

WELCOME



MYCELIA

CREATIVE PASSPORT

THE MYCELIA CREATIVE PASSPORT
IS THE DIGITAL IDENTITY STANDARD
FOR MUSIC MAKERS.

Hello there, I'm Imogen Heap, founder of Mycelia, a research and development hub for music makers and this is my Creative Passport (or at least a physical symbolic representation of it).

I'm glad you've got one of these in your hands because after three years of talking about this we are finally making it happen. This is our gift to you and with it, an open invitation to collaborate with us, which we hope you will take up. In short, we want to get music makers and their works OPEN (data) FOR BUSINESS so our ever expanding music ecosystem can work effectively, flourish and be fit for future purposes we cannot even imagine yet (but we will, at least, be somewhat prepared for).

The Creative Passport is the digital container for verified profile information, IDs, acknowledgements, works, business partners and payment mechanisms for each music maker. It's aim is to fill a huge gap for the industry by becoming a digital identity standard for music makers, collectively forming the Creative Passport Database and evolving into the essential connective hub for all music related services. A business to business solution, ultimately it will give greater enjoyment to music lovers all around the world by bringing better music experiences on one end and greatly nurturing those at it's source on the other end, for generations to come. We are using my musical self as the Creative Passport example because, between me and those on my team, we have all the data we need. This would be the same for any music maker, whether they work alone or with others. Among these pages you'll see the breadth of information shared, the functionality a Creative Passport could have and how it could connect to existing and future services by being organised with data.

CREATIVE PASSPORT



If now is the golden age of music for its listeners, we believe that Creative Passports hold the KEY to make it a golden age for those who make the music too. But when and how? It might be sooner rather than later, because we have reached a significant technological milestone that you have probably heard about. Blockchain! So many industries are trying to solve similar issues to those we have in music, we are NOT alone! However, I don't want to spend my precious introductory words to explain it because it's not necessary. The reason why it's relevant is that we are transitioning from an internet of knowledge, to an internet of value and if you are in the business of creating Intellectual Property, this is really fantastic news. People are suddenly interested in our music industry issues and how to solve them, as music is fun compared to the usual law or finance blockchain talk.

There has never been a better time to rethink our business, to imagine how we'd like it to work and how we will make and play music in the future.

Each time I hear of a new service I like the sound of, there's excitement followed by a sigh at the thought of yet another profile page or identity to deal with. Music makers are the unseen living (and dead) connective tissue for our industry, in that we interact with so many different services and people via our works. We are the first to take any risk and the least likely to be compensated correctly. If all the accounts written here in my Creative Passport were actively linked, and then you multiplied that by just another hundred Creative Passports actively linking theirs too, we'd already have something that would save £millions. Creative Passport Database is the backbone music businesses need to clip into, and with transparency and openness along the supply chain, new opportunities for funding can arise.

We want Creative Passports to be free for music makers. Access to the Creative Passport Database will be a subscription service for businesses who wish to link in and take advantage of its rich data or market their service to the Creative Passport holders. Profits will go to paying off any impact investors when it can and for the upkeep of the Creative Passport Database but the majority will be distributed to the Creative Passport holders, who might even end up seed funding new services from their Creative Passport income stream by ticking an "invest" box in preferences. That would shake things up beautifully!

Creative Passports are different from an artist website, which are designed with fans in mind. Like any other website or service linked in to the Creative Passport Database, it could give, take and share data. Services we know such as Spotify, Soundcloud or iTunes would really benefit from this, as would the thousands that we are less familiar with or are yet to come into existence. Music makers could log in at a studio session to music making software being used via their Creative Passport, keep a track of all the work being done, ensuring payment and acknowledgement is given wherever due. Once finished, they could then publish the final verified song data to all relevant parties. This could include pushing the data to an open global repertoire database, if there was such a thing! Ouch.

For this purpose, we introduce GRD II, the imaginary open smarter younger sister to the gargantuanly failed earlier (closed) Global Repertoire Database. Currently hundreds of organisations battle with their own incomplete databases at immense cost to us creators, all of which conflict with one another. Oh, how it pains me!

Self-produced, independent, engaged, Imogen Heap blurs the boundaries between pure art form and creative entrepreneurship. Writing and producing four solo albums, another one as half of Frou Frou and countless collaborations, she's an artists' artist. Heap has been nominated for five Grammys, winning two, together with an Ivor Novello, The Artist and Manager Pioneer award and an honorary Doctorate of Technology at UWE. At TED Global 2011 Heap first publicly performed with her mi.mu Gloves - cutting edge gestural musicware she has developed with a team of engineers and scientists. Becoming a mother in 2014, saw her release Tiny Human as an experiment for Mycelia (Heap's development hub for music makers and shakers). It became the first song to use smart contracts to pay musicians directly with each purchase. Imogen is also developing Creative Passports, a standard digital ID layer for music makers, and Life of a Song exploring the music industry through the lens of a song. In 2015 Imogen wrote and produced the score for Harry Potter and the Cursed Child and received an Olivier award nomination for Outstanding Achievement in Music. She is the CEO Artist in Residence for the FAC. Heap's next tour will be starting September 2018 and see her visiting 45 cities in a year for a 3-day music and tech festival encompassing all of the above!

8

- ▶ Optional biographies available, set in preferences. To be used to populate services and media with your latest biography and current projects.

MYCELIA | CURRENT PROJECTS, SKILLS AND INTERESTS

Current Projects

LIFE OF A SONG, MYCELIA WORLD TOUR, HARRY POTTER AND THE CURSED CHILD THEATRICAL SOUNDTRACK, THE BARNs PROJECT.

Skills

VOCALS, PIANO, KEYBOARDS, PERCUSSION, MI.MU GLOVER, PRODUCER, SOUND ENGINEER, MUSIC PROGRAMMER, MIXER, TECHNICIAN, COMPOSER, SONGWRITER, ARRANGER, PERFORMER, CURATOR, PUBLIC SPEAKER, PANEL MODERATOR, VIDEO DIRECTOR, VIDEO EDITOR, SOCIAL MEDIA, PROJECT MANAGEMENT, EDUCATOR.

Interests

SOUND, MUSIC INDUSTRY, HUMAN RELATIONSHIPS, SCIENCE + TECHNOLOGY, EDUCATION, SYSTEMS THINKING, BLOCKCHAIN, LINKED DATA, SPACE, TRAVEL, ELECTRIC CARS, BIG DATA, NATURE FILMS, SCIENCE FICTION, CONNECTIVITY, SYSTEMS IN NATURE, EATING OUT, QUANTUM PHYSICS, PHYSIOLOGY, NETWORKS, HUMAN BIOLOGY, THE BRAIN.

9

- ▶ To be searched by parties interested in collaborating, session work, support acts, writing an article, looking for a speaker etc, or for other business opportunities.

MOTHER
 MEGAPHONIC RECORDS (RECORDING ARTIST)
 PRS (BOARD DIRECTOR)
 PRS FOUNDATION (AMBASSADOR)
 ST FRANCIS HOSPICE (AMBASSADOR)
 DRAKE MUSIC FOUNDATION (AMBASSADOR)
 STREAMLINER (INVESTOR / AMBASSADOR)
 FEATURED ARTIST COALITION (ARTIST IN RESIDENCE)
 MYCELIA (FOUNDER)
 MI.MU (FOUNDER)
 MEGAPHONIC RECORDS (OWNER)
 MEGAPHONIC PUBLISHING (OWNER)
 HIDEAWAY RECORDING STUDIO (OWNER)
 THE BARN (OWNER / CURATOR)

10

- ▶ To share the many other roles a musician may be engaged in other than writing, recording or playing live. To extend reach to companies / organisations looking for collaborators or to suggest business opportunities.

MYCELIA | CURRENT INSPIRATION

Reading

NEW SCIENTIST

Film

ARRIVAL

Tv Series

BLUE PLANET II (BBC)

Video

TIM EXILE: RELEASE OF FLOW
 MUSIC TOOL

Article

A CONVERSATION WITH BRIAN ENO
 ABOUT AMBIENT MUSIC (PITCHFORK)

Music

SHAKKA: HEART THE WEEKEND

Artists

▶ NICK RYAN (SOUND ARTIST,
 COMPOSER)▶ TIM EXILE (MUSICIAN, SOFTWARE
 DEVELOPER)▶ GUY SIGSWORTH (COMPOSER,
 PRODUCER, SONGWRITER)▶ ZOE KEATING (CELLIST, COMPOSER,
 SPEAKER)▶ JOHN HOPKINS (COMPOSER, DJ,
 PRODUCER)

▶ LEO ABRAHAMS (COMPOSER, PRODUCER)

11

- ▶ Linking to other media and Creative Passport IDs where applicable. DSPs could send users on a journey and creating playlists based on what the artist really likes and has been influenced by.

Linked apps and services

MPAL, STREEMLINER, SUPAPASS, VIBERATE, RESONATE, GRD II, AUDDLly, MEGAPHONIC RECORDS (ACCOUNT 01), MEGAPHONIC PUBLISHING (ACCOUNT 01), PRS (CAE NUMBER 263218578), PPL (PERFORMER ID 101175081), DOWNTOWN (ACCOUNT 1091), TOTEM, MUSICGURUS, MUSICPRENEURS.

Labels (unlinked)

SONY MUSIC (UKMU030), RCA (R10000153), ISLAND RECORDS, BIG MACHINE

Publishers (unlinked)

12 **IMAGEM (10811), WARNER CHAPPEL (100112453)**

Collection Societies (unlinked)

ASCAP (1565439), KOBALT NEIGHBOURING RIGHTS

Distributors (unlinked)

AMUSE, REVELATOR, MERLIN

▶ Verified 3rd Party apps and services, linked to the Creative Passport, with preference settings for visible / non visible.

MYCELIA | OFFICIAL ACCOUNTS

OFFICIAL WEBSITE

OFFICIAL MERCHANDISING

FACEBOOK (693K)

GOOGLE MUSIC

INSTAGRAM

ITUNES GB

SOUNDCLOUD

SPOTIFY

SUPAPASS

TUMBLR

TWITTER (1.9M)

VEVO (49,482)

VIBERATE

VIMEO

YOUTUBE (50,430)

www.imogenheap.com

imogenheap.backstreetmerch.com

@imogenheap

Amq6tcvl4p5dgi5tiixteuna7i

@imogenheap

https://itun.es/gb/cyqxb

imogenheap

6Xb4ezwoAQC4516kI89nWz

imogenheap

imogenheap

imogenheap

ImogenHeapVEVO

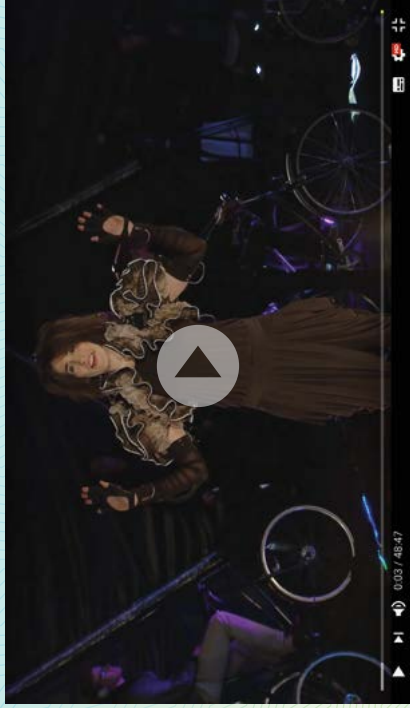
imogenheap

imogenheap

imogenheap

▶ Central point for all social media postings, with preferences settings for managing coordinated posts and tools for consolidated data analysis.

THE MAKING OF... ME THE MACHINE



14

- ▶ Videos could be uploaded via Creative Passport, and potentially hosted by fans (who could receive rewards / tokens) using peer to peer data sharing solutions such as Swarm / IPFS.

MYCELIA | CONTACTS AND TEAM

Project Producer, Research and Development,
World Tour

CARLOTTA DE MINNI – MYCELIA

Project Producer, Studio, Bookings, Public
Appearances, Commissions

ALEXIS MICHALLEK – MEGAPHONIC

Event Coordinator, Private PA

KAREN CARNE – MEGAPHONIC

Accounts and Invoicing

JENNIE FAGERSTROM – MEGAPHONIC

Business Development

BRIAN DUBB – MPAL PRO

Former Manager (works pre 2015)

MARK WOOD – RADIUS MUSIC

The Roundhouse Team

JASON WAPLING

LESLEY ABREY

Legal

SHERIDANS

Accountant

MICHAEL KENNEDY – SMALLFIELD

CODY & CO

Concert Booking UK, ROW

MATT COPLEY – PRIMARY

Concert Booking Canada, Mexico, USA

JENNA ADLER – CAA BOOKING

15

- ▶ Preferences set where enquiries should go to. Team members / entities can be assigned in preferences to edit / verify / share the data coming in and out of the Creative Passport.

CLOSED DATA**Calendar:** Availability**Commercial Rates:** Commissioned works, teaching, speaking, private performances**Payment details:** Bank accounts, digital wallets**PERMISSIONS / PREFERENCES****Creative Passport profile:**

Gender	YES / NO
Age	YES / NO
Education	YES / NO
Place of birth	YES / NO
Biography	WRITE, CHANGE
Lead image	IMAGE 1

Give permissions to entities to read / write / share / verify certain CP data:

ACCEPT / DECLINE

Notifications:

ACCEPT / DECLINE

Payment mechanism:

DIGITAL WALLETS

Levels of service:

TIER 3

Apps:

MAKE, MODIFY

Manage CP data:

VISIBLE / NON VISIBLE

CP income stream:

INVEST / NON INVEST

Donate to charity:

Hide And Seek to Drake Music for 1 week, share with DSPs

Mpal: Calendar, commercial rates, edit, delegate, verify, accept notifications, pay monthly.**Stremliner:** Accept notifications, pay Monthly, SELECT image 2, biog 3 FROM CP**Downtown, PRS, PPL:** Payment details, verify song data, access to song data feedback**Viberate:** Calendar, commercial rates, accept notifications, tour dates.**Supapass:** Newsfeed, accept notifications, receive payments to CP wallet, 6 month free licence for development, video log, tour dates, photo feed.**Musicoin:** Send newsfeed, accept notifications, receive payments to CP wallet.**Twitter:** Send newsfeed, profile picture, new release alerts, biog 1, photo feed.**Trackd:** Access to stems, receive payments to CP wallet, biog 2.**Recordbird:** New release alerts, newsfeed, biog 1, image 1.**Auddly:** Creative Passport New Work registration app default.

- ▶ All data in other Creative Passport pages visible to Creative Passport holders. Apps charged to connect to Creative Passports. Income split between CP holders and Mycelia for R&D and investment in future services.



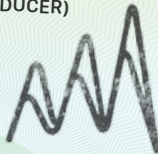
2010
GRAMMY AWARD
BEST ENGINEERED ALBUM,
NON-CLASSICAL
IMOGEN HEAP – ELLIPSE
(ENGINEER)



2016
GRAMMY AWARD
ALBUM OF THE YEAR
TAYLOR SWIFT – 1989
(PRODUCER)



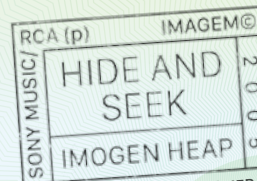
2016
HONORARY DEGREE OF
DOCTOR OF TECHNOLOGY
MI.MU GLOVES
UNIVERSITY OF WEST ENGLAND



2015
ARTIST AND MANAGER AWARDS
PIONEER ARTIST



COMPOSER: IMOGEN HEAP
PERFORMERS: IMOGEN HEAP, STEPHANIE APPELHANS,
DIEGO ROMANO, YASIN GÜNDISCH, HOANG NGUYEN,
SIMON MINSHALL, DAVID HORWICH, FLORENCE
"SCOUT" HEAP-LEBOR



COMPOSER AND PERFORMER:
IMOGEN HEAP



COMPOSER AND PERFORMER:
IMOGEN HEAP

▶ Awards speak volumes for artists. Generally having awards tend to increase the income received for any engagement or commission. Service opportunity for journalists wanting to interview people with awards, people wanting to book speaking engagements etc.

▶ Works would be linked to the GRD II with the potential, via Creative Passport, to add metadata to songs such as brands of gear used, correct lyrics, musicians and links to videos etc. Links to Creative Passport IDs where applicable. All this added metadata enables large scale music industry turnaround service opportunities and is key to dramatic growth. Using a service like Totem/OCL for licensing user generated content or licenses in time bedded into the song using audio data such as Sonic Data.



2015
**HARRY POTTER AND THE
 CURSED CHILD**
 SONIA FRIEDMAN PRODUCTION
 MUSIC COMPOSITION AND
 RECORDING



REVERB FESTIVAL 2015
 THE ROUNDHOUSE CAMDEN
 LEAD CURATOR



MI.MU GLOVER
 OSC / MIDI MUSIC MAPPING
 SOFTWARE FOR GESTURAL
 HARDWARE



2017
**BLOCKCHAIN COULD
 HELP MUSICIANS MAKE
 MONEY AGAIN**
 HARVARD BUSINESS REVIEW
 AUTHOR OF THE ARTICLE



**SONICCOUTURE
 BOX OF TRICKS**
 IMOGEN HEAP'S BUNDLE SET OF
 VIRTUAL INSTRUMENTS



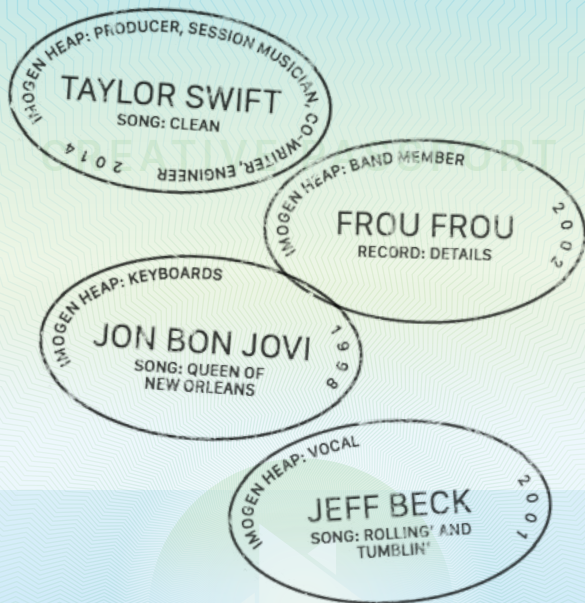
THE HIDEAWAY STUDIO
 GREATER LONDON BASED
 RESIDENTIAL STUDIO



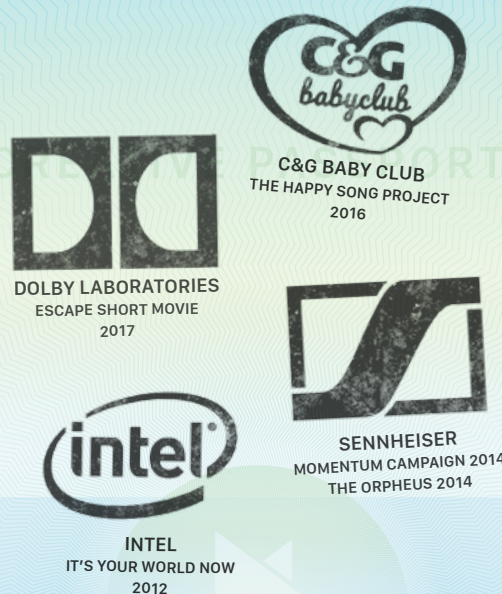
**FIRST CHINA RESIDENCY
 PROGRAM 2012**
 MUSIC
 PRS FOUNDATION/BRITISH COUNCIL
 ARTIST IN RESIDENCE

▶ Links to works and Creative Passport IDs where applicable.

▶ Listing of gear used, studio set-up, touring equipment etc for companies to reverse search creatives who use their products and may consider collaborating / cross promotion or other business opportunities. App opportunity for A&G Brands, for example.



- ▶ Link works and artist / band Creative Passport IDs where applicable. Possible to add examples of artists to work with. Those who are Creative Passport enabled could set preferences to accept notifications of being 'championed'. App opportunity for publishers and labels to enhance collaboration potential.



- ▶ Possible to also add examples of brands the Creative Passport holder would like to work with, to reach out to entities who may be interested in collaborations, commissions or cross promotions. Links to works where applicable. App opportunity for companies such as A&G Brands to source the right creative for their client.



WESTMINSTER UNIVERSITY
THE LIFE OF A SONG
2017



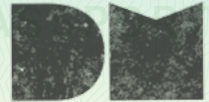
SOUTHAMPTON UNIVERSITY
EPSRC BID
2016



MIDDLESEX UNIVERSITY
THE LISTENING CHAIR
2012



ST FRANCIS HOSPICE
PATRON FROM 2014
FUNDRAISING ACTIVITIES



DRAKE MUSIC
ORGANISATION WORKING IN MUSIC
DISABILITY AND TECHNOLOGY
AMBASSADOR FROM 2014



SONG FOR TIBET "THE ART OF PEACE"
SONG CONTRIBUTION
HIDE AND SEEK 2
2008



FEATURED ARTISTS COALITION
ARTIST IN RESIDENCE
FROM 2016
ADVOCACY, EDUCATION

▶ Links to works where applicable. Speakers Corner or TED Talks like services could use this data to find artists for talks, keynotes, panel etc.

▶ Possible to also add examples of charities to work with and to reach out to other entities who may be interested in collaborations or commissions.



RADIO GUEST
BBC RADIO 3, ROB COWAN
ESSENTIAL CLASSICS, 2017

PANELIST
WIPO CONFERENCE ON
THE GLOBAL DIGITAL CONTENT
GENEVA, SWISS, 2016



SPEAKER / PERFORMER
PERFORMANCE WITH M.I.MU GLOVED DEMO
WIRED UK, 2012

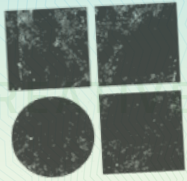


TV GUEST
DAVID LETTERMAN SHOW
2009

▶ Creative Passports holders could allow their live agents to add data, such as Primary Talent and CAA.

▶ Links to works where applicable. Speakers Corner or TED Talks like services could use this data to find artists for public appearances.

SPONSORS



D&B AUDIO
IMOGEN HEAP'S MYCELIA WORLD TOUR
PILOT EVENT



SUPAPASS
SIGNED UP MEMBER SUPPORTERS

- ▶ Patreon or SupaPass like services could link in, showing current projects and potential partnerships with sponsors.

FORMS AND CONTRACTS



Form to add new work
GRD II



Build new executable
Smart Contract from
template
Sync deal, private gig,
piano session

- ▶ Having a creative passport enables to publish a new song's data and media to the open global repertoire database II (GRD II) or shared servers perhaps too. In turn notifying services front or back end facing. Select a legal and or smart contract (ricardian contract) template to adjust and fit your needs.

NEW OFFERS

New works commission via Downtown Publishing
Science fiction short film score (10mins)

[See Offer](#) [Agree](#) | [Decline](#) | [Notify](#)

Private concert via Sofar Sounds
1 hour acoustic performance
Audience 20 people, Birthday party, Bristol

[See Offer](#) [Agree](#) | [Decline](#) | [Notify](#)

Online usage request via Zync Music
Song: Hide and Seek
1 year license

[See Offer](#) [Agree](#) | [Decline](#) | [Notify](#)

SUGGESTIONS / OPTIMISE

Update CP blog to reflect upcoming news of tour via MPAL
[View](#) | [Notify](#)

Donate Lifeline song proceeds via Architecture for Humanity
[Adjust](#) | [View Smart Contract](#) | [Notify](#)

Adjust Totem License to lower fee due new tax bill via Michael K.
[Approve](#) | [Decline](#)

Update 103 missing CP data points via Creative Passports
[View](#) | [Notify](#)

Activate live radio play alerts via Thank the DJ
[Accept](#) | [Decline](#) | [Notify](#)

12 new services CP enabled via Creative Passports
[Recommendations](#) | [Check out all services](#) | [Notify](#)

PENDING

Remix of Tiny Human by CP Felon via Creative Passports
Awaiting approval for commercial use
[Send T&Cs](#) | [Notify](#)

Song split query via PRS
1 hour acoustic performance
[View](#) | [Notify](#)


2 album liner notes have been digitised via Streamliner
[View](#) | [Verify](#) | [Notify](#)

HIGHLIGHTS

7m plays of the Happy Song via Youtube
[Blog](#) | [Notify](#)

14 variable tempo works have been licensed via Weav.io
[View](#) | [Blog](#) | [Notify](#)

100K \$MYC reached reached via Creative Passports
[Send to Megaphonic Account](#) | [Notify](#)

 Services offered by Mycelia or other services dependent on notifications visible or not in creative passport. For example with notify, select your inner team members or businesses linked to that data in preferences to further job offers or actions.

NOTES

CREATIVE PASSPORT

