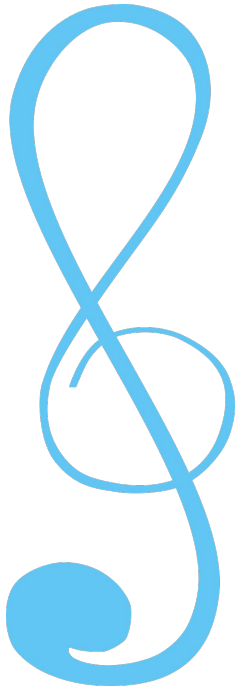
SONGWISE

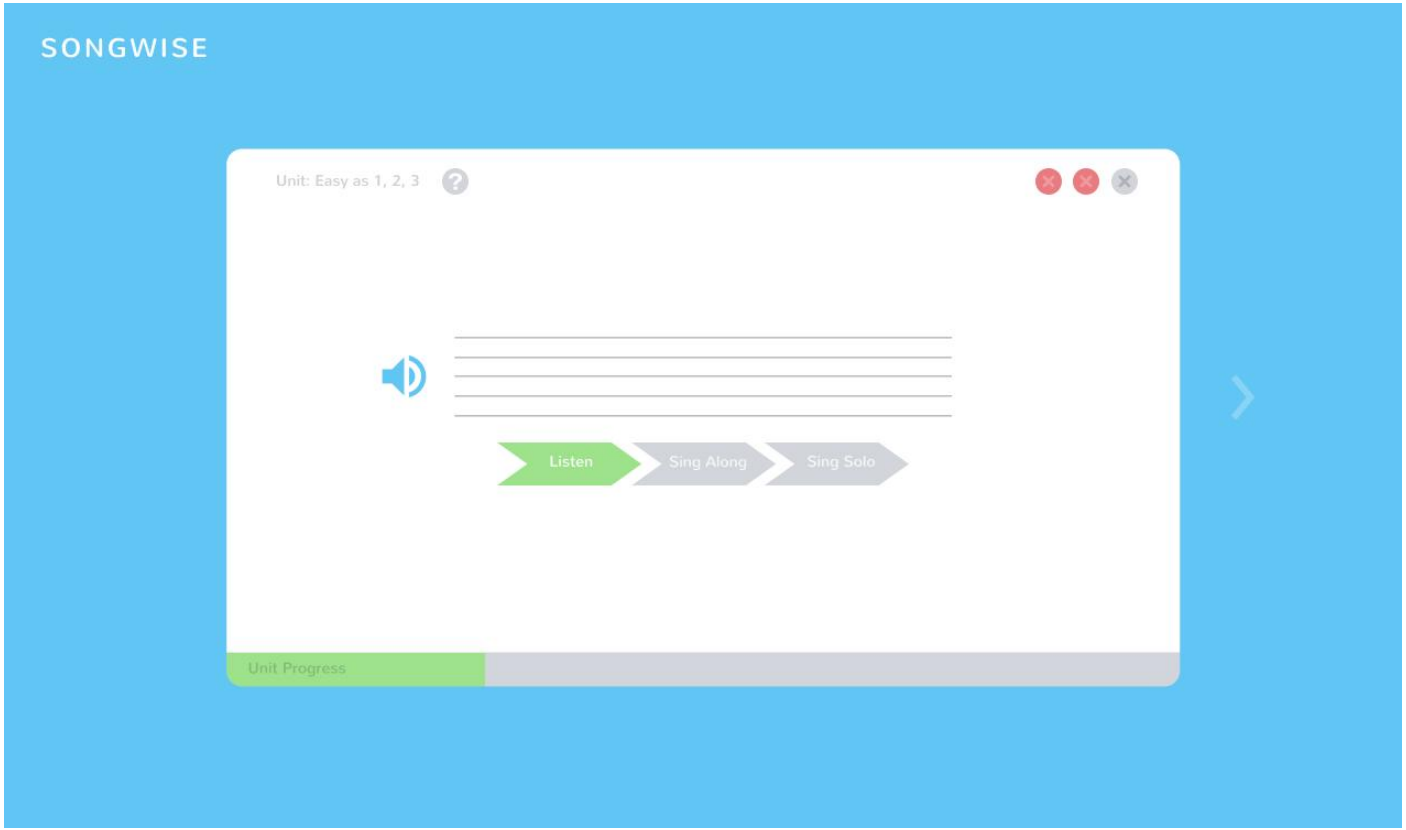
Learn to read music online

www.gosongwise.com

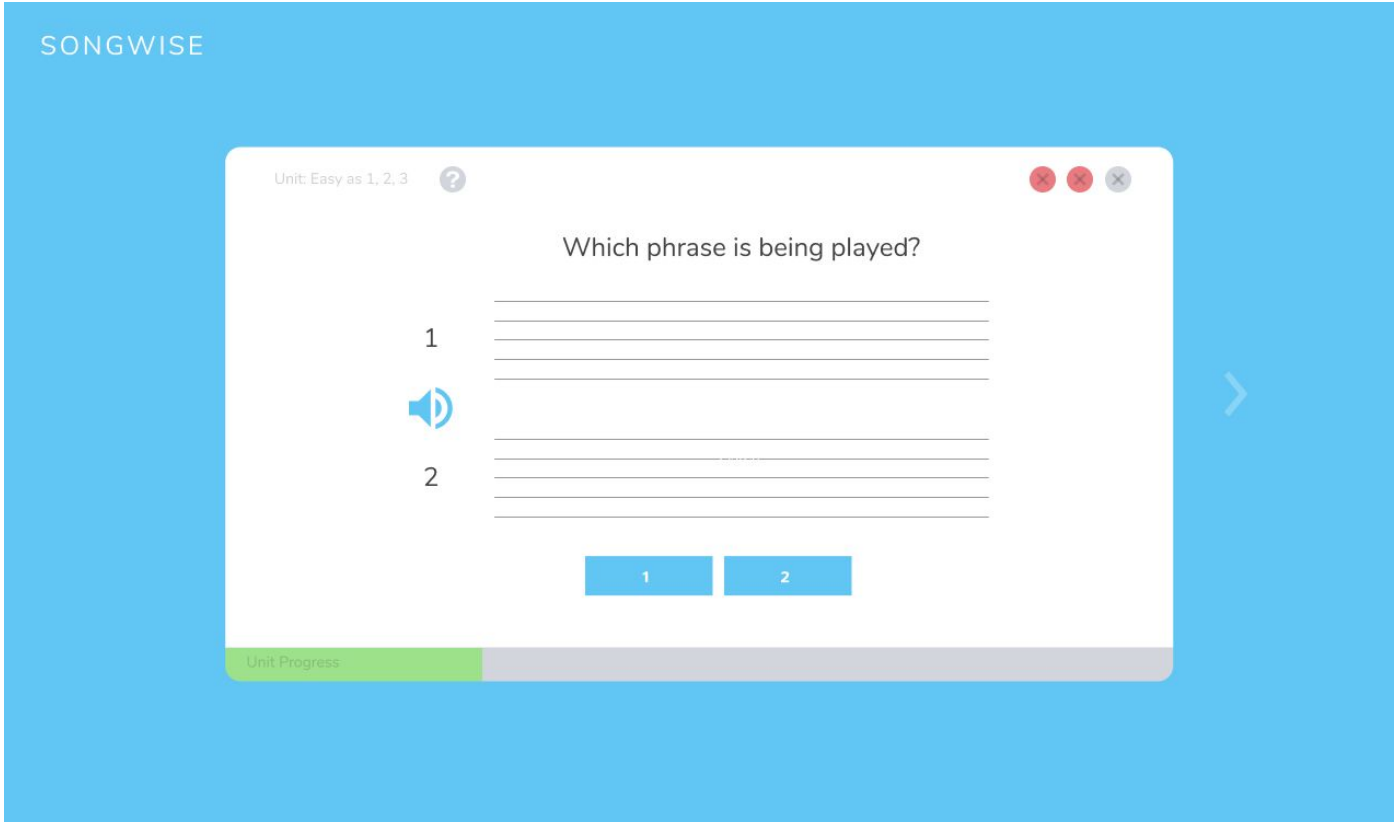
There is no good way for singers to learn to read music.



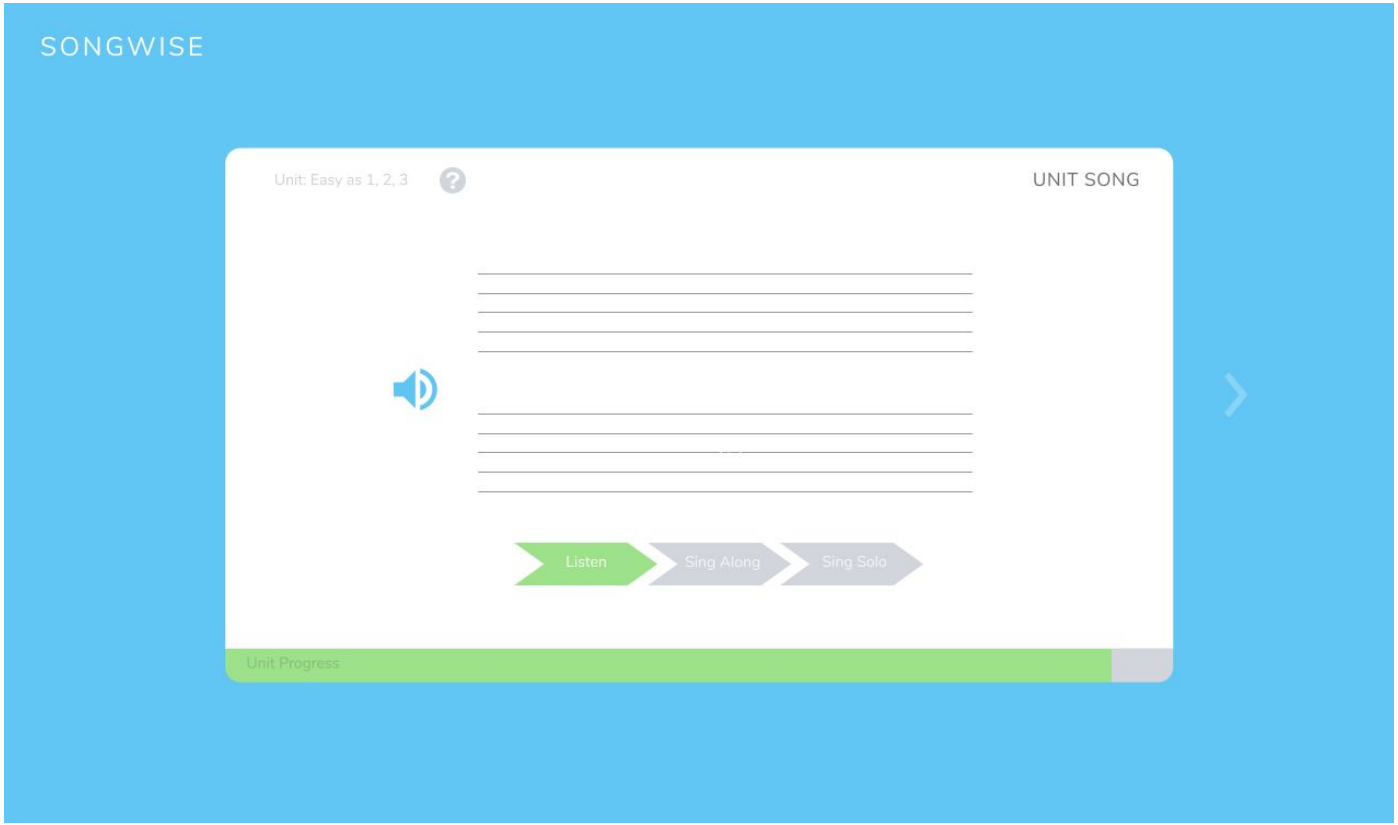
Songwise is an all-in-one online platform that makes it easy and fun to learn to read music.



Exercises: Always interactive



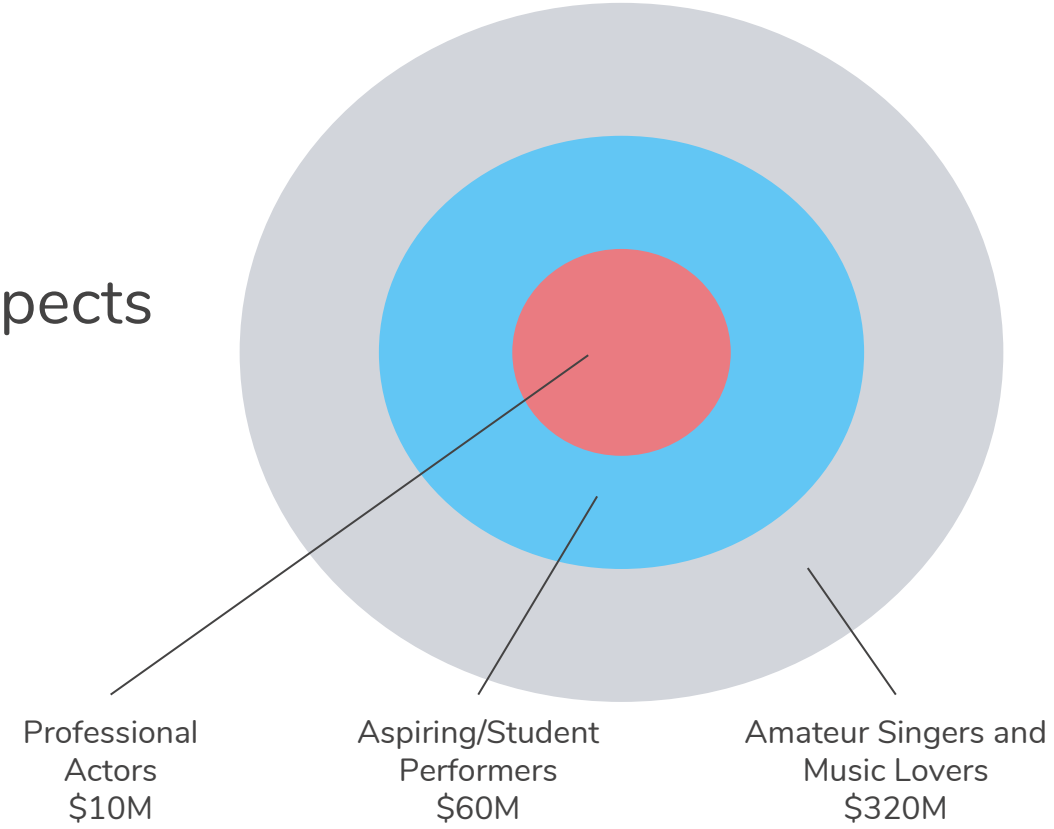
Drills: Gamify deeper music learning

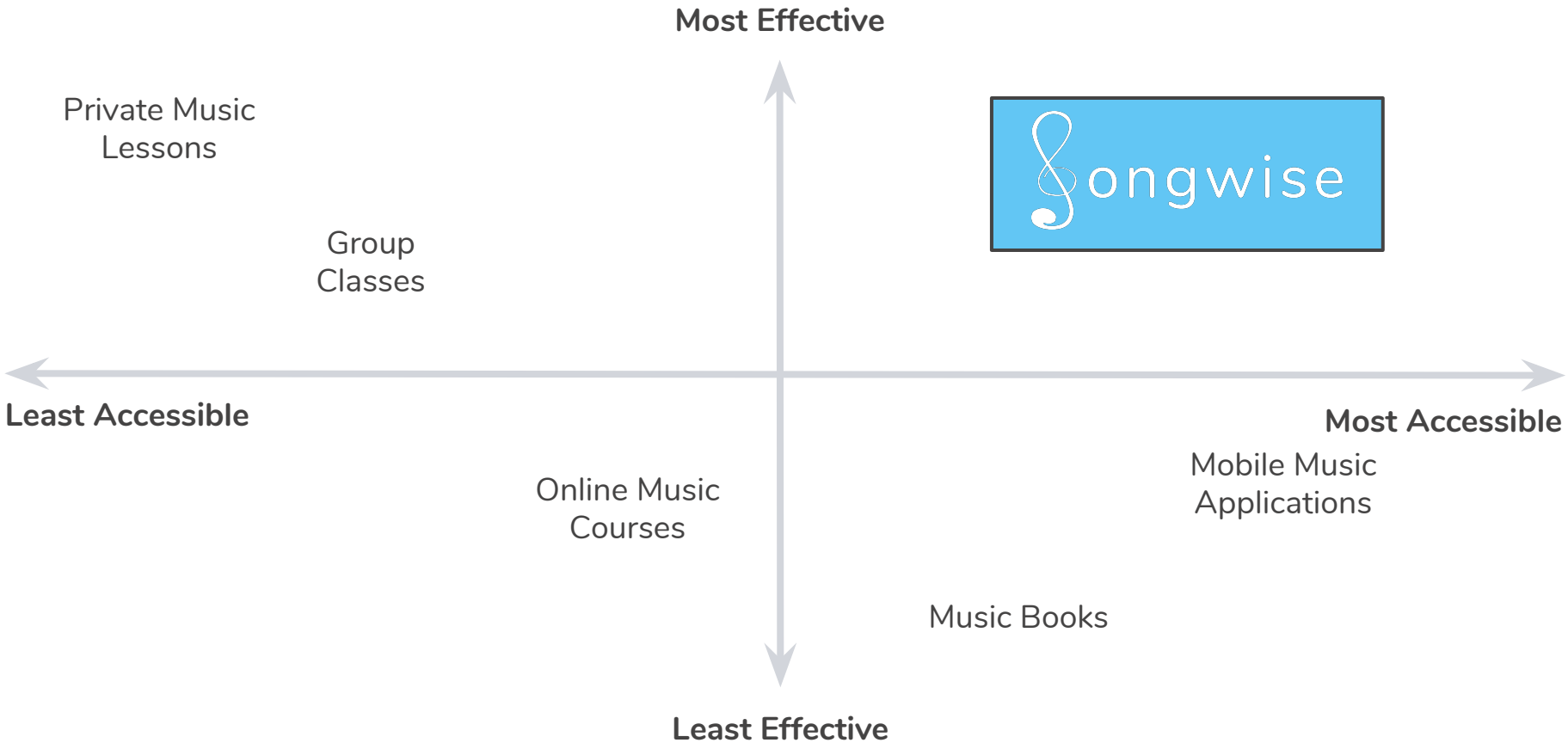


Songs: Apply new skills immediately

34M Potential Prospects

$390M Market

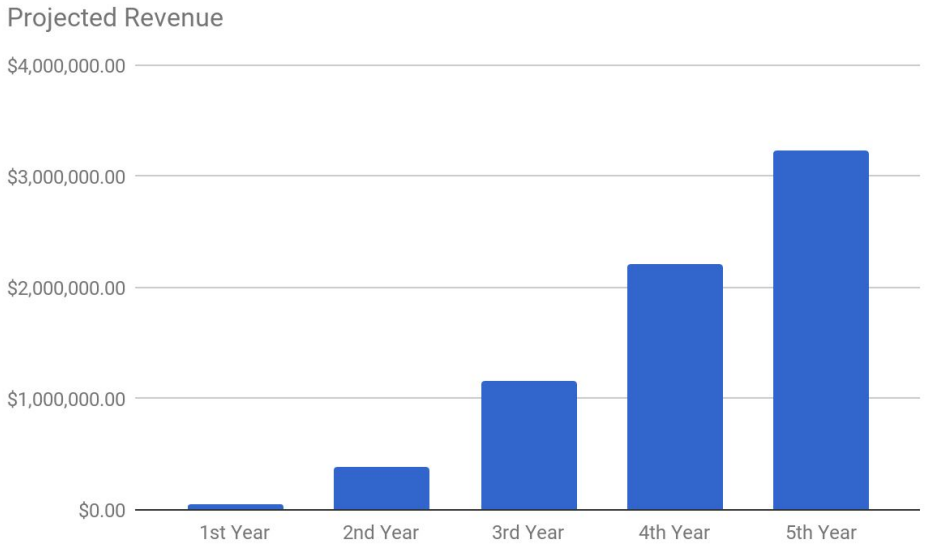



Most Effective
Private Music Lessons
Group Classes
Songwise
Least Accessible
Most Accessible
Online Music Courses
Mobile Music Applications
Music Books
Least Effective

Revenue and Pricing

Revenue

- $10 monthly subscription



Team

Andrea Grody

Curriculum

A Broadway music director and voice teacher who works with singers from all backgrounds.

Andrew Linford

Operations / Product

An online education specialist, startup operations technician, and former music teacher.

Allen Williams

Full-Stack Engineer

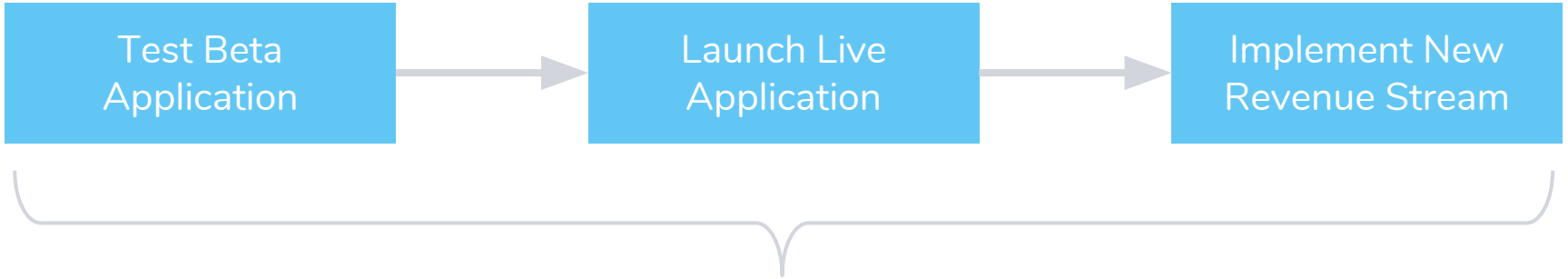
A full-time web developer, lifelong music lover, and one-man band.

Andrew Willis-Woodward

Back-End Engineer

A part-time back-end engineer and part-time actor, singer, director, and choreographer.

We are looking for $250K in seed funding



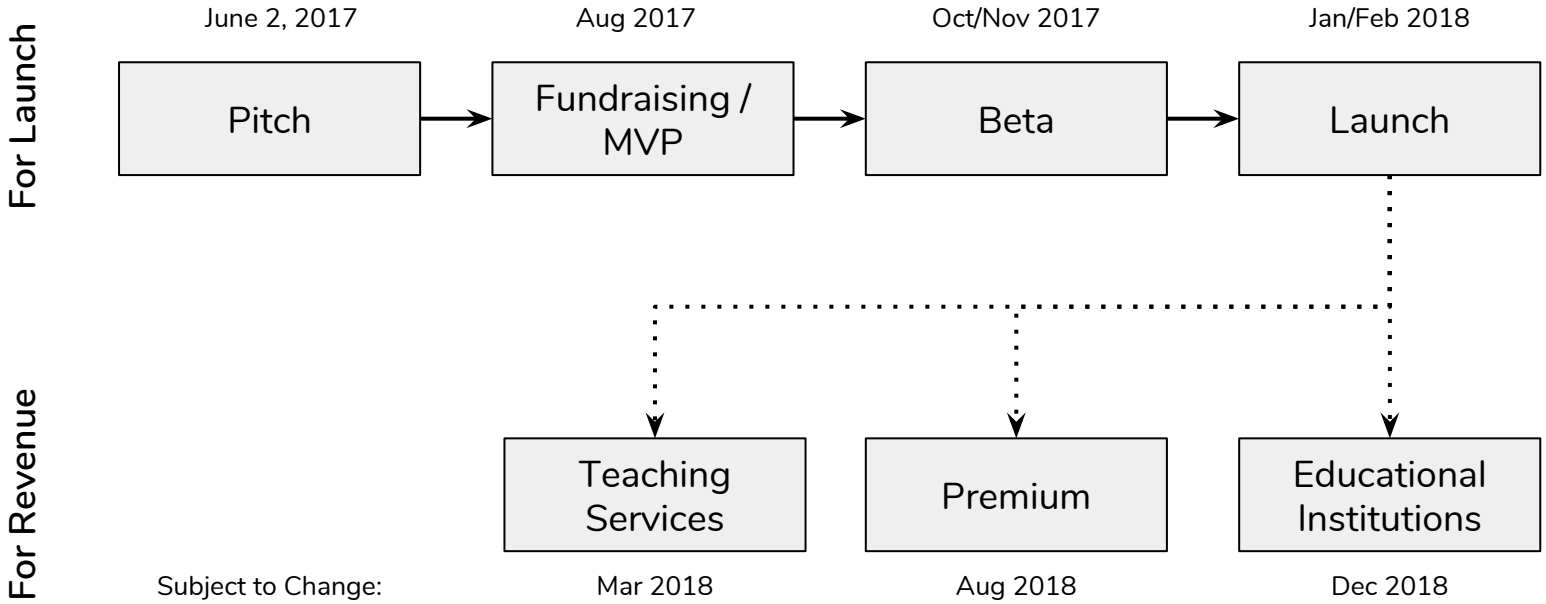
Target Timeline: 1 year
Target Paying Users: 1,600

Thank You!

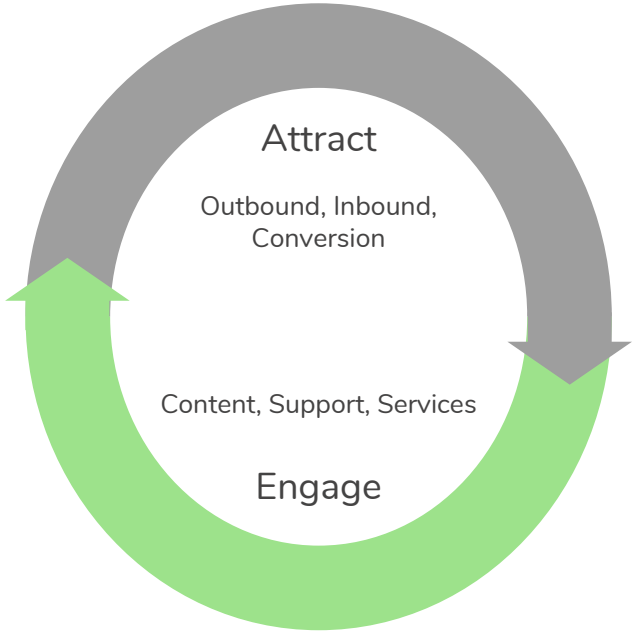
www.gosongwise.com

Appendix

Detailed Timeline

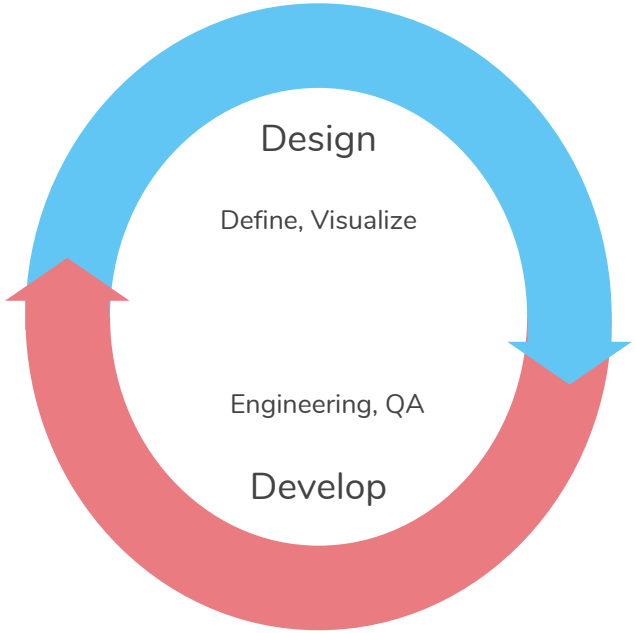


Customer Cycle



Internal Operations

Product Cycle



Market Calculations

Segment	**Size**	**Average Spend**	**Value** (Size * Spend)
Professional Actors	50,000	$200.00	$10,000,000.00
Aspiring Performers	75,000	$50.00	$3,750,000.00
Student Performers	93,000	$600.00	$55,800,000.00
Amateur Singers	14,000,000	$20.00	$280,000,000.00
Music Lovers	20,000,000	$2.00	$40,000,000.00

Sample Marketing Activities

- Personal outreach
- Partnerships with voice teachers, choir conductors
- Targeted advertising with industry publications and websites
    - Start with musical theater before moving to choirs and voice teachers
- Medium posts
- Social media engagement (Twitter, Facebook)
- Add Songwise to Kickstarter

Exit - Potential Acquirers

Pearson

Houghton
Mifflin
Harcourt™

Educational content providers moving content online.