



**DJOLY**





# Problem

Music industry is largely centralized inflexible model – 70% of the recorded music market is controlled by just 3 labels

- Inefficient Centralized Analog Decision Making
- High Risk Investments - Only a few Winners
- Vast amounts of Creative Potential remains undiscovered
- Vast amount of Business Potential remains untapped



# Solution – online marketplace for IP rights

- ★ Artist issues shares in his/her royalty rights
- ★ Fans and investors buy those shares and receive passive income for at least 70 years
- ★ Artist generates fund to boost his/her career
- ★ At any moment investor can sell shares at the Djooky secondary market





# Making music industry a circular economy



# Team

Kyiv–Berlin–Los Angeles



## ANDREY DAKHOVSKYY

Chief Executive Officer and  
Founder

## BRIAN MALOUF

President of Djooky Records and  
Co-founder

## GENNADII KUROCHKA

Chief Communication Officer and  
Co-founder

## STEFAN EGHBALIAN

Chief Marketing Officer and  
Co-founder



Pillar in Demoratizing the Internet as co-  
Founder of world largest domain sharing company

**1**

**0**





**Fish**

KLER

Co-authors (1) ▾

18 subscribers

Ukraine



sign by



Minimum Funding Target

**€ 10.300,00**

POP

Total RRs bid for: 10.000

Total RRs offered: 0 (0,00%)

**Kler**  
**Fish**

00:00 02:10

SONG DESCRIPTION

INITIAL SALE FINISHED

The Initial Sale is successful

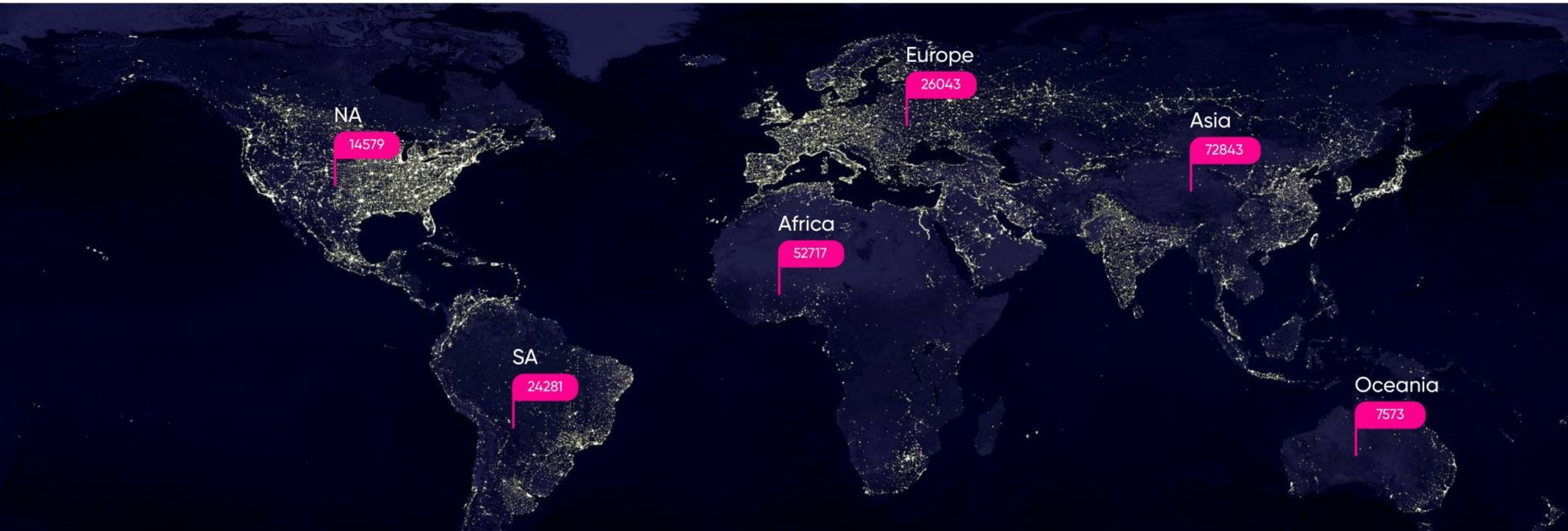
FINAL PRICE PER RR €1,03

| User       | Bid per RR | RR    |
|------------|------------|-------|
| Oleksii S. | €1,03      | 1.506 |
| Oleksii S. | €1,03      | 1.941 |
| Oleksii S. | €1,03      | 1.941 |
| Markus F.  | €1,03      | 2.312 |



# Djooky traction

**200K** registered users from 140+ countries





DJOCKY

200k+

users & artists

194

Countries

11.5%

conversion rate for  
app-install campaigns

20m+

Social impressions in the past year

58%

Monthly CAGR since  
launch (total users)

55k

MAU

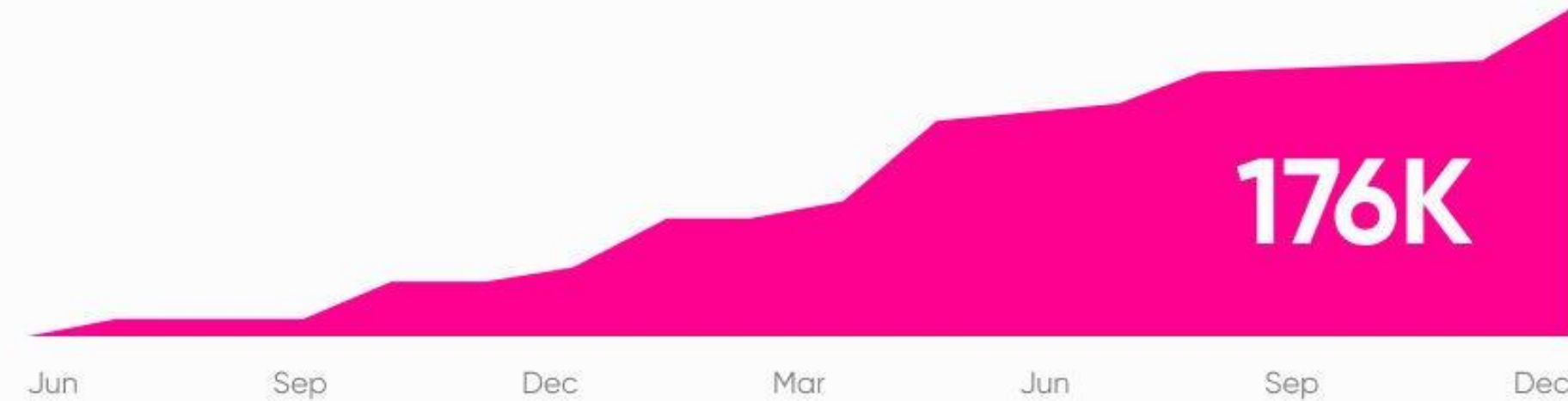
~\$3.7

CAC (to date)

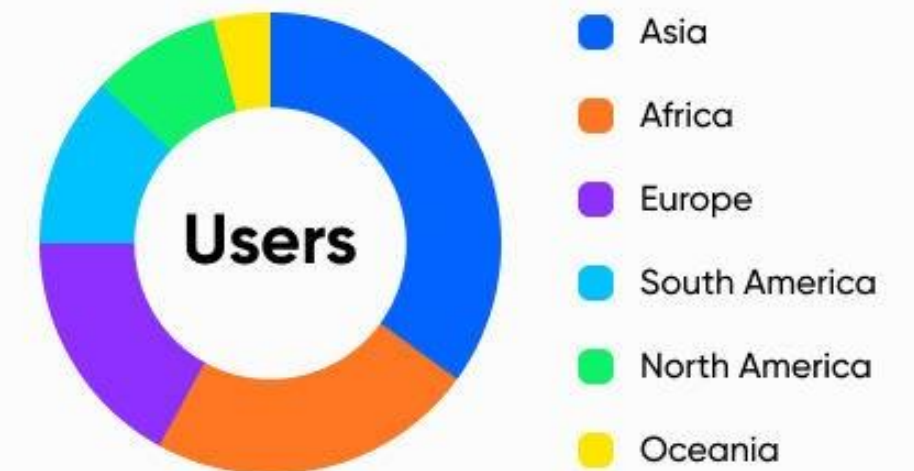
# Traction to date

## User Traction

Evolution of users (MoM)



Regional split

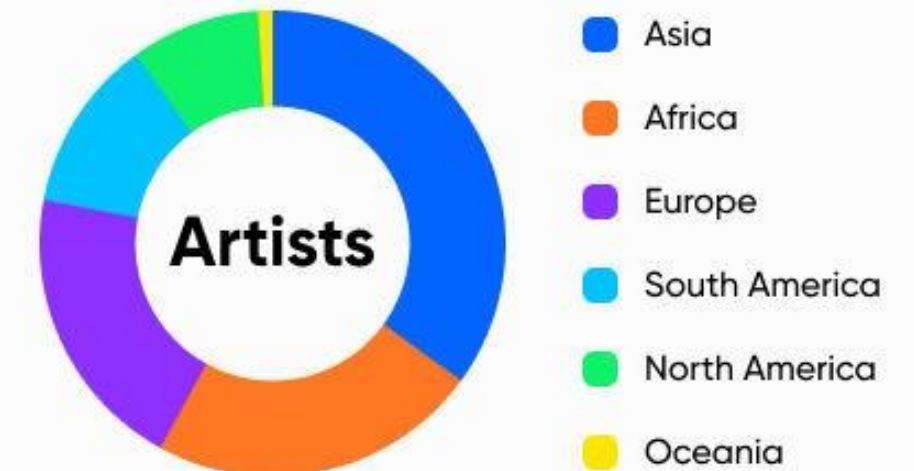


## Artist traction

Evolution of artists (MoM)



Regional split



## Featured in





# Market overview

## Total Available Market

\$28.8 bln in 2021, trending to \$41 bln by 2030

## Serviceable Available Market (\$16.9 bln)

524 mln users of paid streaming services generate 58% of TAM (2021)

## Serviceable Obtainable Market (\$3.4 bln)

20% of paid streaming service users are looking for new artists and music, which is 12% of TAM (2021)



# Djooky competitive advantage

"Djooky represents a hybrid Web2 and Web3 platform that provides emerging artists a space to auction shares of their song's royalty rights to investors, creating a new revenue stream and funding mechanism for musicians while offering a secondary market for resale and combining AI originality checks with full regulatory compliance".

European Innovation Council report

Music industry



NFT marketplaces

Djooky is a bridge between traditional Web2 industry and modern Web3 solutions



# Djooky revenues streams



Fixed fee for artist to start the initial sale of song



Commission on funds generated through the initial sale



Commission on each secondary market transaction



Commission on royalties distributed to investors and artists



# Djooky acceleration



2021

Djooky has graduated from  
EO business incubator



2023

Djooky has graduated from  
Google for Startups



2023

Djooky is a winner of SelectUSA  
FinTech pitching session



2023

Djooky has graduated from NINJA  
(JICA) acceleration program



2023

Djooky is a part of Startup Academy  
3.0 (META) acceleration program



DJOOKY



March 28, 2026

# DJOOKY ROCKS THE MUSIC INDUSTRY

SHINES A LIGHT AND CONNECTS GLOBAL MUSICAL  
TALENT WITH INVESTORS AND FANS

**1M+ registered users**  
**\$50M+ revenues**

apply. independent of the jurisdiction of the policyholder is tax

states, to contravene The numbers involved are significant, and could result in billions of pounds being lost to the Treasury if a number of people had decided they wanted to

Belgrave, the UK is highly fluid. Just as the Australian Qrops showed, possibilities can and do change.

“Expats should not delay in exploring the options available to them. It is also more important than ever to retain specialist financial advice. It is not enough to assume that a particular course of action may or may not be possible or prudent.” Some people did manage to take advantage of the scheme before it was closed. Once their transfer is complete they will need to consider what to do with their pension next.

James McLeod, head of pensions at AES International, said: “Those people lucky enough to have squeezed through HMRC’s September 7 will now have almost complete control over their pensions, for the first time.”

“The list of investments permitted under the Rops [the new name for Qrops] legislation is very similar to that offered under the UK’s Sipp rules and so is very wide indeed.”

“Investors will be able to build an investment portfolio which should allow them to continue to grow their capital, while also taking an income - although this of course depends very much on the size of the pot to begin with. The major

Qrop advisory firm ne If neither firm expert then a third He added: “An over resident may have to the expertise of a local pension expert, and a local personal tax adviser from the jurisdiction h

“In the worst case scenario, this would mean potentially five different firms or advisers involved providing advice and charging fees for that advice on a pension scheme which may only be worth just in excess of £30,000.

“On a positive note, it is already common to see contractual arrangements in place between UK financial advisers and Qrop specialists.

“The same kind of firms will simply extend their relationships to include the other required parties.

“From the client’s perspective, this is unlikely to be favourable. An unwieldy arrangement to be on board and understand advice where it runs concurrently from one point to another.

“Receiving four or five different but connected documents, and having to pull them all together to understand the overall position, is difficult for anybody to do.”

Thanks to the increasingly complicated nature of UK pension transfers overseas, this is certainly not something that you should undertake without seeking some subject

Sea

EXPATS a retireme UK can loc range of pr through Ret Homesearch selling retire the UK for 30 year sold 1,800

Managing dir Freeth said that Homesearch sel properties devel



# Djooky Technology

**Artificial Intelligence (AI) meets Human Swarm Intuition (HSI)**



**Blockchain embedded Social Networks**





# Technology Stack – AI and Web3

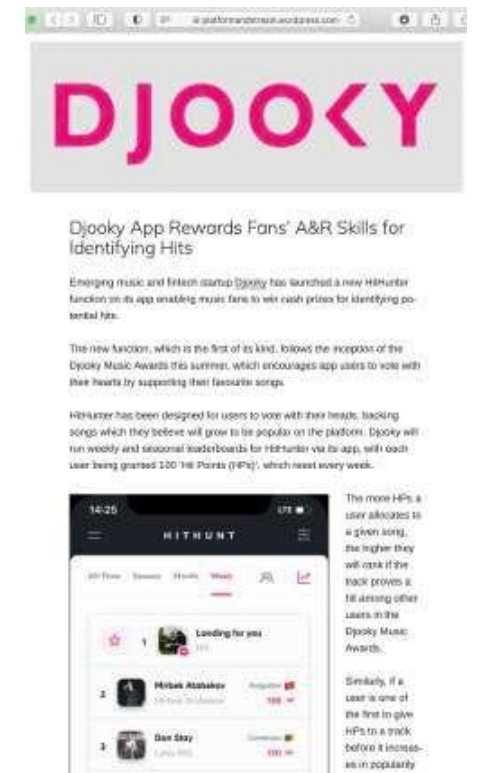
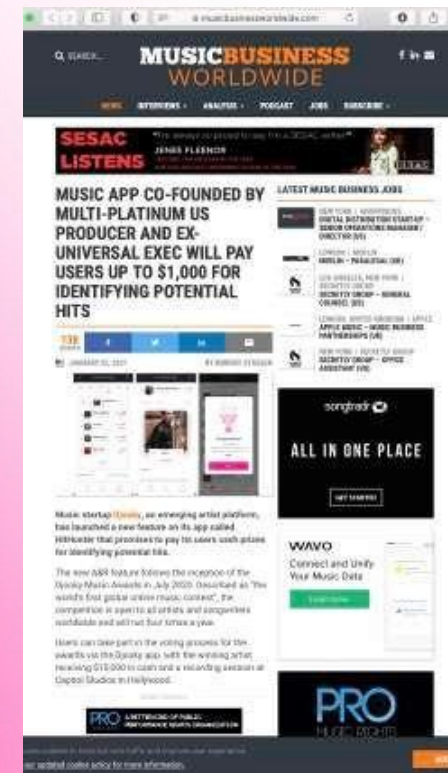




# Djooky in media

1000+ publications worldwide including top media: Rolling Stone, Billboard, MusicWeek etc.

[https://docs.google.com/spreadsheets/d/16C7XpUpkBoS-A54y\\_QmMMzuYtrx5LYli/edit#gid=147062098](https://docs.google.com/spreadsheets/d/16C7XpUpkBoS-A54y_QmMMzuYtrx5LYli/edit#gid=147062098)





# Why Now?

- ✦ Investments in traditional assets are unstable, whereas music streaming is constantly growing
- ✦ According to Goldman Sachs research music industry will grow up to 40% in the next decade



**Thank You**

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