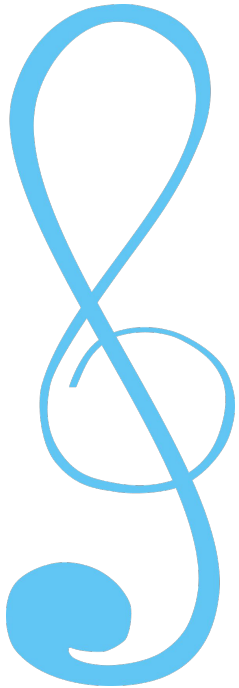
SONGWISE

Learn to read music online

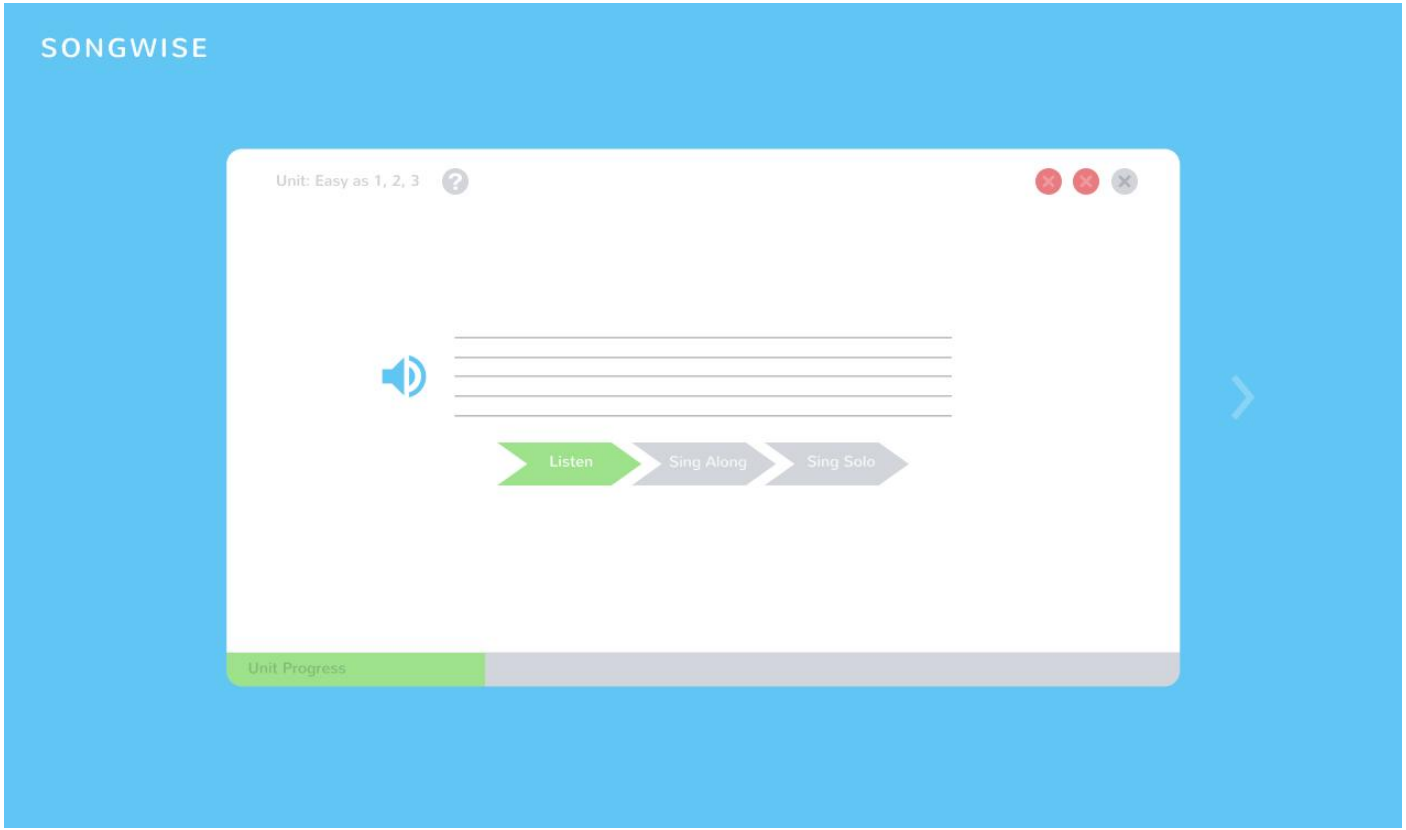
www.gosongwise.com

Musical theater actors are held back by not being able to read music.

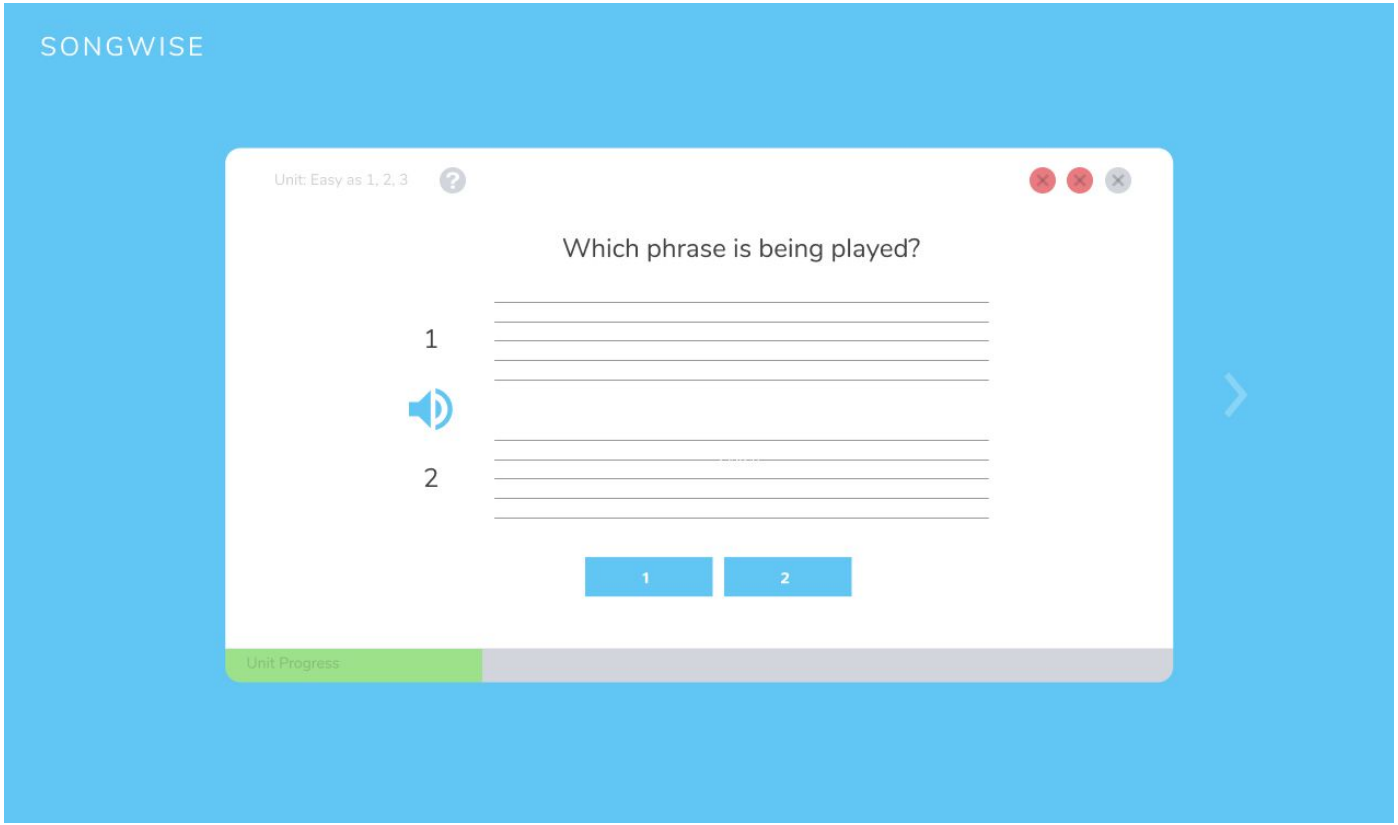
There is no good way for singers to learn to read music.



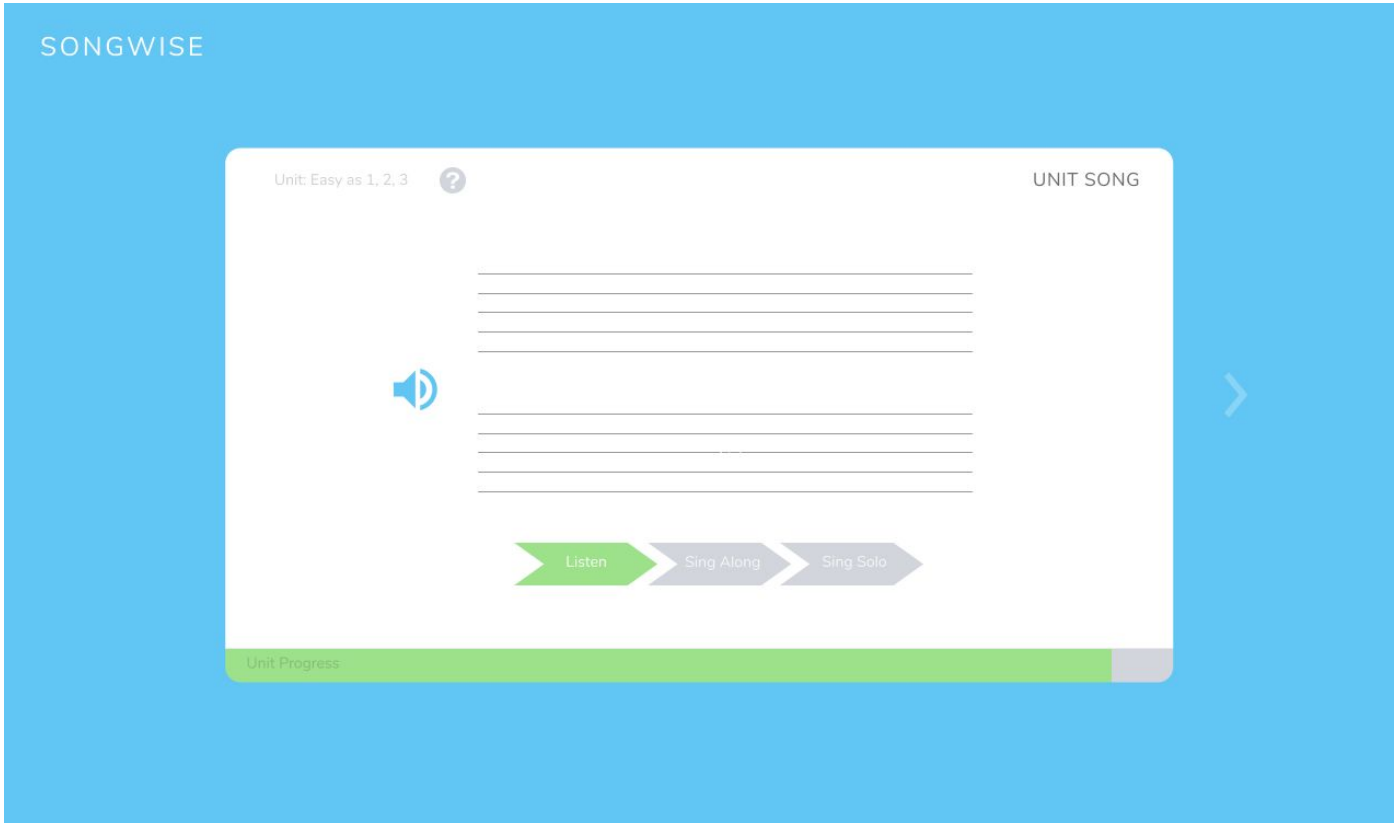
Songwise is an all-in-one online platform that makes it easy and fun to learn to read music.



Exercises: Always interactive



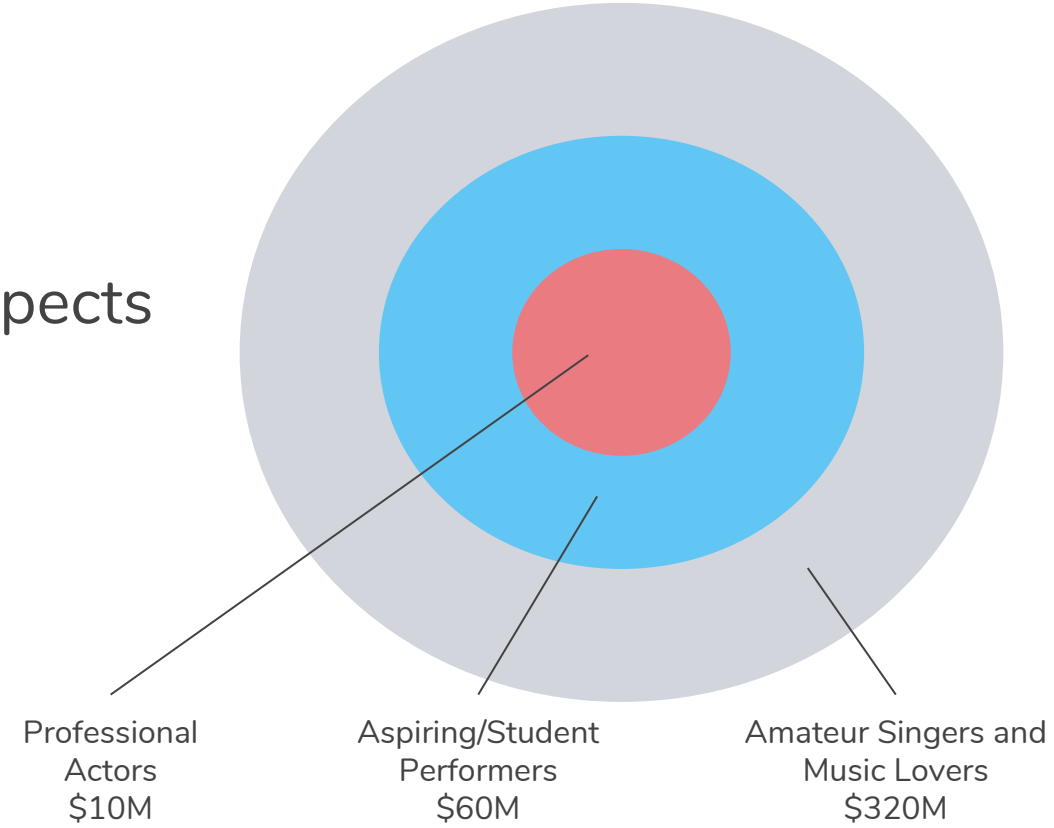
Drills: Gamify deeper music learning

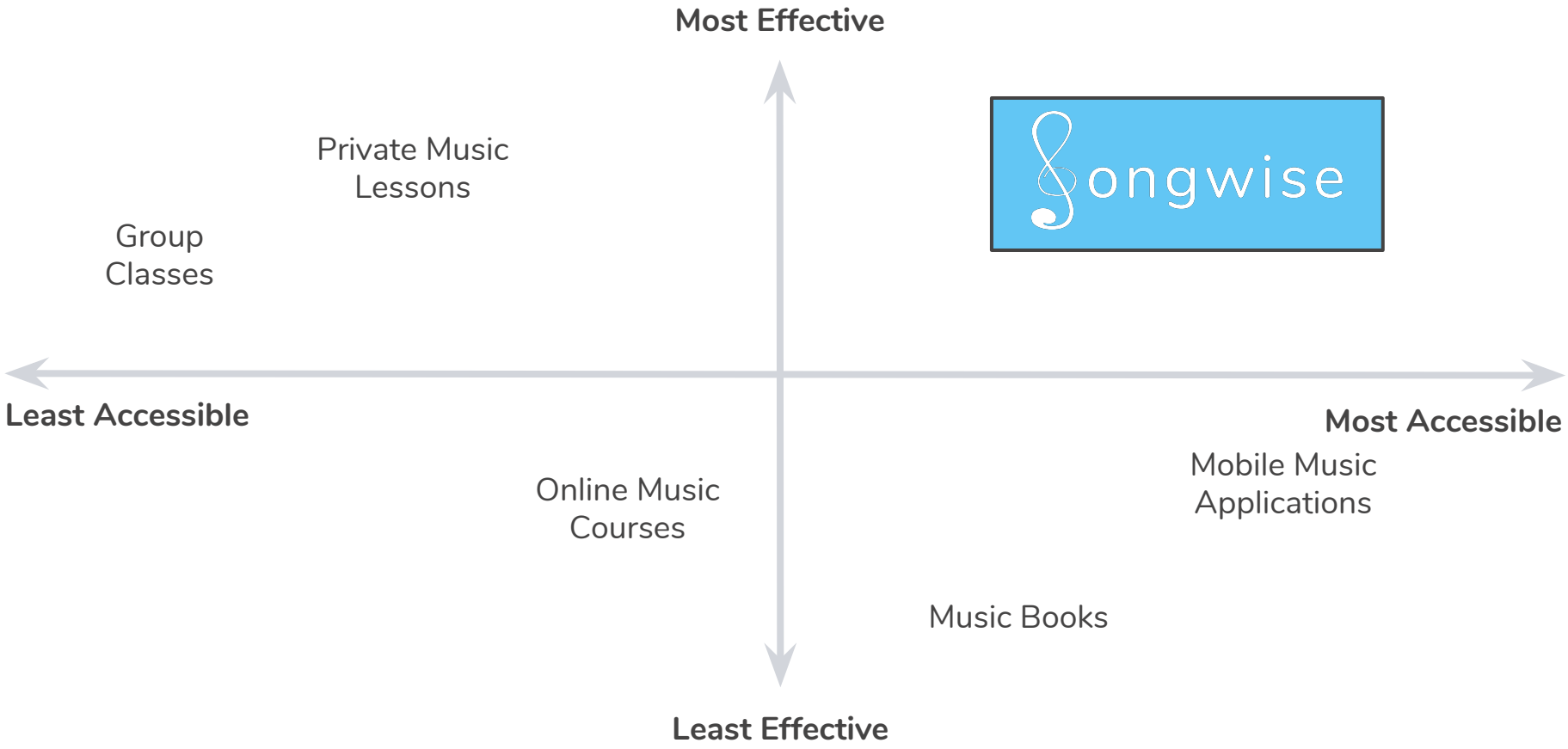


Songs: Apply new skills immediately

34M Potential Prospects

$390M Market




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

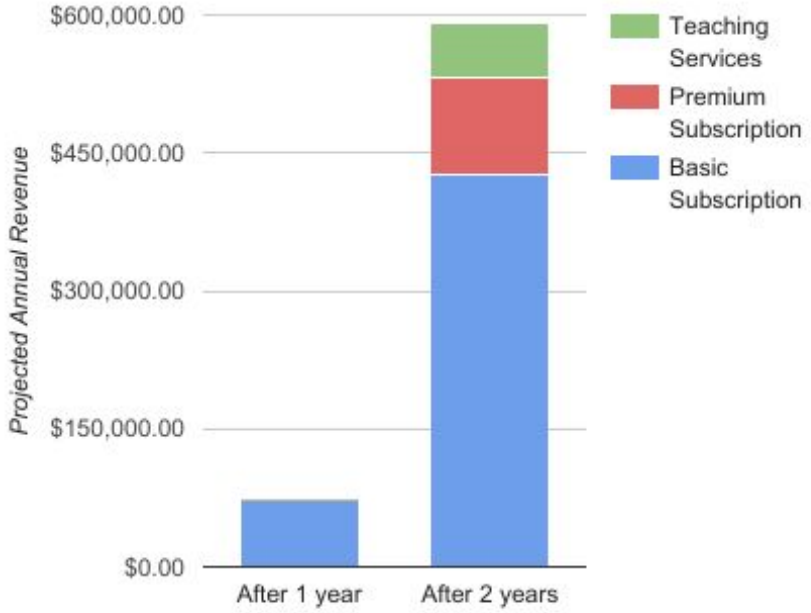
Revenue and Pricing

Main Revenue

- $10 monthly subscription

Other Revenue Opportunities

- Premium Content Subscription
- Music Lessons Through Video Chat
- Direct Sales to Educational Institutions



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

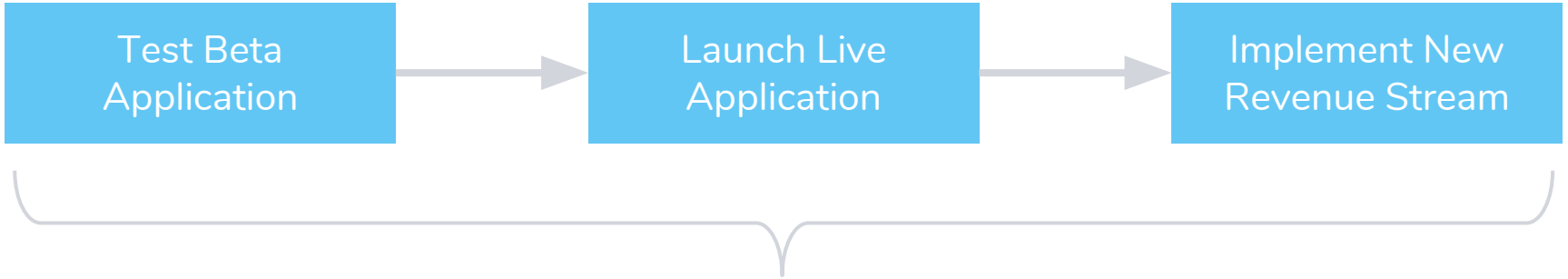
A full-time web developer, lifelong music lover, and one-man band.

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



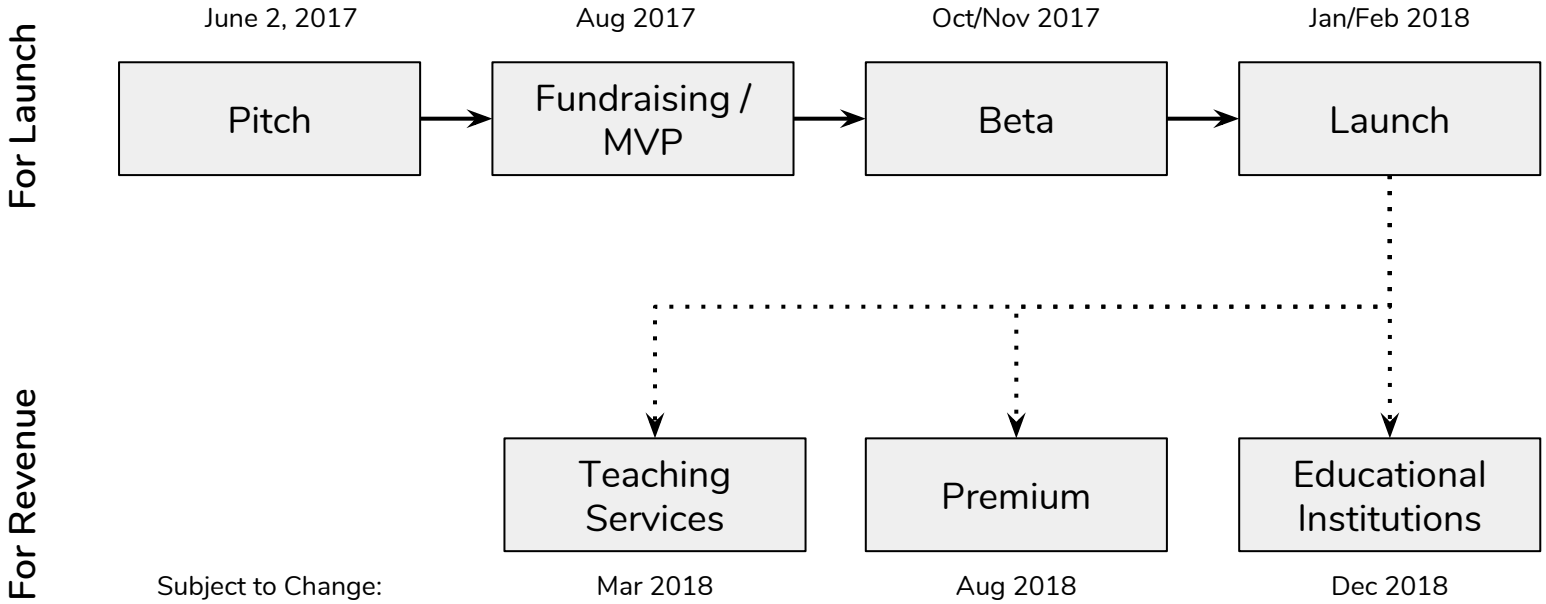
Target Timeline: 1 year
Target Paying Users: 1,600

Thank You!

www.gosongwise.com

Appendix

Detailed Timeline



Monthly Revenue Projections

1 year projection

- Targeted at musical theater actors
  - 8 months * 200 users a month = 1,600 users
- $10 per user a month subscription

1,600 monthly users * $10/month =

$16K end-of-year monthly revenue

($72K Accumulated Revenue in First Year)

2 year projection

- Add new interested markets (i.e. choirs)
  - 12 months * 300 users a month = 5,200
- New revenue
  - Voice lessons through video chat
    - 1 monthly lesson for every 40 users
  - $50 per month premium content
    - 5% users upgrade

Basic: 5.2K users * $10/mo = $52K
Premium: 260 users * $50/mo = $13K
Lessons: 130 lessons * $60 lesson = $8K

$73K end-of-year monthly revenue

($590K Accumulated Revenue in Second Year)

Costs

First Year ($250K)

Personnel ($195K + 20% burden rate = $235K)

- Engineering (1.75 * $80K = $140K)
- Operations/Product (.75 * $40K = $30K)
- Curriculum (.25 * $40K = $10K)
- TBD Associate (.35 * $40K = $15K)

Other ($15K)

- Legal ($300 * 20 hours = $6K)
- Accounting ($75 * 10 hours = $1K)
- Office Space (6 mo * $1K/mo = $6K)
- Software (8 mo * $125/mo = $1K)
- Other (Marketing, Servers, Music, etc) = $1K

Second Year ($460K)

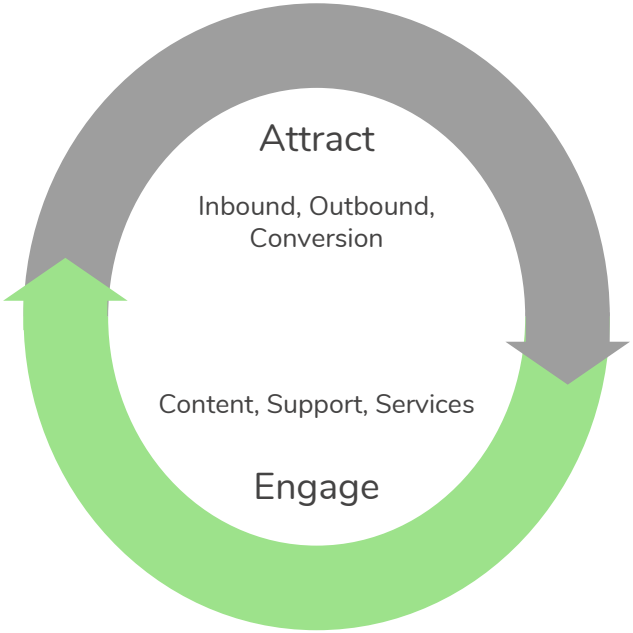
Personnel ($350K + 20% burden rate = $420K)

- Engineering (2 * $90K = $180K)
- Operations/Product (1 * $50K = $50K)
- Curriculum/Services (1.25 * $50K = $64K)
- TBD Associate (1.25 * $45K = $56K)

Other (40K)

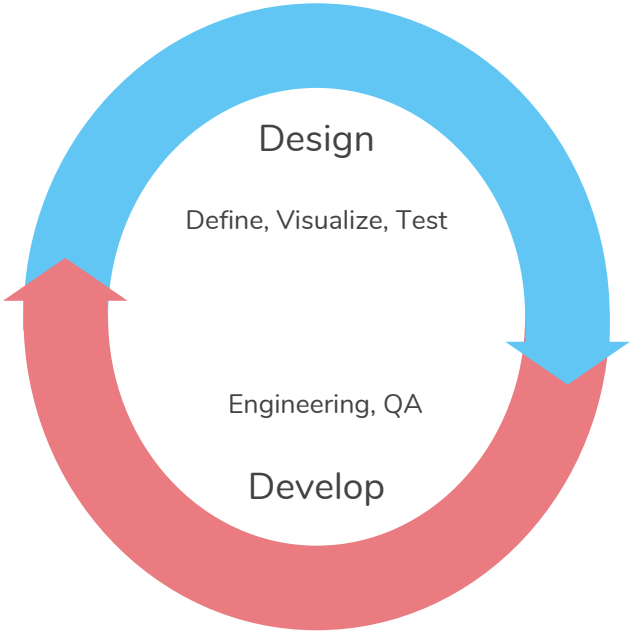
- Consulting: Legal/Accounting ($10K)
- Office Space (12 mo * 2K/mo = $24K)
- Software (12 mo * $250/mo = $3K)
- Other (Marketing, Servers, Music, etc.) = $3K

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.