



# SONORA

WHITEPAPER 1.0



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## **WHITEPAPER 0.1**

### **1. SONORA**

#### **1.1 What is it?**

Sonora is a platform that revolutionises the concept of creating and collecting audio files in an NFT format. It connects content creators with collectors and fans worldwide, giving the creator professional tools to make their content pro-quality and motivating them to keep creating. Also, it offers collectors an easy understanding of how NFTs work, creating a space for everyone to understand and participate in this new industry.

#### **1.2 The problem**

New industries tend to be challenging to understand for people. This lack of understanding leads them not to participate. However, that doesn't mean that the world isn't changing quickly, and the tools they need to be involved in are, in most cases, out of their budget.

NFTs are a consequence of a significant change that we experienced when cryptocurrencies appeared and changed whole industries. One of those industries is the music and audio industry. The way NFT provides everyone with the opportunity to accomplish their goals is outstanding, but for now, for people who could benefit from it, it's not that easy to access. The high competence and elevated hardware and software costs interfere with people's dreams by not having access to them.

It's also a problem for people who want to invest in music, other projects or collect them. This is because of the lack of an NFT marketplace focused on the audio industry that guarantees security and a solid speciality audio marketplace with a growing vision to create a dynamic investment environment.

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### 1.3 How does Sonora solve it?

Sonora provides a wide range of tools from major companies at no cost or with a heavy discount to provide access to everyone. It is essential to say that our audience will be assisted with tutorials and training in different aspects of their projects.

Sonora allows everyone to access an NFT platform that facilitates their projects. No matter what kind of audio file it is, such as, Music, Audiobooks, Podcasts, Sound Design, etc. Allowing content creators to explore new ways to profit and, also to the user, new investment opportunities.

Due to blockchain technology, we can guarantee the intellectual property of the projects developed and published on the platform. This is useful for situations where another person claims that they did the work you created. By going back to the blockchain, we could analyse the moment of creation, giving accurate information about the actual creator.

## **2. Market**

Let's take a look at the NFT market, its growth, and how all over the world, people are getting used to the NFT concept and the idea of having digital assets. We can see some examples of usage of this technology over some countries to understand how it is getting accepted in different backgrounds.

The NFT market hit 2.5 billion dollars per month in the second half of the year, says J.P. Morgan. This shows how fast the market increases. compared to the 13.7 million of sales in the first quarter of 2020. The NFT market is considered to date to be worth 7 Billion dollars.

## **3. Business Plan**

### 3.1 Objectives

Establish Sonora as the leading audio NFT platform by creating a dynamic and secure marketplace. We also believe in how important it is to partner with other companies, so we look forward to becoming the main point of reference to find different tools for content creators.

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## 3.2 Growth strategy

Our growth strategy will be mainly based on digital strategies and alliances with other companies always to guarantee product improvement. Although, the main categories where we will focus are:

### Market Penetration:

Sell more current services to our existing users and target new consumer “segments” within the same markets.

### Revenue Optimization:

Increase revenues through the implementation of alternative or new business models for the existing service.

### Market development:

Reach new markets by giving our services into new demands internationally.

## 3.3 Use of funds

In this category, we will detail the use of funds. These funds are essential to the correct development of the project, and the proper use of them is imperative to the success of the plan and to establish transparency with our users.

This plan is the one created before the ICO launch. It's an approximation based on the study completed by our team. And the intention of use will be explained in percentages (%).

### Product and team development

(40%)

We will use 40% of the funds to develop our team and product. This team will be the one working on the constant development and maintenance of the platform. We look forward to forming a team with the most experienced and capable coders, cryptographers, a department to communicate with the users to improve their experience and have a 24/7 in-house support system to overlook the systems and platform.

For that team, it is imperative to have the proper infrastructure and equipment to guarantee the perfect development of the project. That's the reason why we decided to use this percentage of the budget.

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## Marketing

(20%)

This 20% will be distributed in Marketing campaigns online, brand establishment, and reputation amongst the community to properly study the user profiles to reach an ideal audience that could benefit from Sonora.

Some of these campaigns will be made through social networks like: Instagram, Telegram, Facebook, Youtube, etc. these campaigns will promote the project to generate new users, creators and collectors.

## Operations

(20%)

We will devote 20% to operations because we believe that the correct operation of the platform will be a fundamental pillar of Sonora. With this 20%, we will find all the internal procedures that need to be done and pay personal and external providers that help us give the best possible product.

## Security

(10%)

We know how important it is to trade in a safe marketplace. That's why we will have an independent 10% of the budget for security. We aim to work with talented professionals that can guarantee the security of our systems. We will work with coders, cryptographers and mathematicians to constantly improve security inside the company, our data, systems and marketplace.

## Legal Affairs

(10%)

Sonora will use 10% of its budget to maintain all legal affairs in order, including any legal matters that can surge to protect any intellectual dispute taking place in the platform.

Also, as part of this budget, it will cover legal expenses related to accounting and the preparation of any documents related to taxes and employment, such as contracts, tax declarations, etc.

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### 3.4 Plans for the future

We want to establish ourselves as the leading audio marketplace for NFTs and want to reach a position where the user trusts us and our dynamic environment.

From there, we plan to keep growing as a company and continuously improving our product and services and reaching new ways to apply this technology to make our users' lives easier.

#### Green Energy

We know how important the environment is. We want to be the company that uses more green energy. We intend to install solar panels to power most of our systems. Finding a way to replace the energy we use with green energy reduces the industry impact on the environment that we know is very high.

#### Metaverse

As the world changes, we are heading into the metaverse as a standard. That's why we have intentions to start to build our own space in the metaverse. That space it's going to be the scene for digital concerts, interviews and much more!

Every Sonora user will have free access to the space, and "Treble" will be the coin in which you can interact with the whole community and space.

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## 4. Treble, our token

### 4.1 Characteristics

Treble is our community token that lives in the Binance smart chain. It was created in this chain because of its security and low cost in gas fees.

The token will have a supply of 130 million Trebles with eight decimals, which means that each coin can be divided by a million times.

Treble is a token that can't be mined or burned to maintain the original supply.

### 4.2 Interaction with clients

The token will be the community currency. This will allow the users to interact with each other and access some other tools. Additionally, these tokens will be the ones required to create and sell the NFT.

This token will be the way to interact with the metaverse, all the activities and events that take place on the platform.

## 5. How to profit

### If you are a content creator

If you are a content creator either music, audiobooks, podcasts, or any audio content. You have the option of funding yourself by selling your content as an NFT. You can have the option to sell with a settled price or by auction. This is a great option because it lets you get your royalties without those third parties that used to keep most of it.

Also, it's important to know how we can save money. With the tools provided by Sonora, you'll be able to save great amounts of money with the free tools and discounts on products.

### If you are a collector

Sonora gives collectors the great opportunity to invest in great audio projects. You'll be able to invest and collect content from your favorite artists and creators as well as new talents! In this platform, you'll be able to buy, sell and exchange NFT's with the community. Also, you'll be able to monetize your NFT by easily publishing it on different major streaming platforms.

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### If you are a company

You can contact us for different reasons. For companies, we offer different options to participate in the environment and increase sales and presence. For example, we have an affiliate program. In this program, you're able to offer services and tools on the platform. We know that each company is totally different so we are able to discuss the best fit for your company on the platform so please contact us.

### If you are not sure about it

You'll be able to find a wide amount of tutorials and information to give you all the tools to feel secure to invest, create, or both! On this platform, you'll find a wide range of projects with different prices that will fit everyone's pocket. If you still have questions about it, don't hesitate to contact the team to help.

## **6. Team and affiliates**

### 6.1 Description

Sonora is possible thanks to the people that worked in different areas. We are a diverse group of people and companies with different experiences and backgrounds.

Although we are a young team, we have advisors and members with significant experience and a tech business incubator that is an active member of the whole project development.

### 6.2 Team

#### CEO & Founder

Joaquin Alonso Espinosa

Leading project developments for industry-leading companies, such as Seat, Codorniu, etc... He has experience as a CEO of an industrial production studio (Bizarroz). This gives him a multitasking personality that helps different areas of the project.

Because of his visual art, music, and technology knowledge, he started an NFT project to mix all his passions in one platform.

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## COO

Rodrigo Valdivia

Rodrigo has been part of the team at RedBull that increased sales by 32% thanks to his management of trade marketing. He has also been part of the team that developed the digital marketplace for sales at Alicorp. S.A.C.

Now, he is a fundamental part of the team, working hard to supervise all the operations and the correct development of them.

## CMO & Advisor

Josh Littler

With his vast experience directing Digital Mojito Limited, a digital marketing agency based in London (winner of the Best Digital Marketing Agency London 2021), Josh works with major brands such as The North Face, P&G, TIDAL, etc. He uses all that knowledge now to supervise all the marketing campaigns and designs strategies to increase our reach.

He is also the Advisor assigned by the business incubator to help the project in different aspects.

## UFounders (Tech startup incubator)

Ufounders is a tech business incubator based in Madrid, Spain. This incubator specialises in creating and growing startups and developing with the team different tactics. UFounders, with its great experience, helps Sonora by taking care of various phases like the investment rounds.

This is a great business development experience added to the Sonora team, giving a wide range of financial and legal advice and connecting with professionals in different areas.

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### 6.3 Affiliates

Affiliates are all the companies and professionals who participate in Sonora giving users discounts or free tools.

This “Tools” can be a variety of resources available for the user, for example:

- Tutorials
  - Discount on software
  - Free Software
  - Discount on equipment
  - Free promotion opportunities
  - Post-production services (free or discount)
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