

# MISTAKES

**Ownership through music.**

2026 Edition

## DISCLAIMER

MISTAKES is an experimental music ownership ecosystem combining digital collectibles, streaming participation and community-driven expansion.

Nothing inside this document should be interpreted as financial advice, investment solicitation or guaranteed return.

The project is built around long term artistic development, ecosystem growth and aligned participation between artists and community.

## INTRODUCTION

**The NFT world changed digital ownership forever.**

For the first time in history, digital artists, collectors and online communities could truly own the culture they supported.

Painters. Designers. Collectibles. Trading cards. Digital worlds.

Entire ecosystems were created around ownership.

Communities became economies.

But one of the largest industries on earth remained mostly untouched.

# Music.

**In 2025, the global music industry generated over \$31.7 billion in recorded music revenue.**

Streaming continues to grow every single year.

Yet inside web3, music still lacks a true ownership infrastructure.

Most projects focused only on monetization:

- NFT drops
- presales
- speculative tokens
- merchandise

Very few focused on alignment.

Very few focused on building WITH the audience instead of simply selling TO them.

That is where MISTAKES begins.

## THE PROBLEM

Most mainstream artists entered web3 only to extract capital.

NFT collections. Presales. Tokenized merchandise.

And then silence.

No real ecosystem. No shared participation. No sustainable structure.

The result:

- skepticism
- broken trust
- dead hype
- massive missed opportunities

Crypto never truly integrated music ownership.

We believe it still can.

# THE VISION

**Music communities should grow WITH the artist.**

Not around the artist.

MISTAKES was created around a simple but powerful belief:

Music can become one of the largest onboarding systems into web3 if ownership becomes real.

The goal is not speculation.

The goal is alignment.

A new ecosystem where:

- artists release music
- communities participate in growth
- streaming creates revenue
- revenue flows back into the ecosystem
- holders become long term contributors

**MUSIC → NFTs → STREAMS → REVENUE**

A self-reinforcing economic flywheel.

Not extraction.

Participation.

The more the music grows, the more the ecosystem grows with it.

The more the community contributes, the stronger the music ecosystem becomes.

Artists and community moving together.

# THE 60

## The first foundation pieces.

THE 60 represents the earliest aligned holders inside the MISTAKES universe.

These are not designed as mass-market NFTs.

They are the first cultural and economic foundation pieces connected directly to the music ecosystem.

Each holder becomes part of:

- the historical foundation of the project
- streaming royalty participation structure
- future ecosystem access
- long term expansion opportunities
- the earliest narrative layer of MISTAKES

## Why only 60?

Because culture is not built through scale first.

It is built through alignment first.

We are not searching for passive holders.

We are searching for:

- creators
- storytellers
- long term thinkers
- builders
- believers

People willing to actively contribute to the ecosystem over time.

# STREAMING & OWNERSHIP

Music generates streams.

Streams generate revenue.

MISTAKES was designed around the idea that music communities should be able to participate directly in the growth of the ecosystem they help build.

Instead of separating artists and supporters, the structure is designed to align both sides through long term participation.

# THE FOUNDATION STRUCTURE

THE 60 represents the earliest foundation pieces inside the MISTAKES universe.

The collection is intentionally divided into six different music phases.

Each phase is connected directly to a specific music release and a specific character inside the universe.

The pieces are not released all at once.

Instead, they are released progressively:

## **10 pieces at a time.**

Every release introduces:

- a new song
- a new character
- a new narrative phase
- a new set of 10 connected foundation pieces

This structure allows the universe to expand fast, cinematically and organically over time.

# MUSIC & CHARACTER CONNECTION

Every song released inside MISTAKES is directly connected to a character NFT.

Owning one of the 10 pieces connected to that specific character gives the holder participation connected to that specific song.

**Each NFT connected to a song represents 5% participation tied to that release structure.**

Example:

- PHASE I → the dreams about you (Song) → ARTEMIDE (NFT)
- 10 ARTEMIDE pieces released
- each piece connected to 5% participation tied to the song ecosystem structure

The same structure expands progressively across all six phases.

## WHY THIS STRUCTURE EXISTS

The goal is creating alignment between:

- music
- storytelling
- ownership
- community participation
- long term ecosystem growth

Instead of separating collectors from the artistic world, every phase becomes part of the same evolving system.

The holders are not only supporting a release.

They become part of the expansion of that specific phase, character and music ecosystem.

# REVENUE FLOW

The ecosystem operates through multiple connected layers:

## **Music → Streams → Revenue → Ecosystem Expansion**

As the music grows:

- streaming increases
- ecosystem visibility increases
- community participation increases
- ecosystem revenue expands

Part of the generated revenue structure is redistributed directly into the ecosystem connected to THE 60.

Another portion is continuously reinvested back into the long term expansion of MISTAKES.

# LONG TERM REINVESTMENT

MISTAKES is intentionally designed as a growing long term universe.

50% of the ecosystem share allocated to the core project structure is continuously reinvested into:

- music production
- visuals
- cinematic content
- platform development
- ecosystem infrastructure
- community growth
- future experiences
- long term expansion of the universe

In addition, 7% generated through secondary ecosystem activity connected to the pieces is also reinvested directly into the expansion of MISTAKES.

The objective is creating a sustainable flywheel where:

- music fuels the ecosystem
- the ecosystem expands visibility
- visibility grows streams
- streams generate value
- value strengthens the ecosystem again

# **ALIGNED INCENTIVES**

The audience is no longer only consuming.

The audience becomes part of the expansion.

Artists win.

Communities win.

Culture wins.

# **THE WORLD OF MISTAKES**

MISTAKES is not only a music release cycle.

It is a growing cinematic universe built through:

- music
- storytelling
- characters
- visual identity
- emotional themes
- community participation

Every release represents a new phase inside the world.

# COMMUNITY

MISTAKES is designed around culture, not hype.

We are intentionally building slowly.

The early community matters.

The people entering first will shape:

- the ecosystem
- the narrative
- the culture
- the expansion of the universe

This is not a short term project.

This is the beginning of a long term world.

# LONG TERM EXPANSION

The future vision of MISTAKES includes:

- larger NFT ecosystems
- creator integrations
- music distribution infrastructure
- web2 → web3 onboarding systems
- platform expansion
- digital experiences
- creator economy tools
- community-driven growth systems

MISTAKES is being built as a bridge between music, ownership and digital culture.

# FINAL WORD

The NFT world already proved that digital ownership works.

Now it is time for music.

We believe artists and communities can grow together through aligned ownership structures.

We believe streaming can become ecosystem fuel.

We believe culture can become participation.

And we believe this is only the beginning.

## Who's in?

<https://mistakesproject.xyz/>