



Mix-IP

Investment Deck - October 2024





Introducing: The Creator's Marketplace

IP Registration, Protection, and Monetization for the Creative Economy *

- Instant IP registration for all digital creators - from pros to amateurs.
Secure photos, videos, and music from the moment of creation





Problem

Knowledge Gap

Most media creators don't know how to protect or fully profit from their digital work

Fragmented IP

No single, government-backed system exists to safeguard digital creations worldwide.

Untapped Digital Value

Most digital content—from professional shoots to everyday snapshots—goes unused and unmonetized

AI Data Sourcing

Tech companies need vast amounts of legitimate digital content to train AI, but lack ethical, legal ways to access it





Problem

Knowledge Gap

Most media creators don't know how to protect or fully profit from their digital work

Fragmented IP

No single, government-backed system exists to safeguard digital creations worldwide

Untapped Digital Value

Most digital content—from professional shoots to everyday snapshots—goes unused and unmonetized

AI Data Sourcing

Tech companies need vast amounts of legitimate digital content to train AI, but lack ethical, legal ways to access it





Solution

Universal Protection

One-click registration secures all digital content—from pro shoots to selfies

Global Licensing

Opt-in to license content across social media, AI platforms, brand marketing, and editorial

Smart Ownership

Establish fractional ownership for creators, partners, and institutions

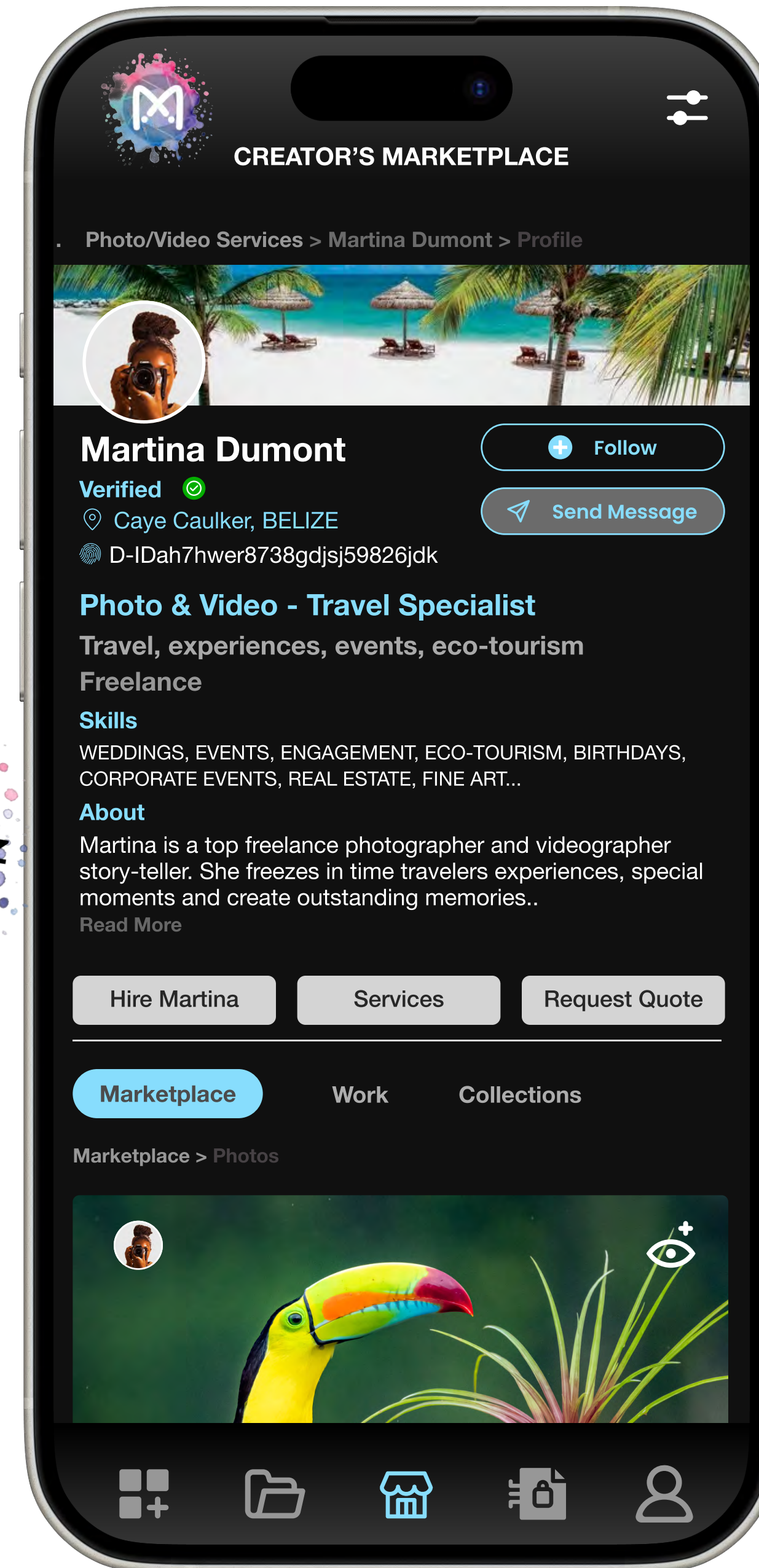
Creator Education

Tools and education to help creators maximize their digital value



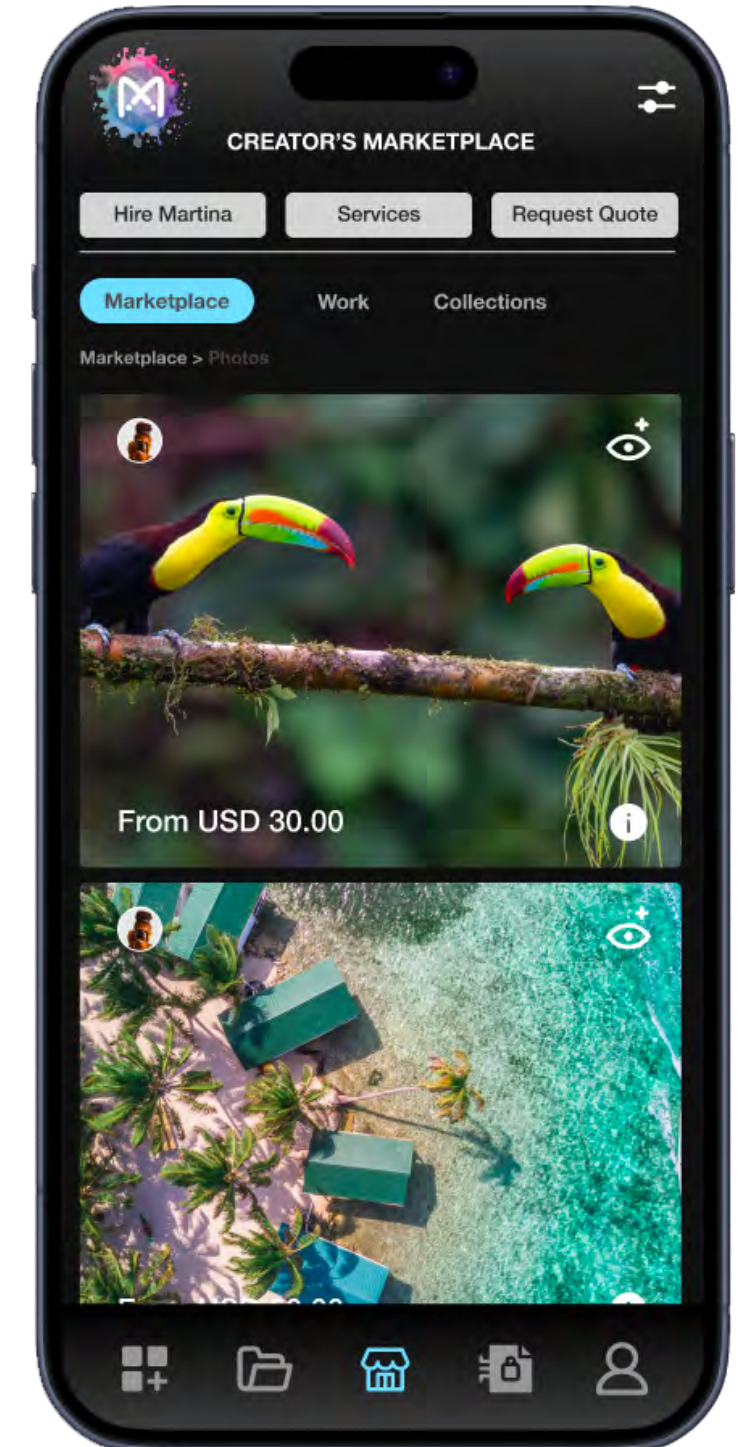
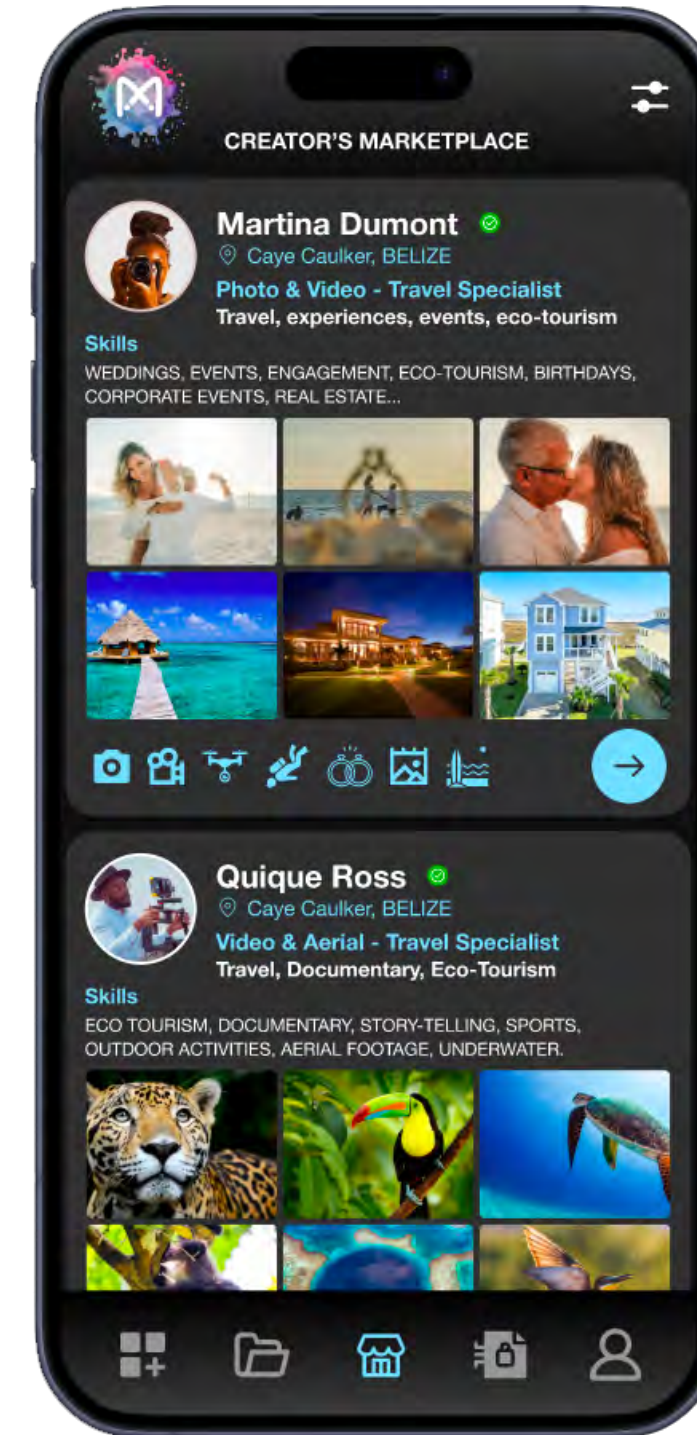
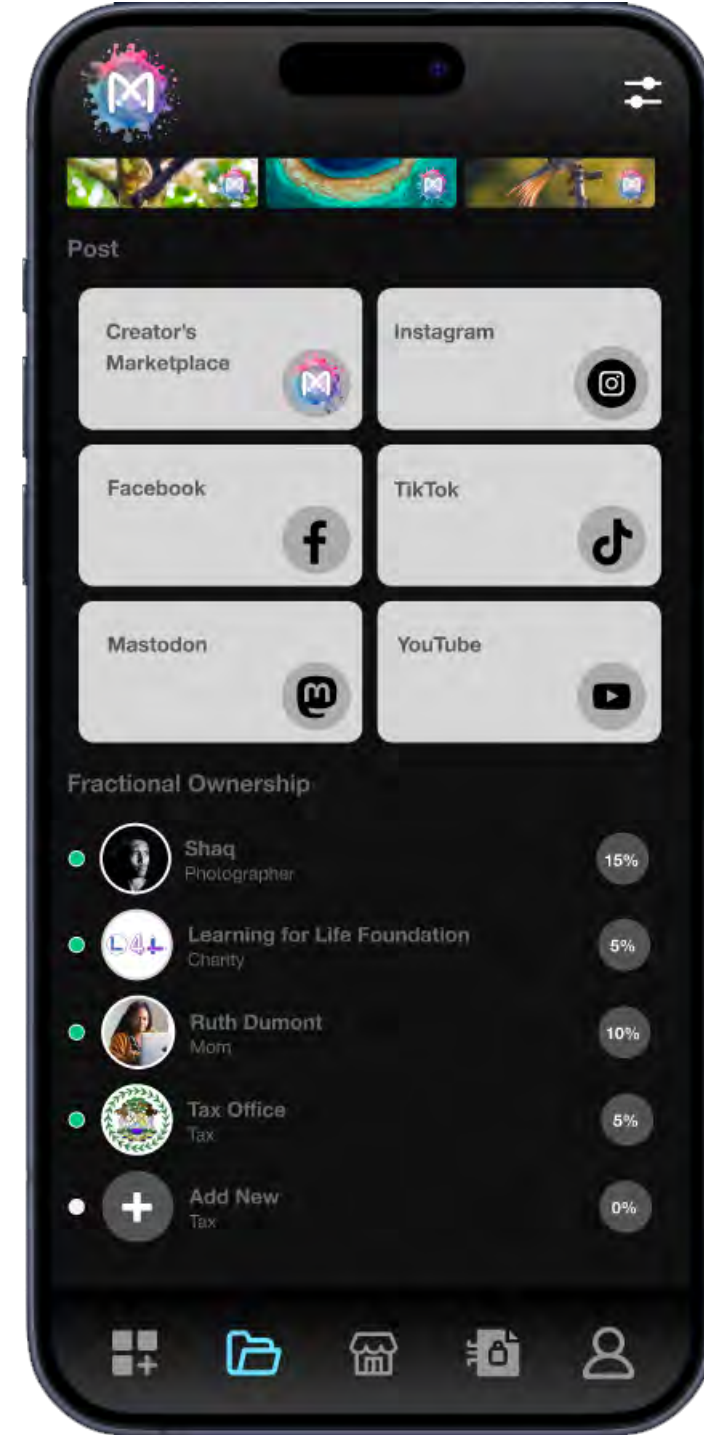
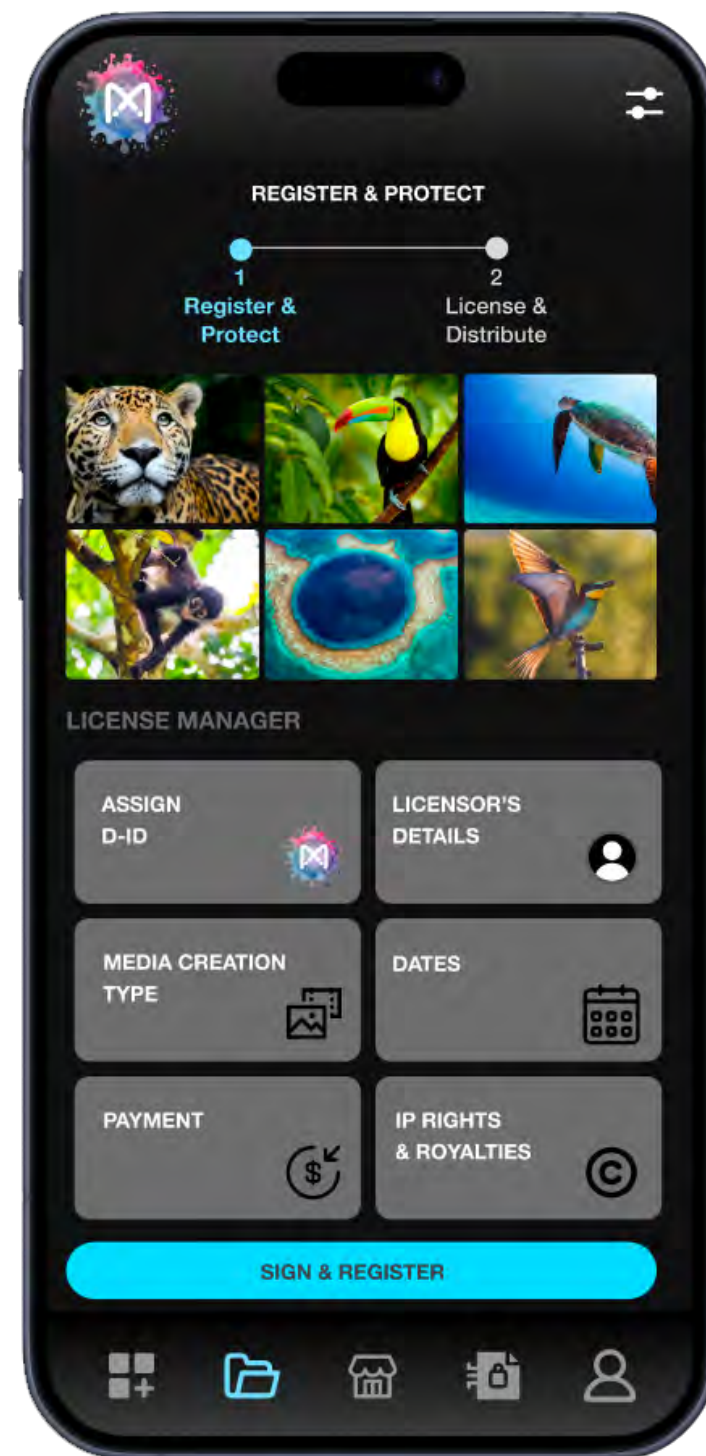
Mix-IP for Mobile

Instant IP Registration
at the moment of creation





Extended Product



Register & Protect

Assets assigned unique blockchain IDs & linked to the owner(s)' Decentralized Digital ID (DD-ID) & registered on the blockchain

Define Ownership

Set stakeholder percentages (creators, government, telcos) & ownership for collaboration & derivative works

Opt-in Licensing

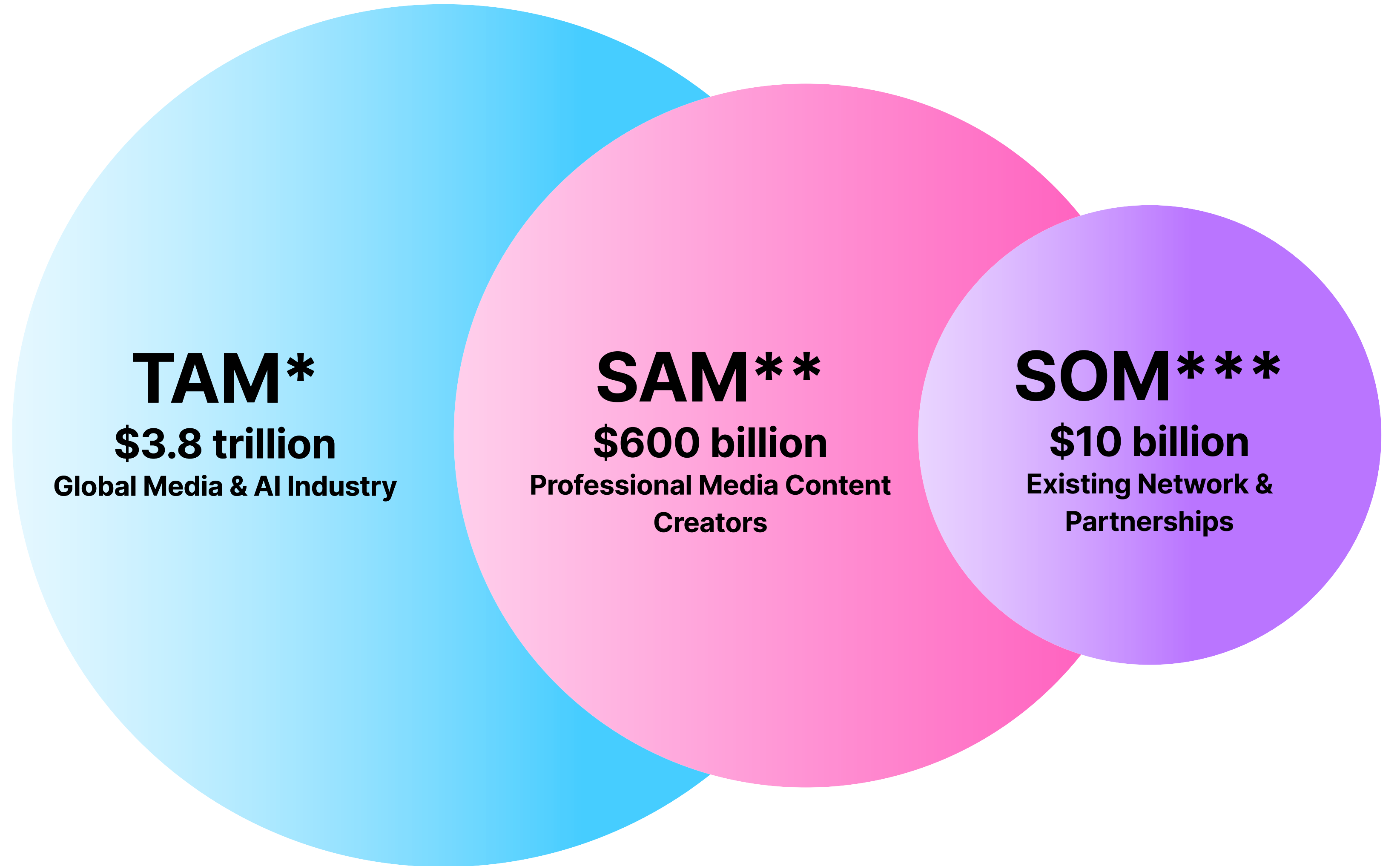
Share across social media & license to platform users, AI training, data mining; smart contracts automate licensing and royalties





Market

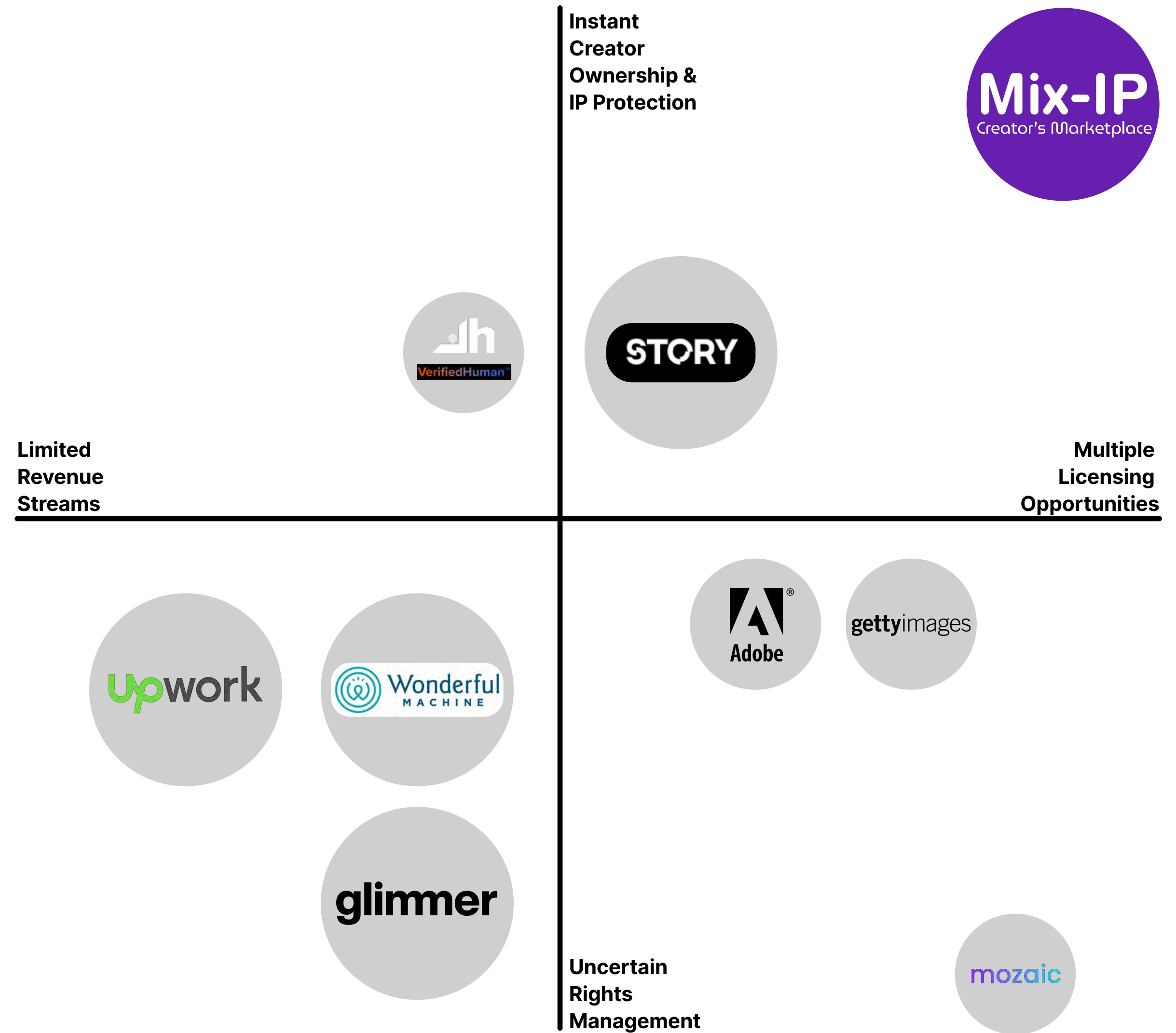
MixiP targets a massive \$3.8 trillion industry, focusing on a \$600 billion professional segment, with immediate access to a \$10 billion market through our existing networks





Competition

Instant global IP registration and multi-channel monetization





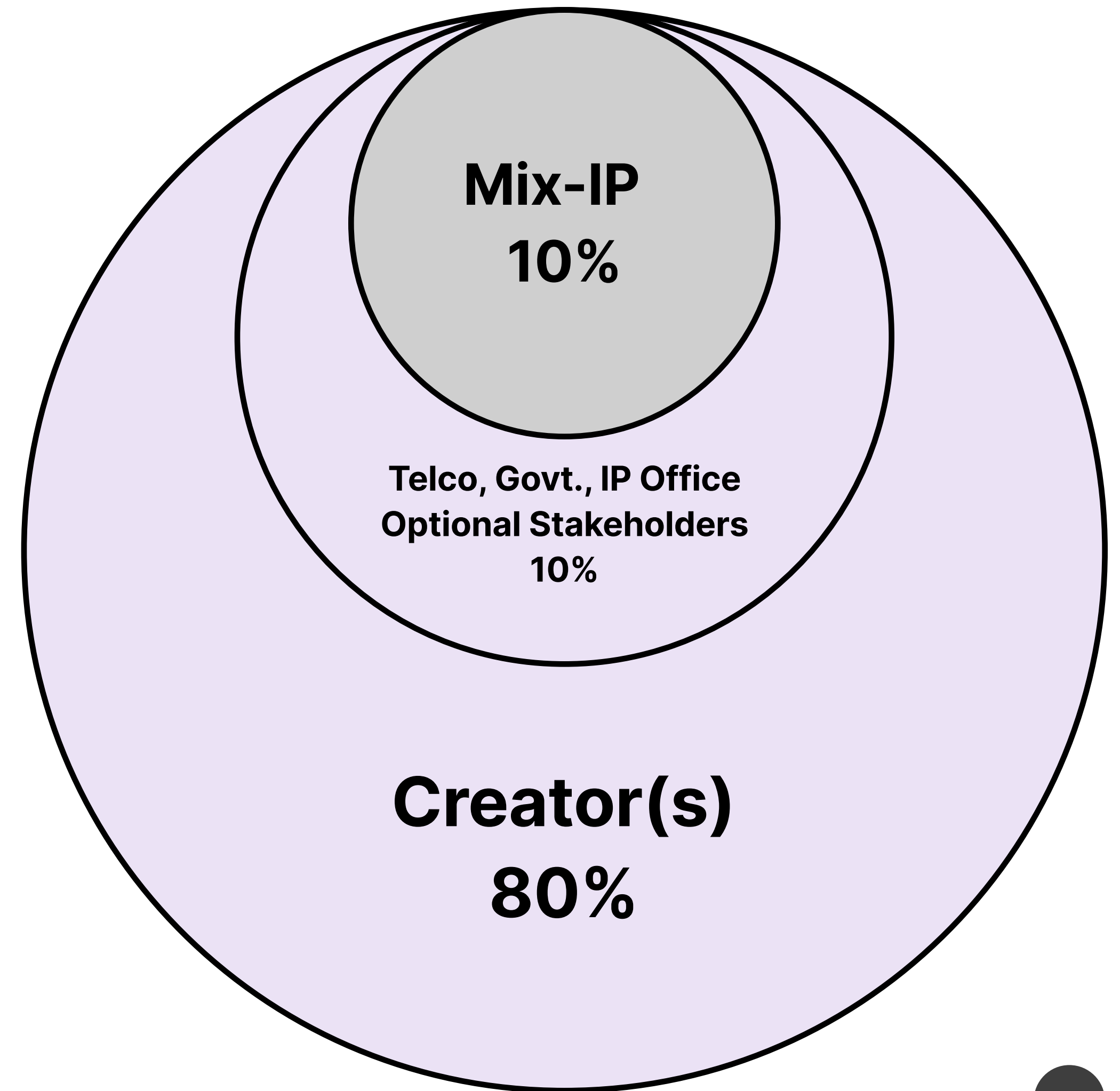
Business Model

10% platform fee for every licensed media asset

or

10% platform fee for professional service jobs *

*on average, original creator(s) receive 80% of media licensing fees with the remainder paid to various stakeholders (e.g., govt., telcos, and country-level IP offices, if applicable)





Investment

For every **\$500,000** invested, an investor would receive a **5.6%** equity stake in Mix-IP.

\$7.5M

Pre-Money Valuation

Based on proprietary tech IP, Belize govt. support, and market potential

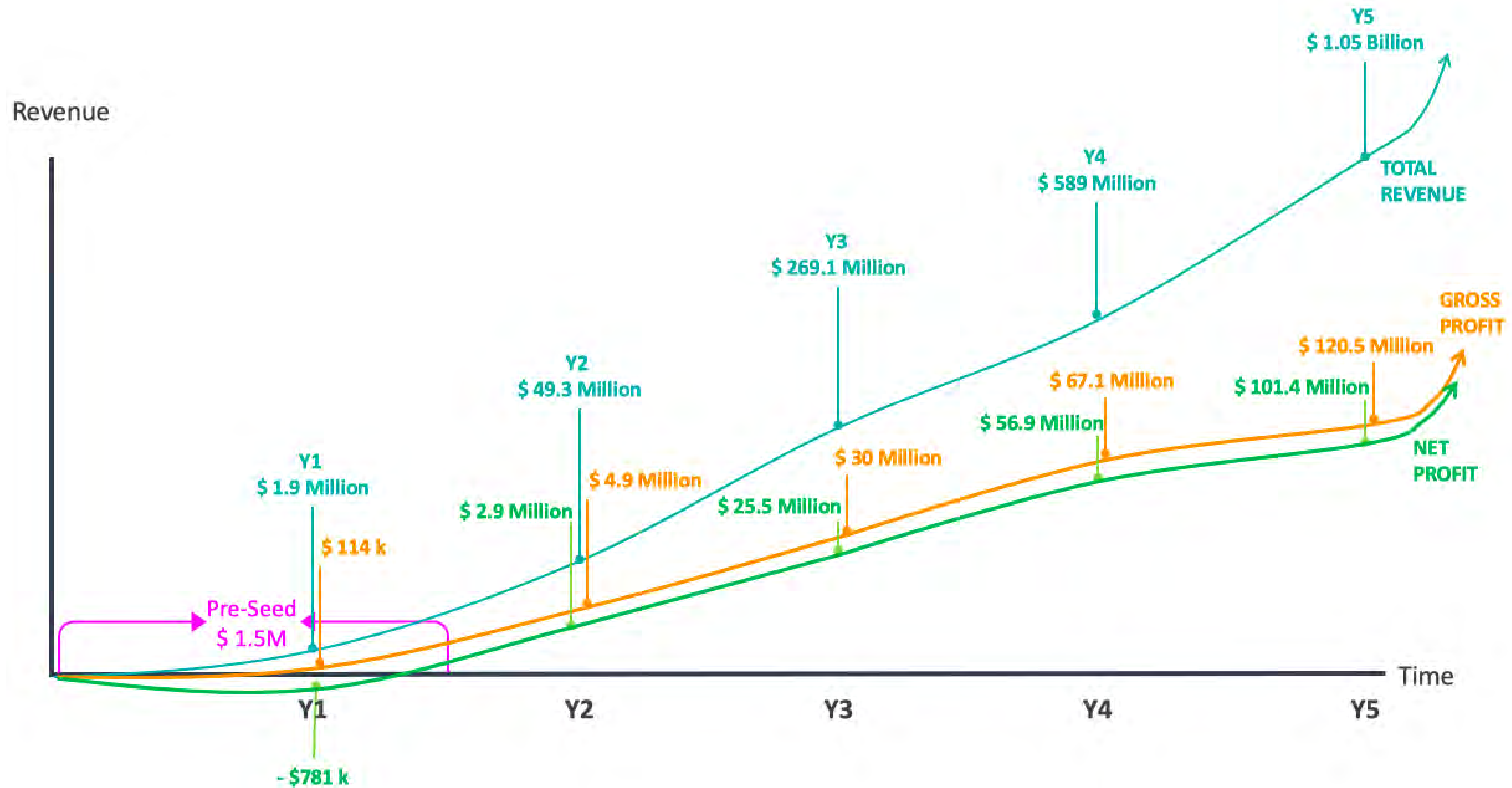
\$1.5M

Seed Round

Accelerate product development, sales, and market expansion



◀ Financials *



◀ Financials **

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Media Licensing Fees	1,478,378	35,219,108	195,929,637	431,947,783	777,273,817
Professional Services Fee	375,163	12,671,236	64,667,872	137,205,095	237,296,618
Asset Registration Fees	32,520	1,419,080	8,525,590	19,034,660	34,183,480
Storage Fees			382,381	853,713	1,533,137
Total Revenue	1,886,061	49,309,424	269,505,480	589,041,251	1,050,287,052
Platform Service Fees	121,759	5,306,352	32,281,835	72,059,395	129,407,867
COGS	8,455	368,295	2,212,438	4,939,542	8,870,659
Total Gross Profit	113,305	4,938,058	30,069,396	67,119,852	120,537,208
Expenses					
Salaries	293,000	892,024	1,516,275	3,841,750	5,383,895
Marketing	150,290	425,201	941,581	2,403,453	7,056,723
Overhead	18,408	39,232	89,689	145,885	365,711
Platform Development	433,217	493,880	626,359	794,375	1,007,459
Total Expenses	894,916	1,877,337	3,173,904	7,185,462	13,813,789
<i>% of Total Gross Profit</i>	789.8%	38.0%	10.6%	10.7%	11.5%
EBITDA	-781,611	3,060,721	26,895,493	59,934,390	106,723,420
<i>% of Total Revenue</i>	-41.4%	6.2%	10.0%	10.2%	10.2%
Income Tax		153,036	1,344,775	2,996,720	5,336,171
Net Income	-781,611	2,907,685	25,550,718	56,937,671	101,387,249
<i>% of Total Revenue</i>	-41.4%	5.9%	9.5%	9.7%	9.7%





gettyimages

Getty

Media Marketplace



Adobe

Creator Software

Exit

Value at every stage of the digital content lifecycle



Apple

Smartphone



Open AI

Ethical AI Training

Palantir

Palantir

Data Intelligence





Timeline

	PHASE 1	PHASE 2	PHASE 3
Timing	6 -9 Months	5 - 7 Months	12-15 Months
Main Tech Components	<ol style="list-style-type: none">1. Blockchain Asset Registry2. Mobile App & Adobe Plugin3. Marketplace Launch	<ol style="list-style-type: none">1. AI-powered Metadata Extraction2. Advanced Computer Vision3. Advanced Rights Management	<ol style="list-style-type: none">1. Data Analytics Platform2. AI Training Data Marketplace3. Open API for Ecosystem Integration
Funding	<ul style="list-style-type: none">• 500,000 USD	<ul style="list-style-type: none">• 500,000 USD	<ul style="list-style-type: none">• 500,000 USD
Media Types	<ul style="list-style-type: none">• Video• Photo	<ul style="list-style-type: none">• Music	<ul style="list-style-type: none">• Text• Data Sets
Key Features	<ul style="list-style-type: none">• Instant asset protection• Basic licensing• Integration with existing workflows	<ul style="list-style-type: none">• Fractional ownership• Automated royalty distribution• Content discovery algorithm	<ul style="list-style-type: none">• Predictive pricing• Ethical AI data sourcing• Third-party app development
Industries	<ul style="list-style-type: none">• Tourism• Real Estate• Telecom	<ul style="list-style-type: none">• ESG• Advertising• Entertainment	<ul style="list-style-type: none">• AI & Machine Learning• Finance• Education
GTM Targets	<ul style="list-style-type: none">• 5,000 creators• 250,000 assets registered• 20 business partners	<ul style="list-style-type: none">• 25,000 creators• 500,000 assets registered• 100 business partners	<ul style="list-style-type: none">• 100,000 creators• 5 million assets registered• 500 business partners





Meet the team



Jonathan Giesen
CEO, Co-Founder
[in](#)



Ulises Cabrera da Silva
COO, Co-Founder
[in](#)



Moe Sayadi
CTO, Co-Founder
[in](#)



Max Atanassov
CFO, Co-Founder
[in](#)



Maria Dayton
CBDO, Co-Founder
[in](#)



Ela Soltani
CPO, Co-Founder
[in](#)



Matt Shocklee
Advisor, Co-founder
[in](#)



Mark Leslie
Advisor
[in](#)



Suzette Saiden
Advisor
[in](#)



Ali Dialo
Advisor
[in](#)



Bill Kallman
Advisor
[in](#)



Jan Berger
Advisor
[in](#)





Mix-IP

Thank you.

jonathan@mixip.io

ulises@mixip.io

max@mixip.io

matt@mixip.io





Market Resources

TAM (Total Addressable Market):

"Global Media & AI Industry"

Value: \$3.8 trillion

Sources:

- Global Media & Entertainment: \$2.5 trillion (2024 - 2028 Market Outlook, PwC Global Entertainment & Media Outlook) - Actually 2028 projection are \$3.4 trillion
- Global AI Market: \$1.3 trillion (2030 projection, Bloomberg Intelligence)

SAM (Serviceable Addressable Market):

"Professional Media Content Creators"

Value: \$600 billion

Sources:

- Global Advertising Agency Services: \$378 billion (2024, IBISWorld) - shrinking at -1.2% p/y
- Global Film & Video Production: \$100 billion (2023, Grand View Research) - growing at 33.5% CAGR
- Stock Image Market: \$12.68 billion (2024, Market Research Future) - growing at 7.8% CAGR
- Digital Asset Management: \$10.03 billion (2024, MarketsandMarkets) - growing at 14% CAGR
- Content Creator Industry: \$104 billion (2023, Signal Fire) - growing at 33% CAGR

\$600 billion

(Arts & Design and Media & Communications were the top industries for freelance workers, sharing 80% of the gig economy.)

SOM (Serviceable Obtainable Market):

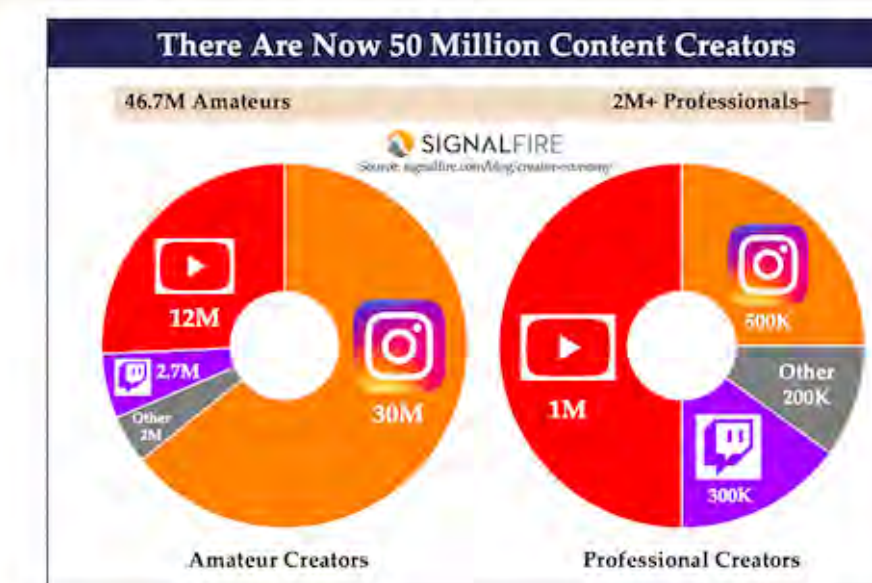
"Existing Network & Partnerships"

Value: \$10 billion

Calculation:

- Assuming 20,000 creators, each generating an average of \$50,000 annually through the platform
- 20,000 x \$50,000 = \$1 billion
- Partnerships with major brands and news outlets could conservatively multiply this by 10
- <https://www.grandviewresearch.com/industry-analysis/freelance-platforms-market-report>

SignalFire



Here's our bottom's up TAM (total addressable market) analysis, which adds up to 50 million creators:

- **Professional Individual Creators (~2M+) – Making content full-time**
- YouTube: Of the 31M channels on YouTube, ~1M creators have over 10K subscribers (source)
- Instagram: Of the 1bn accounts on Instagram, ~500K have over 100K followers and are considered active influencers (source)
- Twitch: Of the 3M streamers on Twitch, ~300K have either Partner or Affiliate status (source)
- Others: including musicians, podcasters, writers, illustrators, etc total ~200K
- **Amateur Individual Creators (~46.7M) – Monetizing content creation part-time**
- YouTube: Of the 31M channels on YouTube, ~12M have between 100-10K subscribers (source)
- Instagram: Of the 1bn accounts on Instagram, ~30M have between 50-100K followers (source)
- Twitch: Of the 3M streamers on Twitch, ~2.7M are non Partner or Affiliates
- Others: including musicians, podcasters, writers, illustrators, maybe a...

INDUSTRY STATISTICS - GLOBAL

Global Advertising Agencies - Market Size (2005–2030)

Updated: June 27 2024

