



**ULab.**

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## WOW MUSIC

Wow keyboard allows any mobile application to create, send and play image or video messages accompanied by 30-second music clips. The app leverages the vast music databases of iTunes and Amazon. SDK license shares the revenue when the end user purchases the whole tune.

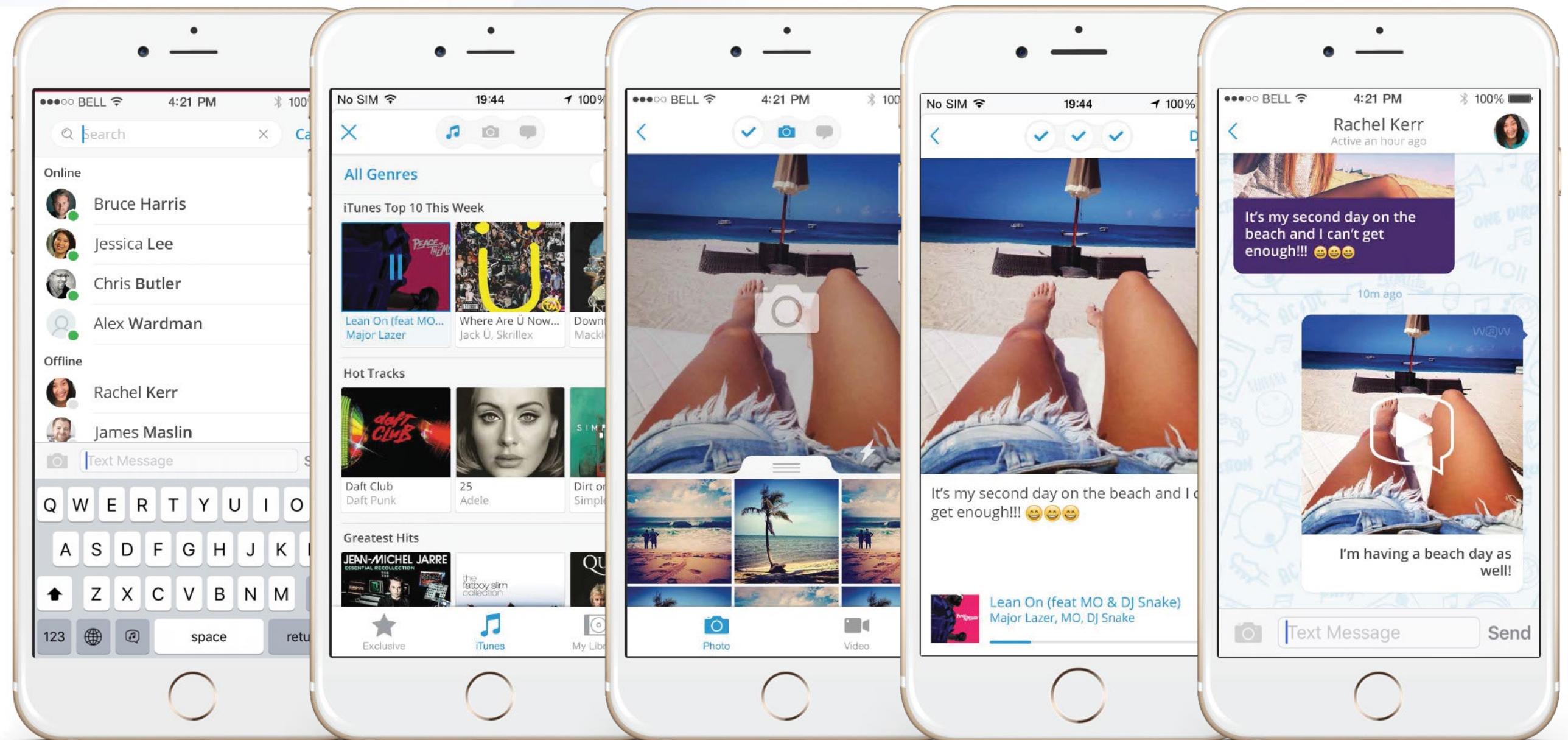


Welcome



## USER JOURNEY

The end user can search the iTunes library using keywords, selecting a category or using the music already stored on the phone. User can complement the message with imagery and apply creative visual filters.



Initiate the communication

Select song from iTunes or Amazon

Add visual effect to a desired image

Add text to WOW message

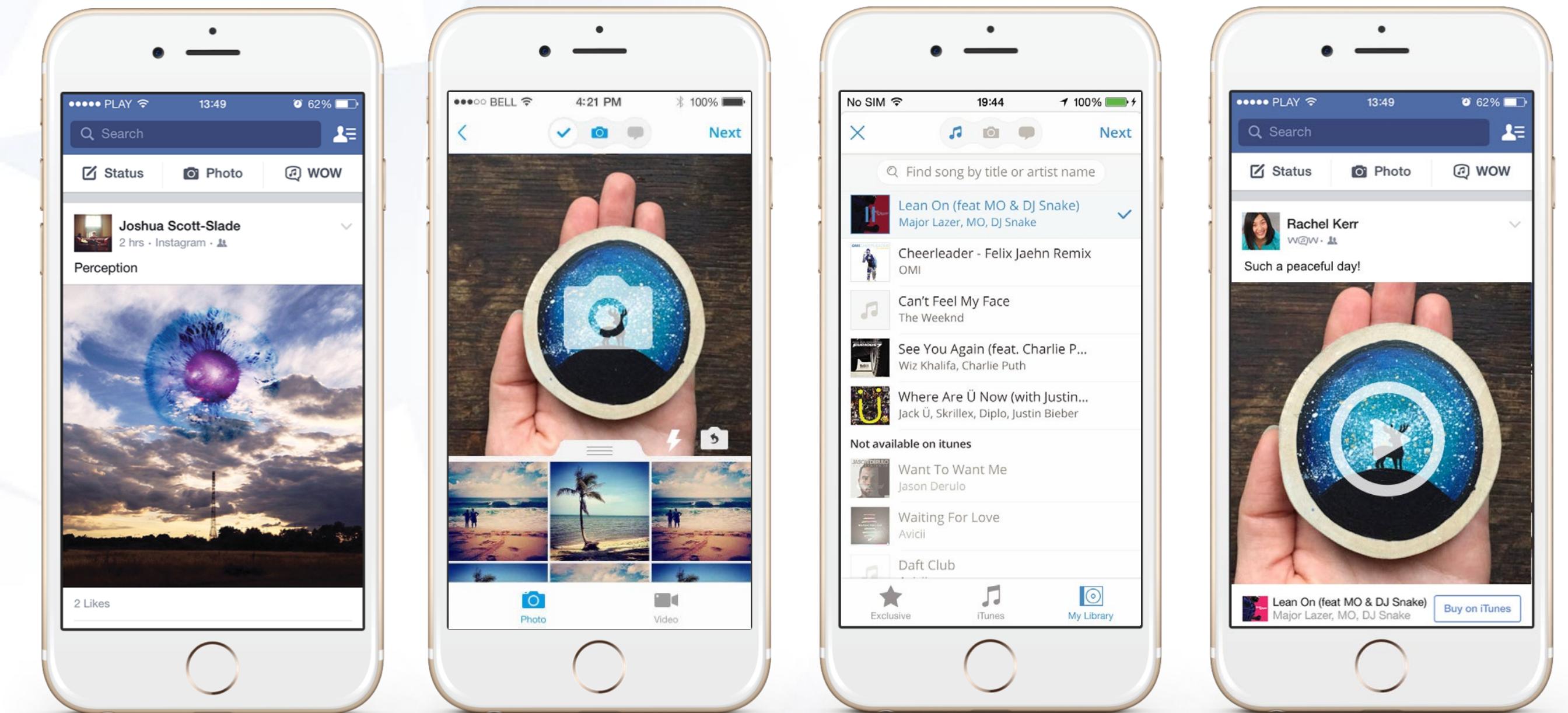
Receiver can play the song and buy it from iTunes or Amazon



SDK

## FACEBOOK

WOW Keyboard allows integrating the WOW flow into social media apps such as Facebook. Just add the WOW button in the app and the WOW creation flow will be provided by the SDK. The message will be shared to recipient's Facebook wall.



Click on WOW Canvas App in Facebook

Add effect to the selected image

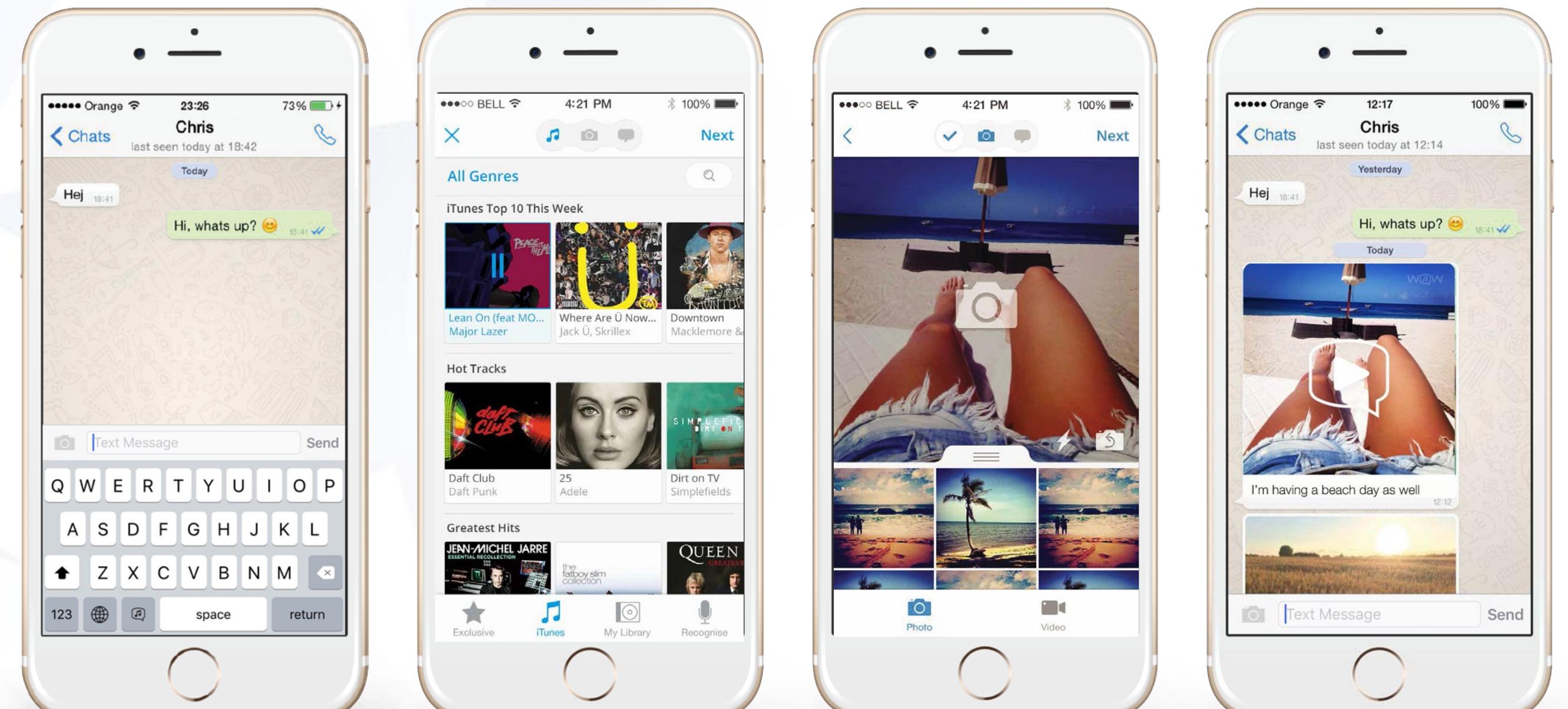
Select song

Users can play the music and buy the song directly on Facebook



## WHATAPP

Likewise messaging apps such as WhatsApp can add a WOW button to generate WOW messages and deliver them to others. SDK user shares the revenue if the end users purchase the whole track.



Open WhatsApp conversation

Select song

Select an image

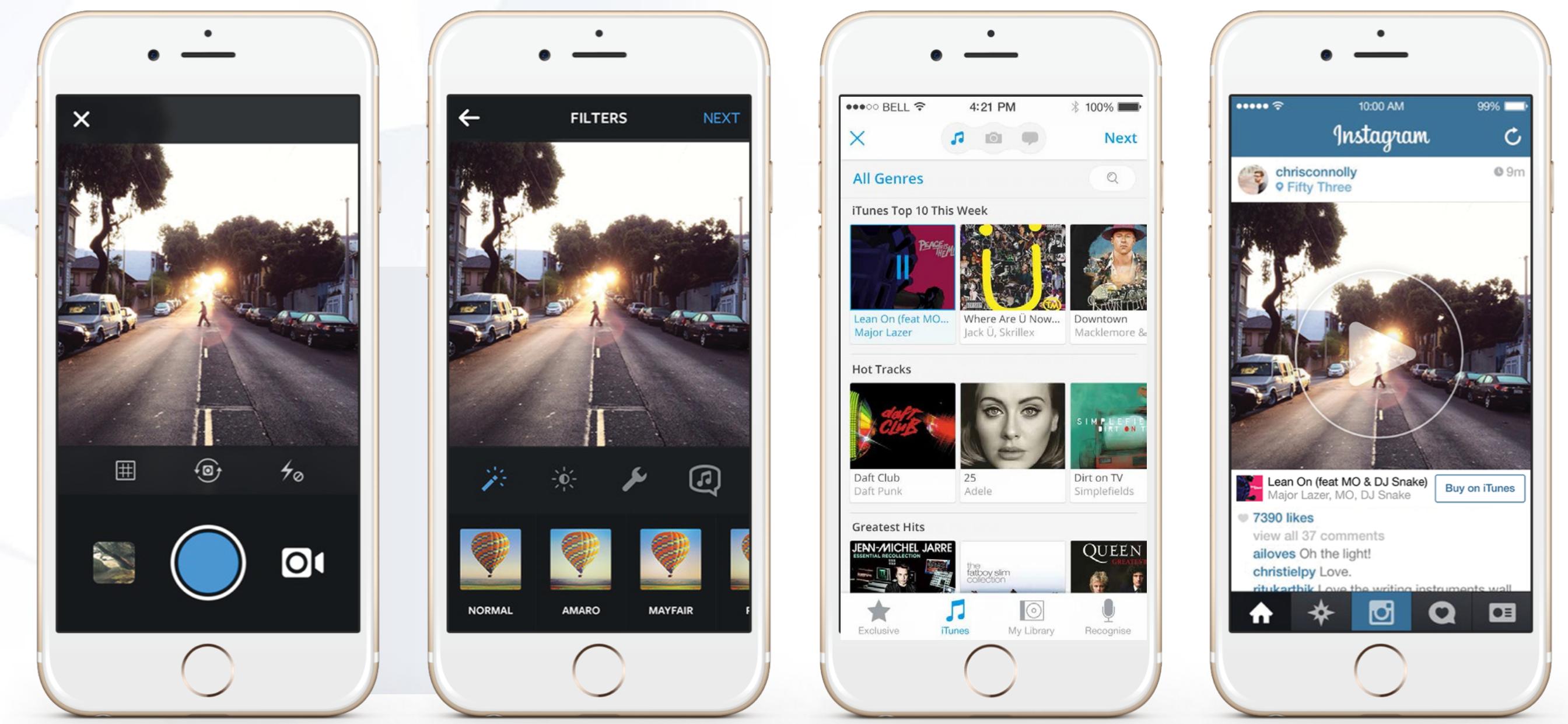
Friends can play the song  
and buy the song from  
iTunes or Amazon



SDK

## INSTAGRAM

Similarly WOW button can be added as an optional step to Social Photo sharing services. The flow can be configured to select image or music first depending on the application needs.



Take a picture with Instagram

Select WOW on the edit screen

Select song

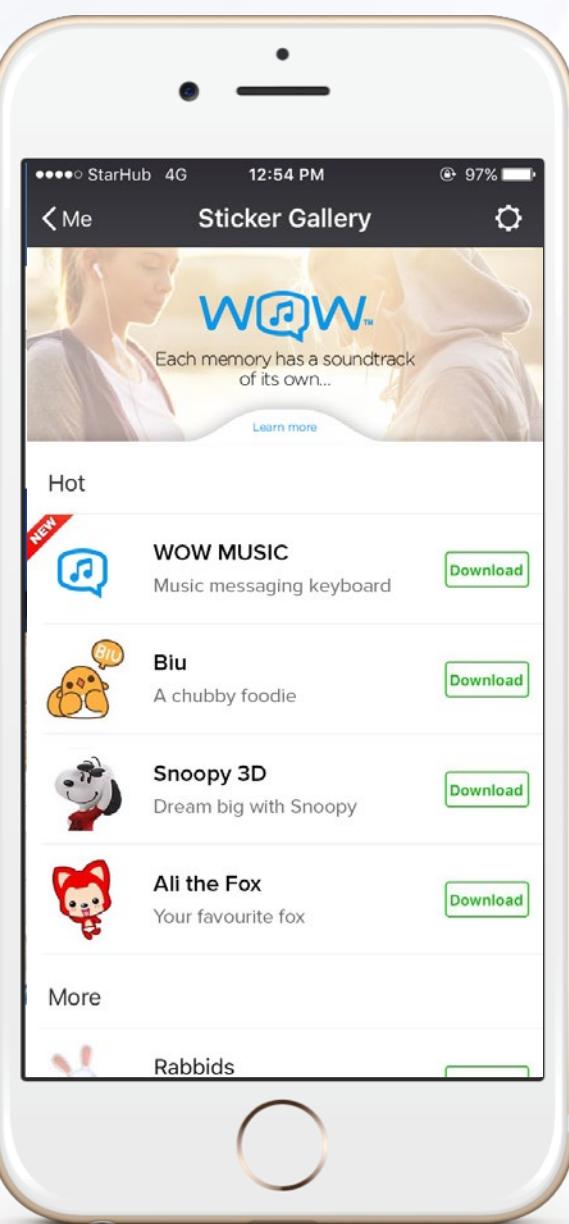
Friends can play the song  
and buy the song from  
iTunes or Amazon



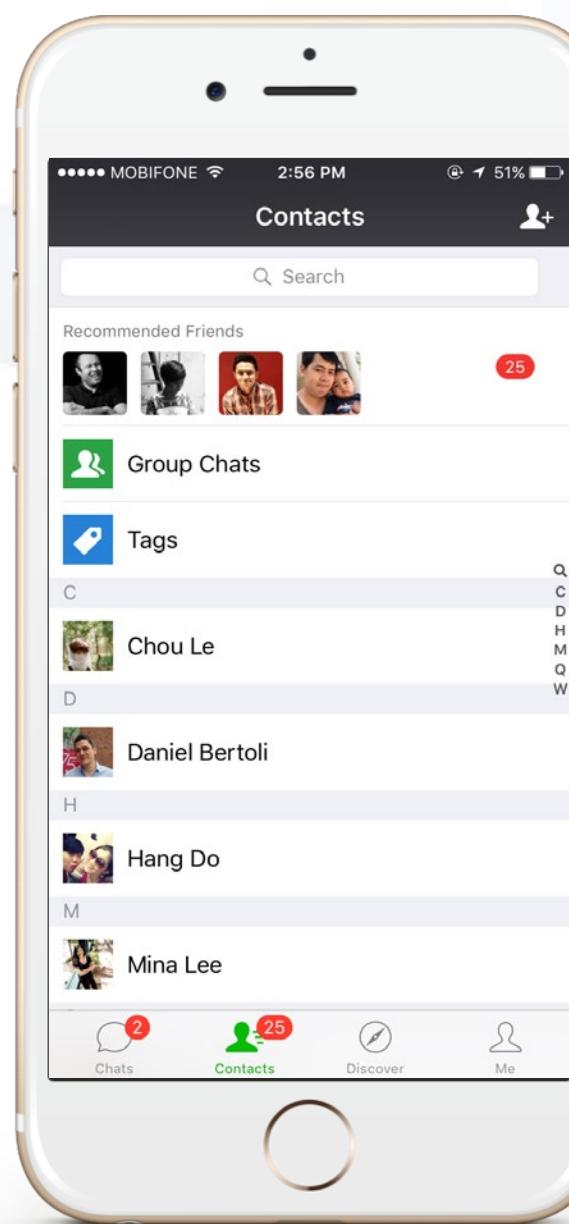
SDK

## WECHAT

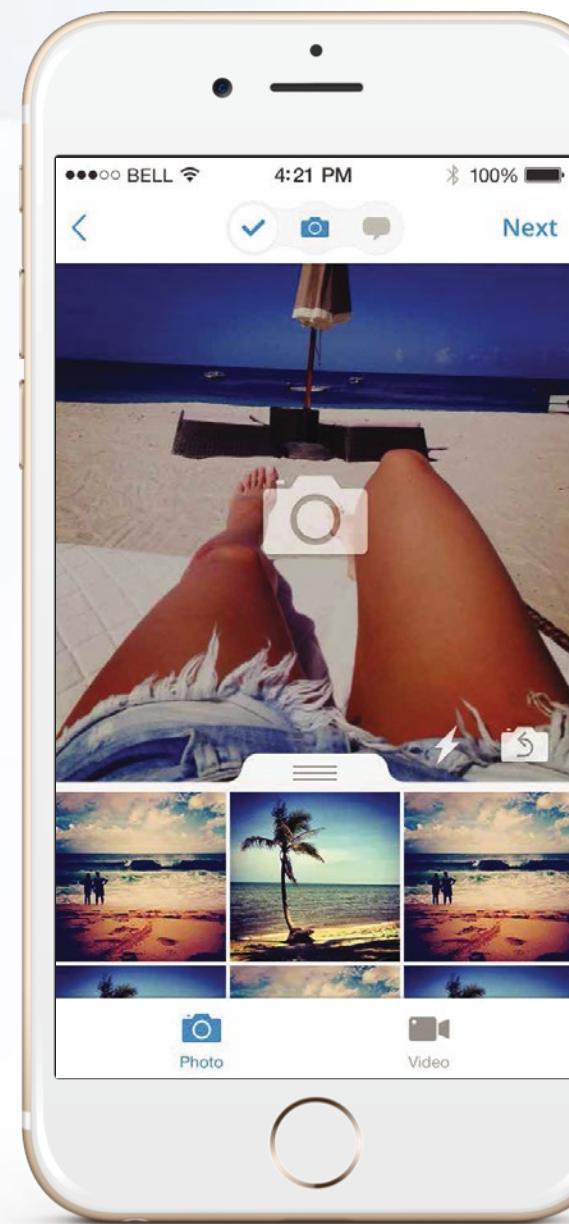
SDK allows integrating the WOW flow into social media apps such as Wechat. Just add the WOW button in the app and the WOW creation flow will be provided by the SDK. The message will be shared to recipient's Wechat.



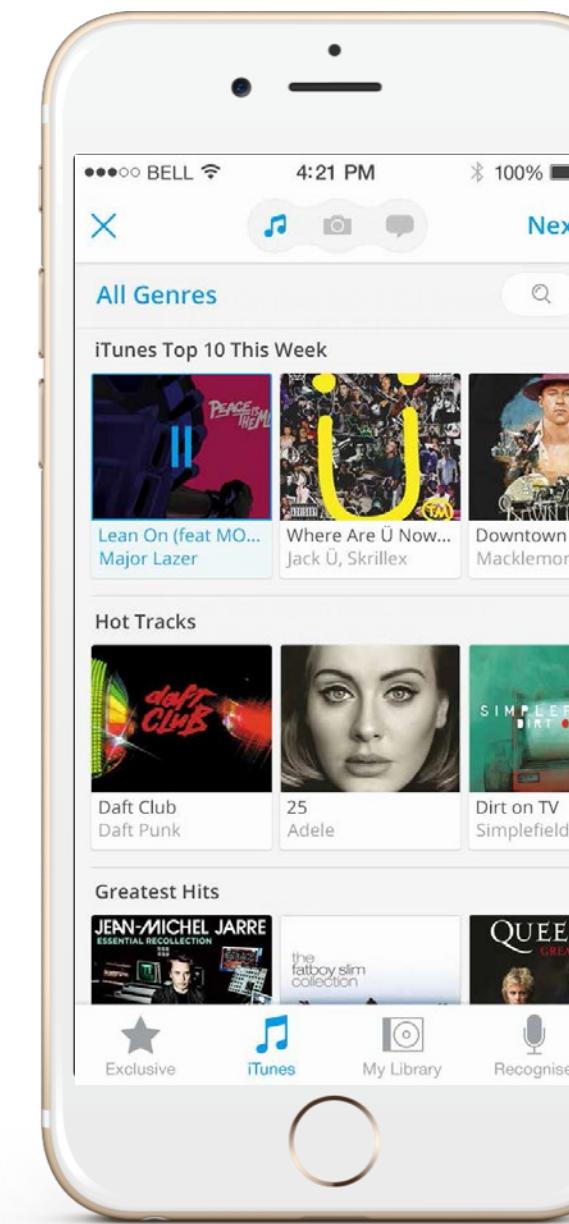
Download Wow Music from WeChat



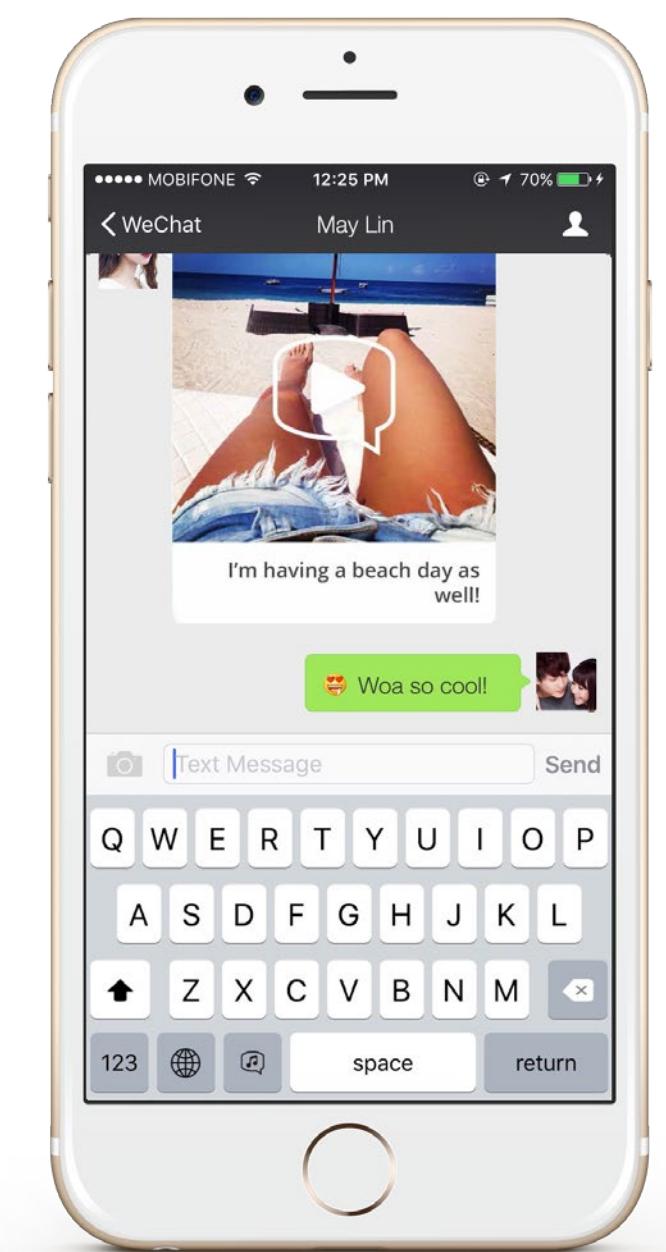
Initiate the communication



Select an image



Select song

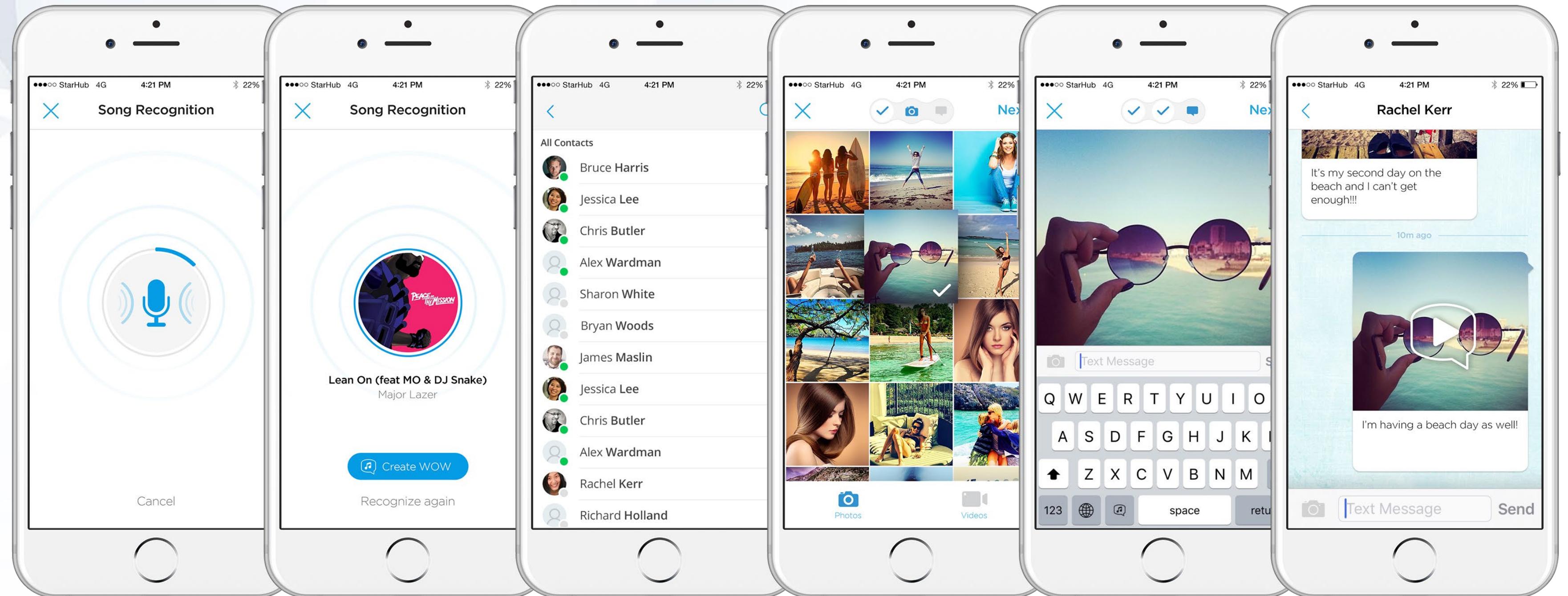


Friends can play the song and buy the song from iTunes or Amazon



## Music Recognition

- CD Recognition
- Digital File Recognition
- Stream Recognition



Tap mic to identify song

Song recognised,  
create WOW

Select contact to start  
conversation

Add image or  
video

Type your message

Receiver can listen to  
song when they  
received message by  
click on WOW



Affiliate Program

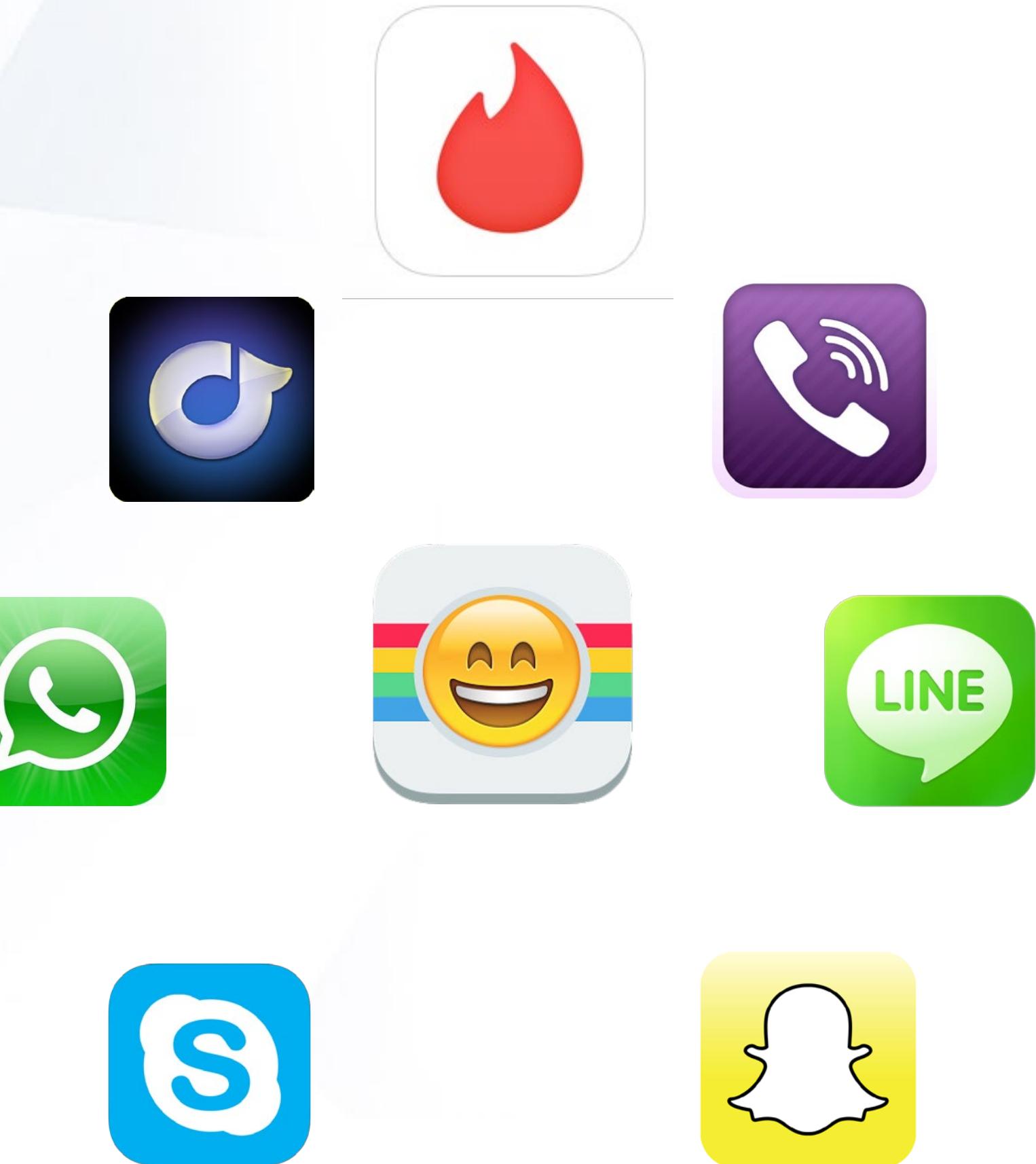
## WOW AFFILIATE PROGRAM

**Sign up for WOW affiliate program to generate profit.**

- SDK is available to integrate for free.
- iOS and Android platforms are supported.
- The flow can be customised to fit into various scenarios (social media / messaging / photos).
- The SDK user can brand the flow with own color palette.
- Tunes can be purchased from iTunes and Amazon.
- Members of the WOW affiliate program receive a 50% share on each track the end users purchases.



amazon.com®

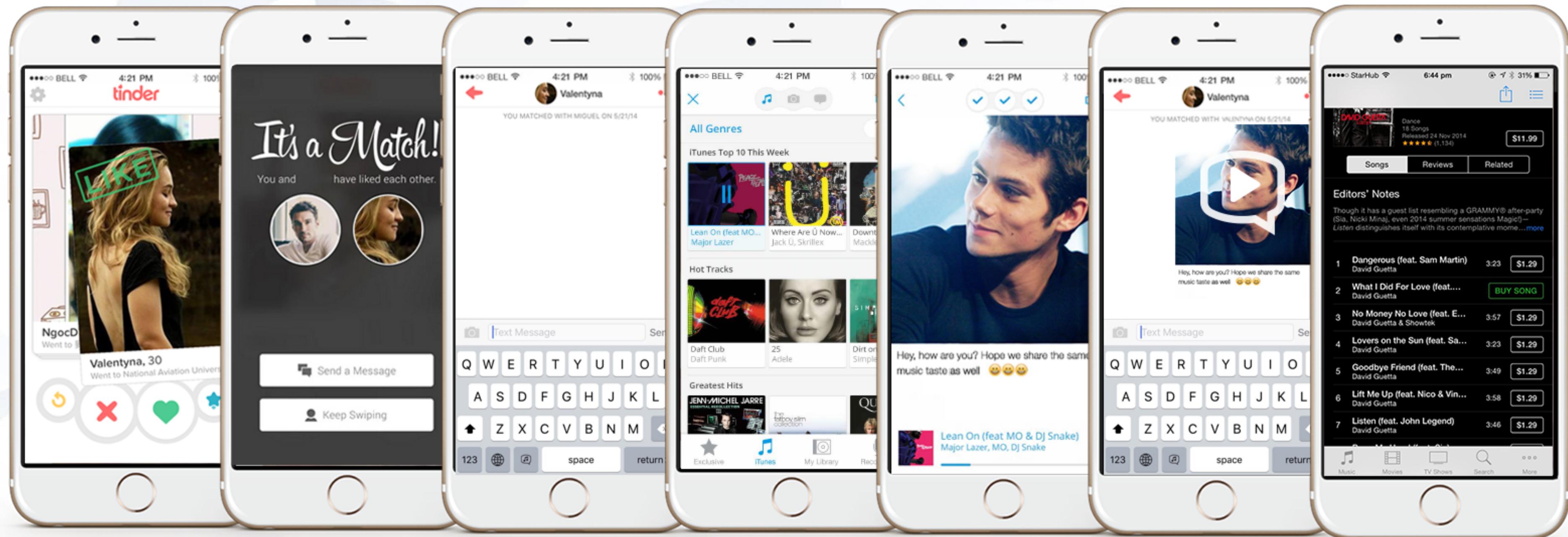




Affiliate Program



## 50% REVENUE SHARE ON MUSIC PURCHASE FROM ITUNES AND AMAZON



Open Tinder app

Find your match

Send a Message and  
click on the icon to  
launch WOW keyboard

Select Song

Add text to your  
WOW message

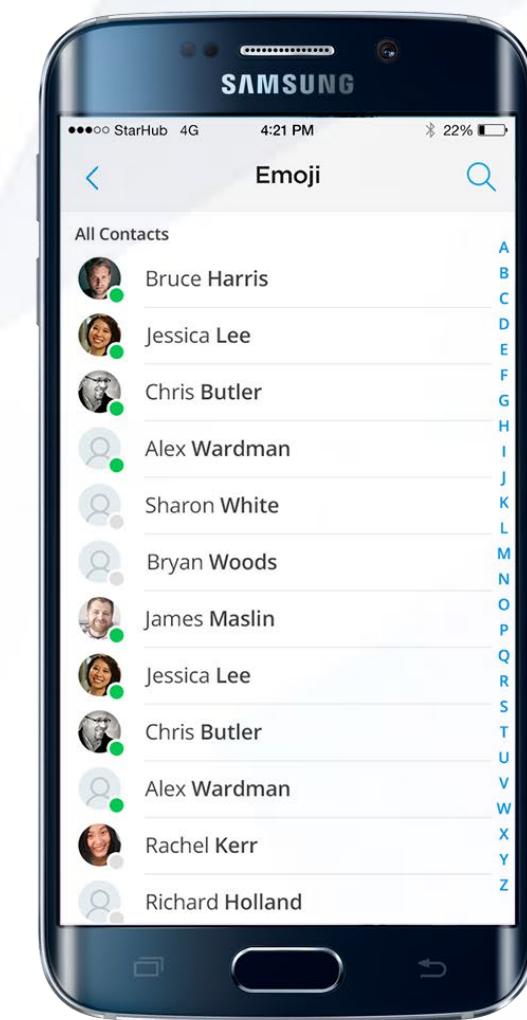
Your match can play the  
music and buy the song from  
iTunes or Amazon.

User buy the song from  
iTunes or Amazon and  
affiliate receive 5% of  
the transaction

10



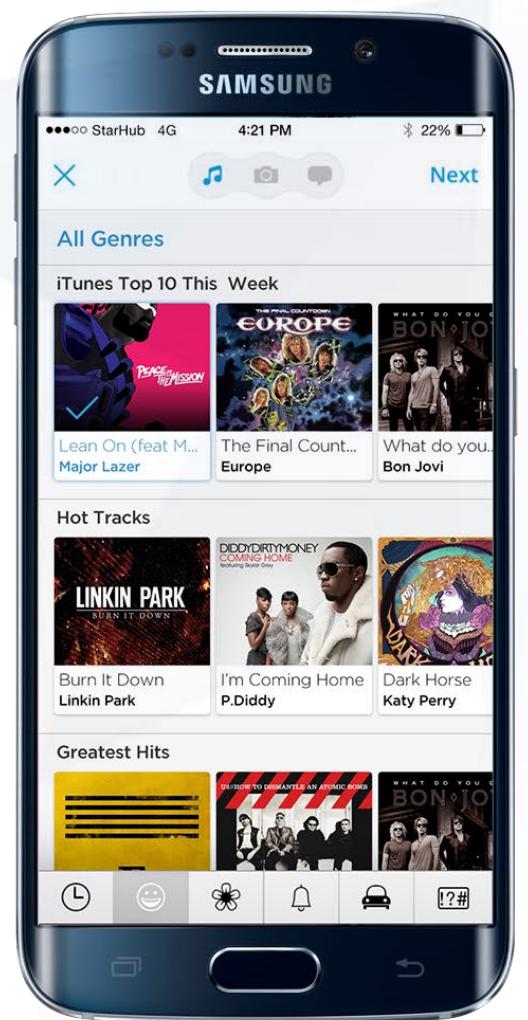
## 50% REVENUE SHARE ON MUSIC PURCHASE FROM ITUNES AND AMAZON



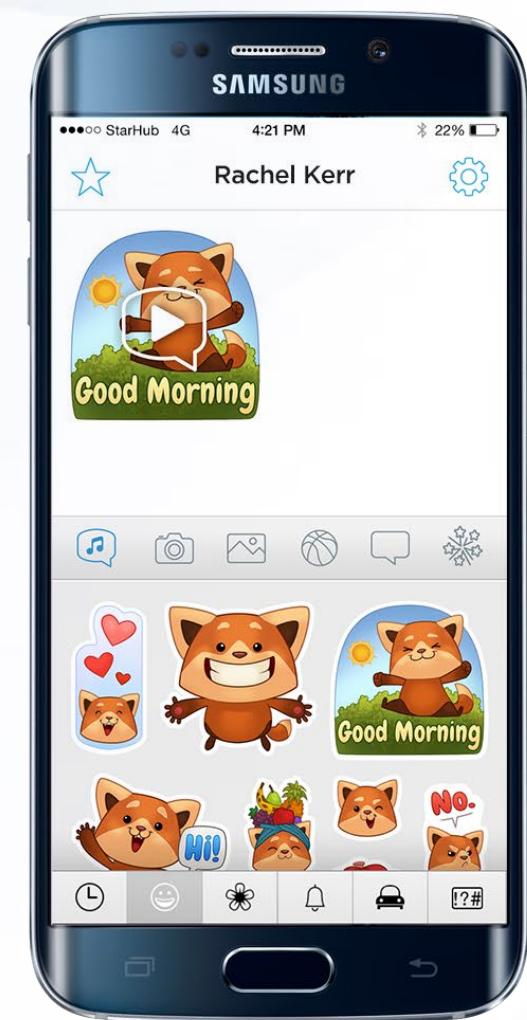
Open Emoji App and select contact to start conversation



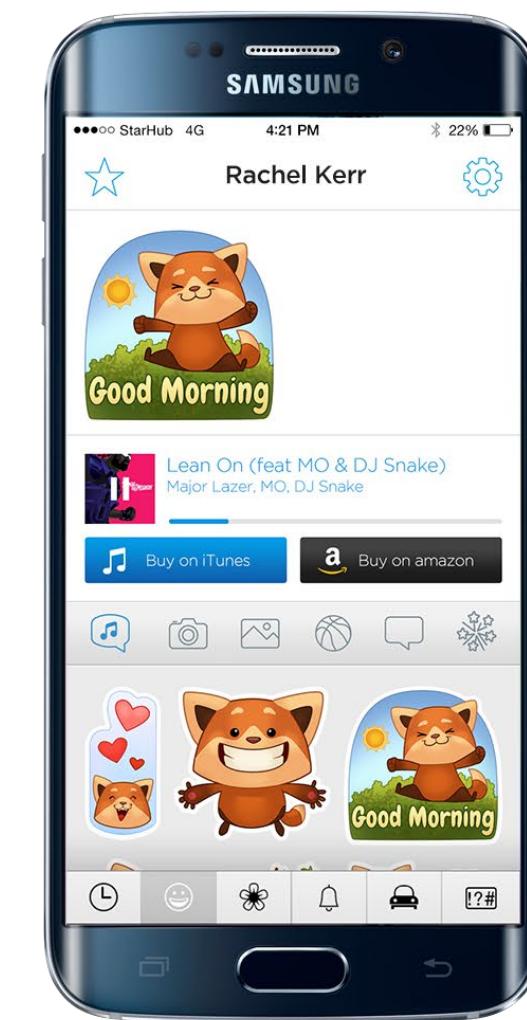
Tap on WOW icon to start select song from iTunes or Music Library



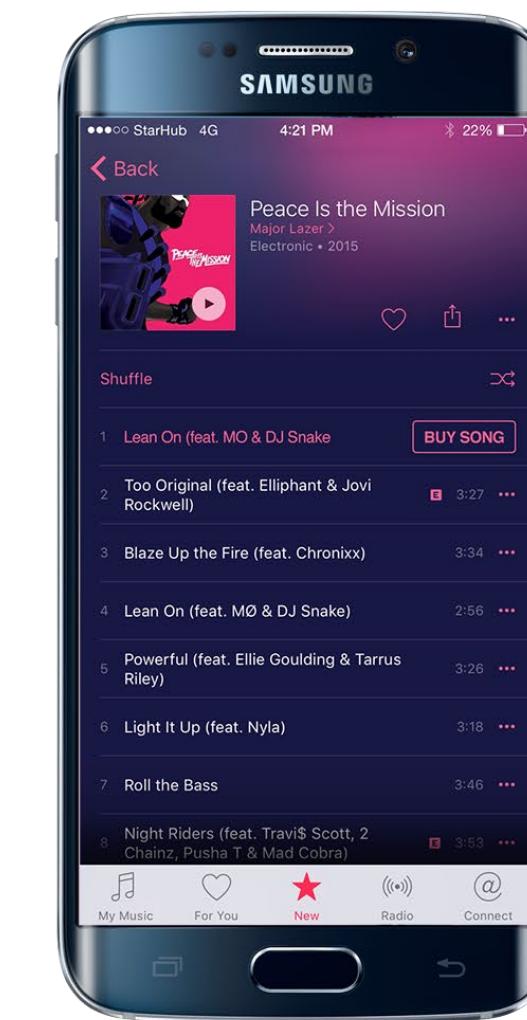
Select song from iTunes or Music Library from iPhone



Add Emoji to your WOW message



Receiver can listen to song and buy the song from iTunes or Amazon.



User buy the song from iTunes or Amazon and affiliate receive 5% of the transaction



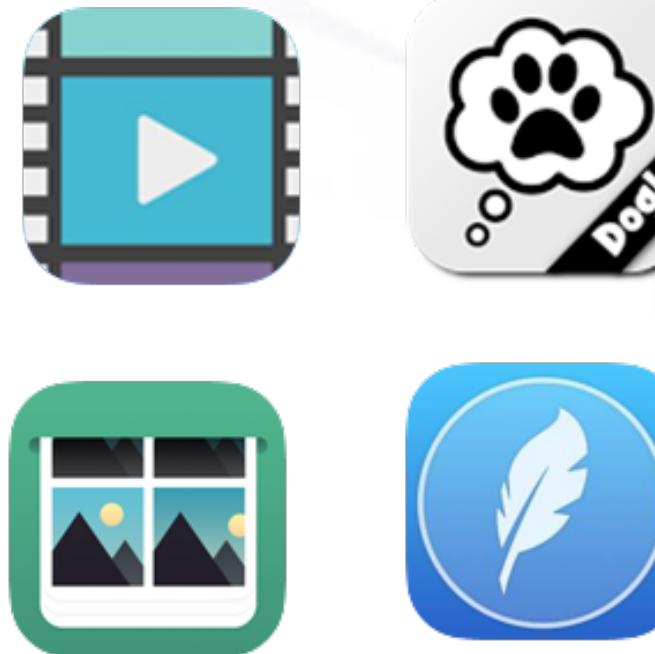
## M&A

Raising \$1M to acquire apps and instantly reach critical mass



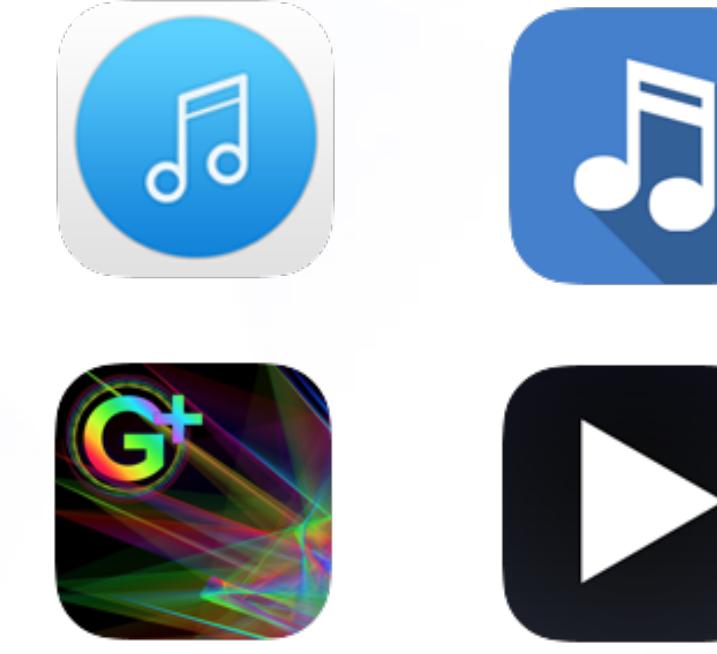
Total acquisition amount: \$790,200

Total active users last 6 months: 28,248,041



### Messaging

Users last 6 months: 856,129  
Amount: \$51,200



### Music Player

User last 6 months: 1.9M  
Amount: \$324,000



### Keyboard Apps

User last 6 months: 5,491,912  
Amount: \$415,000

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# THANK YOU

If you have any enquiries, please feel free to contact us using the following contact or simply drop us an email.

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