

# FAIRVU

REVOLUTIONIZING THE MUSIC INDUSTRY  
FOR BANDS AND THEIR FANS



## INTRODUCTION:

As a benefit corporation, FairVU is developing a versatile virtual platform that integrates event streaming, media-on-demand, and e-commerce tools to the direct benefit of musicians and bands. This platform will enrich the relationship between bands and their fanbase, liberate musicians from unfair industry practices, and provide flexible revenue opportunities for artists beyond the typical recording/tour cycle.

## PROBLEM STATEMENT:

The music industry, in addition to the traditional challenges, has become plagued by iniquities that have left most upcoming and indie artists without a means to make a livable wage. Unfair practices, predatory user agreements, and monopolistic gatekeeping have combined to set up barriers for musicians hindering the very art and music the industry is supposed to be supporting.

## SOLUTION:

FairVU's platform offers a multifaceted approach to address the iniquities within the music industry. FairVU hopes to unite an ever-growing virtual audience by fostering meaningful connections, supporting artists with flexible revenue opportunities, and inspiring communities through authentic virtual experiences.

## COMBINING POWERFUL SERVICES

### EVENT STREAMING

Enables bands to perform live for global audiences, breaking geographical barriers and physical venue capacity limitations while giving bands the power to dictate their own ticket prices within the virtual space.

### E-COMMERCE TOOLS

Empowers musicians to sell albums, tickets, and merchandise directly to fans on their own terms via a built-in store where artists control the pricing.

### MEDIA-ON-DEMAND

Allows fans to access exclusive content, deepening their connection with artists.

## BENEFIT CORPORATION COMMITMENT

Strengthens the bond between artists and fans through interactive virtual experiences allowing fans to directly support their favorite artists.

## COMMUNITY ENGAGEMENT

FairVU balances profit with societal and environmental responsibilities, promoting transparency, accountability, and integrity.

## WHY FAIRVU...

### ARTIST-CENTRIC APPROACH

Prioritizes musicians' needs ensuring fair revenue opportunities and creative control. This is a unique opportunity for solo artists who are under contract for their main project and who don't receive label support for other interests.

Join us in creating an equitable future  
for all musical artists.

[info@fairvu.net](mailto:info@fairvu.net)

FairVU...come build with us.

[fairvu.net](http://fairvu.net)