

INVESTOR PITCH PROPOSAL





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Executive Summary

Burnt Beats is an innovative music creation platform designed to empower artists and creators by providing them with ethical AI-generated music tools. Based in the Dallas-Fort Worth (DFW) area, Burnt Beats champions locally owned initiatives and aims to democratize music production, granting users full ownership and commercial rights without the restrictions imposed by traditional music creation tools such as subscriptions or paywalls. With a unique monetization model, interactive features, and commitment to community engagement, Burnt Beats positions itself as a leader in the evolving music landscape.

Business Description

Burnt Beats offers a next-generation platform where users can generate, customize, and fully own AI-powered song and music tracks. Key features include voice synthesis, stylistic control, a unique competition board, and an engaging interactive chatbot named the **Burnt Bot**, which provides real-time critique and fun banter throughout the song creation process. By being locally developed and owned, we strive to support the artistic community in the DFW area and foster a collaborative creative environment.

Market Analysis

The global music creation market is rapidly expanding, driven by the rise of independent artists and content creators seeking affordable solutions. With millions of potential users—including indie musicians, educators, brand marketers, and app developers—Burnt Beats is strategically positioned to capture a significant market share. Research indicates a growing demand for ethical and user-friendly music production tools that prioritize creator ownership.

Target Market

- **Independent Artists:** Musicians seeking affordable tools for music production.
- **Content Creators:** YouTubers, streamers, and podcasters looking for custom audio solutions.
- **Educators:** Teachers and students in music programs need innovative resources.
- **Brands and Agencies:** Companies requiring tailored music for marketing and corporate identity.
- **Individuals with Speech Challenges:** Users who may not be able to sing but want to express themselves musically, including those with medical conditions.

Unique Value Proposition and App Dynamics

Burnt Beats differentiates itself through an innovative approach to music production that includes:

- **Voice Cloning Synthesizer:** Allows users to convert their poetry, stories, or lyrics into high-quality music, making creativity accessible to all.
- **Integrated Editing Area:** A user-friendly interface for easy manipulation and refinement of tracks.
- **Competition Board:** A dynamic leaderboard to showcase user creations based on community likes, fostering engagement and recognition.
- **Burnt Bot:** The app's mascot and interactive AI that provides real-time, humorous critiques and suggestions during the song creation process, enhancing user experience and promoting creativity.

Local Commitment and Community Engagement

Being based in the Dallas-Fort Worth area, Burnt Beats is committed to supporting local artists, musicians, and creators:

- We aim to collaborate with local schools and organizations to promote music education and provide tools for creative expression.
- Burnt Beats will host community events, such as music contests and workshops, to engage the local creative community and foster talent.

Revenue Model

Burnt Beats utilizes a transparent pay-per-download revenue model with multiple revenue streams:

- **Tiered Audio Downloads:** One-time purchases based on file size (0.99to8.99).
- **Full Licensing:** \$10 for complete ownership, resale rights, and commercial use.
- **Paid Contest Boosts:** Promotions to enhance visibility on the platform.
- **Future Custom Vocal Tools:** Genre-based voice packs for personalization.
- **White-Labeled API Access:** Licensing our technology to other platforms and businesses.

Financial Projections

- **Year 1 Projections:**
 - **User Acquisition:**
 - 250 users by the end of Q1, reaching 1,000 users by the end of Year 1.
 - **Average Revenue Per User (ARPU):** Projected at \$90 for the year based on various purchases.
 - **Revenue Breakdown:**
 - **Tiered Audio Downloads:** 1,000 users averaging 5 downloads at an average of 2.00=10,000
 - **Full Licensing:** 10% of users purchasing a full license = 100 users x 10=1,000
 - **Paid Contest Boosts and Other Features:** Estimated additional income = \$79,900
 - **Total Revenue for Year 1:** \$90,900
- **Year 2 Projections:**
 - **User Growth:** Target 3,000 users with higher engagement and utilization of features.
 - **Increased ARPU:** Expected to increase to \$100 due to expanded features and higher user engagement.

- **Revenue Breakdown:**
 - **Tiered Audio Downloads:** 3,000 users averaging 5 downloads at 2.50=37,500
 - **Full Licensing:** 15% of users purchasing a full license = 450 users x 10=4,500
 - **Paid Contest Boosts and Other Features:** Estimated additional income = \$154,000
- **Total Revenue for Year 2:** \$300,000

Development Roadmap

1. **Phase 1:** Launch MVP with core functionalities (track generation).
2. **Phase 2:** Introduce advanced features (custom vocal packs, social sharing tools).
3. **Phase 3:** Scale operations and launch the white-labeled API.
4. **Phase 4:** Continuous optimization and community engagement initiatives.

Leadership and Team Structure

As the sole founder with significant leadership experience in managing bars, restaurants, and teaching, I have the skills needed to build and lead a collaborative team. Once funding is secured, I plan to assemble a diverse team including:

- **Developers:** To enhance and maintain the platform.
- **Marketing Specialists:** To drive user acquisition and brand awareness.
- **Community Managers:** To engage users and foster community growth.
- **Legal Advisors:** To ensure compliance with licensing and copyright laws.

Investment Opportunity

Burnt Beats seeks an investment of **\$100,000** to fund the following key areas:

- **Technology Development:** Scaling the platform and enhancing functionality.
- **Marketing & User Acquisition:** Executing growth strategies to rapidly gain users.
- **Infrastructure:** Expanding cloud hosting and storage capabilities to support user growth.
- **Legal & Compliance:** Establishing proper licensing frameworks to protect creators.

We welcome investments ranging from **5,000to100,000**, or contributions of any amount to support our mission.

Conclusion

Burnt Beats is not just a music creation tool; it's a movement to redefine music ownership and accessibility while supporting local creativity. By investing in Burnt Beats, you contribute to empowering countless creators while tapping into a booming market. Join me in reshaping the future of music production.

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