

# Outpost4 Studio

## Nocturne Pro Pitch

**October 2024**

# About Us

**Outpost4 is a design studio specialized in creating games and interactive content. After completiong a major cross-platform app development cycle for a Fortune 5300 company.**

**Now we are preparing to create a new quest lifestyle app based on our first prototype, Nocturne.**

**O U T P O S T 4**

## **Kyle Brown-Watson**

CEO

Kyle Brown-Watson is a writer and game designer. He has over ten years of experience in commercial video production and photography, working with brands like Refinery 29, Afropunk, and Red Bull.

## **Spencer Hargiss**

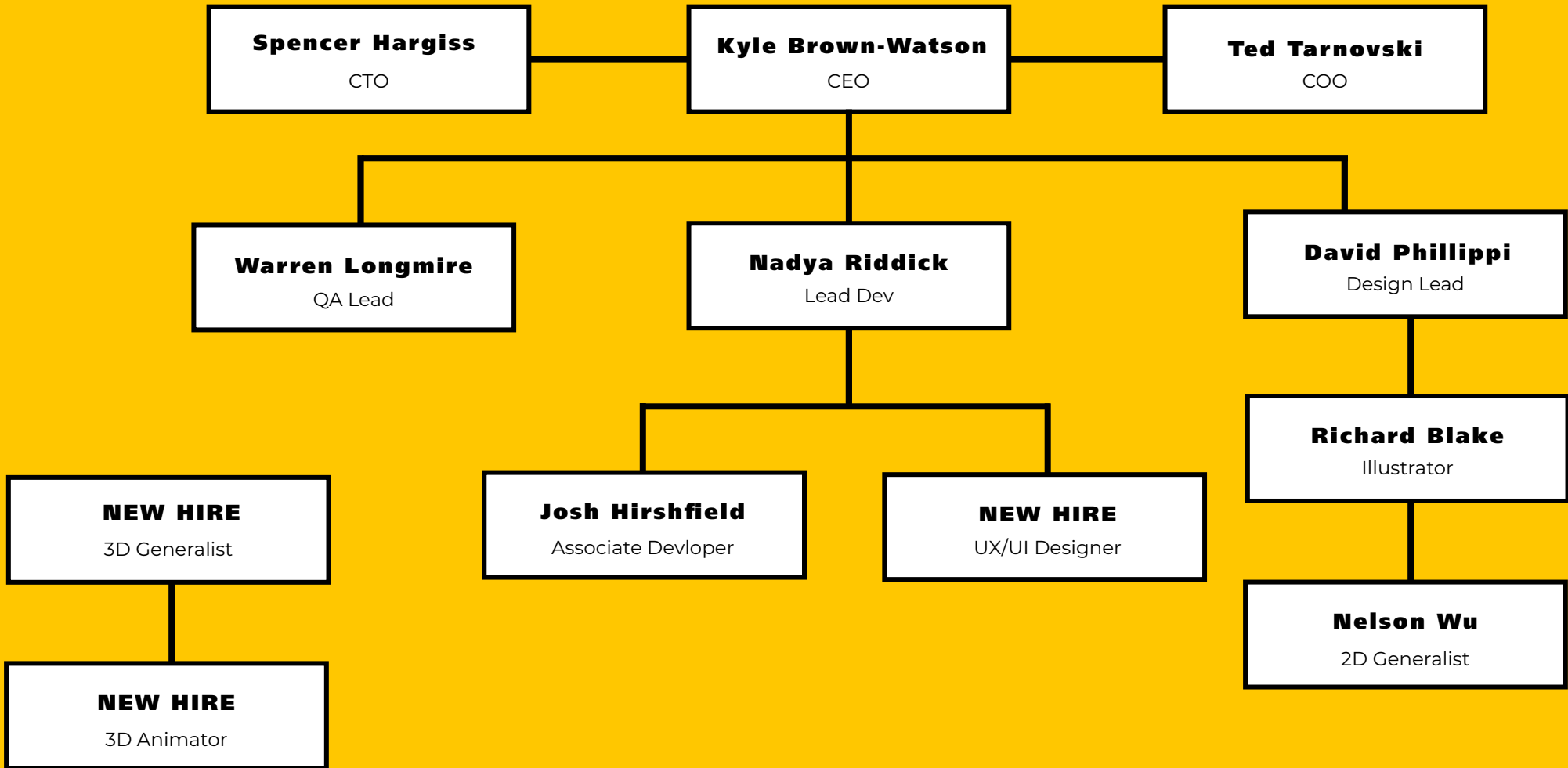
CTO

Spencer Hargiss earned his degree in multimedia from the University of the Arts. His technical background is in Unity and web development. Spencer has been instrumental in developing innovative projects across various platforms.

## **David 'Ted' Tarnovski**

COO

Ted Tarnovski is the Lead Producer at Outpost4 Studio. A graduate of Rowan University in 2013 with a B.A. in Radio, Television & Film, Ted applies his film production experience with Agile and Waterfall software development methodologies.



# Nocturne Pro

## The Expressive power of a Theremin

Nocturne Pro will enable an **unprecedented level of expressive control**. The power of motion tracking opens up new possibilities for digital music creation and performance.

## The Flexibility of a Synthesizer

The tone quality of the instrument will be **fully customizable** with adjustable synth parameters and a wide variety of preset timbres.

## The Simplicity of a keyboard

Nocturne will be easy to sound great by providing **clever visual and haptic feedback**.

## Hand Tracking

We're delivering an experience only possible with Meta's superior low-latency hand tracking.

By utilizing this higher standard we are going to create a music app with a level of sophistication that's simply not possible on Apple's Vision Pro.

## Mixed Reality

Nocturne Pro will combine the musician's real space with the virtual keyboard.

Musicians can combine their physical and virtual instruments together with ease.

## Tone Transfer

Using technologies like DDSP (Differentiable Digital Signal Processing), Nocturne will reproduce the sound of real instruments using AI.

# Feature Comparison

Nocturne Pro will have a unique combination of features.

	Nocturne	VRtuoso	PatchXR	SynthVR	PianoVision	Paradiddle
Continous Pitch Scale	Yes	Yes	Yes	Yes	No	No
Low Latency	Yes	Yes	Yes	No	Yes	Yes
Custom Synth Patches	Yes	No	Yes	Yes	No	No
Play-Along Notes	Yes	Yes	No	No	Yes	Yes
Hand Tracking	Yes	Yes	No	Yes	Yes	No
Mixed Reality	Yes	Yes	Yes	No	Yes	Yes
MIDI	Yes	Yes	Yes	Yes	Yes	No
Audio Export	Yes	No	Yes	Yes	No	No
Drums	Yes	Yes	Yes	No	No	Yes
Reactive Environment	Yes	Yes	Yes	Yes	No	Yes
Audio Import	Yes	Yes	Yes	No	No	Yes
Haptic Intonation	Yes	No	Yes	No	No	No
Wide Octave Range	Yes	No	Yes	No	Yes	No
Continous Amplitude	Yes	Yes	Yes	No	No	No
Training Excercises	Yes	No	No	No	No	Yes



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## **User Outreach and Aquisition**

**We must introduce the world to Nocturne Pro and establish it as the premier virtual music production application available on mixed reality devices. The name 'Nocturne' will become synonymous with the creative mixed reality workspace of the musician.**

## **User-Generated Content**

**Our Community Management Plan will include a robust UGC strategy which will promote video and audio content created by users in Nocturne. Utilizing the Meta Quest's Mixed Reality Capture, Nocturne users (including paid influencers) will be able to record their entire creative process, enabling them to showcase their workflow, create music tutorials and broadcast live performances.**

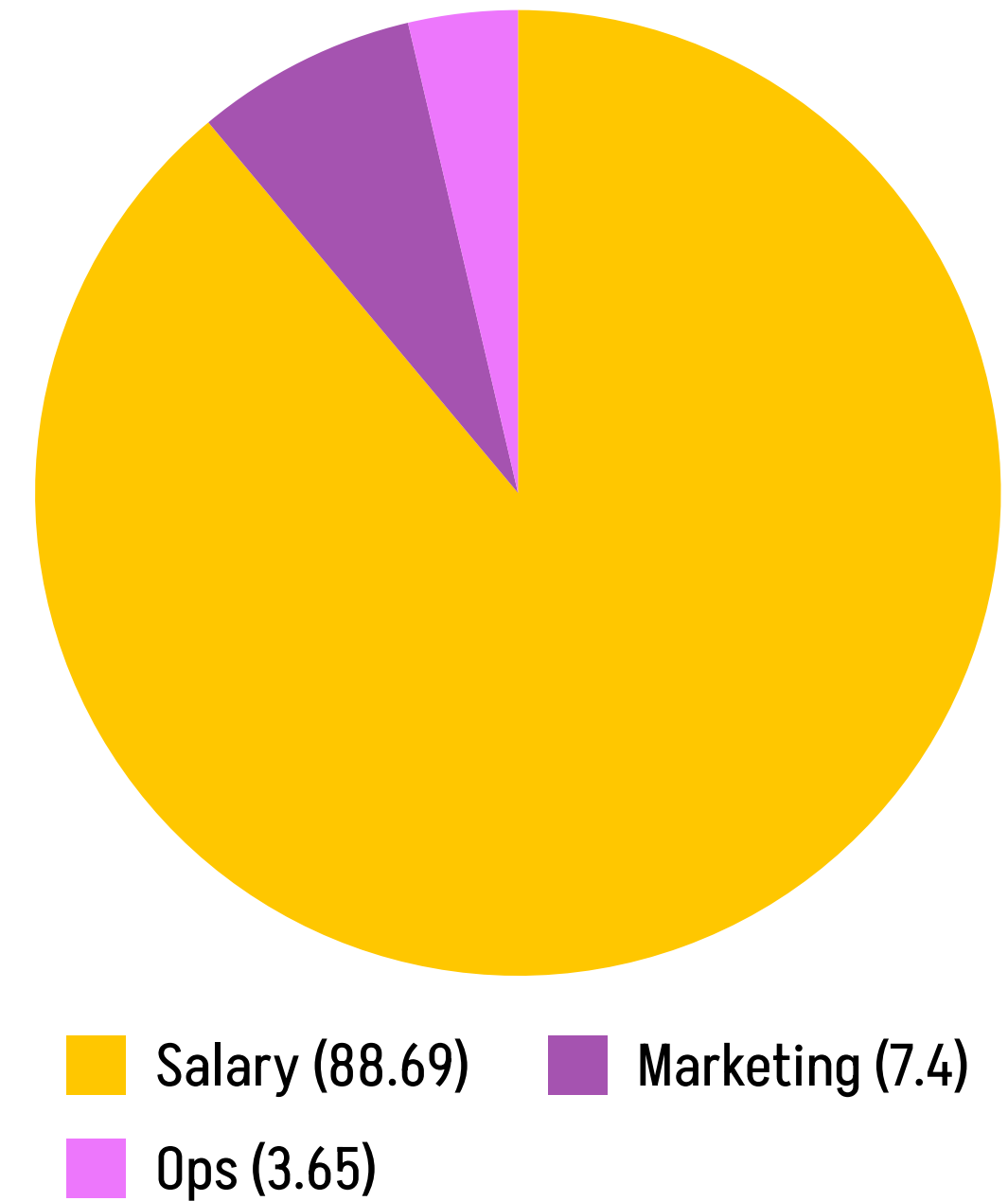
## **A New Standard In Virtual Music**

**Our ultimate goal is to apply our understanding of the needs of musicians to create a tool that becomes indispensable to the virtual musician.**

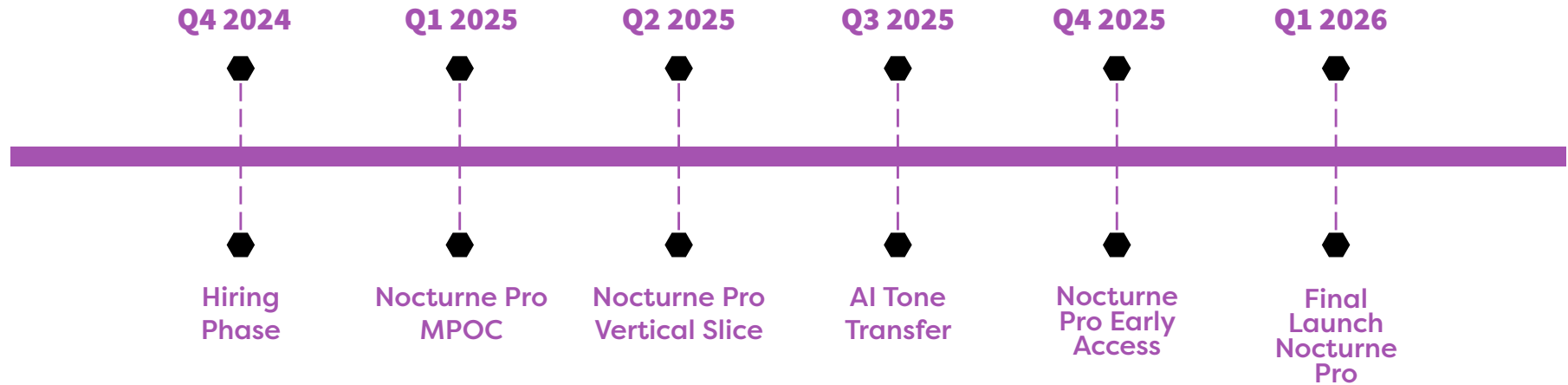
# 6-Month Meta Funding Request:

## **\$575k** Investment

- 1. Salaries and Talent Acquisition: **\$510,000**
- Founders: \$120,000
  - *Founders: \$40,000 x3*
- Design Team: \$130,000
- UI/UX Designer: \$45,000
- Development Team: \$90,000
  - *Senior Developers: \$45,000 x2*
- QA Lead: \$45,000
- 3D Artists: \$80,000
  - *Senior 3D Artist: \$45,000 x1*
  - *Junior 3D Artist: \$40,000 x1*
- 2. Operational Costs: **\$21,000**
  - *Monthly Operational Costs: \$3,500 x6*
- 3. Marketing and User Acquisition: **\$43,000**
  - *Community Manager: \$33,000 x1*
  - *Professional Musician Consultation: \$10,000*

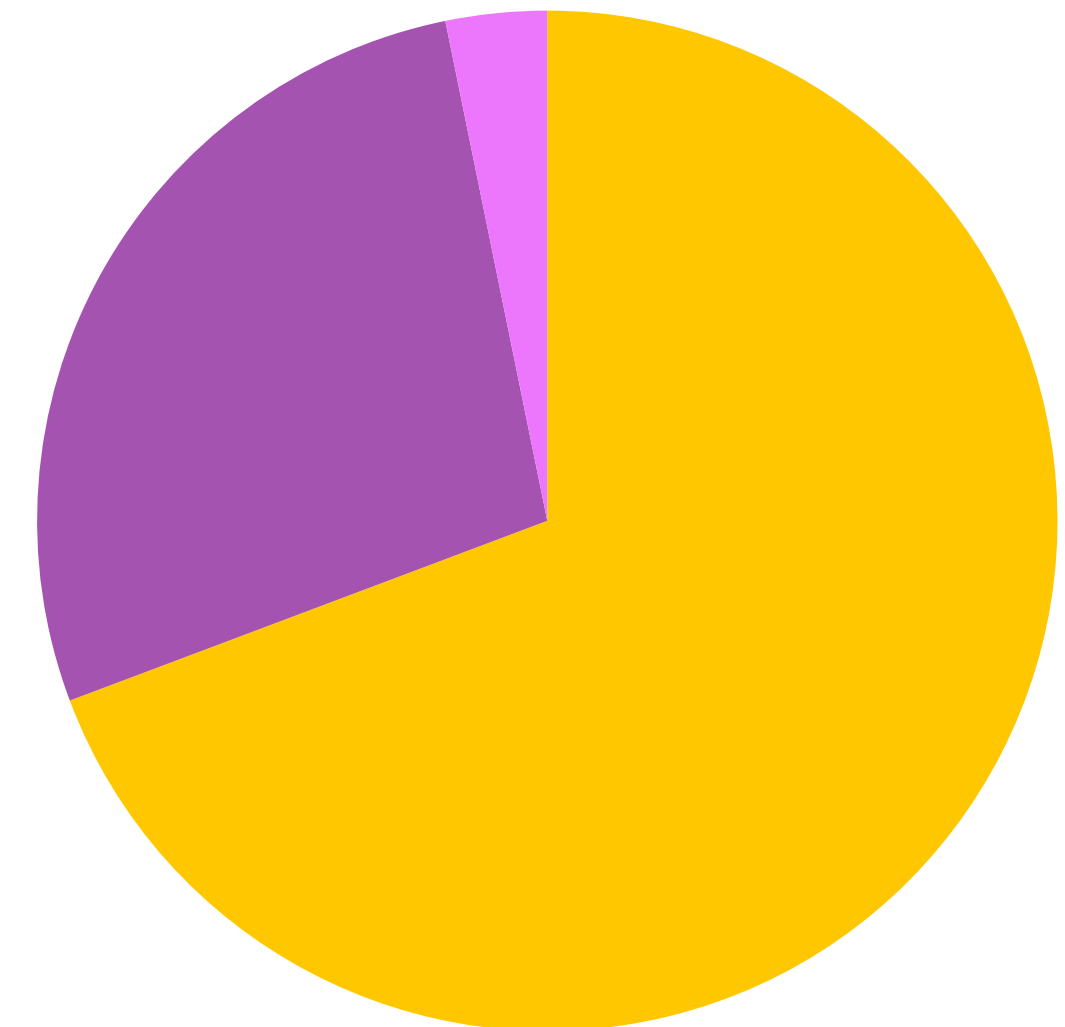


# 04 Development Timeline



# Total Development Cost: **\$1.3M** Investment

- 1. Salaries and Talent Acquisition: **\$1,000,000**
  - Founders: \$240,000
    - *Founders: \$80,000 x3*
  - Design Team: \$260,000
  - UI/UX Designer: \$90,000
  - Development Team: \$180,000
    - *Senior Developers: \$90,000 x2*
  - QA Lead: \$90,000
  - 3D Artists: \$160,000
    - *Senior 3D Artist: \$90,000 x1*
    - *Junior 3D Artist: \$80,000 x1*
- 2. Operational Costs: **\$42,000**
  - *Monthly Operational Costs: \$3,500 x12*
- 3. Marketing and User Acquisition: **\$225,000**
  - *Community Manager: \$65,000 x1*
  - *Influencer Marketing Budget: \$50,000 x1*
  - *Advertising Budget: \$90,000 x1*
  - *Professional Musician Consultation: \$20,000*



■ Salary (69.2)      ■ Marketing (27.5)  
■ Ops (3.2)





**end**