

VIRTUAL AUSTIN MUSIC MUSEUM (VAMM)

A Mixed Reality App Experience

INTRODUCTION

The city known as The Live Music Capital of the World will now be home to the Virtual Austin Music Museum, an internationally renowned collection of performances, artifacts, interviews, and other music memories, all easily accessible through mobile devices using AR and state-of-the-art VR/AR headsets. VAMM is a 501(c)(3) tax exempt organization. Close to half of its net revenue will go toward supporting recognized non-profit organizations, including HAMM, HOME, and others which help and support musicians with their healthcare and living expenses.

The AR/VR experiences will be regularly updated with all elements of the virtual museum – historical, current, and all levels of interaction. The ability to easily provide continuous content updates and interactivity is an important feature of this rapidly growing and quickly adopted technology. All content and features will be used across each immersive platform allowing us to cross-purpose the assets.

As a 501 (c) (3) we offer donors the tax deductions dedicated to the expected budget of \$1,550,000.

The interest in Austin as a preferred place to live and as a place to discover is at an all time high and is increasing. Austin's popularity is not only as a destination for growing companies, the international awareness of the city as one of the centers for American music has always been high and is rising.

As the population and music scene grows and with Austin's annual visitors of more than 30 million people, the interest in learning about the rich and varied music history swells. There is a strong thirst by millennials and people of all ages for history and nostalgia, especially in music.

And, more than ever, people of all ages are using technology and their mobile devices to experience and learn.

The time is now!



FOUNDATION FINANCIAL PROJECTIONS

Financials are based on a 501(c3) company through the established foundation, Austin Music Metaverse LLC.

All contributions are subject to a full tax deduction depending on the donor's status.

Virtual Austin Music Museum (VAMM) App Expenses and Income

Potential Audience:

• Annual Austin Tourists	30,000,000
• International Audience	25,000,000
• Domestic Audience	10,000,000
• Total First Year Usage @ 1%	550,000
• Average Growth per Year	1.5%
• Artist License Fees from App	10.0%

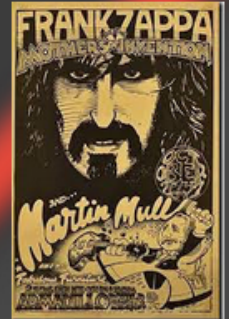
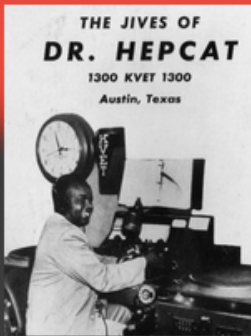
Initial Development Expense	\$1,545,515
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Average Annual Income	\$1,900,000
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Average Annual Operating Expense	\$865,000
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<i>Average Annual Funds Available for App Updates and Contribution to Non- Profits Supporting Austin Musicians</i>	<i>\$1,035,000</i>
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WHY VIRTUAL



Diverse artists who are the backbone of American Music – Elvis Presley, Hank Williams, Billie Holliday, Willie Nelson, Janis Joplin, Frank Zappa, Bob Dylan, Stevie Ray Vaughan, Muddy Waters, ZZ Top, 13th Floor Elevators, Leon Bridges, George Strait, James Brown, Asleep at the Wheel, Bruce Springsteen, Gary Clark, Jr., Bonnie Raitt, Lyle Lovett, and MANY more have played the venues and recorded in Austin for more than eight decades.

Now, using the latest technology of immersive participation, **when visiting Austin or from any location in the world**, fans will be able to virtually visit and experience the past and the present, bringing back to life long-gone venues and seeing the ones whose walls still house the best of a variety of music. Austin's reputation as a town where live music is a way of life was built not just by the players and singers, but the club owners, disc jockeys, journalists and record store owners are part of this rich story.

A physical museum is what people frequently think about when it comes to archiving and telling the story of Austin music. Securing locations and converting existing buildings or constructing new ones are very costly and time-consuming. BUT a virtual museum produced within six months from the time of funding, will allow users in Austin and around the world to experience the stories and treasures of Austin music.

Austin is the home to many well-known technology companies, and the tech industry is the perfect partner to help create a virtual experience. There are various groups, associations, individuals who have collected and archived the history of Austin music. VAMM will collaborate with and benefit all that want to be a part of this unique app.

IT BEGINS VIRTUALLY

VAMM will present Austin's diverse musical history to the world, aggregating the treasures and archives of performances, artifacts, interviews, and other music memories, allowing visitors to travel back in time to see the bars, clubs, venues, and classic performances that they've heard about that were the vibrant characters in Austin's musical journey. VAMM will feature the current venues that continue Austin's rich music, confirming the city's title "live music capital of the world."

The VAMM app and other digital experiences around the city will be the perfect place for music venues to advertise upcoming events and for brands and advertisers to showcase their products and messaging.

One of the app's features will include social communities of music fans who will be able to connect, organize virtual meetups, and upload/share stories and photos with each other. These communities will be made up of fans from across the U.S. and around the world.



Click on the arrow to play a video demonstrating the Austin music information users can access throughout the city.

EXPERIENCE HISTORY

The musical history of Austin is rich with content, from the character of the venues to the long list of famous musicians who played the storied venues in the past and today. The experience will feature one-of-a-kind artifacts, displays highlighting the city's memorable venues, concerts, and festivals, and the app will allow users to join a community of fans and music enthusiasts and interact with instruments and treasured items of the artists.



PAST AND PRESENT VENUES

Journey through the legendary, historical venues and performances from Austin's musical past and into today's iconic venues who continue to be a part of Austin's music history. Clubs and venues which no longer exist will be painstakingly reconstructed so guests can walk into them and watch a performance by Janis Joplin, Stevie Ray Vaughan, Roy Orbison, BB King, and many more.

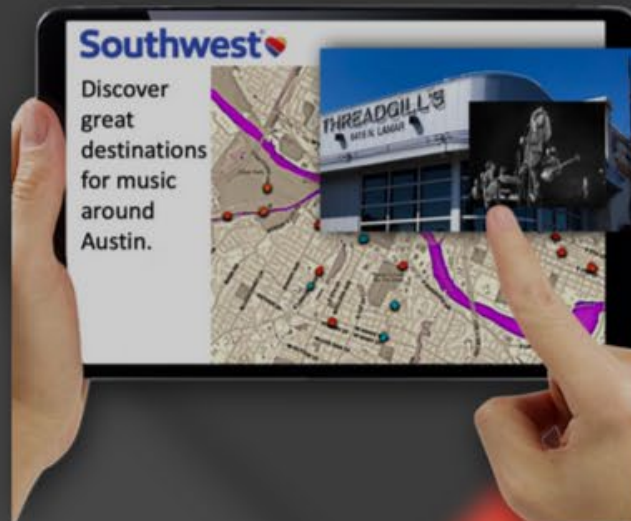


Use the app to visit music venues from today and long ago. Go back in time to explore recreations of iconic venues which no longer exist.



DONOR/SPONSORSHIP OPPORTUNITIES

The success of VAMM will be the depth and variety of its digital collection both on-line and at AR locations throughout the city. All these experiences offer unique donor and sponsorship opportunities for individuals and corporations. People can donate their digital collections and more importantly, national and local corporations can sponsor a specific exhibit or one of the experiences in the city. In addition to name recognition for the sponsor, the app can direct guests to their websites or offer discounts and other giveaways based on how much they use the app.



STRATEGIC PARTNERS

The VAMM team is actively involved in creating strategic partnerships with a diverse group of companies and brands that will provide a variety of support: including financial, services, promotion and marketing, distribution, and content.

The logo for Texas Monthly, featuring the words "TexasMonthly" in a black serif font on a white background.The logo for multiversal labs, featuring a cluster of blue and purple dots to the left of the text "multiversal labs" in a black sans-serif font.The Fabrique logo, featuring the word "Fabrique" in a white serif font on a black rectangular background.

- Texas Monthly, “The National Magazine of Texas.” For almost half a century, *Texas Monthly* has chronicled life in the Lone Star State, exploring its politics and personalities, barbecue and business, true crime and tacos, music, and culture. Texas Monthly presents stories on every platform from their website to a printed magazine, podcasts, videos, books, and live events. Texas Monthly’s combined monthly audience is more than **34.6 million** and growing rapidly.
- multiversal labs is a leading developer of innovative products and services that are designed to help developers create and manage immersive virtual reality (VR) and augmented reality (AR) experiences. Our tools include a variety of software development kits (SDKs), APIs, and platforms that allow developers to build and deploy VR and AR applications and content.
- Niantic is a builder of real world, AR apps and tools that encourage people to explore the world, including top hits like *Pokémon GO*, *Ingress*, *Wayfarer*, *8th Wall*, *Truffel* and more.
- 4D FÜN is a disruptive technology company rooted in volumetric capture and artificial intelligence, residing at the forefront of virtual 4D performance production.
- Fabrique is a digital design agency, specializing in strategy, design and development.

FOR MORE INFORMATION

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