Whitepaper

gigo

Contents

Overview

THE REVOLUTIONARY, ALL-IN-ONE, WEB3 MUSIC PLATFORM

Focused on applying smart contracts and NFT's to legacy music industry systems, GIGCO will empower the entire music community to operate without the need for intermediaries. Musicians can stay in control of music content, live performances, and merchandise, nurturing their careers in one place.

The unique function Insta-Gig, allows venues to browse a video database of musicians. Once the desired artist profile is located, it operates like Tinder: they simply swipe right to book their night and smart contracts handle everything in the background for seamless user experience. Venues are not solely limited to traditional locations. Anywhere can be a venue with GIGCO: restaurants, cafe's, bookshops, even your own front room can be a hosting space.

On the GIGCO platform, artists can offer fans fractionalised ownership of their music through the Non-Fungible Song function, sharing song royalties into perpetuity. Artists can choose to sell or keep whatever proportion of the song they like, with GIGCO retaining 1% for our back catalog. Traditional routes taken to release music often see artists losing up to 80% of the revenue from their work, GIGCO aims to get that figure closer to 8%, a 10x gain for musicians!

GIGCO incorporates NFT ticketing, which combats scalping activities and allows artists or venues to attach unique event memorabilia to the ticket. Also, NFT ticketing allows GIGCO to develop a Proof of Attendance concept for rewarding superfans with different artist and venue loyalty perks.

GIGCO
and $GIG Token

WHAT IS GIGCO?

GIGCO leverages Web3 and Solana Blockchain technologies empowering artists and venues to connect directly. Smart contracts safeguard against defaulters or bad actors, allowing unknown parties to interact with peace of mind.

Music fans worldwide want to feel more connected to artists they love and venues they frequent. GIGCO enables this connection by allowing musicians to offer fractionalised ownership of their music via the Non-Fungible Songs function. Investor fans can now share in the royalty success of their favourite artists and can then further stake those rewards through cleverly designed artist and venue profile staking options.

GIGCO is a U.K limited company with headquarters in Newcastle upon Tyne. The main development office is in Laos P.D.R, with a further backend development team working out of the Philippines. Our team consists of a collection of musicians and programmers who share a vision of more adaptable, fluid systems for all aspects of the live music industry.

Why Build GIGCO?
Issues with Current Revenue Mechanisms

Various problems exist within legacy models for music revenue generation resulting in musicians not receiving a fair share of their income. The issues fall into four main categories:

- Streaming Payments
- Gig Fees & Arrangement Dilemmas
- Royalty Share & Collection Difficulties
- Ticketing Fees and Scalping Practices

A small minority of agents, intermediaries and distribution platforms have increased their stranglehold on the industry during recent decades. This stealthy grip held by such a small number of people and corporations has left millions of exceptionally talented musicians worldwide unable to grind out enough income from their life passion.

An example of this vice-like grip: to earn a UK minimum wage of £18,137 a year on Spotify, musicians need fans to stream their music 6,477,120 times, that's if they own 100% of the rights. Unfortunately, most artists signed to major labels only receive 20% as the artist and a further 8-15% if they wrote 100% of the material themselves, so at best 35%. Therefore, around 20 million streams per year are required to earn minimum wage. Platforms like Amazon and Apple offer artists slightly better rates per stream, but others like YouTube even less. Distributing through YouTube, musicians need almost 50 million views per year to earn a minimum wage.[1]

GIGCO Mission

GIGCO envisions a decentralized booking protocol where artists and venues can connect directly and operate independently of third parties. The direct connection eliminates barriers providing working opportunities for millions of talented musicians. No matter how big or small of a Gig they like to play, GIGCO has a corresponding venue.

The rise of Blockchain technology since the creation of Bitcoin, the innovation of smart contract development, and a move from Proof-of-Work to Proof-of-Stake consensus mechanisms birthed considerable increases in network speed and ability over the last decade. These advancements make the GIGCO vision possible.

GIGCO leverages Web3 and Solana Blockchain technology, incorporating instantly deployable smart contracts to facilitate Gig arrangement, NFT ticketing, merchandise sales, and NFS™ music distribution. Smart contracts also govern platform staking protocols. In the future GIGCO foresees smart contracts integrating into the wider Gig economy, providing equipment hire, production/stage crews, photography professionals, and much more.

An incentivized token economy model will reward active community members who engage in programs to drive initial network ecosystem growth, user adoption, and general brand awareness. A marketplace where artists can sell their work will feature in future iterations of GIGCO. Digitizing songs as an NFS™ (Non-Fungible Song) allows artists to offer fractionalized ownership to would-be investor fans who can

1   https://www.musicbusinessworldwide.com/heres-exactly-what-spotify-apple-and-other-streaming-services-want-to-pay-songwriters-from-2023-onwards/
https://www.musicbusinessworldwide.com/youtubes-ads-business-is-now-bigger-than-the-entire-global-record-business2/

share in revenue created by music streams on a pay-per-play basis. Additionally, GIGCO allows artists or venues to mint unique NFT Gig tickets to which 'Live' collectible stubs, promotional posters and a whole host of other memorabilia can be attached.

NFT tickets are fully verifiable and accountable, thus providing the platform for GIGCO's Proof of Attendance concept. Data embedded in the NFT helps legitimately identify superfans for future loyalty rewards while de-incentivizing any scalping activities.

GIGCO ensures secure data governance and supports procedures that progress to further decentralization over time.

WHAT IS $GIG?

$GIG is the identification ticker for the token native to the GIGCO platform. Like a digital voucher exchangeable for goods or services, it can be gifted or form part of a promotional offer. Through intuitively designed reward-based listing and referral programs, $GIG will feature heavily during the onboarding of users and venues to the platform.

One hundred and ninety million $GIG tokens have already been minted on the Solana blockchain. Solana allows fast, secure, and highly scalable transactions across the platform. By implementing $GIG token, users can transfer value throughout the network more fluidly than with fiat currency and with considerably lower fees.

At present, there are no $GIG tokens in circulation. The first releases of the token will occur at TGE (Token Generation Event), in line with the $GIG Public IDO, currently scheduled to take place at the end of August 2022. Once the IDO launches, $GIG will be available to buy from decentralized exchanges (DEXs).

$GIG Tokenomics

Of the 190 million $GIG tokens created on the Solana blockchain; 950,000 will become the initial liquid supply after the IDO. Remaining tokens unlock over 36 months corresponding to the vesting schedule and release until the circulating supply matches the total supply.

$GIG has been allocated to various sectors within the business, illustrated in the chart on the next page.

Enabling the Ecosystem and Community sectors with a combined 50% of the total $GIG supply provides resources required to drive network growth. IDO and early investment round sales account for 19% of the supply, with a further 15% reserved
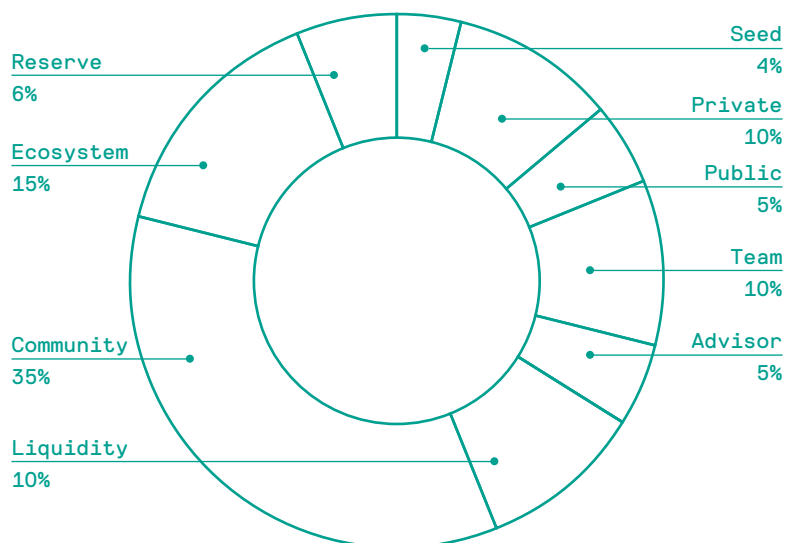
for current and future advisory and development teams. The remaining 16% of the supply is split between the reserve and liquidity pools as insurance against any uncertainty in cash flow development.

Remaining $GIG tokens will be unlocked and distributed over the fore-mentioned vesting period of 36 months. Scheduled unlocking varies dependent upon the allocation sector, distribution releases as below:

			Cliff		Vesting	
Seed	0%	unlocked at TGE	6-12	months cliff*	Daily	vesting over 6 months
Private	0%	unlocked at TGE	3-9	months cliff*	Daily	vesting over 6 months
Pre-Public	0%	unlocked at TGE	1	month cliff	Monthly	vesting over 5 months
Public	20%	unlocked at TGE			Monthly	vesting over 4 months
Team			6	months cliff	Daily	vesting over 24 months
Advisor			6	months cliff	Daily	vesting over 24 months
Liquidity					Monthly	vesting over 36 months
Ecosystem					Monthly	vesting over 36 months
Community					Monthly	vesting over 36 months
Reserve					Daily	vesting over 12 months

*) Participants of Seed & Private round sales were offered bonuses to extend their lock-up periods. Those wholocked for 3-months extra received 10% bonus & those who locked for 6-months received 15% bonus.

Staggering release proportionately assures large quantities of $GIG are not liquidated into open markets during the early stages of GIGCO development, thus providing token stability for the ecosystem.

GIGCO Sol Contract

`7Jimij6hkEjjgmf3HamW44d2Cf5kj2gHnfCDDPGxWut`

Buyback & Burn Policies

NON $GIG TRANSACTION SWAP
Platform balances are displayed in $GIG, $GIG being the cheapest payment solution for customers. It will be possible to settle in fiat currencies if the customer chooses. Algorithmic price feeds work to display balances in the customer's choice currency where required.

If, for example, users require to settle in USD, algorithms display the balance in USD. Once the transaction completes, an API call to all exchanges where $GIG is available will locate the best market price. An order equaling the purchase price is activated, USD is swapped for $GIG token. The swap helps drive exchange volume while ensuring that GIGCO always retains as much $GIG as possible.

$GIG BURNS
GIGCO will hold token burning events each quarter. Tokens to be burned will be the equivalent of:

- 33% of all transaction fees accumulated over the network in the previous quarters activities,

   and

- 33% of all net revenues collected through royalties derived from our 1% catalogue of previously released artist NFS™

Transaction Fees

GIGCO will introduce transaction fees but is still finalizing the policy. The initial transaction fee policy will match Solana's fee structure until GIGCO has determined details to support the buyback plan. GIGCO's pricing policy is to maintain an industry-low fee structure to keep profits high for venues & artists and ticket costs low for music fans.

GIGCO will be paying Solana's fees when distributing rewards. The user will only have to provide a valid SPL wallet address.

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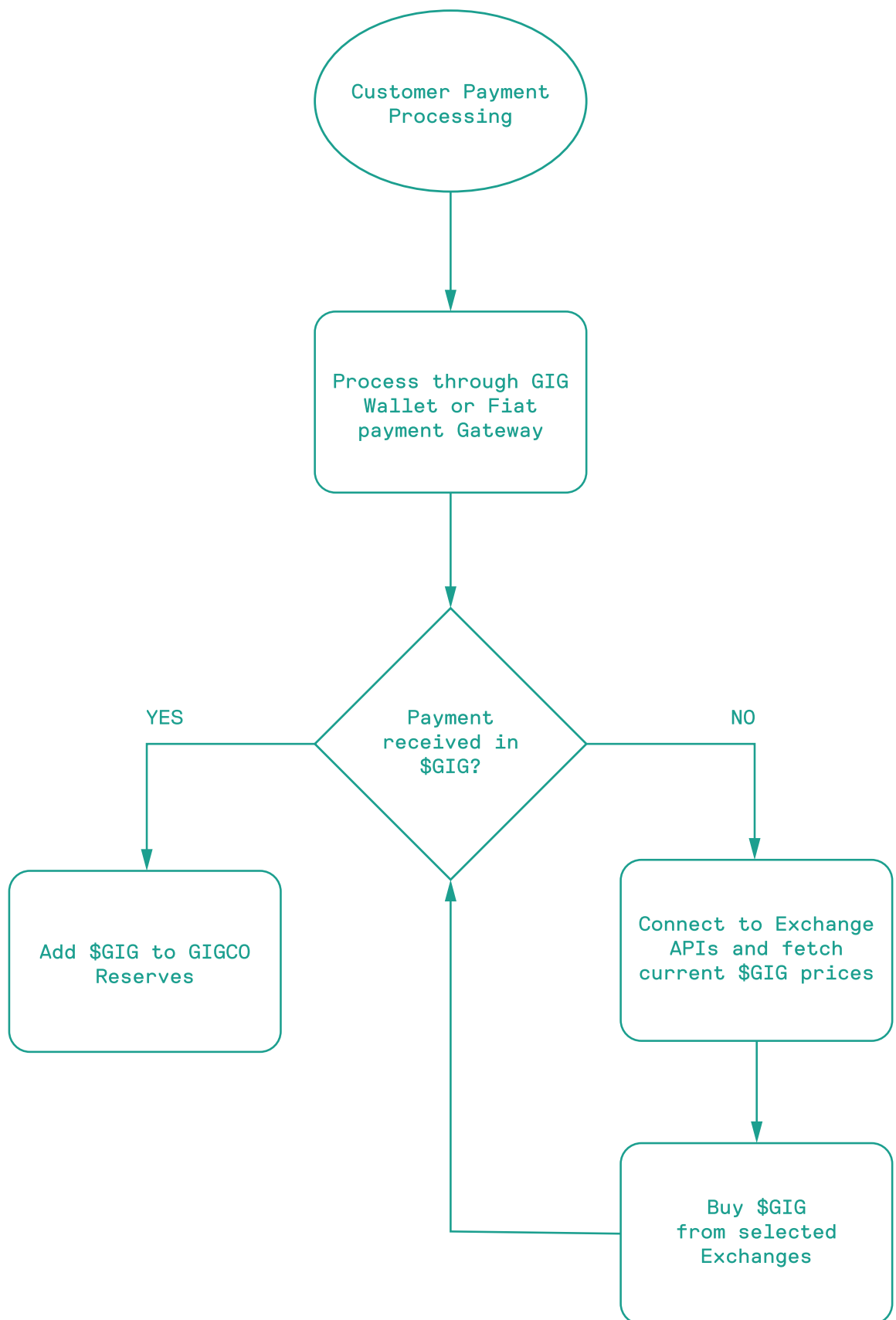
Non $GIG
Transaction Swap

GIGCO Ecosystem

GIGCO app is the core of the company ecosystem, offering a one-stop solution for all things music. It combines the professional knowledge of musicians, venue owners, event organizers and music devotees, together with the expertise of a full-stack programming team.

The app lists venues, artists, and Gigs. Venues can source artists, organize Gigs and sell tickets through the app. Artists can also arrange Gigs, sell merchandise, and even market music as an NFS™ through their profile. Fans can connect with and support musicians and venues they like, find Gigs, trade NFT memorabilia, and even become verified concert reviewers for GIGCO. Everyone can use $GIG tokens for transactions, always the cheapest option for settlement of goods and services, including tickets to live shows or booking artists for a performance.

The ecosystem features opportunities to earn $GIG as rewards for community engagement programs and to generate revenues by holding $GIG tokens. Staking programs and NFT/NFS ownership offer an opportunity for passive income creation and programs like "Listing Edition" allow active members to earn new tokens.

NFS™ NON-FUNGIBLE SONGS

A new direction for artists enabled by blockchain and Web3 is to offer fractionalized ownership of their content to would-be investor fans. GIGCO presents NFS™ (Non-Fungible Songs) as an app function. Artists who choose to digitize their work as an NFS™ can trade ownership or part ownership with fans who like to invest in their work. Consequently, this enhances relations between musicians and their followers.

Royalties created from NFS™ streams are shared equally between artists and their investor fans. Each play aggregates micro-transactions deposited directly to their $GIG wallet. Artists will pay initial minting fees then smart contracts will distribute

royalties dependent on the ownership split of the NFS™. Artists can choose to sell or retain whatever percentage of the NFS™ they like, with royalties shared accordingly.

GIGCO will always retain 1% of each NFS™ offering on the platform. If the NFS™ is split into a denomination not divisible by 100 then the number of tokens retained will always be rounded up to the nearest full token. This compensation builds a unique back catalogue of all artists releasing music through the company. Royalties returned by the library will be distributed equally between quarterly burns, membership rewards, and monthly buybacks.

GIGCO Marketplace is a feature scheduled for development in future versions of the app. It enables fans to further trade NFS™ collections seeking new investment opportunities, with each swap contributing to the microfee model.

NFS™ requires micropayment capability to facilitate instant holder rewards. $GIG tokens are deposited directly to account wallets each time someone streams a song. Subsequently, this creates healthy demand for $GIG which is required to service the function, adding much marketable value for the company moving forward.

Artist offers
shares in their music

Mint
Songs

Artist publishes songs
on the blockchain

Capital
raised

Initial
NFS™ Offering

Artist offers NFS™ to fans
at a set price

Streaming
revenue created

Marketplace

NFS™ holders can trade
songs with other fans

Song split into
100 NFS™

Artist owns all

1 NFS™ Artist price
= 10$

Jack buys 10 NFS™
Mary buys 40 NFS™
Artist retains 50 NFS™

1 NFS™ Market price
= $100

Jack sells 5 NFS™
Jack now owns 5 NFS™+
profit $400

NFT TICKETING: LIVE STUBS & PROOF OF ATTENDANCE

Every ticket sold on GIGCO is attached to a unique NFT with a coded address on the blockchain. This validity helps combat scalping activities and allows artists to strategically attach unique event memorabilia for each concert attendee. Also,

through NFT ticketing GIGCO can build out its Proof of Attendance and Gig Dividend concepts, enabling different artist and venue loyalty perks to be offered to superfans. The user experience will remain similar to current ticketing options with most blockchain or NFT elements to the service remaining hidden under the hood of the application. Only the added options to directly attach memorabilia and loyalty perks will be different, a drop-down menu will display preferences available, comparable to including a complimentary drink with a ticket. GIGCO will handle all minting procedures and fees incurred with such.

Live Stubs: Concert Memorabilia

Physical ticket stubs and concert posters are a significant part of music memorabilia and fandom. Unfortunately, with the emergence of digital marketing and ticketing, these have become an aspect of music collecting that has seemingly been overlooked by the music industry in its rush to modernize ticketing and event promotion.

Like sports fans seek out "rookie" trading cards from famous players, GIGCO envisions NFT Live Stubs and Promo Posters from up-and-coming artists can hold similar appeal to music fans. Similar exclusivity applies to concert posters or Live Stubs from famous shows – owning an NFT Live Stub & Promo Poster for The Rolling Stones final concert could prove to be quite collectible! These NFTs will hold both emotional and financial value for attendees of the shows and fans can later trade and collect the NFTs of their favorite bands and venues.

Artist and venue NFTs can offer unique artwork by guest artists which can contain limitless optional embedded rewards & perks for fans who hold the NFT in their GIGCO wallet. Offers can include such things as:

- ◆ Early Bird Tickets or Priority Access to future shows
- ◆ Discounted Artist or Venue merchandise
- ◆ Access to members-only fan content, etc

Any additional privileges attached to the NFT ticket can be defined by the artist or venue and can be in conjunction with an endless range of possible benefits attached.

Proof of Attendance

GIGCO will roll out a new concept for identifying superfans and other regular concert attendees called Proof of Attendance. A fan who has seen the same band several times in recent years or frequented the same venue many times each year deserves some preferential treatment.

These individuals who support live music as their passion form the backbone of the industry and should be rewarded for such commitment. NFT ticketing promotes a new level of accountability, the value of this can now be transferred to loyal fans whose continued attendance supports the Gig economy.

The NFT ticket will be issued the same as any modern digital Quick Response code certificate of admission. Fans can store them safely in their $GIG Wallet until the event or convert them to PDF and print. Upon entry to the event, the QR code is scanned and the fan's Proof of Attendance is confirmed, this activates the NFT minting process. Once the mint has taken place, all benefits attached to the NFT are deployed and can be redeemed simply by scanning the QR attached.

Gig Dividend

In a unified bid to end ticket scalping activities which costs the live music industry over $15Billion per year, GIGCO continues to develop a philosophy for a Gig dividend. NFT tickets are fully verifiable, accountable, and traceable, this means that if resellers scalp them, any increased resale price will activate a kick-back obligation in the smart contract. This obligation results in a predetermined proportion or even all of the margin between the sale and resale price being kicked back into a separate Gig Dividend pool. The amassed resale profits would then be distributed between all attendees of the event who have their Proof of Attendance status. After the Gig, each attendee would receive an equal split of the pool which can be paid out as a merchandise credit for the artist. As a result, fans get something for free or at a reduced price and the artist will benefit through extended merchandise sales. [2]

STAKING PROGRAMS

GIGCO community members choosing to hold $GIG tokens can benefit from a series of staking opportunities within the platform. By staking, members help maintain the security and efficiency of the blockchain and receive compensation accordingly, earning interest on their staked amount. Rewards paid out in $GIG on daily or monthly time schedules will be deposited directly to their account wallet. There will be three main types of staking available in early iterations of the app:

- In-Wallet staking on $GIG balances
- Artist & Venue profile staking
- Smart-Membership tiered staking

GIGCO offers direct 'In-Wallet' staking where rewards get paid to any $GIG balance over 100$GIG. Users receive daily reward payments in proportion to the previous days' balance history. There is no lock-up period, although a balance over 100$GIG is required to activate payments.

Furthermore, Artist and Venue profile staking options will gamify platform earning potential. Profiles offer different rates of return depending on the popularity and number of interactions. Fans can seek out the best returns by following the most active profiles. Profile staking will have a minimum lock-up period of 30 days but a minimum stake of just 50$GIG.

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2   https://bigthink.com/neuropsych/scalping/

The tiered Smart membership program will be available for those looking to stake more substantial amounts of $GIG. Smart staking will have three tiers of rewards Bronze, Silver, and Gold, depending on the Smart membership level ranging from 500 to 10,000$GIG. Again it will be required to lock $GIG for 30 days to receive Smart rewards.

In addition, Gold tier rewards options were also given to all participants of the GIGCO Pre-IDO sale hosted on the website.

SMART MEMBERSHIP

GIGCO's 5-tiered Smart Membership Program allows participants to receive discounts and loyalty rewards of up to 5% and an additional 3% cashback when transacting solely with $GIG. Members also receive voting powers on any new governance proposals determined by community vote, their voting weight based on their Smart tier.

Other membership benefits include increased staking rewards, priority access to tickets for popular Gigs or NFT drops, plus future opportunities such as meet and greets with their favourite GIGCO artists.

Rewards from the Smart Program are paid out to wallets once per month and can be used for purchases across the platform or saved to join a higher Smart tier. Locking $GIG into their desired Smart level, members are eligible for the corresponding discounts and loyalty rewards. The higher the Smart level, the greater the rewards and the community voting powers.

To activate the Smart Program, members must lock their $GIG tokens for a minimum of 30 days. The Smart Program has five tiers, each one requires to lock different amounts of $GIG, with varying levels of reward as shown below:

Level	$Gig Locked	Discount & Rewards	Cash Back	Voting Power	Staking Reward
Smart 1	500	1%	1%	1 Vote	Bronze
Smart 2	1,000	2%	1.5%	2 Votes	Bronze
Smart 3	3,000	3%	2%	3 Votes	Silver
Smart 4	6,000	4%	2.5%	4 Votes	Silver
Smart 5	10,000	5%	3%	5 Votes	Gold

GIG-FINDER

Gig-Finder is GIGCO's unique first-to-market matching service function allowing artists and venues to connect and operate directly.

Arrange live music Gigs quickly using specific search filters to narrow down potential available artists or venues, select the desired profile, and commit to the Gig (smart) contract. The Gig Contract confirms both parties have protection against possible defaulters or bad actors. With such variation of venues it doesn't matter if musicians are professionals or just starting their live performance journey, everyone can find the right type of Gig to cultivate their careers with GIGCO.

Music fans can also take advantage of Gig-Finder. Maybe they are on vacation in a new location and want to find some live music for the evening. They can simply open the app, turn on location services and every Gig around them will display on the local map showing the event time with all particulars for entry.
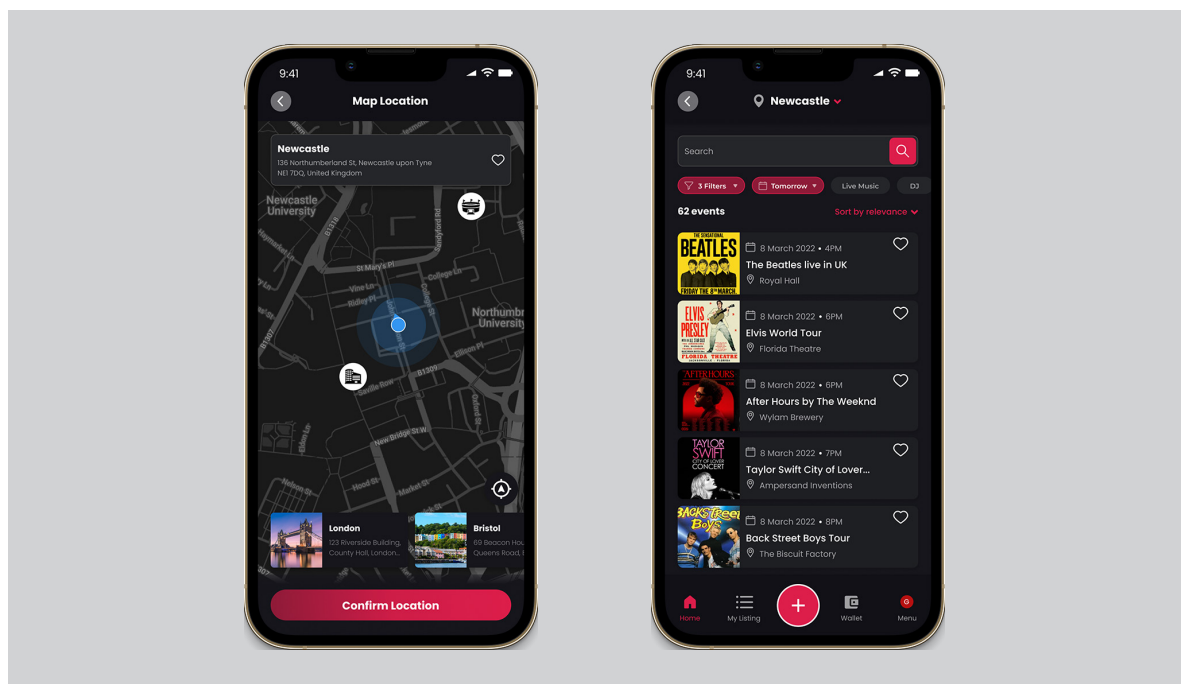

INSTA-GIG

Insta-Gig is a more streamlined version of Gig-Finder, allowing instant artist matching and Gig arrangement in a quick and easy Tinder-like style.

Venue owners can instantly schedule events by browsing the video database to find an artist or band they like and then swipe right on the desired profile. Immediately, a Gig contract deploys, funds move to escrow, and the event is confirmed. The process is as easy as finding a date on Tinder, just swipe right to book your night!
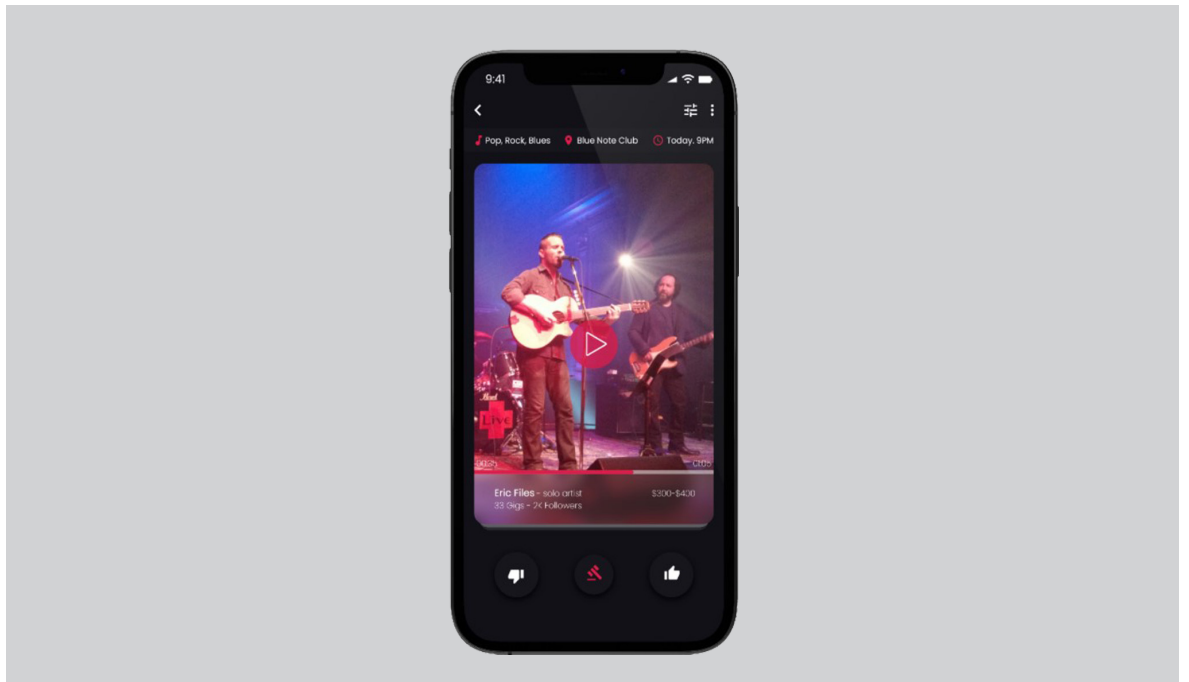
TICKET SALES

Event tickets are created automatically via smart contracts within the app. When arranging a Gig, venue owners choose various ticketing options from a drop-down menu. Options could include: VIP, Premium, Standard, Basic, Seated, Standing, and different payment methods available $GIG, other Crypto, or Fiat.
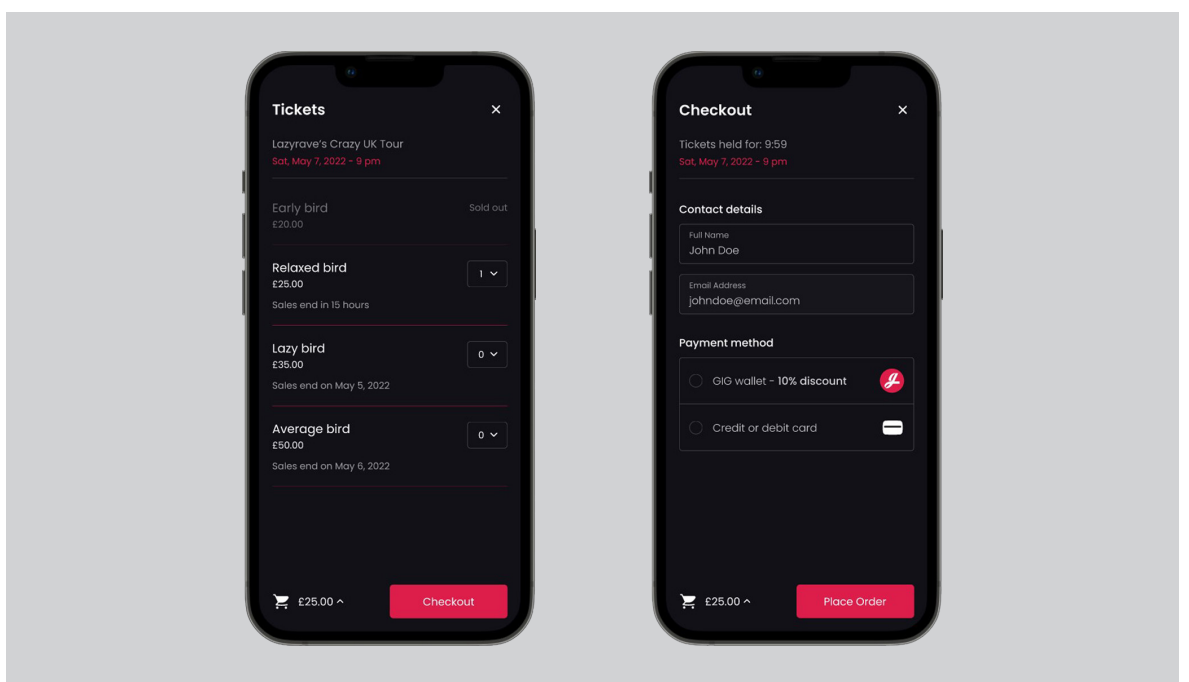
EARNING OPPORTUNITIES

Apart from the staking protocols discussed previously, GIGCO offers three other unique earning opportunities to acquire $GIG. Users actively writing reviews, listing venues, or referring new customers will receive $GIG reward payments.

Review Writing

Fans who receive Proof of Attendance status by frequenting Gigs are then eligible to write reviews for those shows, preventing any misleading or deceptive shilling. Reviewers can earn $GIG in return for articles written and published on the platform. Users who consistently provide good reviews will also receive 'Top Reviewer' badges to display on their profiles.

Listing Venues

GIGCO "Listing Edition" will be the first operational iteration encouraging music fans to list their favorite venues in the app. Rewards for listings will be paid in $GIG tokens and will have three potential earning layers operating on a sliding scale, again benefitting early adopters the most:

1. The original listing, once verified, will earn the user an initial amount of $GIG.
2. The venue is claimed by management or owner. Once officially confirmed, the user responsible for the listing will receive an additional $GIG reward equal to the original amount.
3. Now claimed, once the venue is utilizing the app for bookings, ticket sales, and other revenue generation, the person who listed it will share in any GIGCO profits. 1% of GIGCO profits made through future events at that venue will be paid in $GIG to the wallet of the lister.

Referral Program

GIGCO will operate a referral program to reward active early adopters who encourage friends and family to sign-up on the platform. $GIG token will support this program. For direct referrals, the referrer will receive a set amount of tokens, then if their referral goes on to refer to other new users they also receive a further, smaller token reward. All rewards earnt will be deposited directly to user wallets.

GIG CASH BACK

Artists and Venues who operate events solely accepting $GIG token as payment will receive bonus cashback payments for pioneering the system. Also, users choosing to settle all transactions with $GIG can expect to receive up to 3% cashback, plus further discounts and special offers across the platform. Early adopters can access higher reward layers by joining the tiered membership program. Cashback rewards will be paid directly into their GIGCO wallet.

MERCHANDISE SHOP

Artists and Venues can both offer merchandise for sale through their unique profile store. Like ticket sales, each merchandise offering will be attached to an NFT which in turn can entail a host of specific extra benefits

AMBASSADOR & SUPPORT PROGRAMS

$GIG token will facilitate the GIGCO Ambassador and Support programs through reserves dedicated to the Community. The primary focus will be to select emerging artists to receive support in equipment, studio time, and marketing techniques while building relationships with established artists who share our vision. GIGCO wishes to assist the entire music community, from the new kids on the block to the heritage acts who may have slipped through the cracks of the legacy system, whether by choice or misfortune. Musical talent comes in all shapes and sizes, in persons of all age ranges. Heritage acts often continue to have large followings even after they are assumed to have crossed marketability thresholds set by big corporations. Details on how to apply for these programs will be available soon.

TIPPING FUNCTION

At GIGCO events, fans can tip with $GIG if they are particularly impressed with the artist or the venue hosting the show. The "Tipping" function allows fans to transfer any amount of $GIG tokens directly to the wallet of the artist or venue, even allowing them to attach special messages to the donation. It makes a quick and easy way for fans to show gratitude for exceptional performances or venue design.

SOCIAL PROFILE

In addition to Artist and Venue profiles, every Fan will have a personal Social Profile. Here they can compile all of their musical preferences, genres, artists, labels, and venue or Gig types so that GIGCO algorithms can create easy access shortcuts. This information helps GIGCO prioritize new artist and venue recommendations that may interest the user.

Social profiles will include their $GIG wallet showing current balance with investment and purchase data. They can easily see ticket or merchandise purchase history, including details of cashback payments, community activity rewards, and any current investments they have made through artist profile staking or NFS™ royalties. The wallet will also show any payments received from venues they onboarded in the "Listing Edition" or from any referrals they made.
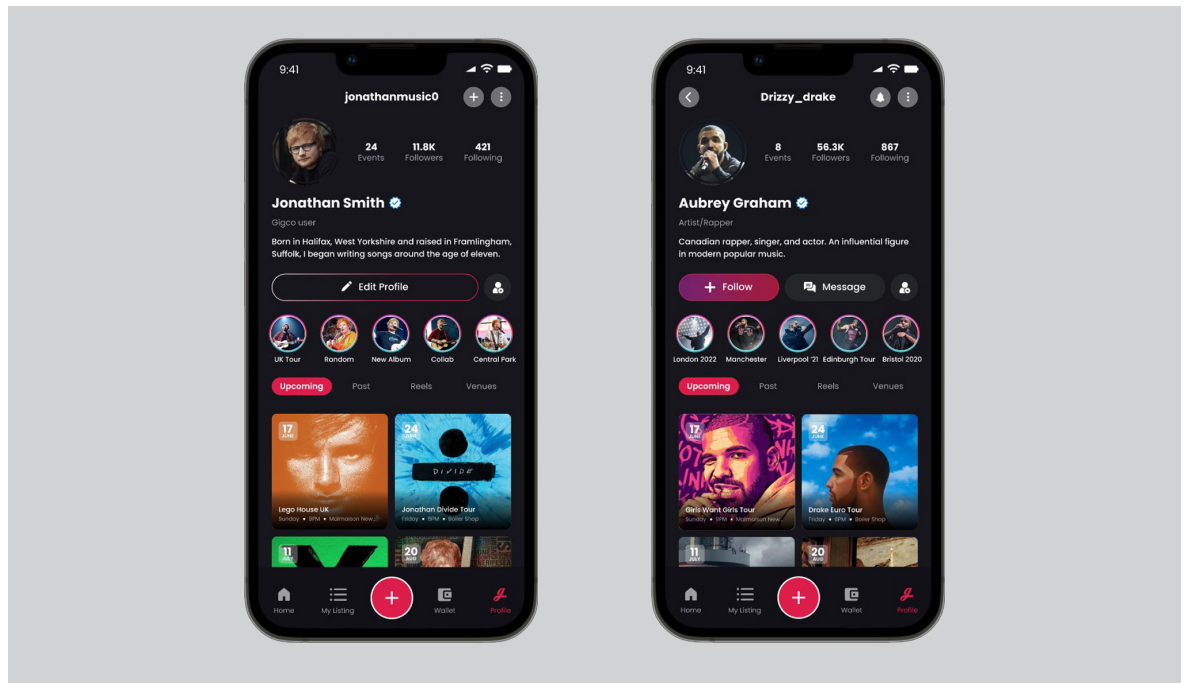
A personal NFT Gallery in the social profile, allows viewing of all artworks held by the user, including live stubs, promotional posters, and other NFT collectible merchandise.

Other functions of the social profile will allow fans to follow artists and venues they like, let friends know which Gigs they will be at, like events and write show reviews.

Users Acquisition, Database Building & IRL Events

ONBOARDING PROGRAMS

User acquisition, combined with retention, is critical. Intuitive listing and signup programs designed to bolster the onboarding of artists and venues will support the referral program. The $GIG token will feature heavily in rewarding participants of these schemes.

GIGCO-LISTING EDITION

GIGCO Listing Edition will launch before version 1.0. As the first functional iteration of the app, it will offer earning opportunities to participants. The primary purpose will be to build out venue databases while creating continued brand awareness. The gamified list-to-earn system designed to engage music fans with meaningful rewards will bolster the app's adoption by venues. While venues import into the GIGCO ecosystem, the platform rewards early, active community involvement.

Early community members will have the opportunity to earn $GIG token rewards by enlisting venues locally. This process creates a GIGCO venue profile. Venue owners or management can then claim the listing as their own, unlocking additional listing options & rewards.

Claiming their listing ensures they are fully verified users, resulting in a stable and trustworthy foundation for the platform. Only verified users will be eligible to receive bonus payments for listing venues. Verification is completable at any point. New users can start to list venues right away.

Here is a quick and easy run-through of how to get involved in listing the favorite venues from your local area.

1. Download GIGCO - Listing Edition from the app or play store
2. Decide which venues to list and check to ensure they do not already have a venue profile with GIGCO.
3. Visit the location. Upload a picture of the venue, register the name, and then the location via GPS, along with some other brief details.
4. Now publish the venue profile. The app will display it as an unclaimed venue with instructions to claim. $GIG token rewards are held in escrow until the venue claim is verified. Once claimed, the tokens are released to your GIGCO wallet.
5. Increase the chances of the listing being claimed by sharing GIGCO with social media contacts, especially the profiles of venue owners or management. Additional rewards are distributed for each share.
6. Receive a notification when the venue is claimed and receive token rewards directly in your account wallet.
7. Now look forward to earning 1% on all GIGCO profits from that venue. Even better, increase the chances of making greater rewards by actively sharing and promoting venue shows throughout your social communities.

Repeat this process with other venues to earn even more rewards! Listings are limited to 10 sites in any 24hr period.

ON THE ROAD

During quarter two this year (2022), GIGCO partnered with Soho Radio London to put on a series of events in four cities around the UK. The 'On The Road' tour stopped in Manchester, Newcastle, and Bristol before finishing up at Summer By The River festival at The Scoop, London Bridge.

Three days of events in each city featured some of the hottest upcoming talents from each location. Ticket competitions, Secret Gigs, mystery bus tours, a whole host of interviews, and live performances were all enjoyed by hundreds of music fans at the events and listening live online.

The tour was a great way to introduce music fans, artists, and venues to the GIGCO app, highlighting our key objectives as a disruptive technology start-up. A database compiling contact details of hundreds of potential future users presents good standing for the upcoming launch of 'Listing Edition'.

GET SCENE

Get Scene, launching in quarter three this year (2022) will be a monthly online music program aired on the GIGCO YouTube channel. Hosted by the talented Simone Marie, bassist of Primal Scream, the show will feature up-and-coming talent along with more established bands from all round the UK.

The objective is to create a distinctive online music show which attracts bands, artists and music fans to the GIGCO brand and mobile application. Hosting live audiences, the show will include interviews, discussions, live art and musical performances in spaces such as 'The Bar Room', 'The Bus' and smaller studios. Keeping things fresh shows will vary, yet the filming spaces, theme, logo/graphics, and the presenters will act as stronghold characteristics, giving the show its personality and sense of distinction.

Footage from live events at other venues will also form a segment of the show. Some will be original GIGCO shows, but some organised through third-party promoters. As Get Scene gains traction, streaming revenues and ticket sales will cover or exceed the recurring production costs. Other revenue streams such as sponsorships can also be explored as the show gains popularity. Above all, Get Scene can provide an in-house mass marketing tool for the GIGCO brand.

WHAT'S ON?

Previously, many venues found value in the promotional services offered by Facebook groups and events. More recently, the congestion and noise on the platform mean that promotional event posts struggle to find any effective organic reach. Paid post boosting is available yet can seriously eat into potential profits, especially for smaller events.

What's On is a free service provided by GIGCO to list events for venues and help music fans find shows they love. Initially, What's On will feature events in Newcastle's indie scene, then provide listings for venues across the city, and ultimately offer the service nationwide. In the future, as GIGCO expands internationally, 'What's On' can be rolled out country by country, similar to other onboarding programs.

The purpose of What's On will be to drive app downloads and user acquisition whilst supporting the onboarding of venues into the ecosystem. Acting as a precursor to Gig-Finder, data gathered will form the foundations of this and other future app functions. The intention is that venue owners/management see value in listing services offered through the app and in turn create a venue profile themselves, subsequently listing their own events.

Active community members can earn from 'What's On' in a gamified list-to-earn program. Music fans who invest some time to list events at venues they know are compensated correspondingly with $GIG tokens. 'What's On' creates a fun earning experience and further strengthens connections between music venues and the local community supporting them.

Road Map

2023
Q1

GIGCO App
NFS™
Non-Fungible Songs
Development

Q2

GIGCO App
NFS™
Non-Fungible Songs
Launch

Q3

Q4

2022
Q1

GIGCO App
Welcome Edition
100%

GIGCO App
Listing Edition
Development
90%

Q2

GIGCO
On The Road
Live Concerts UK
100%

GIGCO App
What's On Edition
Design & Development
30%

GIGCO
Pre-IDO Launch
100%

Q3

GIGCO App
Listing Edition
Launch

GIGCO
Get Scene TV Show
Launch

GIGCO App
What's-On Edition
Launch

GIGCO App
Gig-Finder Edition
Development
30%

GIGCO
Public IDO
$GIG TGE

Q4

GIGCO
$GIG Exchange
Listing

GIGCO App
Gig-Finder Edition
Launch

GIGCO App
$GIG TGE

2021
Q1

Q2

Q3

Q4

GIGCO
Seed & Private ICO
80%

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