



# Dubplate Trade Elevator Pitch v1.0

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## The elevator pitch

You're in the elevator next to a music producer, or music fan – you have, at best, 60 seconds to convince him/her that NFT Dubplates are the future of exclusive music.

You need... an elevator pitch



### 10 seconds

Dubplate Trade is a project working to utilise blockchain technology to return exclusivity and value to unreleased music.

The platform looks to take unique and original tracks, and turn them into individual NFT Dubplates, providing explicit ownership.

### 20 seconds

We have three clear objectives:

- Give back to the artists. Piracy, Spotify and Covid have posed challenges in recent years
- Give back to the fans; Allow them to feel as close as possible to their favourite artists
- Ensure the financial security of investors and artists alike, with a sound business plan

### 30 seconds

To ensure we meet these objectives we have created an NFT Smart Contract that gives 10% of each NFT transaction back to the original artist. In addition, we have created the \$DUB Token, a decentralised currency for the community to use to trade these collectible tracks, on a decentralised application on the Binance Smart Chain.

### 40 seconds

If we're going to succeed, two things are vital:

One: Artists must believe in our vision, the minds behind the art that powers this community are essential to the success of platform.

Two: Meticulous planning and engagement with the necessary stakeholders needs to take place, to ensure awareness and security of these assets.

### 50 seconds

The powerful combination of blockchain and exclusive music is opening the door to a new era of connectivity with fans. Dubplate Trade will ensure that we walk through this door hand in hand, as a community.

**THIS IS THE FUTURE.**