



HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



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MusicOrb

An AI-artist-powered ecosystem that forms a perfect creative orbit around every musician



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Problem

Artists live in a **fragmented world**: distribution, social media, analytics, rights, and promotion all exist on separate platforms. It's expensive, complex, and kills creativity.





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Solution

A unified AI ecosystem where everything forms itself automatically and perfectly.

- Global distribution
- AI genre classification
- Transparent rights and royalties
- Automated social media posting & advertising
- Marketplace for music catalogs



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What makes you special?

MusicOrb is the first platform to unify the entire music ecosystem — distribution, rights, analytics, marketing, catalogs, and social media — into one AI-driven orbit.

Today, all these elements exist as disconnected tools. We connect them into a self-forming system.





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Competition / alternatives

Feature / Platform	DistroKid / TuneCore	Chartmetric	Meta Ads	Royalty Exchange	MusicOrb
Global music distribution	✓	✗	✗	✗	✓
AI genre detection	✗	✗	✗	✗	✓
Social media autoposting	✗	✗	✗	✗	✓
AI ad automation	✗	✗	⚠ (manual)	✗	✓
Rights & royalty tracking	⚠ (basic)	✗	✗	✗	✓
Catalog valuation (AI-based)	✗	✗	✗	⚠ (manual)	✓
Catalog marketplace	✗	✗	✗	✓	✓
Full-stack ecosystem	✗	✗	✗	✗	✓
AI-driven career management	✗	✗	✗	✗	✓
Replaces full offline team	✗	✗	✗	✗	✓



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Business model

Revenue share (lower than industry standard)

Commission from catalog sales

Premium analytics

AI marketing services

Acquisition of top catalogs for stable revenue





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Market potential

MusicOrb operates across three rapidly growing markets: independent artists, music rights & catalogs, and the global creator economy. Over 200 million musicians worldwide lack a unified ecosystem to manage distribution, promotion, analytics, and rights. The music catalog market exceeds \$40B and continues to expand as investors seek transparent, data-driven valuation tools. The creator economy surpasses \$250B, yet no platform connects music distribution with automated cross-platform promotion. MusicOrb fills this gap by unifying these markets into a single AI-powered system.

MusicOrb creates a new category:

An AI-powered orbit that unifies the entire music lifecycle — creation, distribution, promotion, rights, and catalog monetization.





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Team

As a musician, the founder deeply understands the real challenges artists face in today's fragmented music ecosystem.

This firsthand experience, combined with strong AI and product expertise in the team, gives us a uniquely accurate view of the problems that need solving.

We are uniquely positioned to build a unified system that finally works the way artists actually need.





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What you need

We are seeking \$1.5M to bring MusicOrb to market.

This investment will fund **AI development, global distribution integrations, catalog marketplace infrastructure, and initial artist acquisition.**

The funding provides 12–18 months of runway to launch the full unified AI ecosystem and position MusicOrb as the new foundational layer of the modern music industry.





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