

ANGEL ANYA

ANGEL ANYA LITEPAPER



The Problems With Being an Independent Artist

Being an independent artist in the modern music scene is revered. If the likes of Drake and several others were able to do it and become some of the biggest artists in the world, why can't just about anyone do the same? Well, there are a few challenges. First, each hour of recording in the studio costs around \$100-250; combine this with the costs of purchasing instrumentals and the flat cost of recording one album may be in excess of \$50,000. This does not cover music engineering, marketing, or promotion which can easily quadruple the costs.

Music labels understand that the cost of releasing a project is one that not many talented artists can afford, so they offer them a few hundred thousand dollars upfront and sign them into predatory deals, taking up as much as 90% of their future income. These are called "360 deals"; 360 deals cover every aspect of an artist's ability to generate revenue and legally grants ownership rights to the record label. However, from the artist's perspective, they are given enough money to live freely for a couple of years and focus on their art. Almost everyone with a passion for their career ends up jumping into these deals without proper legal counsel. These corrupt music labels prey on talented artists who do not have the resources to go to market on their own and keep the majority of the profits. Artists essentially become slaves to their contracts and do not realize the mistake until they become famous.

The problem of predatory contracts, and artists losing their art, are just the start. The record label scene is bedeviled with a culture of misogyny, racism, and abuse. Angel Anya did not want to expose herself or her family to the dark side of the corporate music industry. In her quest for an alternative solution she chanced upon a gold mine - web3.

How Web3 Empowers Artists

One of the biggest pain points in being an independent artist and perhaps the most significant, is the inability to actually create and market your music without the resources and support that a record label provides. However, on the brighter side, the most valuable asset of any artist is their fanbase and community. Community-based initiatives are the cornerstone of web3 so the synergy between artist and community can be actualized using the technology.

Web3 is the evolution of the internet powered by blockchain technology. It enables our current internet to be optimized for sharing value and removing central authorities (like Spotify) from taking the majority of an artist's earnings. This realization pushed Angel Anya to explore how she could leverage web3 and blockchain technology to launch her career without the need for a record label.

That was when she partnered with Montech Studios to help make her dream a reality. Through a robust website and NFT collectibles, Angel Anya is creating a decentralized movement of artists and community members standing against record labels. She has already garnered a large number of supporters around the world who are willing to help her achieve this noble cause.

High Altitude and the First Album

On the internet as we know it you either stream a song or buy it. Off of 1 million streams on Spotify an artist typically makes approximately \$4000 - a very small fraction of what Spotify actually generates from subscriptions, not taking into account all the revenue they get from gathering user data and selling it off to the highest bidders. From the sale of a song on iTunes, the average revenue that accrues to the artist is about 60 cents per dollar. However neither the sale nor streaming revenue of an artist normally goes entirely to them. Instead, they lose as much as 50-90% of it to their record label after the enormous cuts already lost to the streaming applications. This unfortunate situation literally puts the artist, who is the real star of the entire show, at the bottom of the food chain.

All of these considerations brought the High Altitude NFT to life. By creating an NFT packed full with bonus features, Angel Anya is not only able to fundraise for her first studio album, but she can also create an entire economy around her project and career, that supporters can join to become a part of the journey.

The Future of the Project

Angel Anya believes that her career is only the start of this movement. She wants to empower several artists by creating a Web3 Record Label that focuses on letting artists keep the majority of profits and control over their art. After all, a record label is pointless without the talent of artists. Angel Anya is proving the power of web3 and putting her money where her mouth is by going all in with her career to demonstrate to upcoming artists that this is a movement that can revolutionize the journey of producing quality art.

A New Creator Economy

By owning Angel Anya NFTs, not only are you able to access a bunch of digital benefits, but you also unlock bonus physical in-person utilities. In addition to this, NFTs can be burned to achieve collectibles, get a feature with Angel Anya, and more!

This diverse set of utilities is a first of its kind for the world of music and web3. The High Altitude NFT isn't simply an NFT for the sake of being an NFT. The project's goal is to showcase the diverse powers of how web3 can be used to build an equitable revenue stream for users by forming stronger and more personal connections with early supporters.

The Utility

1

IRL Utility

- Each NFT acts a preorder for the upcoming studio album. Every buyer will get a free digital copy of the album on release!
- Access to tickets for listening party in Miami, Florida
- Discounted merchandise
- Raffles for tickets, merch, and more
- Support a new artist and be consistently recognized
- NFTs can be traded in for limited edition merchandise

2

Digital utility

- Purchasing the song unlocks 3 NFTs in one! Music Video, Animated Graphic, and an Audio version!
- NFT holders get unlimited streaming access to the song.
- Owning the song enables you to play it while streaming on Twitch or other live streaming platforms without any DMCA strikes.
- Own 100+ copies of the song to play it at any digital events in the metaverse!

3

Ownership Utility (each purchase counts as 1 copy)

- Owning 40+ copies of the song grants you an airdrop of the full album expected to release in 2023
- Owning 400+ copies of the song enables legal privilege to play the song at digital events in any metaverse
- Owning 2000+ copies of the song entitles you to a quarterly share of revenue from all secondary sales, due to legal requirements KYC is required to qualify

Engagement with Angel (Deflationary Mechanisms)

- Trade-in 1000 NFTs to get an in-person studio session with Angel where you can work on music together.
- Once Angel is on tour there will be guest spots where emerging artists can open for her concerts in various cities.

Who is Angel Anya?

Amanda Anya Hunter, known professionally as Angel Anya, is a recording artist, singer, and songwriter. She was born and raised in Kingston, Jamaica to entrepreneurial parents. Her father is fully Jamaican and her mother is half Chinese. Angel also has a beautiful daughter, and is the first among three other siblings - two sisters and a brother.

Angel Anya attended Hillel Academy - a private Jewish preparatory and high school where she participated in the vocal ensemble, numerous theatrical plays, cheerleading, chess tournaments and sports like soccer, swimming, and track and field.

She developed a passion for art and poetry from a young age and this ushered her into the music scene very early in life. She gained a lot of inspiration from the talents of Michael Jackson and Whitney Houston and they greatly influenced her love for music and performance.

At the age of fourteen, Angel Anya migrated to Connecticut to continue school; about a year later, she officially began pursuit of her music career when she wrote and recorded her first songs. As she discovered her sound, she found that her diverse background and experiences created a unique blend of Reggae, Pop, and RnB genres - the three main pillars of Angel's music.