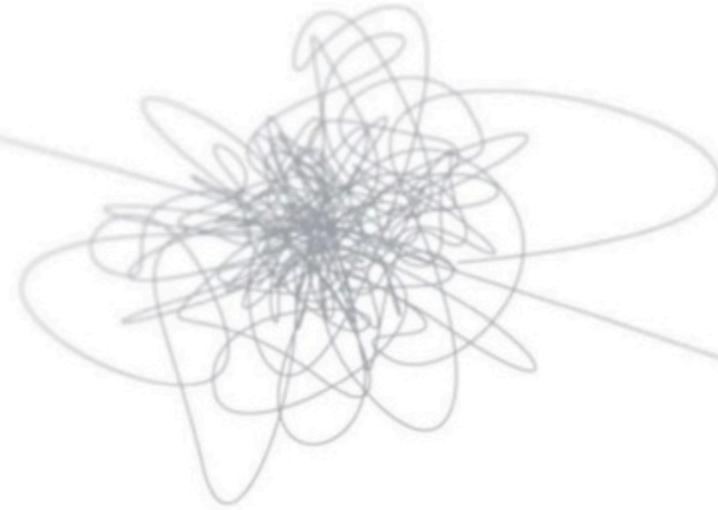


OURSONG



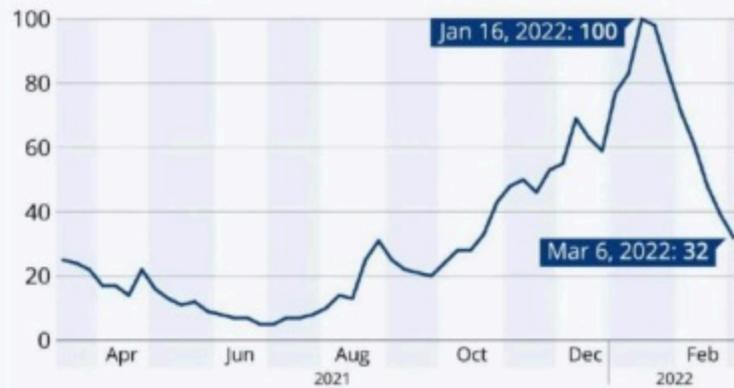
Unleash the value of **everyone's** creativity by making it universally accessible and tradable



NFT market for crypto-native is not sustainable

Interest in NFTs Has Plummeted

Worldwide Google Search interest in the term "NFT" from March 2021 to March 2022



Figures represent search interest relative to the highest point on the chart for the period covered. 100=peak popularity, 50=half as popular.

Source: Google Trends



statista

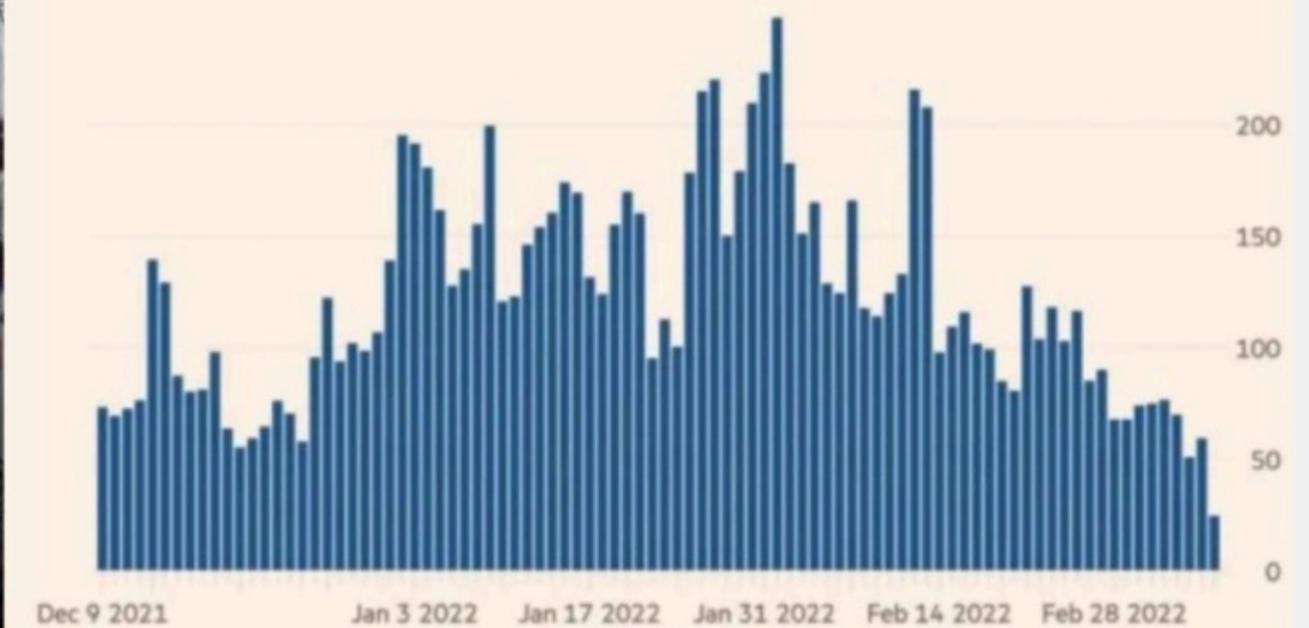
NFT Sales Plunges To \$63 Million Over The Past Week, Bubble Burst?

by Anifowoshe Ibrahim in NFT · 3 days ago

“The great NFT sell-off: has the digital collectibles craze hit its peak?”

Trading on OpenSea in decline

Daily volume (\$mn)

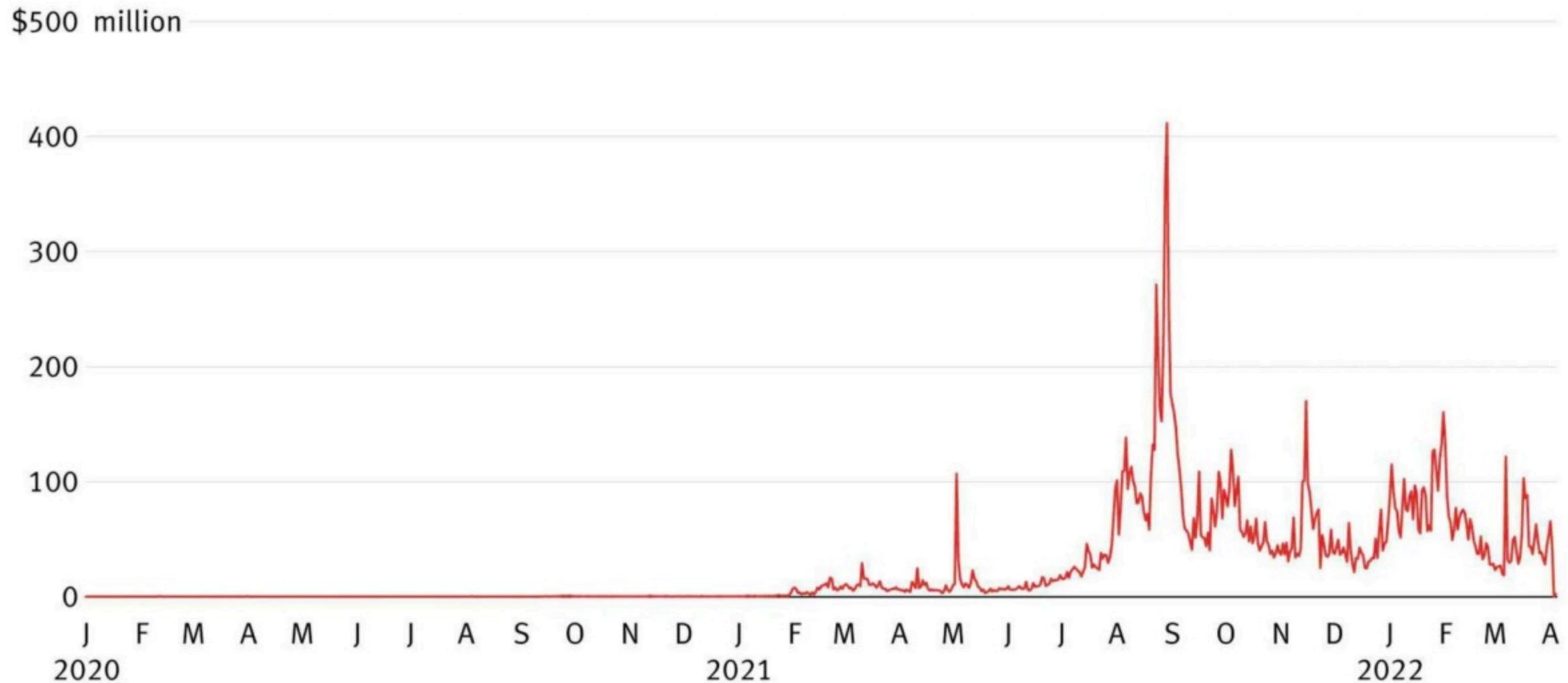


Source: Richard Chen/Dune Analytics
© FT

NFT market for crypto-native is not sustainable

NFT Sales Spike

The value of non-fungible token sales



Source: NonFungible.com

High-price NFTs could be very volatile

Business

'Jack Dorsey's First Tweet' NFT Went on Sale for \$48M. It Ended With a Top Bid of Just \$280

Crypto entrepreneur Sina Estavi bought Twitter founder Jack Dorsey's first-ever tweet as an NFT for \$2.9 million last year. He listed the NFT for sale again at \$48 million last week.

By Sandali Handagama · Apr 14, 2022 at 2:48 a.m. · Updated Apr 16, 2022 at 10:12 p.m.

Man who paid \$2.9m for NFT of Jack Dorsey's first tweet set to lose almost \$2.9m

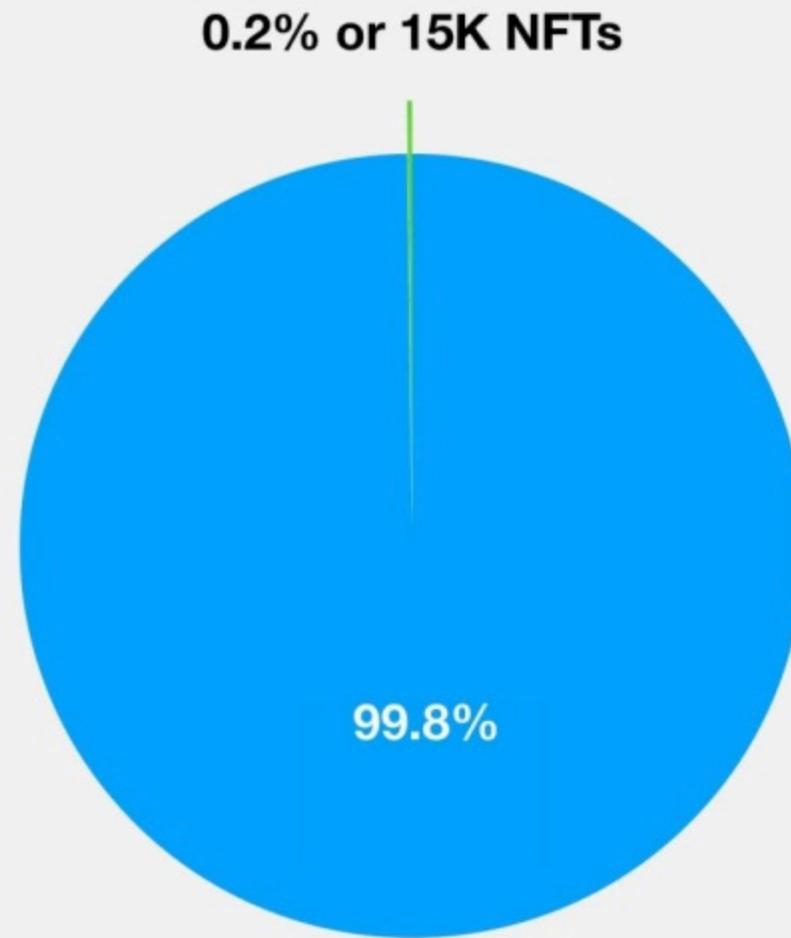
'This is the Mona Lisa of the digital world', says crypto entrepreneur Sina Estavi who bought the NFT in March 2021



© Sina Estavi, CEO of crypto exchange Bridge Oracle Photograph: Mehran Harati/Reuters

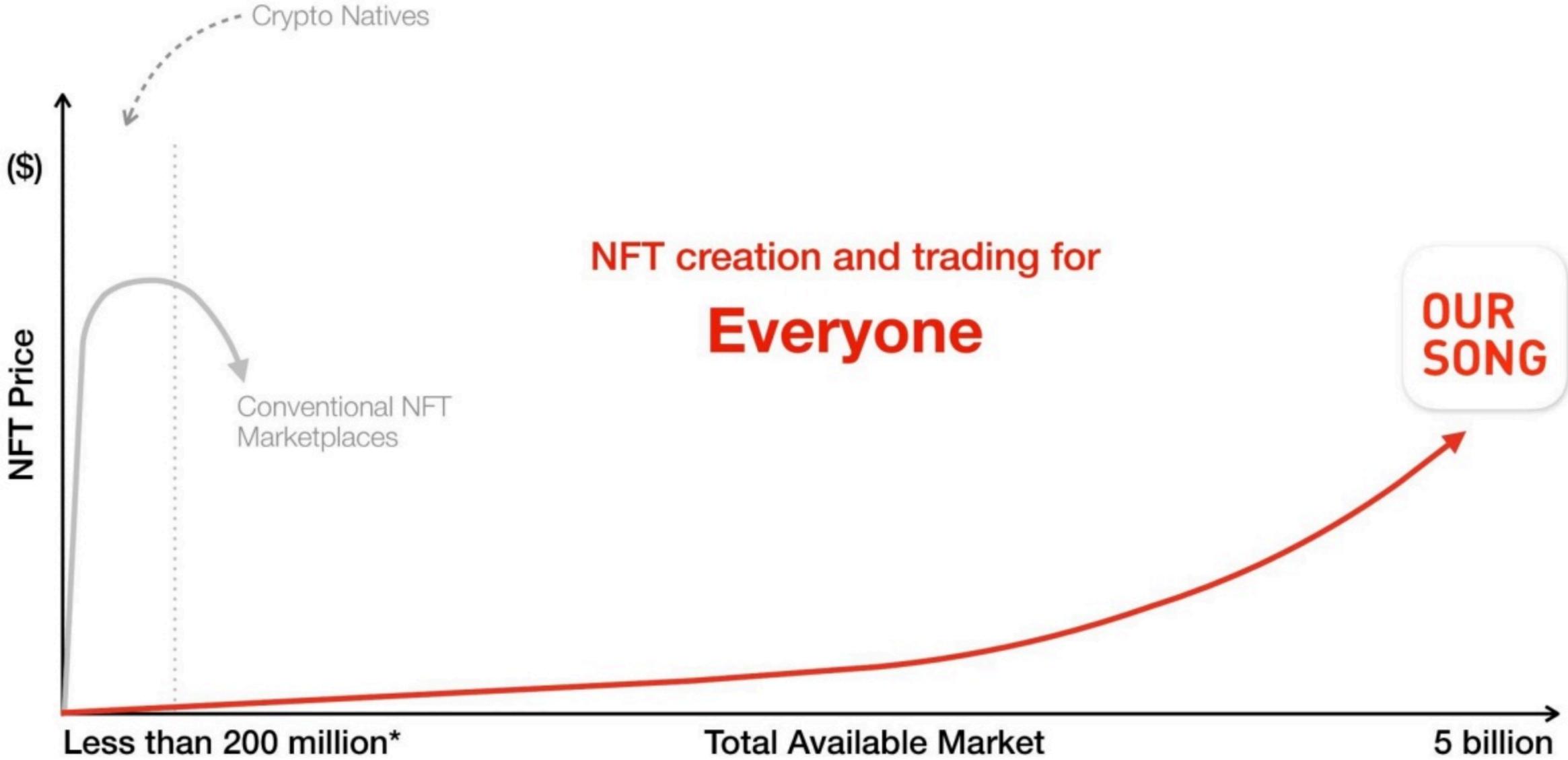
Most NFTs have no market value

99.8% out of 6.8M NFT collections currently on OpenSea (ETH/POL)
never sold a single unit



Source: Milkroad

Targeting >96% of the internet population (non-crypto native)



* number of unique ETH addresses (wallets)

Mobile-First experience supported in local language



English

Chinese

Bahasa Indonesia

Japanese

Non-crypto natives can easily transact without a crypto wallet



Apple IAP



Google IAP



Credit/Debit Card

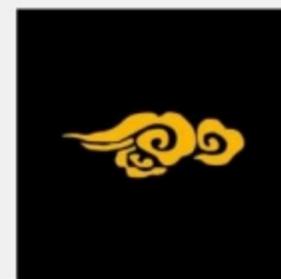


USDC Token

OurSong supports 4 mainstream blockchains



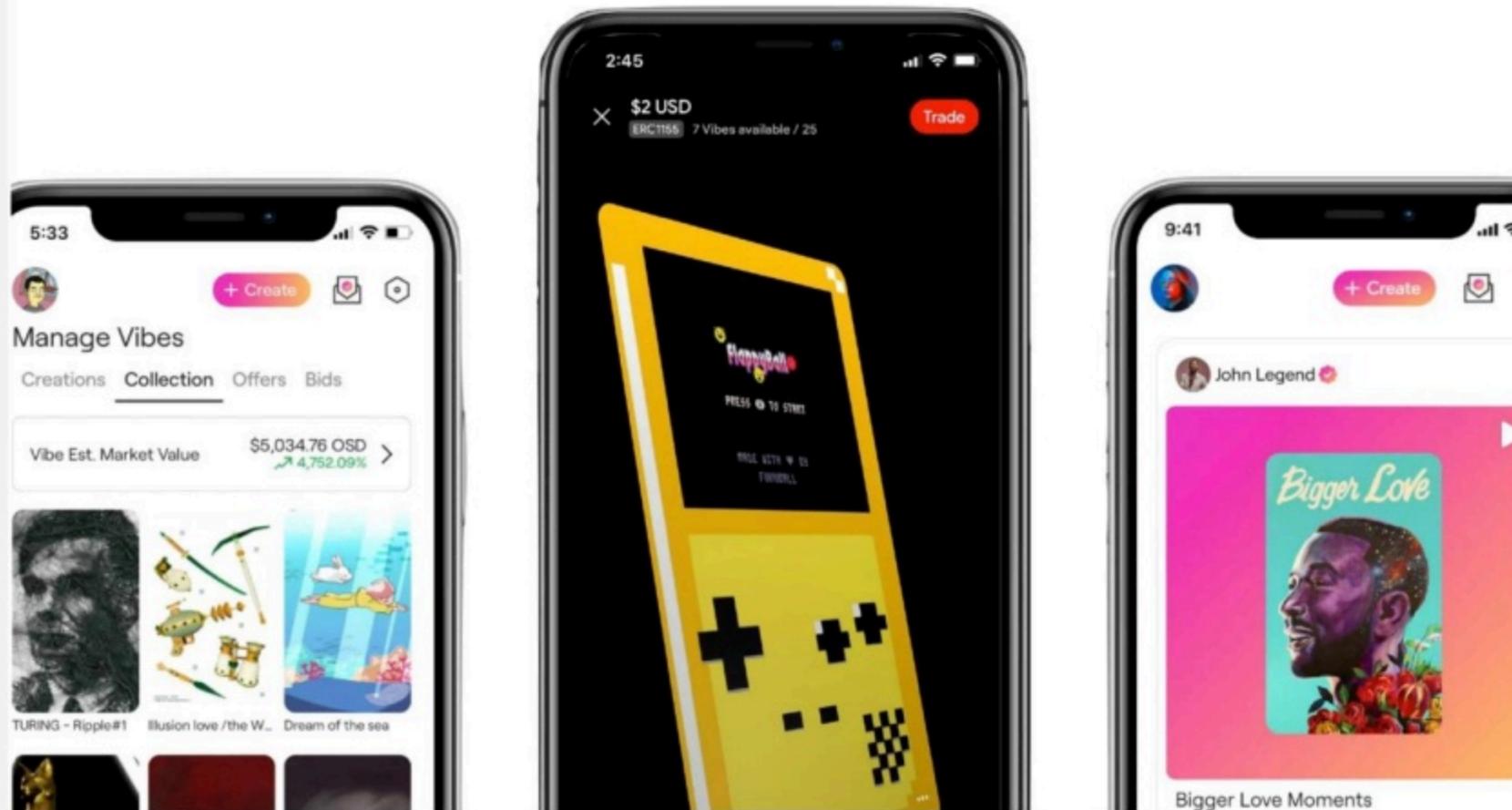
From Scarcity (Speculation) to Collectible, Utility & Community





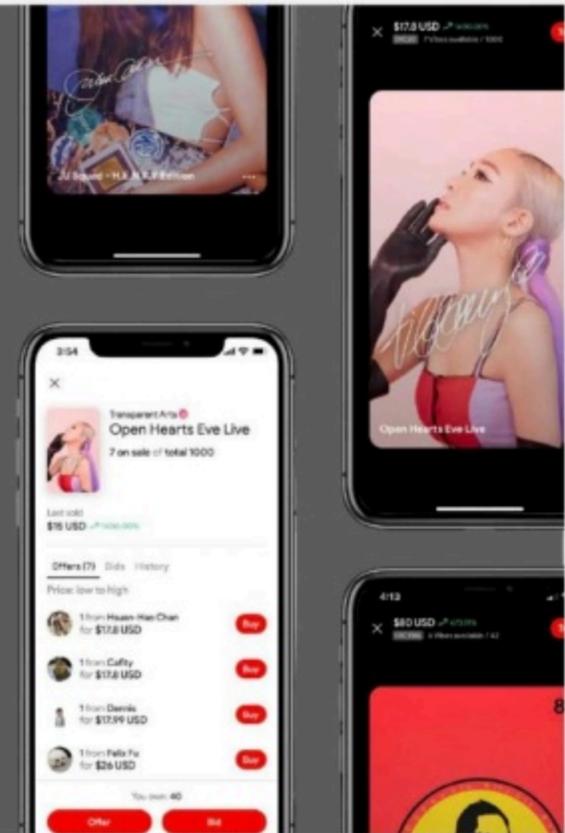
Create NFT Super fast Crazy easy

Turn audio, video, image, 3D objects into NFT "Vibe" in just seconds.



Collect and trade

Discover, follow users from elsewhere in the world. Collect, appreciate and trade with a few taps on your phone.



NFT as fan pass

Unlock exclusive video messages and access private chatrooms.



Creative Use Case - World's first NFT fried chicken



師園鹽酥雞
Shiyun fried
chicken shop

@Jimmy123

#全世界第一間NFT炸雞店

The first Taiwanese fried chicken shop of NFT
in the world

白皮書連結如下

www.鹽酥雞.tw

364 22
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所有 Vibes

創作 收藏

師園鹽酥雞Shiyun fried chicken ...



炸雞皮(全球首發) fried chicken skin(World premiere)
BEP165 100 總量
\$188.00 OSD

師園鹽酥雞Shiyun fried c...



炸魷魚(全球首發) fried squid premiere)
BEP165 100 總量
\$500.00 OSD

漢 En

Taiwan News
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ESTABLISHED IN 1949

Home / Sports & Entertainment

Taiwanese fried chicken restaurant launches viral NFTs

Broccoli NFT bidding price reaches US\$50,000 as of Monday evening

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全球第一家NFT鹽酥雞在台灣! 開價暴漲逾千倍

鹽酥雞 限量100個

全世界第一間鹽酥雞 (英) The first Taiwanese fried chicken shop
\$1999.00 OSD

» 1個 -> 1顆OSD
» 飆漲到開價 \$1999 OSD

» 實體店可能會關門
世界第一個鹽酥雞NFT 永遠會存在
» 可換真的鹽酥雞1份!

主播 劉佩綺

全球首款鹽酥雞NFT在台灣 成交價飆破350倍

Seeding International Markets - Anime x Music in Japan

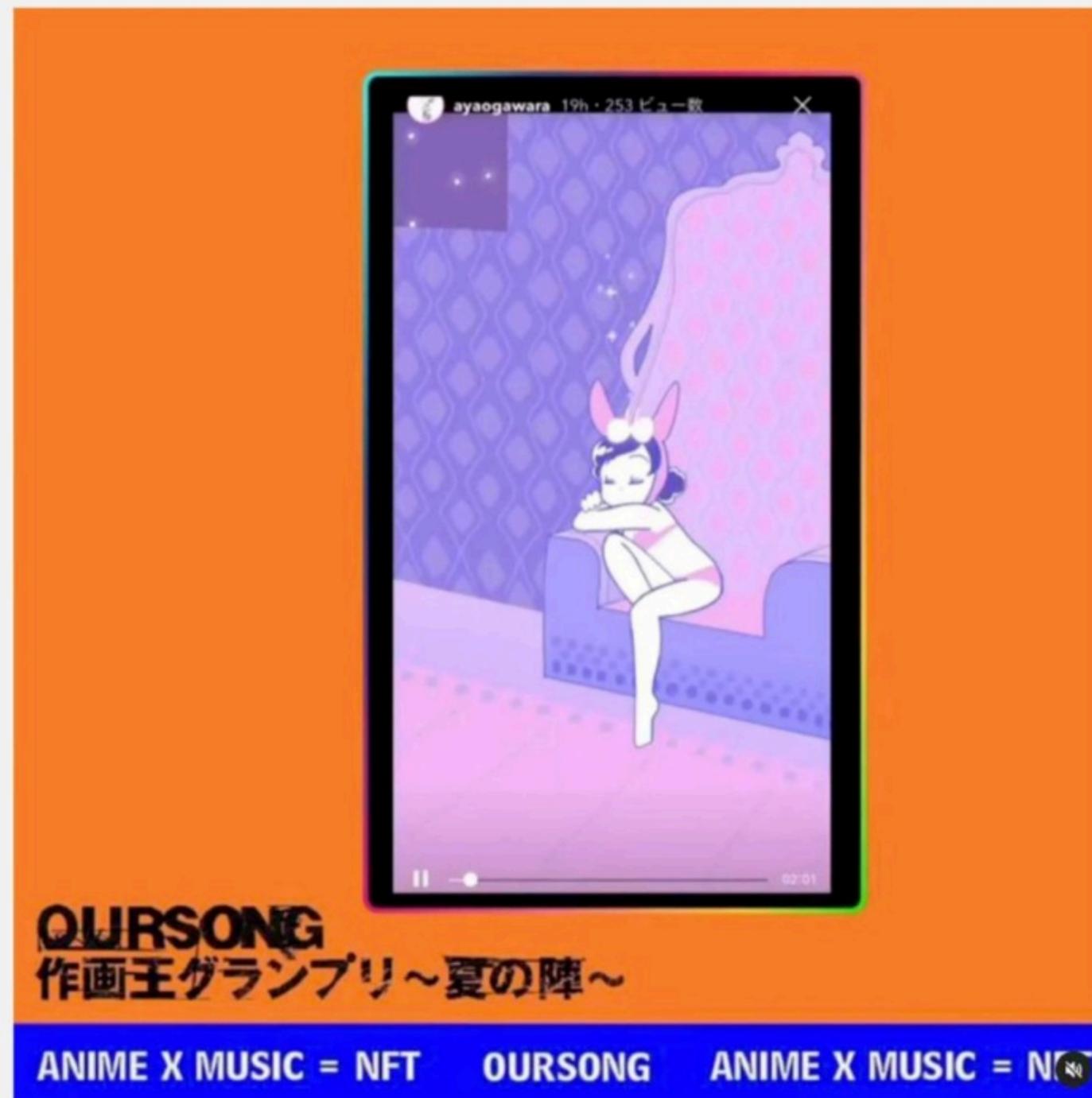


募集期間
2021
08.12 (木)
|
08.22 (日)

OURSONG
作画王グランプリ
～夏の陣～

OURSONG THUNDERCORE

ANIME X MUSIC = NFT 結果発表— 2021.09.02 (木) OURSONG



ayaogawara 19h · 253ビュー数

OURSONG
作画王グランプリ～夏の陣～

ANIME X MUSIC = NFT OURSONG ANIME X MUSIC = NFT

Announcing our Global Launch with John Legend

KEIRA WRIGHT FEB 03, 2022

Grammy-winner John Legend launches new music and art NFT platform

The CEO of the new NFT platform says that it won't require users to have a crypto wallet, and will prioritize ease of access.

billboard

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CULTURE

MEDIA

BUSINESS

Hot 100

Women In Music

Chart Beat

Honda Stage

Billboard NXT

Hot Trending So

Bloomberg

John Legend to Start NFT Platform for Musicians, Entertainers

Feb 3, 2022, 02:01pm EST | 3,856 views

Singing Icon John Legend Set To Launch Own Music NFT Platform

Forbes

MUSICBUSINESS
WORLDWIDE

JOHN LEGEND CO-FOUNDS NEW NFT PLATFORM TO 'RESHAPE THE INDUSTRY' FOR ARTISTS AND SONGWRITERS

TECH

John Legend Dives Into NFTs With Our Happy Company's 'OurSong' Platform

The R&B star is named co-founder and chief impact officer at Our Happy Company, which today launches OurSong, its social NFT platform.

By Lars Brandle
02/2/2022



Our Happy Company Cofounding Team



Chris Lin

Co-Founder
CEO

Experience:
CEO, KKBOX Group



John Legend

Co-Founder
Chief Impact Officer

Experience:
12 GRAMMY awards



Ken Cheung

Co-Founder
President & COO

Experience:
FB, Warner Music, Tencent



Pochang Wu

Co-Founder
Chief Architecture

Experience:
Co-Founder, KKFarm



Terence Leong

Co-Founder
Chief Partnership

Experience:
Co-Founder, KKFarm



Kevin Lin

Co-Founder
Partner

Experience:
Co-Founder, Twitch