

## Want in on a dirty little secret?

Indie content creators are *powerless* to monetize their creations.

While the entertainment industry is booming, we believe independent content creators are disconnected from their work and losing out on *billions* every year.

### RightsLedger UNLOCKS the new creative economy

*By licensing content rights directly to anyone via a worldwide independent marketplace, we enable indie creators to be paid for what they're passionate about – their content.*

## The PROBLEMS with digital rights today

- 1 Indie content creators lack access and knowledge to monetize their creations.
- 2 Existing rights management platforms are unaffordable with high upfront fees and monthly costs.
- 3 Creators sign away digital rights for free and have no chance of generating significant revenue until they reach millions of views.

**\$45B**

### U.S. Independent Media Market

Sources: IBISWorld Industry Reports 51211a, 51211b, 51212, 51221, 71113, OD4574

**1.3B**

### Hours of Video Watched Daily on YouTube and Social Media

Sources: YouTube Blog, Facebook Earnings Call, Instagram Blog

**>80%**

### Viewers of Independent Media Outside the U.S. Being Poorly Monetized

Sources: OmniCore Agency, Sprout Social, Brandwatch

## Leadership Team



### **Ray Young, Founder & CEO**

*Serial entrepreneur. Revolutionized physical video distribution around the world with WebConcepts in 1998. Founded the RightsIn digital rights licensing marketplace in 2016.*



### **Richard Gunawan, CTO**

*Created and delivered software solutions to companies including Paramount Pictures, MGM, Disney, and Sony Entertainment.*



### **Steve Gunawan, VP of Software Development**

*Blockchain, web, and mobile app software architect for WebConcepts, Consensus, Prima Bank, Flipswap, and Alpine Electronics.*



### **Michael Brown, CFO**

*Practicing CPA with more than 30 years' experience in financial services, including at KPMG.*



### **Mitch Milstein, Corporate Counsel**

*Intellectual property and corporate matters attorney with Rutan & Tucker LLP, Quiksilver, and his firm, Milstein Law, APC.*



### **Brandyn Young, Business Dev & Strategy**

*Equity research, financial analysis and trading at Roth Capital Partners, Harvey & Co., and Mihaylo Capital Management (CSUF).*

## About Us

Over the past 20 years, our team has developed innovative software solutions for entertainment industry leaders, including Disney, MGM, Paramount Pictures, and Sony. Having experienced the problems facing the entertainment industry firsthand, we have launched a new platform to solve digital content licensing using blockchain technology.

## Our Advisors



## Join the conversation

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