



OVERVIEW

Our Music Festival (OMF) is creating the first decentralized music festival network powered by a cryptocurrency (OMF Token) that will be redeemable for products, services, and experiences (physical, digital & virtual) within the network. The network will be comprised of OMF branded events and partnered festival events. OMF will establish the gateway for all transactions between consumers, artists and event organizers that participate in festival ecosystems: merchandising, production, hospitality, food and beverage service, brand sponsors, transportation - the possibilities are endless. Built on Ethereum, OMF synergizes blockchain technology with a real-world product to fuel festival evolution. The OMF team believes that tokenizing festival events will facilitate 3 solutions to status quo inefficiencies:

- 1. Ticketing** - From ticket inflation and unnecessary fees to counterfeiting and scalping, existing ticketing systems are antiquated and exploitative. Distributed ledger technology has the power to reshape these systems, but test cases and widespread adoption are essential to the cause. Simply building a UI to enable crypto-ticketing isn't enough to incite change. The OMF team is in a unique position to conduct pilot studies that will verify integration with minimal risk to the fan experience.
- 2. Engagement** - What if the fans could select the artists on a festival lineup? What if fans could be rewarded for typical behaviors that surround music festival experiences? From buying tickets early, to convincing friends to come along, to providing feedback, fan loyalty provides immense value to live music ecosystems. Yet, none of that value is currently being captured. By utilizing smart contract technology, OMF plans to automate incentive mechanisms, enabling fans to earn tokens by providing early liquidity, promoting an event, or voicing their opinion. This reward system will boost the frequency of these behaviors to benefit everyone in a festival ecosystem. As the tech behind OMF develops, fans may redeem OMF Tokens for tickets, VIP upgrades, exclusive access, merchandise, food, beverages, and more at future OMF festivals and partnered events. Ultimately, we hope to build a protocol that gives fans the power to pick the lineup, creating the most accurate representation of what audiences truly want.
- 3. Data** - Festival experiences create an enormous catalogue of data that is centrally controlled and unavailable to most participants in festival experiences, including the artists that drive attendance. The creators of such data aren't compensated whatsoever when it's appropriated and sold to ad agencies, marketing firms and media companies. The OMF team believes that data shouldn't be controlled by a single entity and should be publicly available to the people who represent it. Blockchain technology has introduced a realistic means of achieving that goal; we've got to take the first step.

For the foreseeable future, every blockchain-related product will face countless obstacles in advancing adoption across varying demographics, which makes OMF's hybridized structure vital to onboarding the mainstream, enabling fans to participate in either fiat or crypto. Blockchain expertise alone is limited in its ability to shape the future of existing industries, which is why the OMF team is comprised of experts from every sector (legal, tech, live music & more) responsible for creating the best possible product. We are excited for you to join us in our mission to revolutionize the music festival business.

OMF

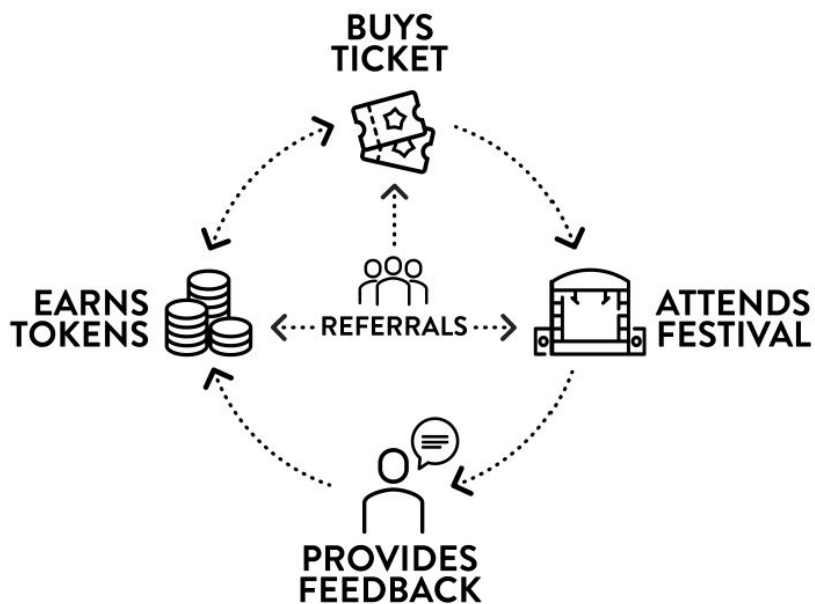
EXISTING MODEL

The existing music festival model is one-dimensional. You buy a ticket. Go to the festival. That's it, the utility of that ticket and the experience is finished and completely consumed.



OMF MODEL

The OMF model is dynamic and multi-dimensional. From the moment you buy a ticket, you become a part of a worldwide community that gives power back to the fans.





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