



BRINGING
DIGITAL VISION
TO LIFE



DEEJAY.LAND

**FEATURE & PACKS
FOR DEEJAYS**

[HTTPS://DEEJAY.LAND](https://deejay.land)

VERSION 1.0
04.07.2025

RAPHAEL LIBERT
FACING.DIGITAL
PARIS

**THE LAND WHERE
SOUNDS COLLIDE...**

[HTTPS://FACING.DIGITAL](https://facing.digital)

STRATEGIC GOALS

CHALLENGES AND AMBITION

AMBITION

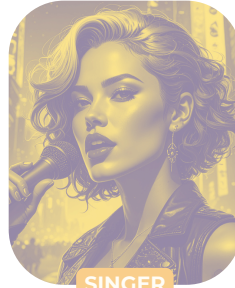
deejay.land is building Europe's first integrated ecosystem, bringing together all key players in electronic music.



DEEJAY



E-PROMOTER



SINGER



DANCER



YOUR FANS

CROSS-FUNCTIONAL FEATURES

- **Smart Interactive Map** - All events automatically geolocated
- **BOOK'ME** - Unified Interactive Booking - Synchronized calendar for all artists
- **AI Social Media** - Automated stories for all profiles
- **Integrated Ticketing** - Complete solution with 4-6% commission vs 6%+ Shotgun
- **360° Marketplace** - From equipment to artist collaborations
- **Networking Hub** - Automated connections between all professionals
- **MiniDoor** - Replaces Linktree to offer an innovative user experience, progressively guiding visitors to official DJ or organizer websites.

DEEJAYS

Pro Websites with strong visual identity
Interactive Agenda & Booking
Social Media Aggregation
SoundCloud Track Updates



DEEJAY



E-PROMOTER

EVENT PROMOTERS & VENUE RENTALS

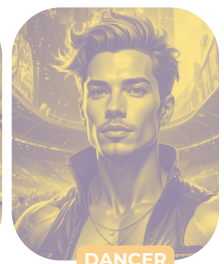
Event Organizers - Dedicated websites, DJ calendar synchronization
Club Owners - Programming management, centralized booking
Venue Operators - Schedule optimization, connection with organizers
JAYPASS (Ticketing) - Integrated solution with reduced commission

ARTISTS, SINGERS & DANCERS

Soundtrack collaborations, featuring, productions
Visual showcases, portfolio, event collaborations



SINGER



DANCER

STRATEGIC GOALS

CHALLENGES AND AMBITION

INNOVATIONS

UMBRACO CMS SPECIALIZED FOR DJS

- World's first CMS dedicated to the DJ ecosystem with retro-futuristic templates and native SoundCloud/Spotify integration.

AUTOMATIC CALENDAR SYNCHRONIZATION

- Real-time DJ ↔ Organizer API, reducing current calendar conflicts by 70%.

AUTOMATIC SPLIT PAYMENTS

- Mollie integration with 15+ European payment methods and automatic revenue sharing.

MULTI-CHANNEL MARKETING AUTOMATION

- Automated SMS, Email, WhatsApp, Telegram, and Instagram campaigns with AI targeting by music style.

IA STORY GENERATOR PRO

- Auto visual timeline: Automatic generation of Instagram stories displaying past dates (event photos) and future dates (promo visuals)
- Smart content mixing: Intelligent combination of SoundCloud tracks, event photos, and booking info
- Cross-platform automation: Simultaneous publishing on Instagram + Gaypatroc with format adaptation
- AI audience targeting: Follower analysis to optimize posting times

SMART CITY ECOSYSTEM – PREDICTIVE GEOLOCATION

- Dynamic City Pages: Dominant music styles, active venues (clubs, bars, saunas, LGBT+ hotels), resident DJs, events
- Genre DNA: AI-powered sound analysis to create "musical DNA"
- DJ matching: Automatic DJ/event recommendations based on style
- Social listening: Sentiment analysis to optimize campaigns

UNIVERSAL EVENT AGGREGATOR

- "Inverse Freemium" strategy with AI:
- Automatic aggregation of ALL events (even without a deejay.land account)
- Massive SEO indexing ("gay events Paris", "techno parties Berlin")
- Intelligent API: Automated connections with Instagram/Gaypatroc/SoundCloud
- Predictive geolocation: AI anticipating DJ/audience movements

AI ENGINEERING

NONO YOUR BOOKING ASSISTANT
MANAGE YOUR AGENDA DAY & NIGHT, 24/7!

PROMOTER SEND MAIL TO "XXX@BOOK.DEEJAY.LAND"
NONO, YOUR AI-ASSISTANT



E-PROMOTER

“
Hi, I need Ana Julieta for our festival
in Berlin, 3 consecutive days between
August 15-25

NONO GET A DIRECT RESPONSE BY MAIL
NONO, YOUR AI-ASSISTANT



AI ASSISTANT

“
Hello! I found 2 perfect
slots for Ana in Berlin Julieta in
August 18-20 (3 days), and August
22-24, wanna reserve one of these?

PROMOTER CONFIRMS HIS CHOICE
NONO, YOUR AI-ASSISTANT



E-PROMOTER

“
Yes, I would like to reserve the first
week-end

NONO, CONFIRM THE RESERVATION
NONO, YOUR AI-ASSISTANT



AI ASSISTANT

“
Perfect! I inform Ana, she will keep in
touch very soon. Ana Julieta is
performing at an event in Paris this
weekend and will typically respond on
Monday

NONO SEND EMAIL & WHATSAPP TO DEEJAY
NONO, YOUR AI-ASSISTANT



AI ASSISTANT

“
Hey! 🎧 I checked your schedule - you
have a free slot Saturday night. The
promoter at La Machine du Moulin
Rouge is looking for exactly your tech-
house style. Should I set up the
connection?



MANAGEMENT

TEAM

12 AI AGENTS



RAPHAEL LIBERT DIRECTOR

TECHNICAL RESPONSIBILITIES :

- Complete technical management of the deejay.land project
- Umbraco CMS development and SQL Server database management
- Architecture and management of Microsoft Azure cloud hosting
- Administration of client domains and Microsoft 365 mailboxes
- Direct client relationship and technical support

CREATION :

- UX/UI design using the Adobe Creative Suite (Photoshop, Illustrator)
- Prototyping and wireframing (Adobe XD, Firefly Board)
- Creation of visual identities with Canva
- Retro-futuristic art direction of the platform

TECHNICAL EXPERTISE :

- 20+ years of web development experience
- Full mastery of the Microsoft stack (Azure, M365, SQL Server)
- Expertise in Umbraco CMS and API integrations
- Advanced skills in graphic design and UX/UI

EUROPEAN INSTITUTIONAL EXPERTISE :

- **European Commission:** Multi-DG projects (JUSTICE, AGRI, ENT, HEALTH, GROW, COMM, CLIMA, DIGIT, ENV, ECHO)
- **European Parliament:** Complex technical solutions
- **EEAS (European External Action Service):** Migration of 100+ delegation websites in 27 languages
- **Council of Europe:** Major institutional projects

CCORPORATE CLIENTS

- **Huawei Europe:** Drupal 10 website redesign, technical coordination
- **Renault France:** Corporate digital solutions
- **SNCB:** Belgian railway projects
- **Tihange Nuclear Power Plant:** Critical solutions

MANAGEMENT TEAM



MANIHI FREBAULT COMMUNICATION SPECIALIST

STRATEGIC RESPONSIBILITIES

- Overall communication management for the deejay.land project
- Public relations and media for the launch
- Multi-channel communication coordination ⇒ (social media, press, events)
- Main point of contact for the Tahiti event project

LOCAL EXPERTISE

- Local family connections in Manihi/Tahiti
- In-depth knowledge of the Polynesian event market
- Facilitation of relationships with local authorities and partners
- Logistics coordination for the planned annual event

COMMUNICATION SKILLS

- Mastery of digital communication strategies
- Extensive professional network in the event industry
- Bilingual in French and English for international expansion



ALFONSO G. SENIOR ACCOUNT MANAGER SEA & SMA

CORE RESPONSIBILITIES

- Strategic management of client SEA/SMA portfolios, from needs analysis to ongoing optimization
- Campaign design, launch, and data-driven optimization across multiple ad platforms
- Regular audits of KPIs & campaign structure to drive continuous improvement

KEY QUALIFICATIONS

- Expertise in paid digital marketing (SEA: Google Ads, Bing Ads / SMA: Meta, LinkedIn, TikTok, etc.)
- Proven ability to optimize large-scale performance campaigns (ROI, CPA, ROAS)
- Advanced analytical & reporting skills—turning data into actionable insights
- Mastery of leading ad platforms, analytics tools, and tracking solutions
- Strategic thinking for multi-channel campaign execution and optimization

EXPLOITATION

COMMERCIALIZATION - TICKETING

Based on my research, I'll create comprehensive comparison tables for commission costs and transaction fees between JayPass (deejay.land), Shotgun, Eventbrite, and Ticketmaster.

Platform	Commission Rate	Unit Cost	Notes
JayPass	from 3.5%		Competitive positioning vs Shotgun; all-inclusive pricing
Shotgun	6%		Higher than deejay.land; additional fees may apply
Eventbrite	3.7%	1.79€	Service fee structure; not pure commission
Ticketmaster	10-15%		Varies by venue and event type; highest rates

FOR VISITORS IMPACT

Platform	Transaction Fees	Unit Cost	Notes
JayPass	0-1.8-2.9%	0.25€	All-inclusive 4-6% covers everything
Shotgun	~15%		Payment processing separate
Eventbrite	2.9% + 0.30€	0.30€	Plus service fees (3.7% + \$1.79)
Ticketmaster	2.5-3.5% + 0.30€	0.30€	Plus service fees and convenience charges



DEEJAY Cashback example :

Ex. for 1 000 tickets at 25€ each
Potential cashback of 200€ (0,8% x 25 000)

EXPLOITATION

COMMERCIALIZATION

PRICING STRATEGY

DEEJAY PACKS



ENGINEERING SERVICES

	ESSENTIAL	ELITE
URL access to Deejay.land djname.deejay.land	✓	✓
Custom Domain Name djname.com, .net, .fr, .eu, .art		✓
Custom email address + 5 alias Microsoft Business M365 - 50 giga		✓
Cloud Storage (Cloud disk) Microsoft OneDrive 1To + Auto-sync + versioning		✓
Microsoft Asure CCloud Hosting European Datacenters	✓ 2Go	✓ 50Go
Detailed Visit Analytics Matomo analytics - GDPR compliant		✓
Premium Technical Support WhatsApp, Telegram, Email		✓



ADVANCED FEATURES

NONO - AI ASSISTANT DJ booking based on availability, daily assistant for events and social media		✓
Organizer Networks Listed in DJ directory by style, experience		✓
Interactive Map on the Website Visual presentation of past and upcoming dates.		✓
Promotion on the deejay.land portal: Interactive event map, DJ slideshow, Upcoming dates	✓ Basic	✓ Slideshow highlighting
MiniDoor Your custom Linktree, gently redirecting to your site.		✓

EXPLOITATION

COMMERCIALIZATION

PRINCING STRATEGY

SOCIAL MEDIA

Social Media Aggregation

SoundCloud, Instagram, Youtube, Vimeo, Twitter, Mastodon

Real-time social media wall

Landing page des social posts

Création de stories en IA

Prochaines dates, promotion du site,



JAYPASS

ONLINE TICKETING WITH MOLLIE

MOLLIE ONLINE PAYMENT

iDEAL, Bancontact, SEPA, Visa, Mastercard, Amex, PayPal, Apple Pay, Google Pay, Payconiq Klarna,

TICKETS COMMISSION FOR YOUR EVENT OWNER

Only on tickets sold by JAYPASS.



CASHBACK

Only on tickets sold by JAYPASS

Monthly Fee
VAT Included

69€

145€



IDENTITY PACKS

Brand Guidelines

Colors, fonts, website customization

Social Media Templates

Banners, post images, stories, SoundCloud avatar

Merchandise

Flyers, Stickers, Branded Goods

Custom Logo

Variations included on products

Sound Track covers

SoundCloud & story

ESSENTIAL

ELITE

✓ Basic

✓ Unique AI

✓

✓

✓

Uppn request

Fixed Price (VAT Included)

450€

1 450€



Deejay. land

THE LAND WHERE
SOUNDS COLLIDE...

A HIGHLY ANTICIPATED INNOVATION

Deejay.land is more than just another digital platform. It's the innovative solution to a genuine need: providing DJs with the tools to forge their digital identity and establish Europe's first-of-its-kind collaborative ecosystem.

OUR COMMITMENT

Our aim is to position deejay.land as the leading European reference for the digital DJ ecosystem, ensuring we meet all defined timelines, budgets, and targets.



Together, from France, let's create the **deejay.land** that gathers and unites tomorrow's electronic music community.

VERSION 1.0

03-04-2025

RAPHAEL LIBERT

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Deejay. land

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