

Master Made Studios

MMS Cultural IP Catalogue Engine (CIPCE)

1. Executive Summary

The Cultural IP Catalogue Engine (CIPCE) is a Master Made Studios (MMS)–owned initiative designed and operated explicitly under a Catalogue-as-a-Service (CaaS) business model.

CIPCE functions as a continuous cultural IP supply system that captures, structures, and packages African cultural expressions into professionally managed catalogs that are licensed on an ongoing, subscription and usage-based basis.

Rather than operating as a one-off documentation project or static archive, CIPCE is built to:

- Continuously generate new catalog inventory
- Refresh and expand existing catalogs
- Provide recurring, predictable licensing revenue
- Compound long-term IP value for MMS

Under the CaaS framework, clients do not purchase files—they license access to curated, rights-cleared cultural catalogs that evolve over time.

2. Problem Statement

African cultural knowledge—music, oral histories, languages, rituals, and performance—is rapidly disappearing due to urbanization, generational shifts, and lack of structured documentation. Where documentation exists, it is often:

- Fragmented and inaccessible
- Academically archived but commercially unusable
- Poorly recorded or unstructured
- Legally unclear in terms of ownership and licensing

This creates a significant gap between cultural abundance and usable, licensable cultural IP.

3. Project Purpose

CIPCE exists to bridge this gap by transforming living culture into:

- Structured digital catalogs
- Legally licensable IP assets
- Professionally produced multimedia content
- Long-term revenue-generating cultural products

The project aligns culture with modern IP economics—without stripping it of dignity, authorship, or community benefit.

4. Positioning Within Catalogue-as-a-Service (CaaS)

CIPCE is architected as the content production and acquisition backbone of MMS’s Catalogue-as-a-Service model.

Within the CaaS lifecycle, CIPCE ensures a consistent pipeline of high-quality, licensable cultural IP that feeds downstream packaging, licensing, and distribution layers.

CaaS Layer	CIPCE Function
IP Creation	Systematic cultural capture (field & studio)
IP Structuring	Metadata, rights, formats, and editions
Catalog Packaging	Modular, themed, and sector-specific catalogs
Service Delivery	Subscription-based and usage-based access
Lifecycle Management	Updates, expansions, and versioning

This positioning ensures that CIPCE is not a standalone initiative, but an embedded production engine that sustains the entire CaaS offering.

5. Core Catalog Outputs

5.1 Audio Heritage Catalogs

- Folk music
- Ritual chants
- Traditional instrumentation

Use cases: Film, TV, games, advertising, museums, streaming

5.2 Oral History & Spoken Word Catalogs

- Myths and legends
- Proverbs and storytelling
- Community narratives

Use cases: Podcasts, publishing, edtech, AI datasets

5.3 Visual & Audiovisual Heritage Catalogs

- Ceremonies
- Dance and movement
- Cultural processes

Use cases: Documentaries, OTT platforms, tourism boards

5.4 Language & Linguistic Micro-Catalogs

- Phonetics
- Accents and dialects
- Idiomatic expressions

Use cases: AI voice systems, localization, education

6. Operational Model

6.1 Cultural IP Capture

- Community-based field recording
- Mobile documentation units
- MMS studio production

6.2 IP Structuring & Metadata

- Cultural context descriptions
- Language and regional tagging
- Usage classification

6.3 Rights & Clearance Framework

- Contributor agreements
- Community consent structures
- MMS master catalog ownership with royalty participation

6.4 Catalog Packaging

- Regional catalogs
- Thematic bundles
- Industry-specific SKUs

7. Catalogue-as-a-Service Licensing & Monetisation

All monetisation under CIPCE is governed by the Catalogue-as-a-Service model, prioritising recurring access over one-time sales.

7.1 Subscription-Based Catalogue Access

- Annual or multi-year licenses
- Tiered access based on catalog depth and usage rights
- Institutional and enterprise plans

Clients: - Educational institutions - Cultural organisations - Museums and galleries - Research and archival platforms

7.2 Usage-Based Commercial Licensing

- Film, television, and advertising usage
- Games, immersive media, and exhibitions
- Territory- and time-bound licenses

7.3 Commissioned Catalog Creation (CaaS Expansion)

- Clients commission MMS to create new cultural catalogs
- Resulting IP is added to the MMS master catalog
- Revenue shared or retained depending on agreement

This ensures that every commissioned project expands the long-term catalog value rather than remaining a one-off engagement.

8. Community Participation Model

CIPCE adopts a participatory IP model:

- Communities are credited contributors
- Transparent royalty participation
- Cultural context preserved
- No extractive ownership practices

This ensures ethical documentation while maintaining commercial viability.

9. Technology & Infrastructure

- Secure cloud-based storage
- Structured metadata systems
- Versioned catalog management
- Long-term digital preservation standards

10. CaaS Sustainability & Revenue Resilience

10.1 Hybrid Funding Model

CIPCE leverages early-stage funding to build catalog inventory while transitioning toward self-sustaining CaaS revenue.

- Cultural and heritage grants (catalog creation phase)
- Advance licensing commitments
- Commissioned catalog production

10.2 Recurring Revenue Logic

Under the Catalogue-as-a-Service model:

- Each catalog is monetised repeatedly
- Revenue increases as catalog depth grows
- Marginal cost per new client decreases over time

This shifts CIPCE from project dependency to **IP-driven annuity income**.

11. Expected Outcomes

- A growing portfolio of licensable cultural IP catalogs
- Sustainable income streams for MMS
- Ethical monetisation of cultural heritage
- Global access to African cultural resources
- Long-term preservation through commercial relevance

12. Strategic Value to MMS

By embedding Catalogue-as-a-Service at its core, CIPCE enables MMS to:

- Own a growing library of defensible cultural IP
- Generate predictable, recurring licensing revenue
- Reduce reliance on single-project commissions
- Increase company valuation through IP assets

CIPCE positions MMS as a long-term cultural IP platform company, not merely a production studio.