tunely

Tuning is important when playing a wind instrument.

problem

Regular tuners take time and effort to use.

They only give you feedback in the moment.

No easy way to tell if you're **improving over time**.

solution

A new kind of instrument tuner that



starts working every time you play



tracks your progress



gives you tips to improve

market validation

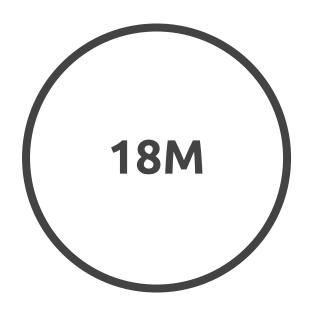
200+

Tuner apps on the iOS App store

\$6B

Revenue from all musical instruments in 2016

market size



Number of individuals in the US who play one or more instruments

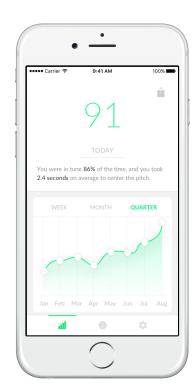


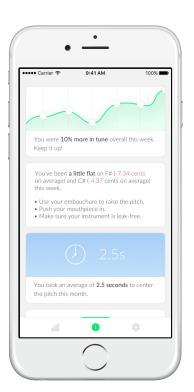
Number of US high school students who participate in band programs

product



app





business model

tunely will have 2 revenue sources:

- We will sell tunelys for ~\$25 with the app bundled for free.
- The app will still work without a tunely (but not nearly as well), so we will sell the data-tracking feature of the app for **\$1.99**.

market adoption

On the web

- Crowdfunding
- iOS App Store

Social media

- Facebook Ads
- Twitter
- InstagramInfluencers

Partnerships

- Music Stores
- Online Music Retailers

competition

Traditional tuners

- Korg tuners -
 - CA-40, TM50,
 - CA-1, GA-40

Clip-on Tuners

- Snark SN1 & SN2
- Others Korg,
 Peterson,
 Yamaha, Fender

Tuner Apps

- Tonal Energy
- insTuner
- plusAdd

competitive advantages



1st to Market

for bluetooth tuners and data-tracking tuners



Data Tracking

see yourself improve over time



Easy to Use

no setup - just start playing



Blocks Outside Noise

by reading vibrations instead of sound



Design & Brand

memorable name and product

The Business Model Canvas

Designed for:

tunely - the Smart Bluetooth Tuner

Designed by:

Daniel Kuntz

Iteration:

On: 07 09 2016

Key Partners

Key Activities

Updating the app

Responding to and

Key Resources

Intellectual

device

Human

and music

requests

implementing customer

Patents and copyrights on the

Engineers with domain

knowledge of both hardware



Value Propositions



Customer Relationships





Manufacturers

To actually create the physical device

Music Stores / other **Physical Retailers**

To distribute the device

Online Retailers

To distribute the device

Production of the device

Track your progress

Every other tuner only gives vou instantaneous details about your tuning, tunely tracks how in tune you are over time and gives you tips to improve

Set it and forget it

Once tunely is attached to vour device, there's need to turn it on or even have your phone out. Just start playing and tunely starts working automatically.

Works in loud environments

Unlike other tuners, tunely works great in loud environments since it uses vibrations, not sound to detect pitch.

Personal support for every customer

Customers can contact us directly from within the app

Support groups on Facebook

Channels



Awareness

Word of mouth, Facebook advertising, influencer marketing on Instagram & Twitter, crowdfunding campaign

Purchase & Delivery Web sales, music stores, online retailers

Customer Segments

Students

Middle and high school students who are passionate about music and want to become better musicians

Professionals

Who are looking to perfect their tuning

Cost Structure

Economies of Scale

Physical device becomes cheaper to produce as volumes increase. Software becomes better as users provide real data and feedback

App Development

Can be done in-house

Hardware Development

Recruit engineers with domain knowledge

Marketing

FB ads will be most expensive. Influencer marketing requires distribution of devices for free; dependent on manufacturing cost

Revenue Streams

Physical Device Sales

In this case, the accompanying app will be completely free.

App Sales

Users can opt to not purchase the device. Instead, use basic features of the app for free but pay a small fee to unlock data tracking features.

