

# Productionpal™, LLC

## Executive Summary

Mar 24, 2025

### Overview:

ProductionPal, LLC, referred to hereinafter as **ProductionPal™**, is based in Minnesota, holds two granted patents and one pending patent for innovative music-related products. Our flagship product, Music In the Merch™, enhances the value of band merchandise by granting fans exclusive access to digital content tied directly to their purchases. For example, a concert t-shirt may unlock a video recording of that exact show, a limited-edition track, or a behind-the-scenes tour documentary: content unavailable to those without the merchandise. This system secures digital media rights through:

- An embedded NFC tag in merchandise
- A companion mobile app
- A cloud-based server hosting the exclusive content

Access requires proximity to the merchandise, and our patent-pending technology prevents NFC cloning without expensive security hardware. This keeps material costs under ten cents per item. Initial market research indicates fans are willing to pay \$10 to \$40 more per item, demonstrating strong demand and perceived value for this exclusive, content-enhanced merchandise.

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### Core Revenue Streams

Per-Tag Fee (Hardware Licensing)

- Charge a fixed fee per NFC tag embedded in merchandise (e.g., \$0.50–\$2 per item, depending on volume).
- Offer tiered pricing for bulk orders, encouraging higher adoption.

#### Subscription for Digital Media Hosting

- Charge bands, labels, and brands a monthly or annual fee to store and manage exclusive content on our cloud platform.
- Tiered pricing based on storage limits and access frequency (e.g., Basic, Pro, Enterprise).

### **Additional Revenue Opportunities**

#### White-Label Licensing for Brands & Retailers

- License the technology to major brands, retailers, and merchandise manufacturers, allowing them to integrate it into their own products.
- Offer API access and white-label solutions for large-scale partnerships.

### **Premium Features & Customization**

- Offer premium services, such as branded mobile apps, custom NFC tag designs, and analytics dashboards for tracking engagement.
- Charge a setup or customization fee for high-end clients.
- Provide brands and labels with consumer behavior insights based on NFC interactions (e.g., which merch is most engaged with, peak access times).
- Monetize this data through premium analytics subscriptions or industry reports.

### **Future Expansion**

We will first partner with merchandise manufacturers, enabling them to offer our value-add technology to music labels, band managers, and promoters within the music industry. Once validated in this market, we will expand into other industries that drive profits through branded merchandise, including gaming, sports, travel and tourism, fashion, theme parks, political movements, charities, and food and beverage.

# **Productionpal™, LLC**

## **Intellectual Property Portfolio (Patented & Patent Pending)**

### **- Ant-Piracy Technologies:**

- **Music In the Merch™** - *Concert Merchandise integrated w/RFID technology.*

This invention seeks to provide recording artists a wide variety of apparel products to integrate with RFID(Radio Frequency Identification) technology. The product consists of a washable NFC(Near Field Communication) tag, a mobile phone app, and a server application. It enables the streaming of digital media (music, video, etc.) in a protected manner... so only the owners of a registered NFC tag can consume the digital media. The first application the company is targeting is band merchandise, for example; t-shirts, caps, badges, and other merchandise sold at gigs. This will give fans something extra, for example; access to sound and video recordings of the concert they attended, “Singles” releases, or personalized message content to fans, etc. In the future, the company could expand out to, for example, the gaming industry, sports industry, and so on.

- ProductionPal has 1 US Patent Pending on this invention.

**ProductionPal, LLC Team who brought it this far:**

- Jaime M. Boxell - Inventor/Founder & CEO
- James B. Boggs - Co-Inventor/R&D
- Keir Finlow-Bates - Co-Inventor/CTO
- Christian J. Girtz - Engineer/IP Attorney

The combined experience of the team above has resulted in 100's of patents being issued in the areas of Communications, Product Manufacturing, Consumer Goods, Hardware/Software, and Blockchain Design.

**Productionpal™, LLC**

## Music In the Merch™ -

*Concert Merchandise  
integrated w/RFID technology.*

- Simply buy a concert shirt, hat, keychain, patch, or button, etc. that contains a secure RFID Tag.
- Sense the Link in the tag using your smartphone's NFC feature(Near Field Communication).
- Follow the link to register the merchandise under your name and secure the Digital Rights to the album.
- Securely Stream the album whenever you like!



## Intellectual Property Summary

ProductionPal holds two granted patents and one pending patent:

- US Patent No. **10,949,508 B2** (Issued March 16, **2021**)
- US Patent No. **11625458** (Issued April 11, **2023**)
- Patent Application No. **63/688,396** (Filed July 8, **2024**)

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## S.W.O.T. Analysis

### Strengths:

- Legally protected intellectual property
- Unique disruption to a proven market
- Ethical cause supporting artists

### Weaknesses:

- Challenges in gaining industry awareness
- Potential resistance from streaming markets

### Opportunities:

- Expansion into sports merchandise, movies, and audiobooks
- Integration with AI technologies
- World's first physical NFT(Non-Fungible-Token) Platform
- Partnerships with Blockchain Design companies offering Digital Rights transparency, as well as Crypto Currency platforms.
- Opportunity to enter Streaming Markets, or, enter into partnership(s) with existing Streaming Platforms.

### Threats:

- Emergent Technologies
- Streaming platform dominance
- Computerized piracy

## Exit Strategy

- Currently seeking partnering-relationships in product development.
- Presently seeking seed stage investment.

By positioning this disruptive technology as a crucial industry solution, **ProductionPal** is working to attract potential acquirers who share the vision of supporting and sustaining the arts through innovative tech, and fair compensation models. [Music In the Merch™](#) will provide exactly that!