

Alpha from Clubhouse APP lead to investing in the next big thing in Music NFT CHORD

Clubhouse has been abuzz in the past few months with famous musicians talking about music NFTS. [Clubhouse](#) is an invite audio-based social media app. Those lucky enough to get one of the precious invites to Clubhouse can jump in and out of a variety of chats (known as rooms), on different subjects, think a free-flowing podcast with a varied group of hosts. Vogue recently [described the app](#)'s experience as "a dizzying bringing together of live podcast-style conversations, panel discussions, networking opportunities"

A few months, just weeks after joining the platform I was already well established in the crypto space on Clubhouse and the algorithm delightfully spun up a room with Diplo leading a room where the topic was NFT and Music. Of course I knew what NFTs were but they weren't a focus of my investment strategy but I figured I would listen in. I was shocked to learn how NFT could change the modern music industry.

I am old enough to remember going to Sam Goody to buy Its Dark and Hell is Hot (RIP DMX). And then Napster came along when I was in college and we all swore the internet would change the way we consumed music. And it surely did once I could download music for free I stopped buying cds. It began the era of making "mix tapes" for friends/girlfriends. It was a good time for music. No more waiting for your favorite song to come up on the radio. If you wanted to listen to something I could listen to it right now. Who doesn't love that level of instant gratification. As I listened to this Clubhouse room I began to understand that Music NFTS could be just as disruptive as the internet was to the now mostly defunct mall music store.

The moderators and speakers explained how currently artists in the music industry [receive an average of only 12 percent of all profits from the sales or streams of their music](#), with the MAJORITY going to the greedy corporations. The corporations create a wall between the artist and the fan. At first I thought it would be the crypto version of buying band swag but that is just the very beginning of what a music NFT can be. I began to understand that this could be a way for fan to invest and support their favorite groups. I left that room eager to catch more rooms like this and to figure out how I could make some profit off these.

In the past few months I have seen artists such as [Shontelle](#), [Grimes](#), [3LAU](#), and [Kings of Leon](#). Each of these efforts raised millions of dollars for the artists cutting out the suits and ties. I have continued to attend Music NFT rooms on Clubhouse. I also recently attended a [NFT Music Conference](#) on Clubhouse. Influencers, Engineers, and Investors all together creating the future of MUSIC NFTS. It was at that conference that I first learned about [\\$CHORD](#). Chord website describes the project as a "decentralized network for musicians where anyone can turn their songs and performances or any kind of music into unique NFTs and freely commercialize them without intermediaries"

The \$Chord Eco system is made up a NFT Tokenization Platform, a Marketplace, and Integrations with the Music Industry. They also seem to have a strong following across social

media platforms. After my research I decided to invest. Chord also recently listed on [Coin Gecko](#). I am extremely bullish on \$CHORD here is why. Covid has made the gap between fan and artist feel even more magnified than ever before with the cancellation of most live music across the world. Fans know their favorite artists are hurting and people want to support them. The barrier for successful artists to launch and NFT is low because of the amount of resources they already have. \$CHORD can and will foster the next generation of artists because of how easy their technology makes the process. Dont miss the next big thing on the blockchain