



OUR MISSION

In a world where algorithms increasingly decide what gets heard, what goes viral, and what disappears, we are taking a different approach. We do not believe music culture should be dictated by opaque systems optimized for clicks, advertising revenue, or short-term engagement.

Most major platforms decide what users should hear based on what is already popular, what generates the most engagement, or what produces the greatest advertising return. The result is a discovery experience that increasingly feels repetitive and impersonal.

WE ARE FLIPPING THE SCRIPT

United We Dance is building the first music platform designed to help music lovers take back control of how they discover, experience, and enjoy music. We give listeners direct control over their recommendation algorithm, allowing them to shape what the platform shows them and how their feed responds to their taste. The algorithm is designed to serve the listener—not advertisers, popularity mechanics, or the platform itself.

We analyze the unique musical DNA of every DJ set—including its genres, moods, energy, pacing, and sonic characteristics—and learn how each listener personally responds to those qualities.

Over time, the platform develops a deeper understanding of each person's musical taste—not simply which artists or tracks they already know, but the underlying sounds, emotions, and experiences that genuinely move them.

THE RESULT IS A LIVING, SELF-EVOLVING DISCOVERY SYSTEM BUILT AROUND THE INDIVIDUAL—NOT THE CROWD.

OUR MANIFESTO

On most platforms, visibility is heavily influenced by fame, follower counts, name recognition, existing momentum, and the ability to generate immediate engagement. This approach creates a self-reinforcing loop in which popularity is artificially manufactured rather than simply measured. As a result, exceptional work from lesser-known artists can remain invisible.

No single sound should overwhelm the rest. No creator should be buried because they lack fame, followers, or existing momentum. No line of code should be allowed to define what deserves to be heard.

A creator should not need to be famous before being discoverable. Their work should have the opportunity to reach an audience because the music belongs in that listener's world—not because the creator already has the largest following or the strongest algorithmic momentum.

WE BELIEVE MUSIC DISCOVERY SHOULD EXPAND CULTURE, NOT NARROW IT.

In a world where algorithms decide what gets heard, what becomes relevant, and what disappears, United We Dance takes a different approach. We connect creators with the people most likely to appreciate their work based on genuine musical compatibility—not popularity, existing momentum, or manufactured engagement.

At United We Dance, we believe:

- Artists should be valued for the depth of their work, not the speed of their ascent.
- Diversity of sound matters more than optimization.
- Music comes before metrics.
- Fair access to discovery matters more than engagement farming.
- Genuine connection matters more than manufactured attention.

Our technology exists to create meaningful connections between music and the people most likely to love it. If someone is likely to love your music, you deserve a real opportunity to reach them—regardless of fame, follower count, or existing algorithmic momentum.

WE ARE BUILDING A PLATFORM WHERE LISTENERS HAVE GREATER CONTROL, CREATORS HAVE A FAIRER OPPORTUNITY TO BE DISCOVERED, AND DANCE-MUSIC CULTURE CAN GROW ON ITS OWN TERMS.

**MUSIC FIRST. PEOPLE FIRST. CULTURE FIRST.
NEVER STOP DANCING.**