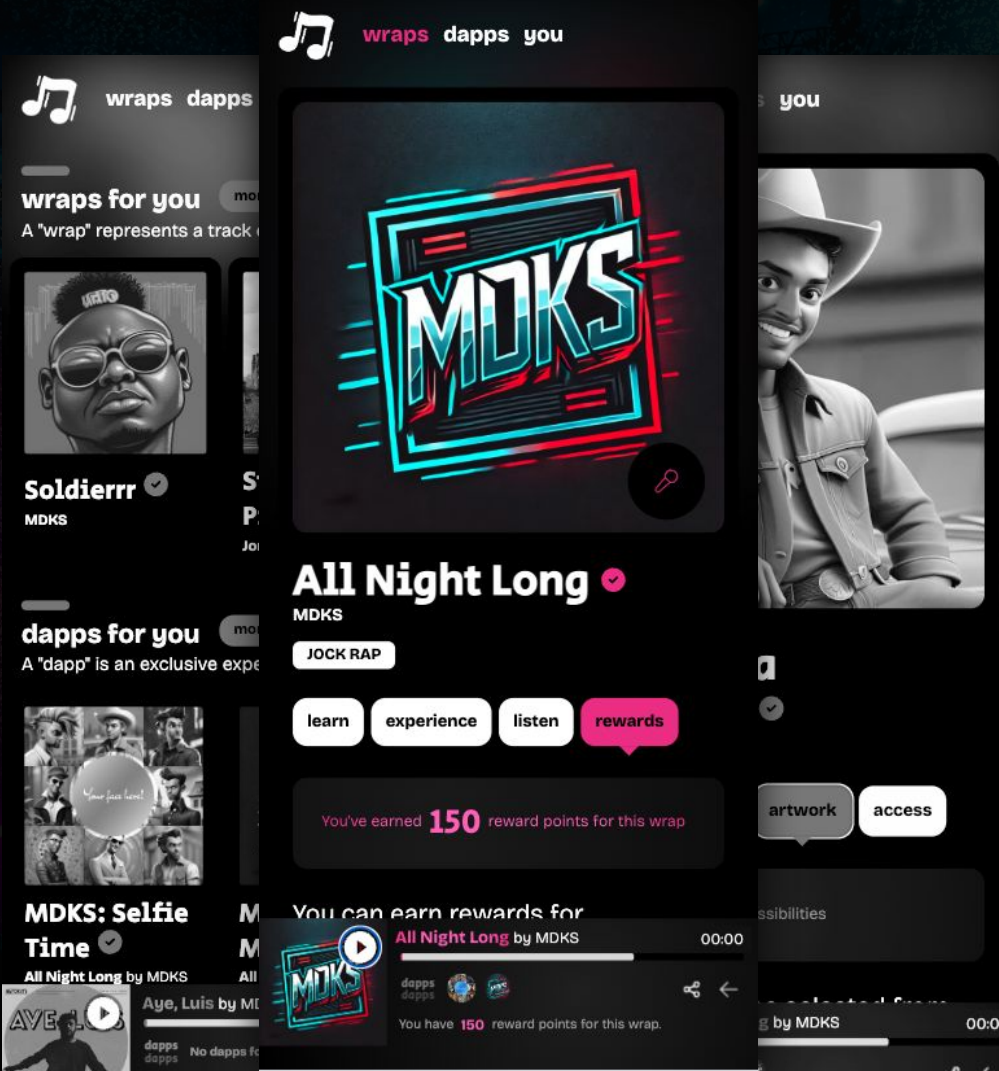




WRAPDAPP

Every song has a story. **Share yours.**



1 for artists

2 for fans

3 for everyone



for

artists

the journey

1

create your artists

You can do this via bulk CSV upload, API, or our app

2

create wraps for artists

You can do this via bulk CSV upload, API, or our app

3

create dapps for wraps

Upload your mp3 file and fingerprint your song. Also manage ownership, royalty, copyright, DSP links, lyrics, and rewards.

4

track wrap engagement

As users stream and share your song, as well as participate in dapps, you can track engagement with your song. Integrates with DSP APIs.



for
artists

wNFT: “Verified by blockchain”



wraps dapps you




Lemme Explain


MDKS



A simple checkmark means your song is verified by blockchain.

Lineaⁱ

 polygon

 ethereum

The wNFT smart contract* holds copyright, ownership, and royalty information. It then speaks directly to dapp smart contracts to track engagement for your wraps.

* a modified ERC-1155 contract

 WRAPDAPP



for
artists

your wraps, your dapps



wraps dapps you

your artists

new artist

Jon Belelieu

new track



**Work for Violin
and Piano**



Study for Piano

MDKS

new track

Publishers can import and manage their entire catalogs, across multiple artists.



Import

Via CSV, API, or using the app.



Engagement

Track engagement across DSPs.



Link rewards

Offer wrap rewards that grant access to dapps!



Identifiers

All industry identifiers included!




WRAPDAPP



for
artists

your wrap rewards

As a user streams or shares a song,  **WRAPDAPP** will reward that user with reward tokens which can be used towards a wrap's rewards.



dapp access

Instant access is granted to a dapp



wrapped video

Sharable video with custom artwork added



concert tickets

Either as a dapp or via api link to ticket service



wrapped mp3

Custom artwork added to an mp3



credit on wrap

Fan's name directly on the wrap's page



...many more!



for
artists

your ai smart contract cms

The same copyright mechanisms that control traditional copyrights don't apply to AI generated music.

So who decides who owns those songs?

The wNFT smart contract allows artists to track and manage ownership stakes in songs, even AI generated songs.



for
fans

the journey

1

onboard via DSP

We support Spotify, Apple Music, and Amazon music.

2

discover new music

Discover new music by browsing the various wraps on the app.

3

participate in dapps

Participate in dapps to engage with your favorite artists' wraps.

4

earn and claim rewards

As you stream, share, and participate, you'll get reward tokens which can be used to claim unique wrap rewards.

5

explore your social graph

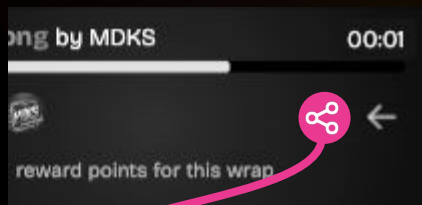
As you engage your social graph will emerge to connect you with artists



for
fans

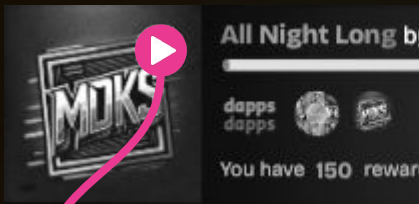
your dapps & rewards

Three ways to earn points and start claiming rewards!



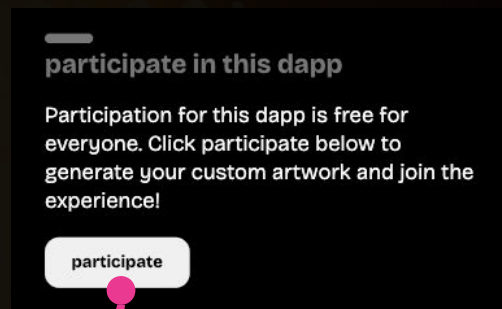
Share

Use the built in share tool earn rewards when your friend discover a track.



Stream


Stream on Wrapdapp, or add songs to your DSP playlists to get rewards for listening!



Participate

Join dapps to receive rewards, or get access to a dapp as a reward!

for artists

 for fans *your rewards*

Use your reward points on one of 15 unique experiences!

Each experiences comes with unique custom artwork that can be transferred and traded via the blockchain!



learn experience

He's gonna explain...

Lemme Explain by MDKS

info participants artwork access

You've earned 15

You can earn reward points by participating in challenges to songs, and experiences.

5 of 50 participating

Level 1 - square

Join us for a round of chess!

Discourage the perfect

WHAT IS LUCKY IN A GAME OF CHESS, IS UNLUCKY TO A KING.

overtaken heroine

secure cleanly

Rarity 50

Level 2 - square

View MDKS: Selfie Time

Now that you're in the squad, get your friend's roster photo!

WHERE BUSINESSES DIE, FARTS ARISE.

IF YOU CAN'T ARREST IT, YOU CAN'T VISUALIZE IT.

024

ing NFT has ID was minted on vallet

for fans

for everyone

Lemme Explain by MDKS

Aye, Luis by MDKS

00:49 in Belelieu 03:39

dapps dapps

dapps No dapps for this track

You have 0 reward points for this wrap.

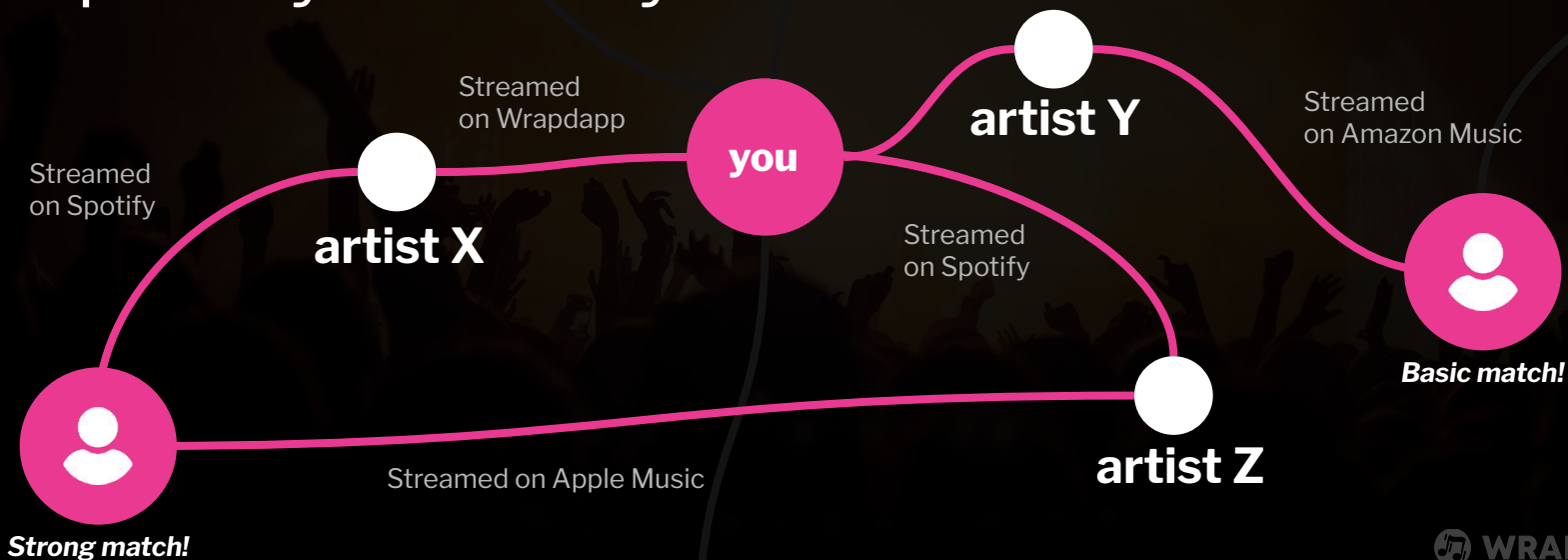
or this wrap.



for
fans

your social graph

We find connections across platforms to improve your library.

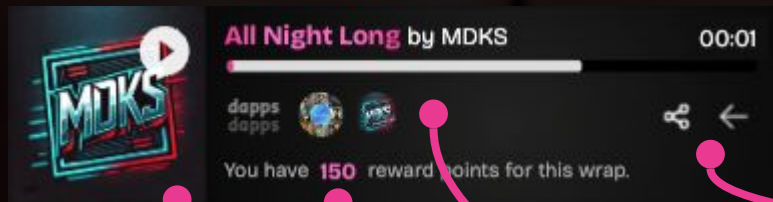




for

everyone

built-in rewards players



Stream directly in-app with our rewards player.

custom art

Your custom art appears in player

wrap rewards

Your current reward points for this wrap's rewards

dapps

Available dapps for this song appear in the player

app controls

Share link allows for reward points to be credited for sharing

for artists

for fans

for everyone



for
everyone



He's gonna explain...

Lemme Explain by MDKS

info

participants

artwork

access

450 items for **360,000,000** poss



All Night Long by MDKS

00:01

dapps dapps

You have 150 reward points for this wrap.

generative custom art

Generate billions of artwork combos for each dapp.

QR Codes

Add secure QR codes that can communicate with outside services.

Filtered Selfies

Allow users to add their selfies directly on generated art.

Layers

The ability to layer components on top of other components.

Rarity

Set the rarity of each component being selected.



for

everyone

social dsp integrations

We integrate directly with users' DSP accounts to both ease onboarding and to scan user data for social graph connections and recommendations.

 **MUSIC**

 **Spotify**

 **amazonmusic**





for

everyone

cost effective blockchain

Given our integration with networks like Linea and Polygon, the cost of using blockchain is at an all time low.

	Linea [*]	 polygon	 ethereum
Issue wNFT	\$0.50	\$-	\$0.12
Launch dapp contract	\$15.00	\$-	\$39.00
Mint dapp NFT	\$0.34	< \$0.01	\$0.17

* All numbers are based on real transactions, however given the nature of crypto, exact costs may vary.

** Test networks: Linea Sepolia, Polygon Amoy, and Mainnet Sepolia testnets. Mainnet prices may vary.



for

everyone

path to monetization

We've identified a number of paths to monetization for the platform outside of potential partnerships.



subscription

A premium subscription offering features such as premium reward levels and advanced metrics.



per-dapp fee

We take a percentage of every paid dapp participation. IE: \$50 dapp access, \$5 cut.



consulting

“Pay-to-implement” with catalog imports, white labelling, and custom designed dapp artwork.



for

everyone

meet the team

Founded in 2022, Wrapdapp was created by the same team behind the **MLC**, which has paid out over \$1.5b in royalties since its inception.



Steven Haft, CEO

Head of Global Partnerships at Consensys. Business Lead for TheMLC.Com team. Noted filmmaker, multiple Oscar nominee, and IP lawyer.



Jon Belelieu, CTO

Veteran blockchain developer and lead engineer on the build of theMLC.com application for the US Copyright Office.



WRAPDAPP




Get in touch to collaborate.

Whether you're interested in using the product, investing in WRAPDAPP, or simply want to offer advice, we're always here to help! Click here to contact us and we'll get back to you ASAP.

steven.haft@consensys.net

for everyone **sources**

Blockchain transaction references

	 Linea	 polygon	 ethereum
Issue wNFT	Link	Link	Link
Launch dapp contract	Link	Link	Link
Mint dapp NFT	Link	Link	Link

The MLC project

[Link](#) - Royalties paid

[Link](#) - Consensys built