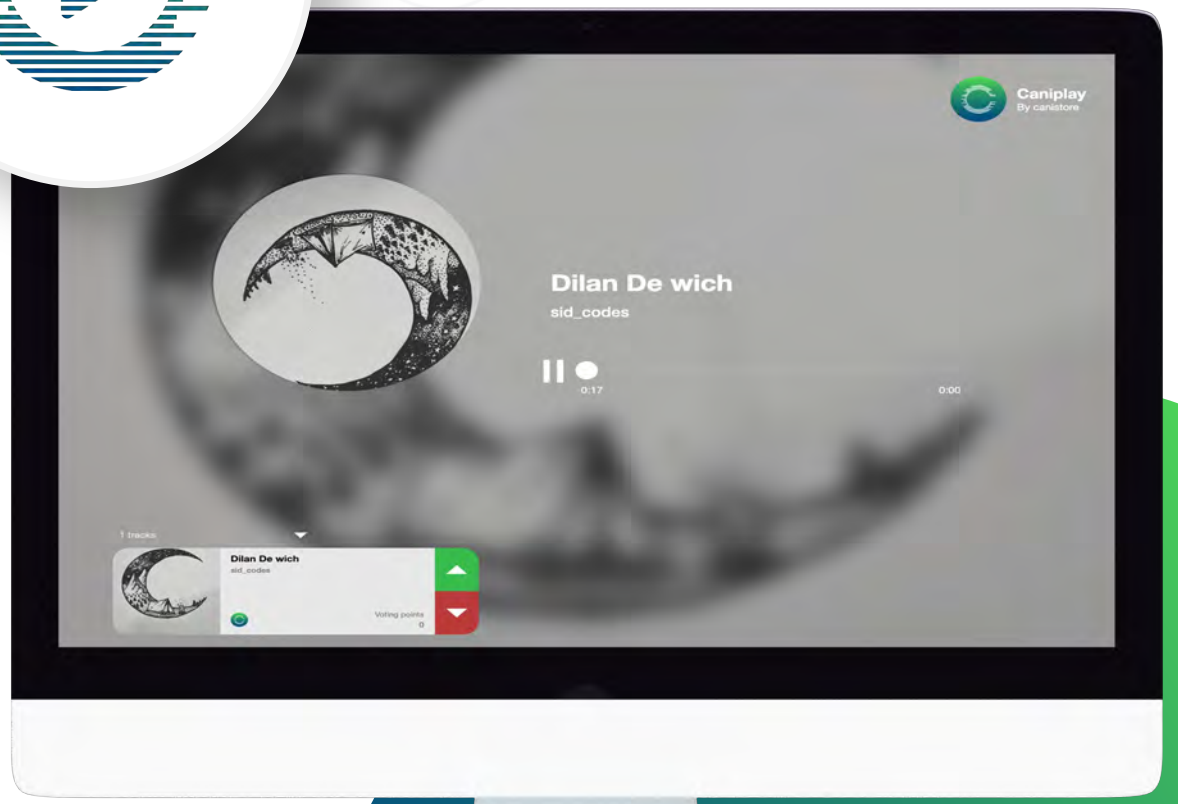
LICENSING PROTOCOL (DAPP)

- ✓ Licence content prove ownership
- ✓ Content stored 100% on-chain
- ✓ Social Network - Build a community
- ✓ Manage/Monetise your content/copyrights
- ✓ Protect your data via copyright law/GDPR
- ✓ Send content to CaniPlay broadcast staion

CANIPLAY – NFT BROADCAST STATION

- ✓ Broadcast your content to the world
- ✓ No permission from intermediaries

  (i.e DJ's, Radio Pluggers or record labels)
- ✓ Send licenced content via mobile app to playlist
- ✓ Community vote on what is being broadcast live
- ✓ Audio and Video channels
- ✓ Genre specific channels
- ✓ All streamed 100% onchain



Think Radio & Television meets Spotify & Youtube

Share content from Canistore mobile dApp to CaniPlay in seconds

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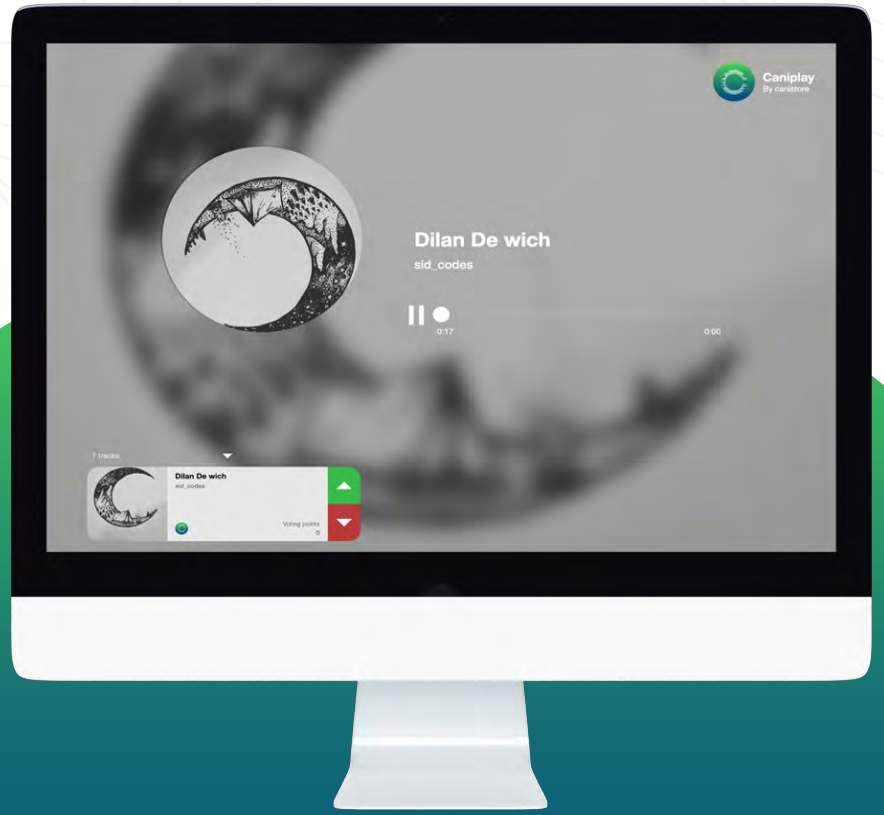
CANIPLAY



COMMUNITY LABEL

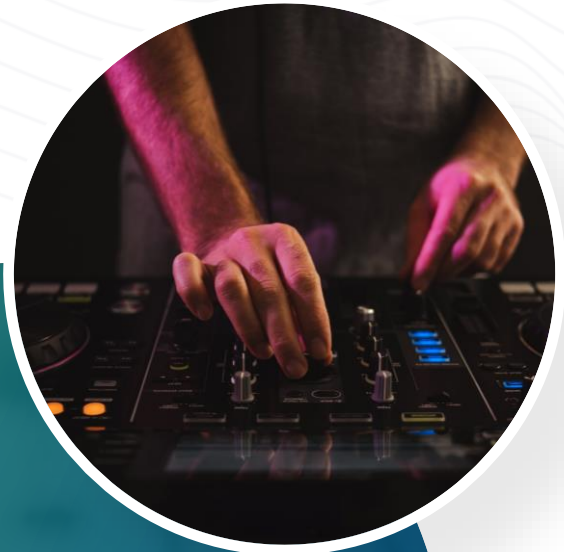
The community label enables artists of all disciplines to crowdfund. This is achieved by sharing ownership directly with the community via fractionalized licensing.

STEP 1 Creators upload their digital assets and submit a proposal to the Community Label via the Canistore app.

STEP 2 Proposals contain a percentage of ownership to be distributed in the form of NFTs. These NFTs represent a fraction of ownership which can be purchased by the community.

STEP 3 Once funds are raised, the digital assets are then distributed via the community label creating passive/ alternative income revenues for both community and creator.

STEP 4 Fans now have the opportunity to become investors, creating stronger incentives to share, stream and support their favourite artists.



MINING STUDIOS

Creation / Mining / Energy

Mining studios are digital hubs that mine crypto while providing audio and visual resources to support community projects such as mentorship programs, workshops, sound engineering, audio and video production, photography, live streaming, interviews and podcasts.

- Provide local talent with access to state of the art equipment to enable the creation of digital assets.
- Feed an allocation of the funds mined back into the local community led initiatives
- Bring together the world's most acclaimed artists, producers, songwriters and technicians through strategic partnerships.
- Build studios with the ability to mine crypto-currency using zero energy consumption.
- Generate and distribute energy via renewable resources.

UNIQUE VALUE PROPOSITION

- License content with no legal fees
- Personalized monetization
- Prove ownership of content
- Content securely and reliably stored on chain
- Mint any content as NFT
- Crowdfunding via fractionalized licensing
- Share / view content without algorithms that reduce your visibility
- Discover new content
- Your data is protected and never sold without your permission
- Physical locations that support local talent

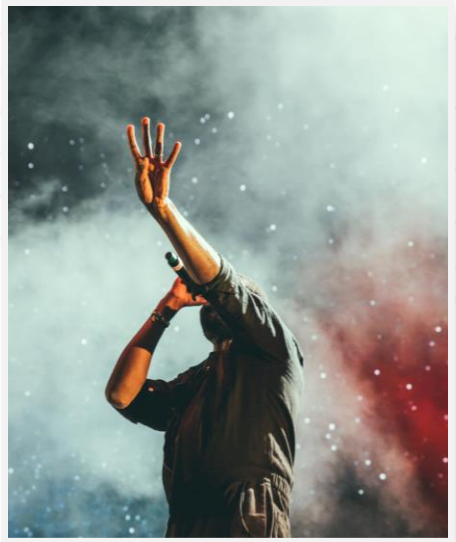
MARKET COMPARISON

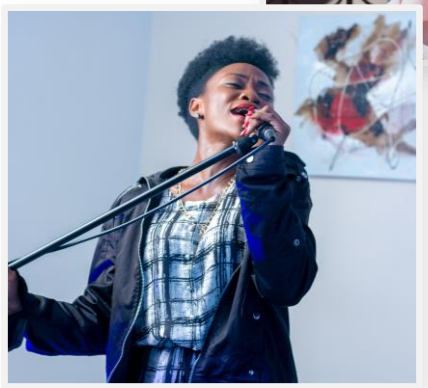
Comparing **CANISTORE** to 5 centralized and decentralized applications.

	CANISTORE	Spotify	AUDIUS	SOUNDCLOUD	royal	YouTube		TikTok
Licencing	✓	✗	✗	✗	✗	✗	✗	✗
Audio streaming	✓	✓	✓	✓	✗	✗	✗	✗
Video streaming	✓	✓	✗	✗	✗	✓	✓	✓
NFT creation	✓	✗	✗	✗	✓	✗	✗	✗
Social Network	✓	✗	✗	✓	✗	✓	✓	✓
Native token	✓	✗	✓	✗	✓	✗	✗	✗
On-chain storage	✓	✗	✗	✗	✗	✗	✗	✗

Social Network: Apps that provide a majority of the following
basic social functions - Content upload, user timeline, DMs, comments, likes and shares

MARKETING & COMMUNITY DEVELOPMENT





- PR
- Press
- Community Relations - Independent artists
- Advertising
- Media
- Education entertainment & meetups
- Events - Sponsorships
- Brand Partnerships
- Industry Influencers
- Major Artists

Fully Tokenized Decentralized Media Model

At the heart of the ecosystem lies the Cani token. This token allows creators to protect, store, licence, broadcast, distribute and easily monetise their content. The Cani Community governs this ecosystem by moderating content, aiding board decisions, rewarding distributions, and administering votes on future development.

Owning $CANI will give you access to the governance of the ecosystem.

All royalties and rewards are generated and distributed in $CANI.

Stake your $CANI for exclusive functions, premium features or more $CANI.

TOKENOMICS

Token Information

Token Name
CANI

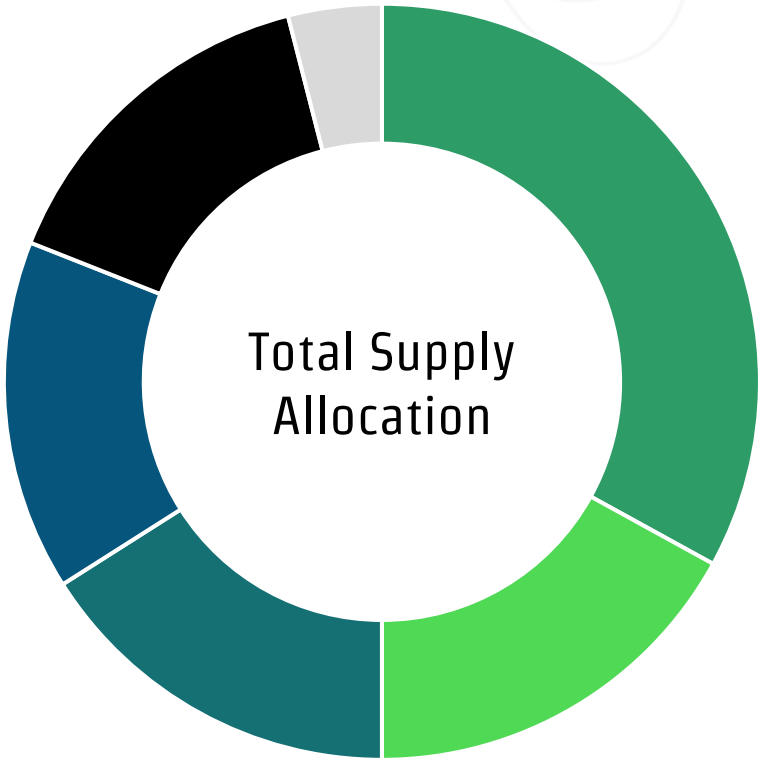
Token Symbol
CANI

Token Type
Governance & Utility

Network
Internet Computer

Token Supply
1,000,000,000

Token Contract
TBA (To be announced)



- 33% Treasury
- 17% Marketing & Community Development
- 16% Team Members
- 15% Fundraising
- 15% Ecosystem & Rewards
- 4% Advisors

Thank You

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https://canistore.io/

https://twitter.com/canistore

https://discord.gg/NpahZHpmqz T

https://t.me/canistore

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