



Project Music: Intellectual Property Assets

Executive Summary & Request

Rush Street Capital has been engaged to raise capital for Project Music. Project Music is a groundbreaking new platform that provides an innovative liquidity solution for artists, songwriters and mid-size publishing companies to monetize their existing intellectual property assets. The business model takes advantage of the multi-billion-dollar music copyright and royalty payment market. Project Music provides copyright owners an immediate source of liquidity as a buyer of IP assets (music catalogs) that are producing monthly recurring revenue streams.

Project Music is seeking financial partners to provide capital for the acquisition of revenue generating Copyright (intellectual property) assets. The Company has successfully generated double-digit IRR on the assets it purchases and has a demonstrated track record of success. The Company is able to obtain these returns through its valuation methodology, first mover advantage and limited competition.

Background Information

Project Music is the central bank for copyright owners, providing an efficient, user-friendly, and secure way for entertainment intellectual property (IP) owners to monetize their IP assets. The Company makes use of proprietary software to accurately value and subsequently purchase these assets. The Management team consists of industry veterans with music, software development, legal expertise, and marketing expertise.

Music and entertainment intellectual property had a market value in excess of \$25 billion in 2018. Project Music targets 2nd & 3rd tier participants who own \$17.2 billion of annual publishing, performance and other royalty producing assets. This is the largest subset of the music and entertainment market, they are underserved and in search of a more friendly financing partner like Project Music.

Project Music is an opportunity to partner with an innovative Company that has numerous growth opportunities and is obtaining double-digit IRR in its acquisition of intellectual property assets.