

SUMMARY

cafesonique.com is the world's first 3D virtual music community that connects musicians, singers, songwriters and members of the music industry from every corner of the globe.

Members and visitors to the cafesonique.com web site can gather virtually to participate in a whole range of activities that cater to their professional and personal music needs. Using advanced web and 3D design technologies, cafesonique.com has built a three-dimensional on-line music complex that will house in its virtual architecture personalized rooms, office spaces, workshop areas, conference rooms, video and audio areas, coffee shop chat rooms, members' art galleries, resource centre, e-store, educational and training campus, artists' profiles, online magazine, job bank, and much more.

cafesonique.com's primary target market are stakeholders in the music and sound recording industry worldwide which includes musicians, singers, songwriters, composers, agents, managers, label representatives, distributors, music organizations and associations, educational and training institutions, business leaders, and music consumers.

BUSINESS

The cafesonique.com Corporation, headquartered in Winnipeg, Manitoba, Canada seeks to provide its 3D virtual world solution to semi-professional and professional musicians, music-based service providers, and the buying public by delivering convergent broadband-based services to its customers as its virtual community is being built and new customers are created.

cafesonique.com is a Flash-based internet solution that delivers voice, music, video, B2B chat, messaging, and 3D virtual room and building creation services with substantial online performance advantages and fundamentally low capital and operating costs.

The **cafesonique.com** business model builds upon a close partnership with medium-size and large music industry and related service companies and organizations to create a financial

model that is more valid in a competitive environment than that of the larger monopolized industry leaders that cafesonique.com seeks to displace. cafesonique.com's Platform will also provide a greater market penetration with multiple revenue streams.

The **cafesonique.com** team is made up of new media, information technology, architectural, legal, financial, and music industry professionals. All have a unique skill set that, when combined with the Company's

innovative vision, sets them apart from their peers. cafesonique.com can't be imitated or duplicated, because its team can't be replicated.

cafesonique.com combines significant online innovations, integrated 3D and Flash-based technologies with performance, and its unique business model into a strategy that the Company believes will lead to market prominence and profitability.

SHIFT

cafesonique.com's innovative vision represents what it believes to be the next shift in the Internet paradigm.

By creating virtual spaces from existing real-world environments, artists and music industry players will now have the ability to mold their unique vision and identity into a framework that wasn't possible five years ago. Selling music-related merchandise in 3D, showcasing an act from the comfort of a virtual chair, and chatting in a familiar coffee shop not only will engage the artist and the consumer alike but also will pave the way for the next generation of musicians, singers, and song writers who have already developed a natural aptitude for online 3D environments. At **cafesonique.com**, the artist of today will reach into a world that the artist of tomorrow is already living.

INNOVATION

cafesonique.com's innovation lies in its unique vision of the synergy between 3D online interactive technology and the music industry. It builds upon what is already successful on the Internet: social-based networking environments, video game strategies, and cross-media service-based applications geared to the music industry.

The natural melding of these sometimes disparate worlds allows the Company to create a virtual world that is founded in a community-based environment. The artists and industry players who have already migrated to the **cafesonique.com** site are committed to its development and have already stepped forward to share their experiences and successes with their peers, their clients, and their customers. Professionally-based communities take longer to develop, but their members are committed for the duration.

cafesonique.com is establishing strong business relationships with music industry stakeholders by maintaining a presence—both virtually and physically—wherever these stakeholders do business around the world. Furthermore, because the Company has representatives worldwide, it ensures that different cultures and their way of doing business are not only taken into consideration, but also respected. "For the community, by the community" is a practical application and the cornerstone of the cafesonique.com virtual community.

FUTURE

To increase its revenue and provide more services to its members, cafesonique.com is creating new virtual environments for the larger, high-profile music-industry companies, organizations, and institutions including areas for labels, agents, managers, recording studios, distribution companies, non-for-profit music associations, and training and educational institutions.

These new virtual spaces will also cater to the music industry support workforce including photographers, models, dancers, videographers, filmmakers, and actors. The creation of the cafesonique Campus for virtual training and education is already underway as is the Art Centre that will house virtual art galleries for cafesonique.com members to showcase their latest works. A virtual E-store is also being created with specific areas to display musicians' merchandise in 3D. Also being built are fully real-time editable virtual rooms, globally-based classified ads and job board spaces, digital download areas, and virtual lots on which companies or individuals can build their own 3D structures.