
FUTURE OF
DUBAI
The world comes to Dubai first to experience the future.

The opportunity

Future Of will build and back the companies using AI to break the bottlenecks in how entertainment is made, promoted, discovered and paid for. First, we blow up the music. We follow the music to make it global.

Our launch starts with four concrete moves:

1. Start with Ticket Fairy: $5m for a 7.5–10% equity stake. The only event company connected to a digital bank. Currently the Mercury Bank of live events, and soon to be the Salesforce. Use its banking, financing, AI operations and new Universal Hospitality contract to build a **San Francisco–London–Dubai touring and events circuit**.

2. Generate first-year revenue through the Future of Entertainment village. Bring **ten of the most cutting-edge Western entertainment tech companies** to Dubai as rent-paying tenants—companies like **SoundCloud, Midjourney, Suno and Patreon**. **Ten top tier tech companies pay rent.**

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Dubai - the entertainment capital of the world.



The opportunity · continued

Dubai - the entertainment capital of the world.

3. Bring the biggest names in our network to Dubai and launch the Future of Records studio. Record and launch **Robbie Williams' new garage album**, and finish **Daniel's Future of Records albums** with **Natasha Bedingfield, Craig David, Imogen Heap, Sugababes, All Saints and many of the top artists of the last 30 years**. The next Future of Records album could bring together **Fred again.., John Legend, Shaggy, Sean Paul, Estelle and PinkPantheress**. Make **Dubai the backdrop** to the recording sessions, music videos and launch campaigns—showcasing the UAE to the world and bringing fans here for concerts, festivals and holidays. Give our companies real music, real projects and customers to work with.

4. Build the next generation of entertainment companies through the accelerator. Advised by HF0, the world's largest AI accelerator. A **three-month residential programme for ten companies per cohort**, backed by investment, experienced operators, shared AI infrastructure and access to the industry we are building around them. We help founders raise their next round with **Khosla Ventures, a16z and investors in HF0's network**.

We're raising $5m for Ticket Fairy and a separate $5m for Future Of. A further $20m will take Future Of's capital plan to $25m.

Ticket Fairy

Ticket Fairy: “The Ticketmaster Killer”

Currently the Mercury Bank of live events, and soon to be the Salesforce.

The only event company connected to a digital bank. Its banking partnership brings accounts, payments and credit cards together with event financing and AI operations.

More than $300m in ticket sales processed. Access to more than $100m in third-party credit. That financing pays for talent, venues and production before tickets sell. It helps win multi-year platform contracts. Ticket Fairy’s AI workforce handles contracts, vendors, crews, customer support and event operations.

Ticket Fairy has now secured the Universal Hospitality contract to license and white-label its platform.

SAN FRANCISCO — LONDON — DUBAI

We will use that relationship and our artist network to bring **Universal/UMG artists into a touring and festival circuit linking San Francisco, London and Dubai**. We will bring the talent, build the events and connect promoters with financing —giving us a say in **touring and events**.

We’re raising $5m for a 7.5–10% equity stake in Ticket Fairy. We will seek Dubai-government backing to establish it as the main events infrastructure for MENA.

The ambition is a massive expansion of concerts, festivals and touring across the region—showcasing Dubai to the world and bringing visitors to the UAE, with Ticket Fairy financing the growth and running the infrastructure behind it.

Figures and the “only” claim are company-reported. The Universal contract win is reported by Daniel.



Founder House

Future Of Entertainment Village

The frontier entertainment tech companies in one building.

Ten top tier tech companies pay rent. First-year revenue for Future Of.

The Future Of Entertainment Village will bring together companies like **SoundCloud, Midjourney, Suno and Patreon**, giving them a base from which to build their business in the Middle East, and **creating the cultural base for our accelerator**.

We will bring major artists, music projects, events and founders into the same community. The companies get **exclusive access and proximity to major artists, founders and the creative work happening in the village**. Dubai gains a concentration of international entertainment talent and technology.

Future Of will lease the property and rent space to the companies. We will seek **12–18 months of rent-free use** from a property owner who wants to bring that community to their development.

SOUNDCLOUD SUNO PATREON



Concept imagery

Create

Future of Records: Star-studded hit factory from Dubai to the world

Record and launch **Robbie Williams' new garage album**, and finish **Daniel's Future of Records albums** with **Natasha Bedingfield, Craig David, Imogen Heap, Sugababes, All Saints and many of the top artists of the last 30 years**.

We already have **around 50 songs from writing camps in London and Los Angeles**, with **many of the originators and most current creators of drum and bass and garage**.

We finish the whole album in a week, in studios peppered around Dubai, **livestreaming the whole process and whipping social media into a frenzy for release**.

The songs that get the most attention come out first. Every subsequent single becomes a race, with everyone competing to get their song the most attention—and released next.


FRED AGAIN..

JOHN LEGEND


SHAGGY

SEAN PAUL


ESTELLE

PINKPANTHERESS

Future of Records: Star-studded hit factory from Dubai to the world

The next Future of Records album could bring together **Fred again.., John Legend, Shaggy, Sean Paul, Estelle and PinkPantheress**.

Dubai wants the world's attention. We will create things here that cannot be found anywhere else in the world: Dubai exclusives.

We will bring the most exciting artists, music and ideas to Dubai, with **Dubai's name and branding running through the films, livestreams and launches**. We will film from preparation onwards and shape the campaign around Dubai's tourism and government priorities, showcasing the city on its own terms.

London will watch its up-and-coming artists blow up in Dubai. If London is too unadventurous to take the bet, come here. The money is here, and people are willing to back brave work.

We will make Dubai the place to push boundaries, create the newest music in the world and launch it globally—bringing audiences here for concerts, festivals and holidays.

Our companies will work on these releases: testing which songs connect, building audiences, promoting the music, handling distribution and licensing, and turning listeners into ticket buyers and paying fans.

We propose a $300,000 launch investment in Future of Records.



Build

The Accelerator: 10 killer startups, 3 months to demo day

Advised by HF0, the world's largest AI accelerator.

HF0 alumnus OpenRouter is joining Stripe in a reported $7.5 billion acquisition.

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Ten companies per cohort, with founders living and building together for three months in Dubai. We invest in founders using AI to break the bottlenecks in how entertainment is made, promoted, discovered and paid for.

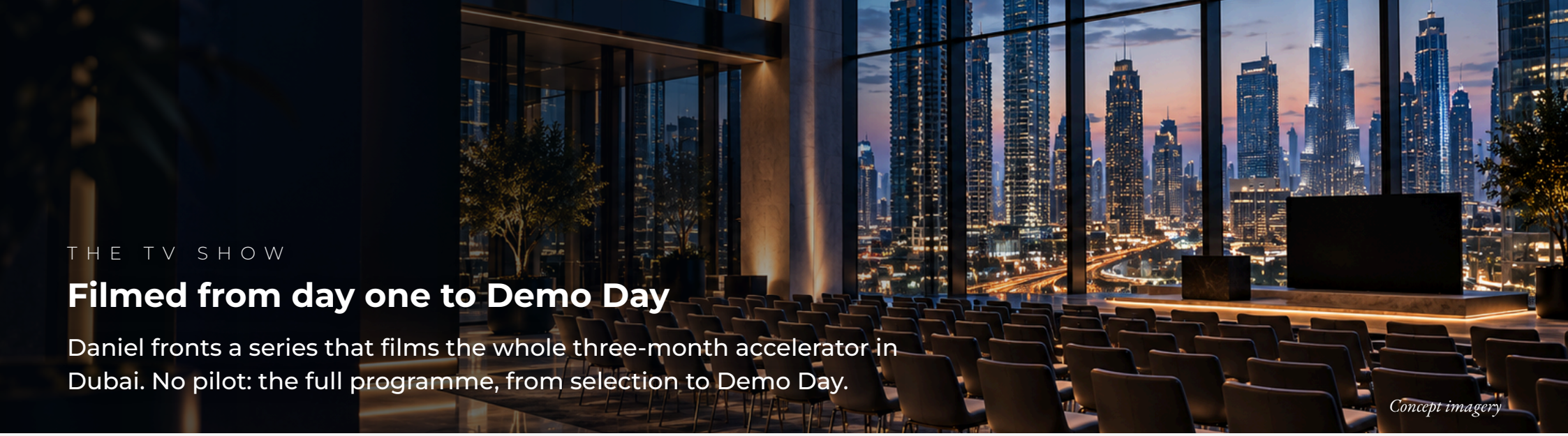
We give them **capital, experienced operators, shared AI infrastructure and access to major artists, live events and music releases**. Ticket Fairy, the village and Future of Records will give them real projects to work on and potential customers to build for.

Founders commit full-time for three months. Solo founders or teams of two, with at least one technical founder. **The job is to build, win users and establish a route to revenue**, with working demos every week.

We prepare founders for demo day and **help them raise their next round with Khosla Ventures, a16z and investors in HF0's network**.

We plan **two cohorts after setup in year one, then three a year**, as part of Future Of's **$25m capital plan**. A filmed competition could take the founders' stories to a global audience.

We will build entertainment companies around the artists, audiences and events we bring to Dubai.



THE TV SHOW

Filmed from day one to Demo Day

Daniel fronts a series that films the whole three-month accelerator in Dubai. No pilot: the full programme, from selection to Demo Day.

Concept imagery

THE ACCELERATOR

Build · the series

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Thousands of founders apply through social media, a hundred are interviewed and ten entertainment-technology companies get in. They move to Dubai and build for three months with cameras in the room from the first day. **Pop stars come in and use what the founders are making, on camera, while it is still rough.** Coaches who run very large companies sit beside them and tell them what is wrong.

Nobody is scripted into a fight. The ten cooperate, and the tension is whether the product works when the artist presses play. **Halfway through the season the leadership of the accelerator changes hands**, and everything from there drives toward Demo Day, filmed in front of a full audience. Proposed production team: a director of The Apprentice and the team behind The Masked Singer UK.

Speaker days. We plan one-day visits from the leaders of **Y Combinator, HF0 and the biggest venture firms**. Each spends the day with the ten founders, on camera, working on what they are building. HF0 already advises the programme.

Why it builds the brand. Artist tests, speaker days and founder stories supply the episodes and the short clips. Founders see where to apply, artists see what gets built for them, and investors meet Future Of and Dubai through people they already follow.



The opportunity

Future of the music economy - pay to create

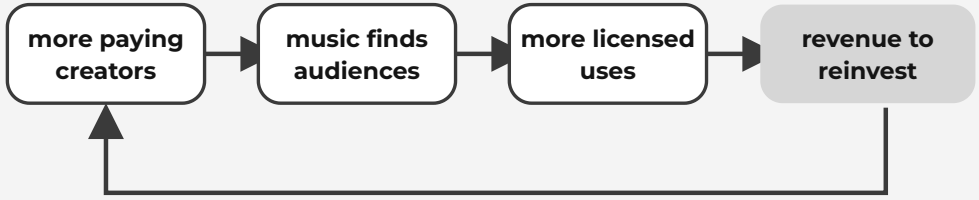
Music is becoming something millions pay to make, as well as something they pay to hear. Suno reported more than **two million paid subscribers in early 2026**.

People pay to make music for themselves, their friends and their communities. They can also pay to create with existing songs and other material under agreed licences, with royalties flowing back to rights holders.

AI makes the long tail immensely valuable. Currently, a song licence worth $30 costs $30 to process. Automating licensing, administration and payments turns millions of those small transactions into **an extremely lucrative business at scale**.

Converting viral hits into streaming revenue creates lottery-winner stories. Those stories inspire more people to make music, fuelling a virtuous cycle: more paying creators, more music finding audiences, more licensed uses and more revenue to reinvest.

The virtuous cycle



viral hits → streaming revenue → lottery-winner stories → more people make music

We will back companies earning from **creation tools, audience development, distribution, licensing and payments**, serving professional artists and everyday creators through the same connected system.

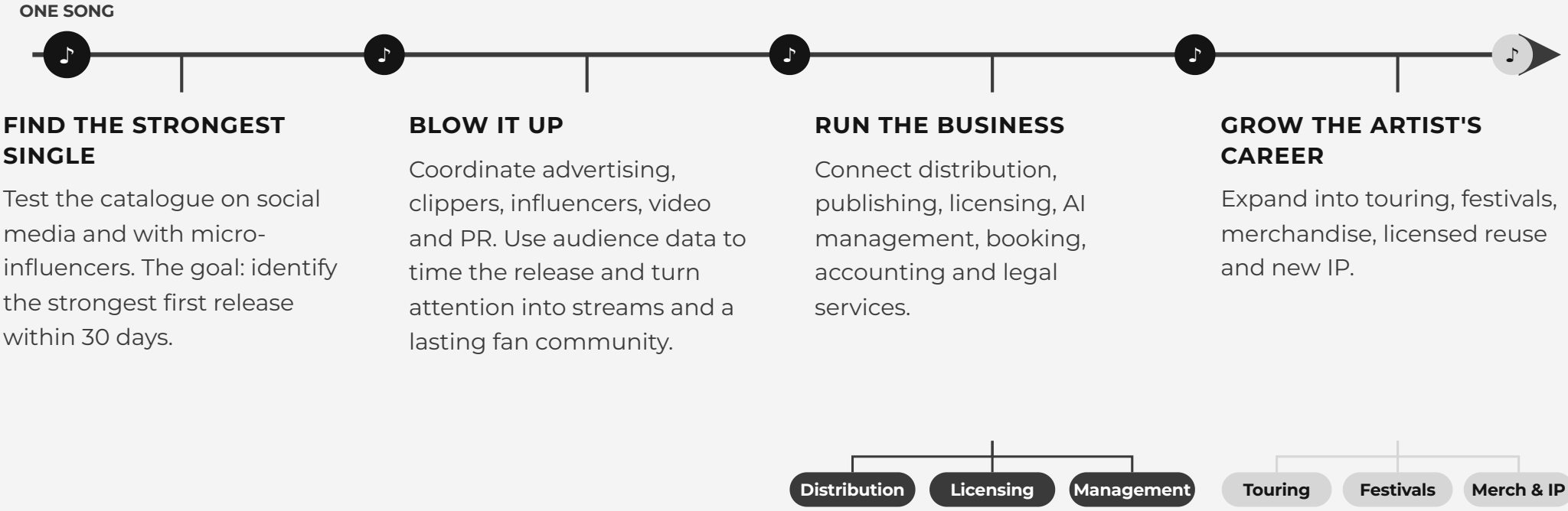
Future Of will own stakes in the companies serving that expanding market.

The connected industry

The Amazon play for music: an entire industry working as one

We will invest in founders removing the bottlenecks across the music business, connecting their companies through shared AI.

Every artist has a thousand songs on their hard drive, but they are the least likely to know what a hit is!



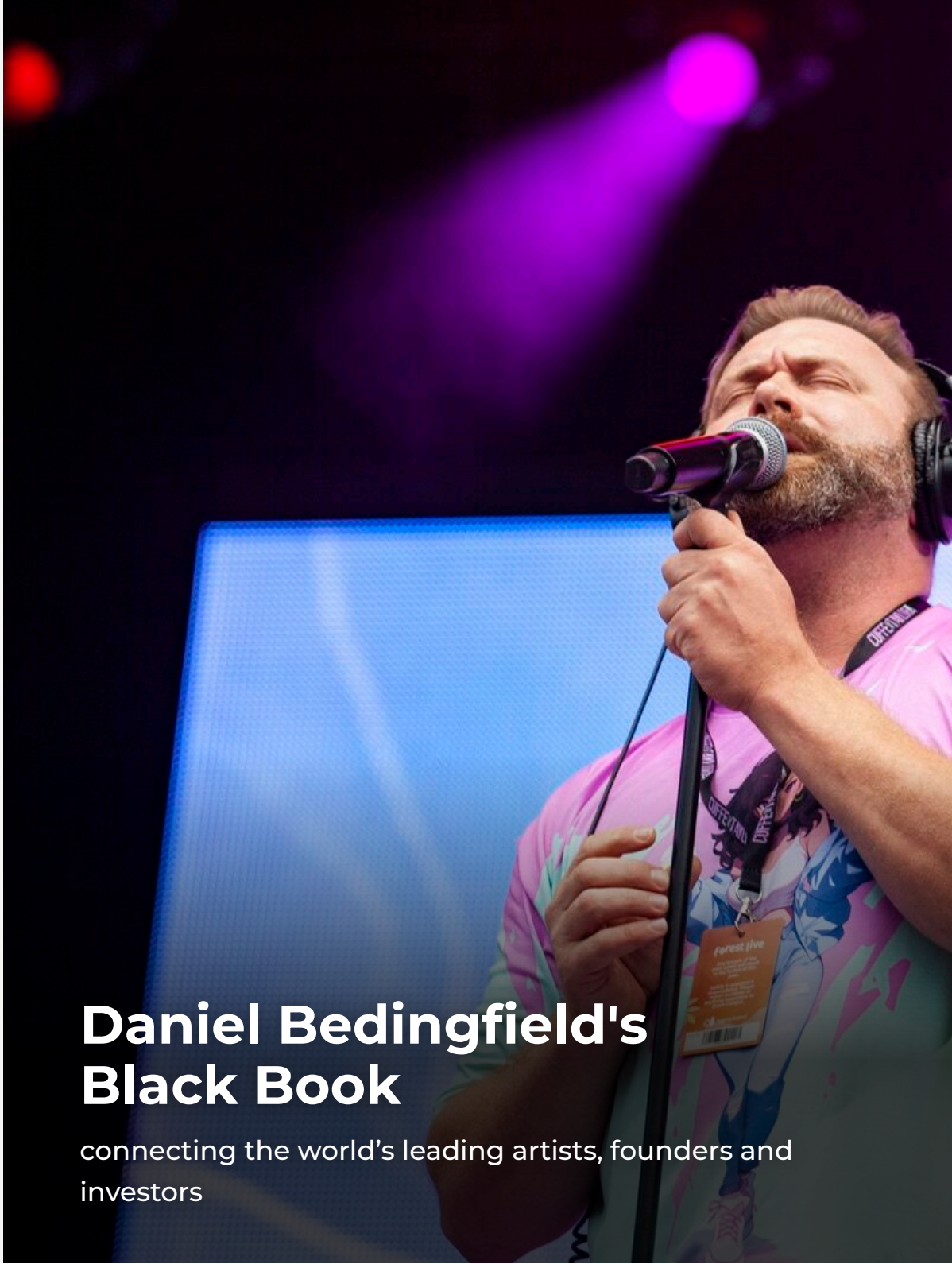
Each stage creates business for the next. AI agents will connect the work and data that artists and companies agree to share, so a song's audience response informs its promotion, release and commercial opportunities.

The system will be **open and plug-and-play**. Outside companies can connect; each business keeps its own customers, chooses its suppliers and can sell worldwide.

We will own stakes across the whole industry, with each company's success creating business for the others.

International pop star: 6× platinum, five number ones, Grammy nominee and BRIT Award winner for Best Male.

Daniel took **two-step garage from London's underground to a global audience**, with a number-one record made on his PC. He brings **five years in technology startups** and relationships across music, venture capital and banking, including HF0 and Mercury.



Daniel Bedingfield's Black Book

connecting the world’s leading artists, founders and investors

The team

Team

Our first fund brings together:



Daniel Bedingfield: vision, creative direction, artist relationships and driving the team forward.



Muhammad: finance, capital strategy and fundraising.



Hugo Riley: branding, culture and regional presence.

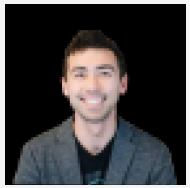
An experienced COO: to be recruited to run delivery, staffing and budgets.



Thea Myhrvold — Founder and CEO, Getbee

Microsoft board member — requested by Daniel; exact board and title unverified.

Three-time founder with an exit and more than 15 years building technology businesses. Brings AI, fundraising and enterprise-partnership experience across the US and Middle East, including work with Microsoft.



Evan Stites-Clayton — General Partner, HF0

Co-founder and former CTO of Teespring, backed by a16z, Khosla Ventures and Y Combinator. Advising our accelerator on building companies and preparing founders for demo day.



Jeff Hoffman — Chairman, Global Entrepreneurship Network

Serial entrepreneur with experience at Priceline.com/Booking.com and uBid. Brings company-building experience and a global network connecting founders, investors and governments.

HF0 — The world's largest AI accelerator
Advising our three-month programme. HF0 alumnus OpenRouter is joining Stripe in a reported $7.5 billion acquisition.

We will use those relationships to find founders early, put their products to work on real releases and events, and introduce them to artists, customers and investors.



Bridge

Dubai-London-SF triangle

We want to help make Dubai a global entertainment capital by bringing artists, founders, technology and commercial activity together.

London contributes music and creative relationships.
San Francisco contributes technology and startup connections.
Dubai brings the programme, studio, events and resident community into one place, with access to regional opportunities.

The offer to founders is practical: a place to build, experienced help, creative projects to work on and introductions to prospective customers. Regional routes include broadcasters, brands, promoters, hotels, tourism businesses and developers commissioning music, films, performances and other content.

Universities and founder demo days across the UAE, Saudi Arabia and the wider Gulf can help us find talent. Companies will also be expected to win customers internationally.

Government support, sponsors and property partners would strengthen the plan. We will pursue them as specific agreements, with the business costed around what is actually secured.

Investment focus

Bottleneck solutions

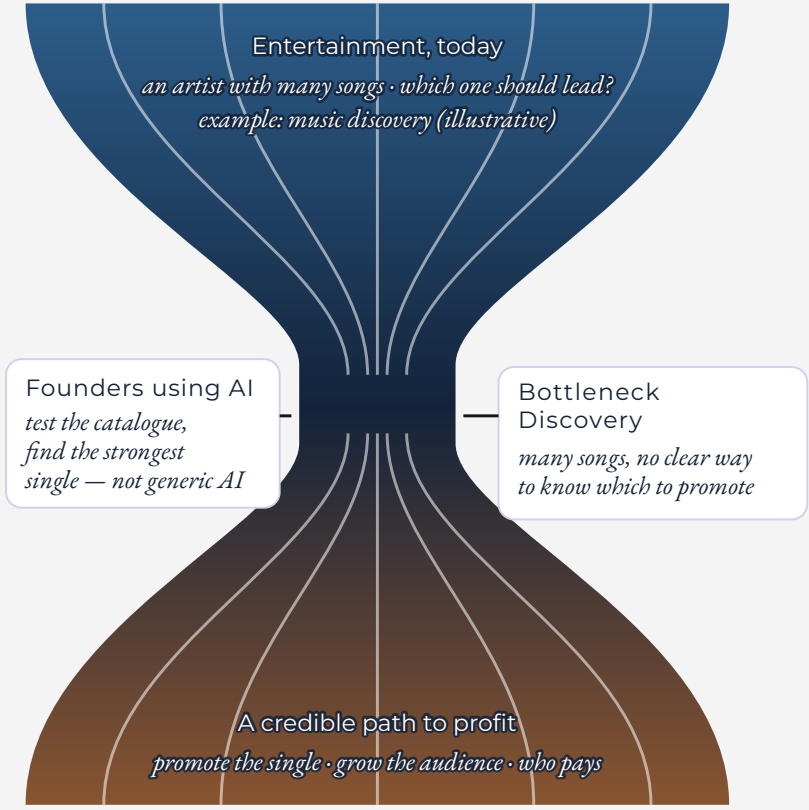
A company must address a specific bottleneck in creating, promoting, discovering or earning from entertainment. A generic AI product needs a credible entertainment business before it fits our mandate.

Selection combines the founders' previous work, available numbers, practical diligence and Daniel's judgement about the opportunity. We look for people who can build, work full time during the programme and collaborate where there is a commercial reason to do so.

Most investments should have the potential to become very large businesses. A smaller profitable company can also belong if its service materially improves other businesses and Future Of can benefit from that contribution.

A credible path to profit is the minimum. It need not be immediate. We will examine who pays, why they return, what delivery costs and what remains after computing, support and customer acquisition.

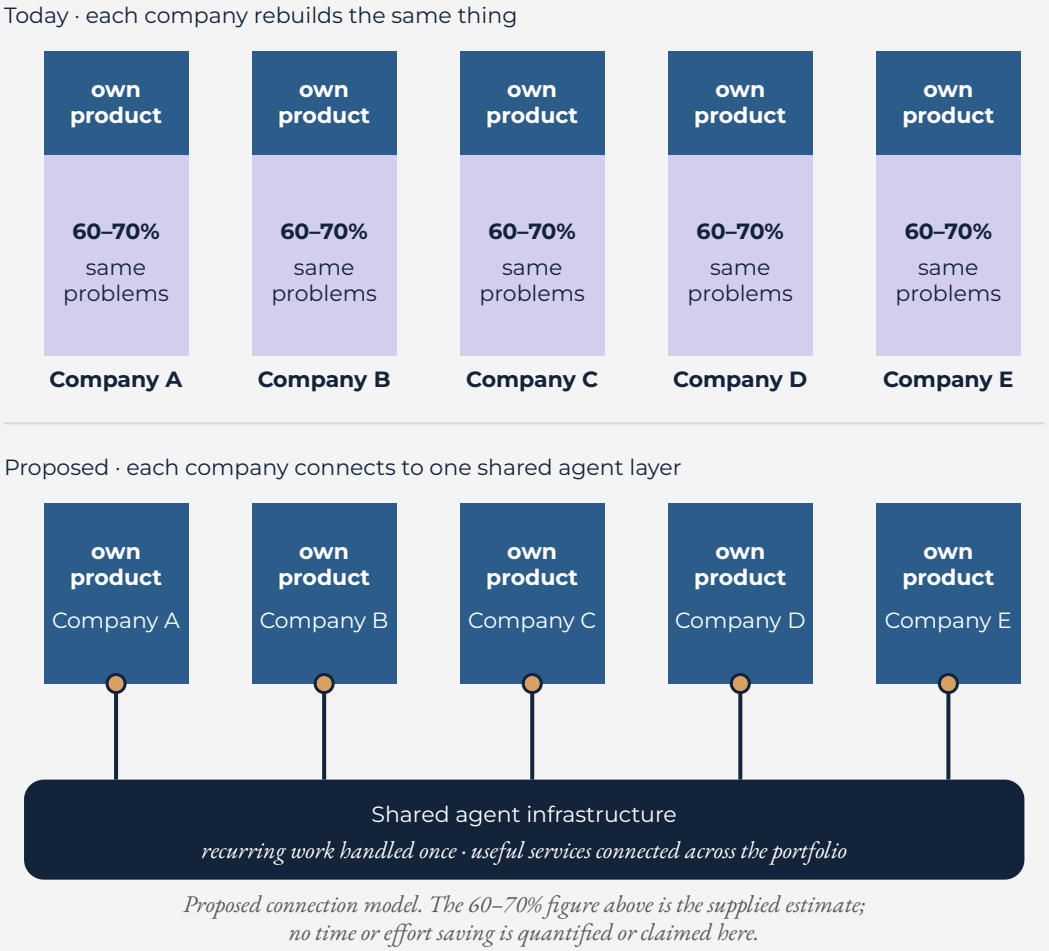
We also ask what survives when similar software becomes cheap to build: customer trust, useful rights, permitted data, distribution, taste or reliable execution. These advantages must be developed and demonstrated.



Illustrative example only · not an implemented product or a result

Build

Shared infrastructure, experienced operators



Proposed connection model. The 60–70% figure above is the supplied estimate; no time or effort saving is quantified or claimed here.

Most startups spend 60–70% of their time solving the same problems. Shared agent infrastructure could handle recurring work and connect useful services across the portfolio.

We could establish a dedicated company to maintain and license that infrastructure if there is a sound business for it. Block Gemini was identified as a possible development partner; that relationship remains exploratory.

The programme combines a year-round operator with experienced visiting operators.
Founders would test products against real creative work, get regular commercial feedback and prepare for their next investment round. Evan was identified as an adviser on the programme, drawing on HF0's accelerator model. Any formal involvement or access to outside investors remains to be agreed.

We will judge the support by working products, paying customers, retention and viable delivery costs. Integrations matter when they improve those results.

Capital

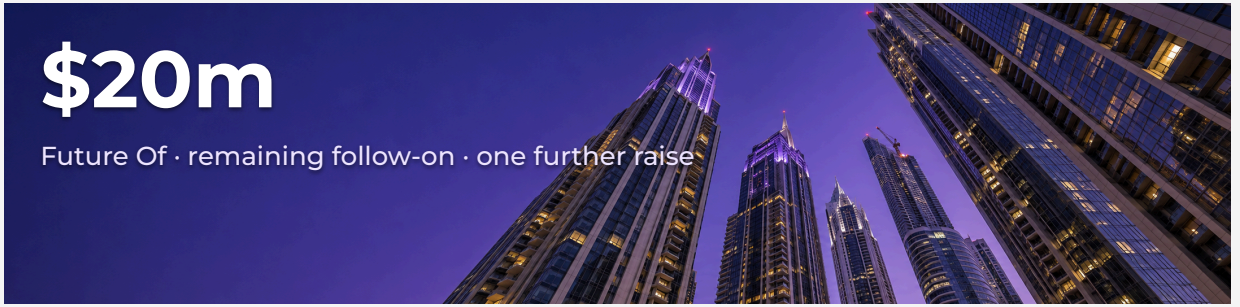
We are seeking two separate $5m investments, followed by a further $20m for Future Of.

Ticket Fairy · standalone



Future Of · **$25m total** · includes the initial $5m





The initial capital plan has two destinations:

$5m into Ticket Fairy: the proposed equity transaction and regional expansion opportunity.

$5m into Future Of: the first stage of establishing the operating team, village and studio, making initial investments and preparing the accelerator.

A subsequent **$20m for Future Of** would bring its capital plan to **$25m** and support the wider investment programme. Ticket Fairy's $5m remains separate from that total.

Future Of's budget must provide for company investments, follow-on reserves, staff, premises, programme delivery, shared infrastructure, legal and administrative costs, and the PR and content work needed from the start. The proposed $300,000 Future of Records investment sits within that plan.

We have not settled allocations, investment sizes, ownership terms, management fees, carry or founder remuneration. The budget and structure must show what each stage can deliver with the capital actually raised.


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