

We understand that Artists need to catalyse a closer relationship with their fans/users. For this they need to create an environment that reflects the artist's identity whilst empowering fans/users with the necessary tools to engage meaningfully.

#### **Advantages for the user:**

Access to unique, up-to-date, official and curated content by the Artists they love.

Single sign-on making commenting, purchasing or sharing much easier.

Lateral visibility of what other fans are doing, what they desire and where they are located.

Professional customer care.

Mobile access, content is pushed to the user.

#### **Advantage for the artist & label:**

Fully skinnable solutions

Closer engagement with fans through powerful editorial layers and CRM

Increased revenue from direct sales channel with world-wide fulfilment included

One back-office to manage the whole architecture.

Full integration with Twitter, Facebook and Myspace and other SNS.

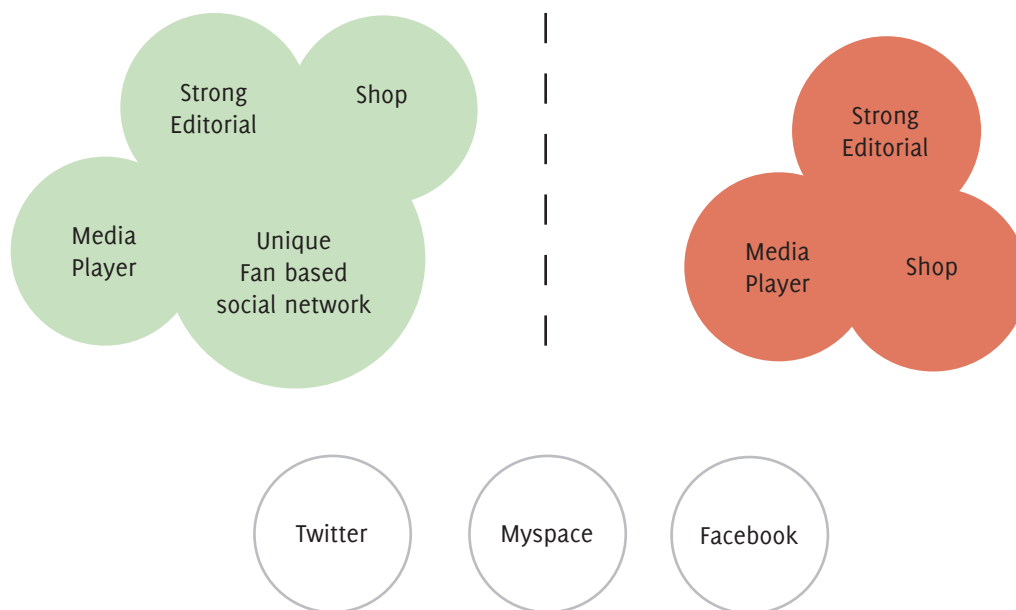
We have 2 architectures available:

Artists who believe they have the necessary number of fans, can offer a different space for these to interact in. A network where fans can connect with Artists and each other in a different way. This is the main prerogative behind option 1.

Option 2 is more pragmatic for smaller/medium artists. A strong and official editorial layer is ultimately what drives users to the Artist's sites. This layer needs to be married with a shop in a seamless manner in order to drive sales of bespoke unique products. Option 2 offers these two main components in an integrated manner, discarding the proprietary social network.

Option 1

Option 2



Option 1 Artist offers unique social network at the core of the space of interaction.

We then surround this strong social networking core with up-to-date and official editorial as well as shop.

Option 2 has the shop at the structural core with a strong content/editorial component surrounding it.

Social networking tools are simply used to draw in users, who begin to see the site as the artist's news & goodies domain.

# Option 1 – Architecture based on a proprietary Fan Social Network Platform

**KWAME** CORP

info@kwamecorp.com

<p><b>Unique Fan Based Social network</b> with full integration with Myspace + Facebook + Twitter</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter module</b> <b>Media Player</b></p> <p><b>SHOP</b> Playos e-commerce shop fully integrated with social networks</p> <p><b>Free</b></p>	<p><b>Unique Fan Based Social network</b> with full integration with Myspace + Facebook + Twitter</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter Module</b> <b>Media Player</b></p> <p><b>SHOP</b> Playos e-commerce shop fully integrated with social networks</p> <p><b>Shop Management + Fulfilment &amp; Customer Care</b></p> <p><b>£399 Month</b></p>	<p><b>Unique Fan Based Social network</b> with full integration with Myspace + Facebook + Twitter</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter Module</b> <b>Media Player</b></p> <p><b>SHOP</b> Playos e-commerce shop fully integrated with social networks</p> <p><b>Shop Management + Fulfilment &amp; Customer Care</b></p> <p><b>Content &amp; Editorial</b> Using a dedicated Team of Journalists we create and manage content that drives real traffic</p> <p><b>£799 Month</b></p>
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## Main Components

The Mekwa fan based social network serves as the basis, connecting Blog, Forum, Live events, Media Player and Newsletter module. All integrated with one common back-office.

15k Setup

## Content & Editorial Services

Engaging and up to date content is created and curated by the team of Journalists behind Fact Magazine to help drive meaningful traffic to the Artist website and drive sales. Includes daily original content creation as well as weekly Newsletter.

£499 Month  
Reduced price for more than 1 site.

## Shop Management + Fulfilment & Customer Care

We have developed Playos, a proven e-commerce platform for the music industry. We have storage and fulfilment services in Central London and a factory in west London. We ship worldwide and provide front line customer care.

£399 Month  
£1.2 per item

## iPhone app

iPhone app with news, media player, shop and Fan network

10k

## Hosting

We already provide hosting solutions for a number of high traffic sites with secure transactional needs.

(dependent on traffic)

## Option 2 – Architecture based on the Playos e-commerce platform

**KWAME** CORP

info@kwamecorp.com

<p><b>SHOP</b> Skinnable Playos e-commerce shop serves as the basis for the architecture.</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter module</b> <b>Media Player</b> <b>Social Network integration</b></p>	<p><b>SHOP</b> Skinnable Playos e-commerce shop serves as the basis for the architecture.</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter Module</b> <b>Media Player</b> <b>Social Network integration</b></p> <p><b>Shop Management + Fulfilment &amp; Customer Care</b></p>	<p><b>SHOP</b> Skinnable Playos e-commerce shop serves as the basis for the architecture.</p> <p><b>Blog</b> <b>Forum</b> <b>Live Events</b> <b>Newsletter Module</b> <b>Media Player</b> <b>Social Network integration</b></p> <p><b>Shop Management + Fulfilment &amp; Customer Care</b></p> <p><b>Content &amp; Editorial</b> Using a dedicated Team of Journalists we create and manage content that drives real traffic</p>
Free	£399 Month	£799 Month

### Main Components

The Playos ecommerce platform serves as the basis to which we connect, Blog, Forum, Live events, Media Player and Newsletter module. All integrated with one common back-office.

10k Setup

### Content & Editorial Services

Engaging and up to date content is created and curated by the team of Journalists behind Fact Magazine to help drive meaningful traffic to the Artist website and drive sales. Includes daily original content creation as well as weekly Newsletter.

£499 Month  
Reduced price for more than 1 site.

### Shop Management + Fulfilment & Customer Care

We have developed Playos, a proven e-commerce platform for the music industry. We have storage and fulfilment services in Central London and a factory in west London. We ship worldwide and provide front line customer care.

£399 Month  
£1.2 per item

### iPhone app

Basic iPhone app with news, media player and shop

8k

### Hosting

We already provide hosting solutions for a number of high traffic sites with secure transactional needs.

(dependent on traffic)