



Peerify

For Fans & Listeners

A practical primer

What Peerify Is

Peerify is a community-driven platform for discovering and supporting real musicians.

It is **not a streaming service** and does not aim to provide unlimited access to music. Instead, Peerify is designed around **ownership, support and connection**. Helping listeners build a more intentional relationship with the music they love and the people who create it.

Peerify is run as a **not-for-profit initiative** under the Social Systems Foundation. Any surplus generated by the platform is returned to the community.

Why Use Peerify?

Most people discover music through streaming platforms and social media. This has a very marginal benefit to most artists. Peerify exists for what often comes *after* discovery:

- Supporting artists in a direct and meaningful way
- Building a personal music collection you actually return to
- Connecting with others through shared musical taste
- Experiencing live music in more intimate, human settings

Peerify is designed for listeners who value music as part of life, not as background noise.

Discovering Music on Peerify

Finding Artists

- Discover musicians through a map-based interface
- Find artists near you or visiting your area
- Explore music through community recommendations rather than algorithms

Discovery on Peerify is slower and more deliberate, favouring **quality over volume**.

Listening with Intention

- Music on Peerify is purchased, not streamed endlessly
- You build a collection of music that you choose to support
- Many listeners will find that a smaller, well-loved library creates a stronger connection to music

Peerify is built on the idea that **you don't need access to millions of songs to have a rich musical life**.

Support Artists Directly

When you buy music or tickets on Peerify:

- **90% goes directly to the artist**
- There are no advertising models or hidden incentives
- Support is explicit, not mediated by play counts or algorithms

This creates a clearer relationship between listening and livelihood.

Community & Shared Experiences

Connecting with Others

- See who else supports the artists you love
- Connect with people in your area through music
- Join or help organise small gigs and listening events

Peerify treats music as a **social connector**, not just content.

Live Music, Reimagined

- Attend or help host:
 - House concerts
 - Micro-gigs
 - Community-organised shows
- Meet artists and fellow listeners in relaxed, human settings
- Create experiences that are often more memorable than large, anonymous venues

These are the kinds of musical moments many people remember for years.

Authenticity by Design

Peerify is built around a few clear boundaries:

- No AI-generated artists or music

- No fake profiles or content farms
- Real performers, real listeners, real events

The goal is not scale at all costs, but **authentic participation**.

Being Part of a Broader Shift

Peerify is part of a wider effort to support a healthier music ecosystem:

- One where artists can earn a living without chasing algorithms
- Where listeners play an active role in sustaining culture
- Where music remains something created by people, for people

Using Peerify is not just a consumer choice, but a way of participating in how the music economy works.

Membership & How It Works

Free Use

- Discover artists
- Purchase music and tickets
- Join events and connect with the community

There is no requirement to subscribe in order to support artists.

Paying Membership (Optional)

Members who choose to support Peerify directly receive:

- Additional community features
- Early access to events and releases
- A simple but important benefit:

At least **80% of your membership fee is returned to the community** in the form of credit that can be used to:

- Buy music
- Buy tickets
- Support artists you care about

The remaining portion supports the platform's operation and development.

How Peerify Fits with Streaming

Streaming platforms are useful for:

- Casual listening
- Background music
- Broad exploration

Peerify is designed for:

- Intentional listening
- Direct support
- Community and live connection

Many people use both — discovering widely elsewhere, and supporting deeply on Peerify.

Getting Started

We are still busy setting up shop and aim to have a first version of Peerify up and running in the first quarter of 2026, provided we reach our funding goals. When we open the gates, you will be able to:

- Create an account and profile
- Explore music and artists near you
- Purchase music you love
- Attend or help organise live events

We have the team and the tech that we need to pull this off, but we'll need help with the crowdfunding. Naturally, we could accept funding from individual investors, but they would invariably want their share of the dividends, which means less money for the artists. As the main purpose of Peerify is to make more money for the artists, we are hoping we can fund this through the community.

By signing up and helping to spread both the word and the crowdfunder we have planned for February 2026, you'll be making all of this a little more possible. And, of course, we would be most grateful for anything else you'd like to contribute.

Peerify is built for people who want music to remain **human, social and sustainable** now and in the future. We'd love for you to be a part of this.

The Peerify Team