



FlowForge

Your AI-powered freestyle rap practice partner. Master your flow, sharpen your skills, and unleash your creativity—anytime, anywhere.

The Problem

Aspiring Rappers Face Real Barriers

- Constant writer's block kills momentum
- Limited access to quality practice beats
- No consistent practice partner available
- Struggle to stay on-beat and maintain flow
- Lack tools to track progress and improve



Our Solution



Curated Beat Library

15-20 free-to-use beats, pre-analyzed for BPM and ready to flow.



On-Beat Word Generator

Visual prompts appear perfectly timed to challenge your creativity.



Record & Review

Capture your sessions, listen back, and share your best work.

FlowForge is your personal 24/7 cypher partner—combining beats, prompts, and recording in one seamless browser experience.

Target Market

"The Aspiring Artist"

Demographics: Ages 16-24, students or early career, urban/suburban areas

Behavior: Posts freestyles on TikTok and Instagram daily, dreams of music career, values authenticity and skill

Pain Points: Writer's block, limited beat access, no consistent practice partner, struggles with timing

"The Hobbyist Rapper"

Demographics: Ages 25-35, full-time job, hip-hop enthusiast

Behavior: Freestyles for fun and creative outlet, wants to impress friends

Pain Points: Needs engaging, game-like practice tool for stress relief





Market Opportunity

\$1...

Total Addressable Market

Global digital music creation and learning market

\$1....

Serviceable Addressable Market

Mobile/web music tools within hip-hop genre

\$1....

Target Revenue (Year 3)

Capturing 1% of SAM in key English-speaking markets (15M euros)

Competitive Advantage

vs. RapChat

Their weakness: Basic practice tools, not focused on real-time skill-building

Our edge: Guitar Hero-style gamified approach with visual, on-beat prompts

vs. YouTube Type Beats

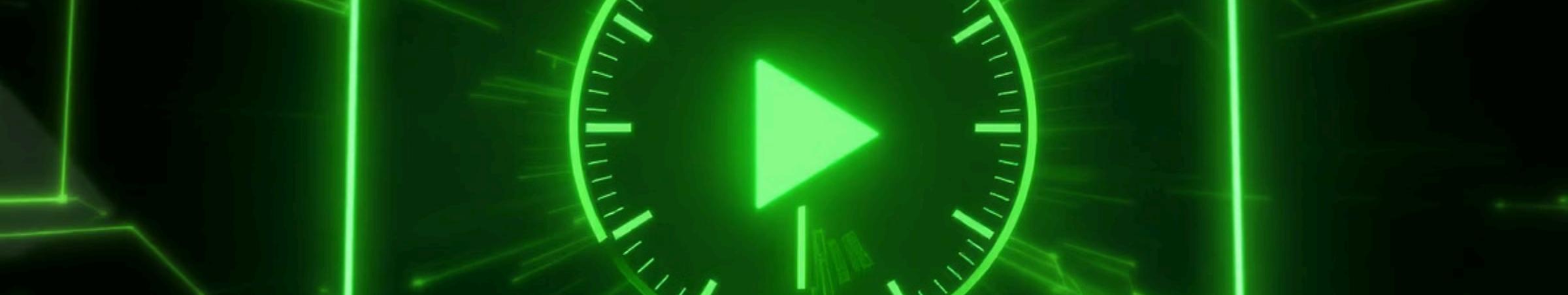
Their weakness: Completely non-interactive, requires multiple apps

Our edge: All-in-one integrated environment—beat, prompt, and recorder seamlessly combined

vs. RhymeZone

Their weakness: Static reference tool, useless for freestyling

Our edge: Built for spontaneous, on-beat creation focusing on flow and timing



Revenue Model

Free Tier

Ad-supported access to core features

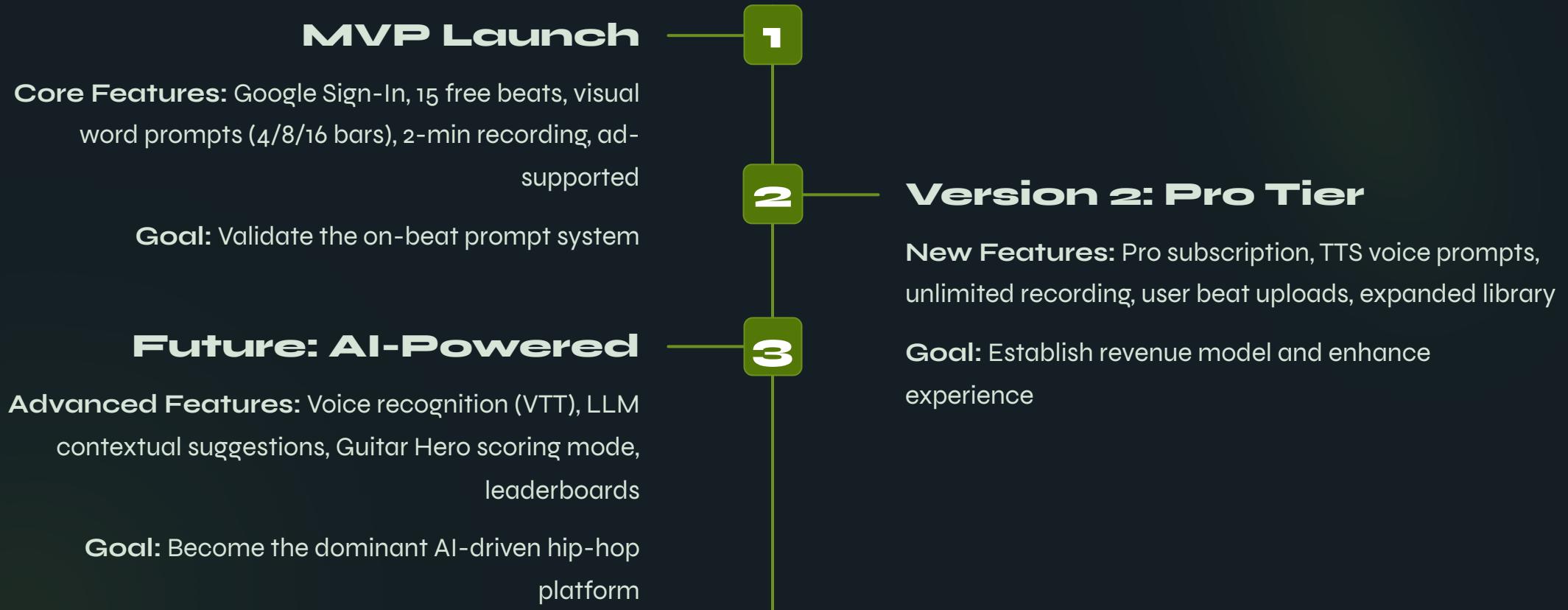
- 10-15 starter beats
- Basic word generator
- 2-minute recording limit
- Banner ads (Google AdSense)

FlowForge Pro

\$4.99/month or \$49.99/year

- Ad-free experience
- 100+ beat library
- Unlimited recording time
- Advanced AI features (V2)
- Upload your own beats (V2)
- TTS voice prompts (V2)

Product Roadmap



Technology Stack



Frontend & Backend

Next.js (React/Node.js) with TypeScript for unified web-first development



AI Service (V2)

Python (FastAPI) for VTT, TTS, and LLM integration via Google Cloud APIs



Data & Storage

PostgreSQL for user data, **Google Cloud Storage** for audio files



Hosting & DevOps

Vercel for Next.js deployment, **Google Cloud Platform** for supporting services



Empowering Every Artist to Find Their Flow

FlowForge transforms practice into performance. Join us in fostering the next generation of lyrical talent.