



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**.

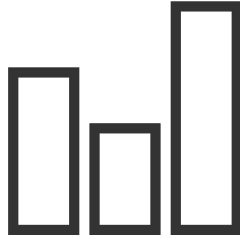
No easy way to tell if you're **improving over time**.

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



18M

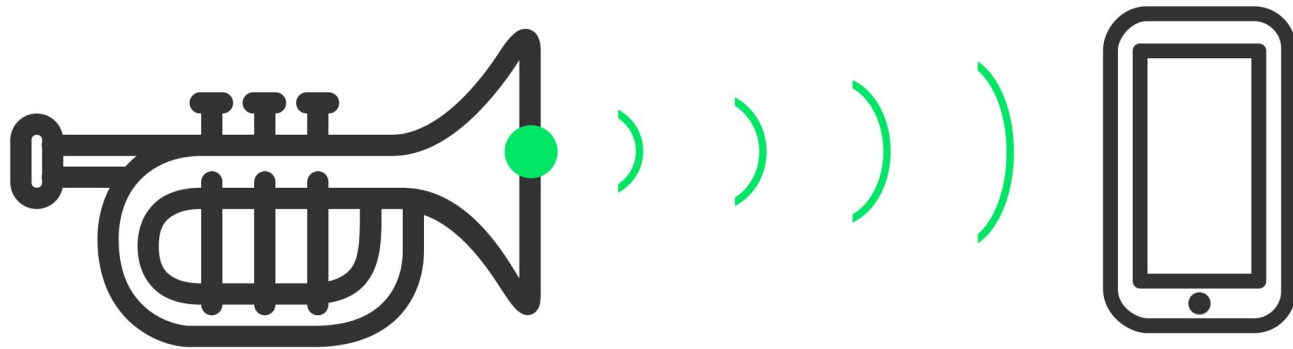
Number of individuals in the
US who play one or more
instruments



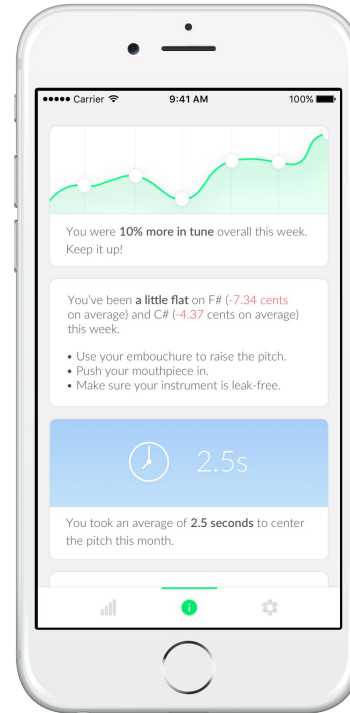
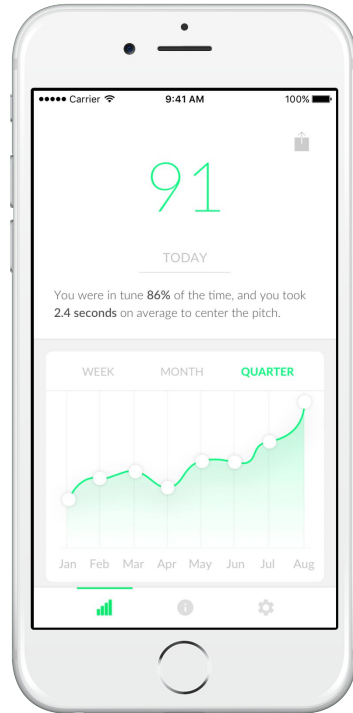
2M+

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
- Instagram Influencers

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

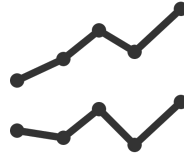
- Tonal Energy
- insTuner
- plusAdd

competitive advantages



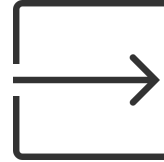
1st to Market

for bluetooth tuners and
data-tracking tuners



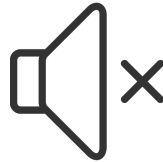
Data Tracking

see yourself improve over
time



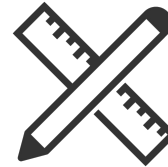
Easy to Use

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**

On: **07 09 2016**
Iteration: **2**

