

MMNT

10-Year Vision

The Moment Economy: From Concept to Category

2026 – 2036

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NORTH STAR

Our 10-Year Ambition

By 2036, Mmnt will be the global infrastructure layer for live moment ownership — the platform where billions of people prove they were there, own what they witnessed, and carry those memories as permanent, verifiable pieces of their identity. Every live event on earth — concert, sports match, awards ceremony, cultural premiere — will have a Mmnt layer.

"We didn't build a streaming platform. We built the deed of presence for human experience."

THE THESIS

Why the Moment Economy Is Inevitable

Three massive forces are converging in 2026 that make Mmnt's timing irreversible:

→ **Digital ownership is normalized.** Over 400 million wallets hold digital assets. The concept of owning something intangible is no longer fringe — it's mainstream.

→ **Live events are the last scarce media.** You can replay a movie. You cannot replay being there. Live moments remain the only truly finite human experience.

→ **The creator-fan relationship has matured.** 1990s artists still command deep emotional loyalty from millions of fans. Those fans are now 35–55, with disposable income and a hunger for connection that Spotify playlists cannot satisfy.

ROADMAP

The Four Phases of the Moment Economy

PHASE

TIMELINE

HEADLINE

KEY MILESTONES

Phase 1 Found	2026	Seed the Category	<ul style="list-style-type: none"> → Launch with 5 anchor artists → 10K early-access users onboarded → First live moment drops (artist-to-fan) → Core Presence Ring UX shipped → Seed round closed
Phase 2 Grow	2027–2028	Prove the Model	<ul style="list-style-type: none"> → 50 artists across music / comedy / sports → 500K registered users → \$2M ARR → API opened to event promoters → Series A raised
Phase 3 Scale	2029–2031	Own the Layer	<ul style="list-style-type: none"> → Mmnt SDK embedded by 3 major streaming platforms → 5M users across 20 countries → \$40M ARR → Enterprise partnerships (Live Nation, AEG, WME) → Series B raised
Phase 4 Expand	2032–2036	Become Infrastructure	<ul style="list-style-type: none"> → 1B+ Moments minted globally → 10M+ active holders → \$290M+ ARR → Mmnt becomes the standard for live event credentials → IPO or strategic acquisition

What We're Building, Year by Year

2026 — YEAR 1: Foundation

Launch the category. Close seed funding. Sign 5 anchor artists and onboard our first 10,000 fans. Ship the core Presence Ring experience and run our first live drop event. Prove that fans will pay to own a moment.

- 5 anchor artists onboard
- 10K users
- First live Moment drop
- Seed round closed
- Core iOS + web app shipped

2027 — YEAR 2: Traction

Scale artist supply aggressively. Expand into comedy, sports, and cultural events. Open an artist dashboard for self-serve drops. Introduce tiered Moment pricing (\$9 → \$499).

- 50 artists
- 100K users
- \$800K ARR
- Artist self-serve dashboard
- Tiered pricing launched

2028 — YEAR 3: Proof

Reach \$2M ARR. Open the Mmnt API to event promoters. Begin international expansion starting with UK, Canada, and Nigeria — three of the largest fan bases for legacy R&B.;

- 500K users
- \$2M ARR
- API for promoters
- 3 international markets
- Series A raised

2029–2031 — YEARS 4–6: Infrastructure

Embed Mmnt's SDK into major streaming platforms. Partner with Live Nation and AEG for venue-level integration. Become the default credentialing layer for live attendance.

- 5M users
- \$40M ARR
- SDK in 2+ streaming platforms
- Enterprise partnerships
- Series B raised

2032–2036 — YEARS 7–10: Category Dominance

Mmnt becomes the standard. Every major live event has a Mmnt layer. 1 billion Moments minted. The Presence Ring becomes a cultural shorthand for 'I was there.'

- 10M+ active users
- 1B+ Moments minted
- \$290M ARR
- Global infrastructure standard
- IPO / strategic path

MARKET EXPANSION

From Niche to Norm

Mmnt begins in music — the most emotionally charged live medium on earth. But the Moment Economy is category-agnostic. The same infrastructure that lets a fan own a Beyoncé drop works for a championship game, a product launch, or a historic political address.

VERTICAL	ENTRY POINT	TAM BY 2030
Music / Live Concerts	Legacy R&B; / Hip-Hop artists	\$8B
Comedy & Podcasting	Comedians with loyal fan bases	\$3B
Sports & Esports	Championship moments, draft picks	\$12B
Cultural Events	Premieres, fashion weeks, award shows	\$5B
Brand Activations	Product drops, exclusive launches	\$6B
Education & Keynotes	Graduations, TED-style events	\$2B

THE ARTIST FLYWHEEL

1990s Artists: The Flywheel Ignition

The most powerful distribution lever Mmnt has is nostalgia — and we're weaponizing it. Legacy artists from the 1990s represent a perfect storm: massive back catalogs, no active touring revenue, deeply loyal fan bases aged 35–55, and millions of social media followers who are ready to convert to paying Moment holders.

Why 1990s Artists?

- **Back catalogs.** Songs that defined generations, still generating streams but no touring income.
- **Active social presence.** Artists like TLC, Brandy, Monica, Ginuwine, and Dru Hill have millions of followers across Instagram, TikTok, and Twitter — fans who are primed for a direct connection.
- **Underserved financially.** These artists don't have the label infrastructure or booking deals of current stars. Mmnt gives them a direct-to-fan revenue channel with no middleman.

→ **Emotional leverage.** When Brandy goes live and drops a Moment from an intimate acoustic session, her Day 1 fans — the ones who bought her album at 14 — will be there.

The Flywheel: Artists bring fans → Fans create social proof → Social proof attracts more artists → More artists bring more fans. We need 5 artists to ignite it.

THE VISION

What the World Looks Like in 2036

In 2036, every major live event has a Mmnt layer. When you attend a concert — or watch it from Lagos, London, or Los Angeles — you receive a Presence Ring notification. You tap. You own the moment. It joins your Moment Collection: a permanent, verifiable record of the live culture you've experienced.

Moment Collections become identity. They appear on social profiles. They unlock superfan rewards. They're the new social currency of 'I was there.'

Artists use Mmnt as their primary fan monetization engine — not Spotify streams, not merch tables. A single live drop from Brandy to 2 million fans generates more revenue than a 6-month tour.

"The Presence Ring is the receipt of a life fully lived."

10-YEAR TARGETS

The Numbers

METRIC	2026	2028	2031	2036
Registered Users	10K	500K	5M	10M+
Active Artists	5	50	500	50,000+
Annual Moments Minted	50K	5M	200M	1B+
ARR	\$0	\$2M	\$40M	\$290M
Markets	1 (US)	3	20	Global
Streaming Integrations	0	0	3	20+

THE CALL

Join the Moment Economy

The infrastructure for live moment ownership does not yet exist at scale. Mmnt is building it — starting with the artists who defined a generation and the fans who've been waiting for a way to own their loyalty.

We are raising our seed round now. We are moving fast. The category will be defined in the next 18 months. We intend to define it.

"The moment economy isn't coming. It's here. The only question is who owns it."

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