

The Journey of Every Guitar

Trace back to every note and notch





A Passionate Market

The Guitar Enthusiast



- **Collecting as a Passion:** The average collector might own anywhere from 5 to 15 guitars, and some even more.
- **Emotional Connection:** For many, each guitar has a story — a concert it was played at, a song it was used to compose, or a milestone in the owner's life.

Market Size



- **Annual Sales:** global guitar market projected to reach **USD 23.29 billion** by 2033.
- **Used Guitar Market:** A significant portion (around 10 million guitar units) of the guitar market comprises used instruments.

Platforms like Reverb.com have made buying and selling used guitars more accessible, contributing to a robust secondary market.

Maintenance and Upkeep:



- **Regular Maintenance:** Regular setups and maintenance are a key part of guitar ownership. Enthusiasts often seek professional luthiers for this, emphasizing the **importance of skilled craftsmanship** in the guitar community.

Guitars, especially well-made ones, can last for decades if properly maintained, making them valuable items for collection and investment.



The Opportunity

Documentation and Provenance



- **Demand for History:** With an increasing number of guitar collectors and enthusiasts, there's a growing demand for a reliable way to document the history and journey of each instrument.
- **Value Enhancement:** Documenting a guitar's history, especially for vintage and collected pieces, can significantly enhance its value.

Connecting Enthusiasts and Luthiers



- **Service and Repair Documentation:** *Riff tales* offers a platform where guitar servicing and modifications are meticulously recorded, fostering trust and credibility.
- **Community Building:** By connecting guitar owners with skilled luthiers, *Riff tales* fosters a community centered around the love for guitars.

Future of Guitar Ownership



- Digital Integration: *Rifftales* is a digital platform redefining trust and transparency in the guitar market. Just as **Carfax** transformed used car transactions, *Rifftales* is the future of guitar ownership and trading.



Market Size & Opportunity

- 10% of people play the guitar*
- Guitar collectors typically possess an average of 7 guitars each.
- Annually, around **20 million** guitars are sold, with 30-35% being pre-owned.
- An estimated **250 million** guitars worldwide are **undocumented and unregistered**.
- The target market begins with around 6,000 registered guitars annually, potentially increasing to 1 million (0.4% of market) by the fifth year.

*(USA, Europe, and Japan)

Telling the Untold Stories of Guitars



Rifftales is adding value to **guitar owners**, as well-documented guitar history increases trust and value in the resale market.

For **Luthiers**, *Rifftales* offers a platform display their work, receive reviews, and build reputation.

The secondary, but important target audience are the **guitar manufacturers**.

Rifftales enable manufacturers connection with their instruments and customers, fostering brand loyalty especially in the secondary market.

For Every Guitar Enthusiast

(Or - How It Works for Owners)



- ◆ Register & Detail Your Guitar (Single Guitar registry is \$7.99)
- ◆ Track its Journey (repairs, modifications, performances).
- ◆ Get Certified by Luthiers.
- ◆ Showcase or Sell with a Complete Story.



Craftsmanship Recognized

(Or - What's in it for luthiers)

- ◆ Register as a Certified Luthier - free of charge.
- ◆ Verify and Certify Guitars.
- ◆ Gain Exposure & New Clients.



Monetizing RiffTales

- ◆ One time registration fee for each guitar.
- ◆ Subscription models for premium features (setup and tuning tools).
- ◆ Ad revenues from guitar-related brands.
- ◆ Marketplace: Used equipment, Guitar teachers.

Rifftales Universe - Milestones



- Rifftales Core: Guitar History & Certification.
- Rifftales Academy: Learning & Development.
- Rifftales Marketplace: Buy, Sell, Exchange.
- Rifftales Community: Connect, Collaborate, Celebrate.
- Rifftales Gear: Merchandise & More.
- Rifftales Rewards: Loyalty Program.



Business Potential

Business Plan / Years		1	2	3	4	5	x
Investments							
Seed Funding		\$ 500,000					
Series A Funding			\$ 1,500,000				
Expected Expenses							
Customer Acquisition Cost (CAC)		\$ 8.00	\$ 6.00	\$ 5.00	\$ 3.50	\$ 3.00	\$ 2.50
Development (App & Web)		\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 300,000
Marketing & Sales		\$ 48,000	\$ 180,000	\$ 600,000	\$ 1,260,000	\$ 3,240,000	\$ 12,500,000
Operations (Salaries, Rent)		\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 2,000,000
Partnerships & Licensing		\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 500,000
Miscellaneous		\$ 50,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Total Expenses		\$ 548,000	\$ 630,000	\$ 1,050,000	\$ 1,710,000	\$ 3,690,000	\$ 15,800,000
Income Streams							
Reg Guitars		6,000	30,000	120,000	360,000	1,080,000	5,000,000
Guitar Registration Fees	\$ 8.00	\$ 48,000	\$ 240,000	\$ 960,000	\$ 2,880,000	\$ 8,640,000	\$ 40,000,000
Affiliate Sales/Ads		\$ -	\$ 10,000	\$ 20,000	\$ 50,000	\$ 100,000	\$ 555,556
Partnerships with Brands		\$ -	\$ 15,000	\$ 25,000	\$ 50,000	\$ 100,000	\$ 555,556
Total Income		\$ 48,000	\$ 265,000	\$ 1,005,000	\$ 2,980,000	\$ 8,840,000	\$ 41,111,111
Net Profit/Loss		\$ -	\$ 1,135,000	\$ (45,000)	\$ 1,270,000	\$ 5,150,000	\$ 25,311,111



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