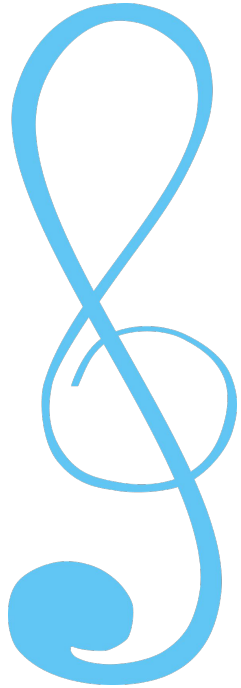# SONGWISE

Learn to read music online

www.gosongwise.com

Many musical theater actors cannot read music, *even though they sing for a living*

Why not? It is expensive, inconvenient, and the content available is disorganized.

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

Exercises: Actively practice music

Drills: Gamify deeper music learning

Songs: Core of the experience - practical, attainable, and relevant

Market Opportunity

34M Potential Prospects

$390M Market

 → →

1. Musical Theater Actors, Aspiring Performers   2. Choir Singers   Goal: All Performing Singers

Better
Effectiveness

Songwise

Private Music
Lessons

Group
Classes

More
Accessibility

Less
Accessibility

Online Music
Courses

Music Books

Mobile Music
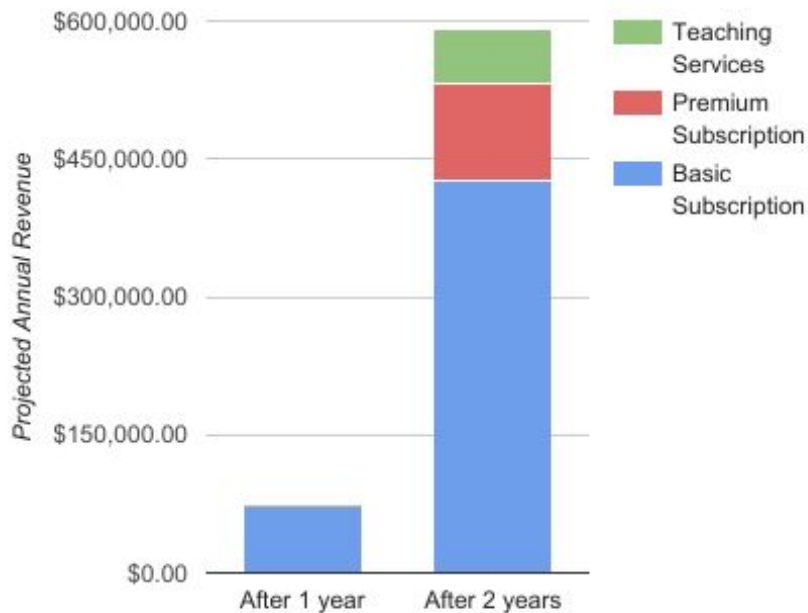Applications

Less
Effectiveness

Revenue and Pricing

Main Revenue

- $10 monthly subscription

Other Revenue Opportunities

- Premium Content Subscription
- Voice Lessons Through Video Chat
- Selling Directly to Educational Institutions

Team

Andrea Grody
Curriculum

A Broadway music director and voice teacher who works with singers from all backgrounds.
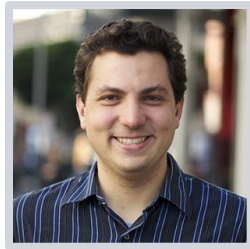
Andrew Linford
Operations / Product

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

Test Beta Application	→	Launch Live Application	→	Implement New Revenue Stream

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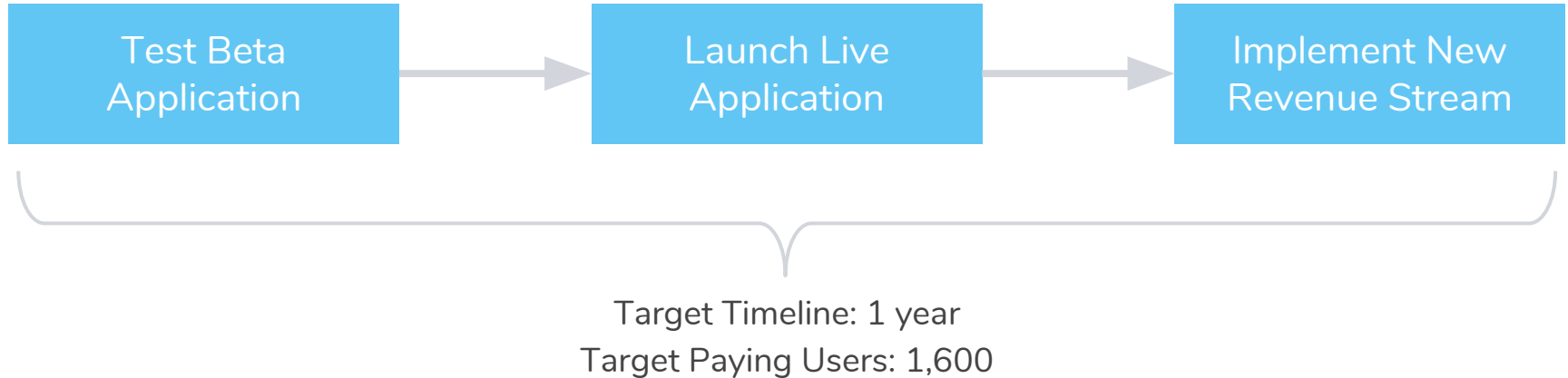
Songwise

Thank You!

www.gosongwise.com

Appendix

Detailed Timeline

For Launch

June 2, 2017	Aug 2017	Oct/Nov 2017	Jan/Feb 2018
Pitch	Fundraising / MVP	Beta	Launch

For Revenue

Subject to Change:

	Teaching Services	Premium	Educational Institutions
	Mar 2018	Aug 2018	Dec 2018
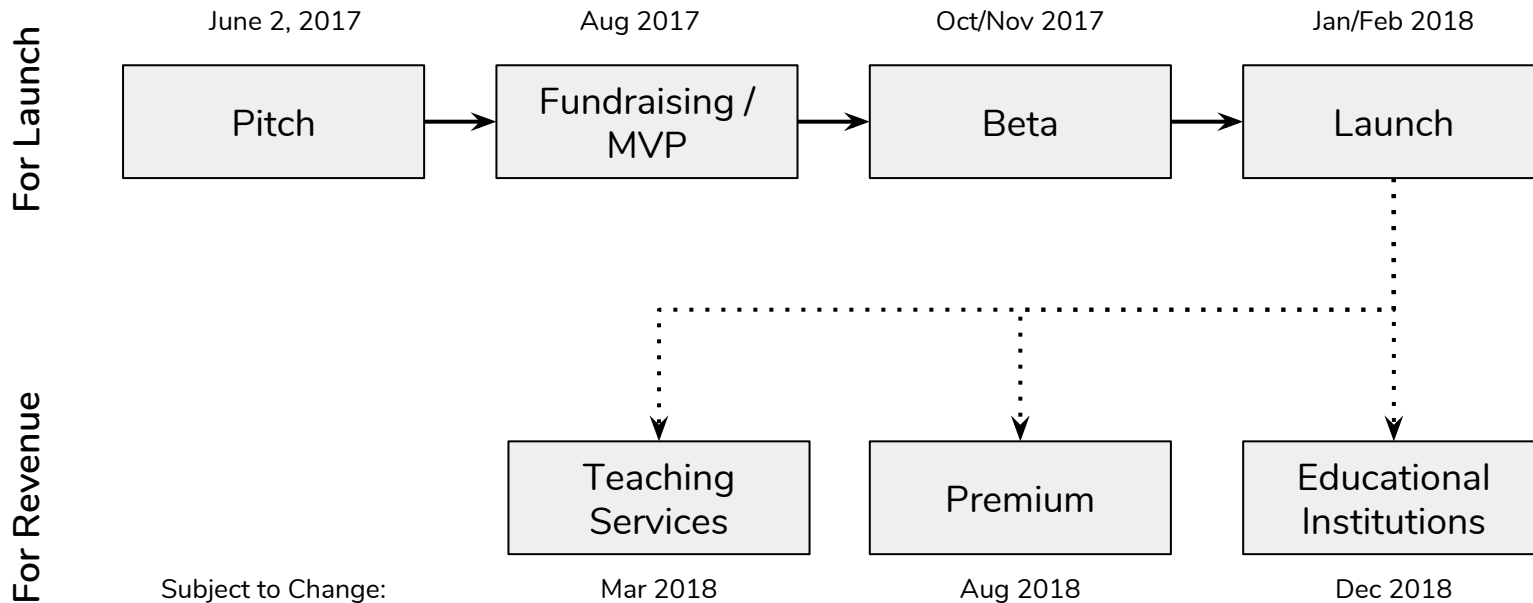
Market Calculations

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

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% overhead = $235K)

- Engineering (1.75 * $80K = $140K)
- Management/Product (.75 * $40K = $30K)
- Curriculum/Services (.25 * $40K = $10K)
- Operations 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% overhead = $420K)

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

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

Exit - Potential Acquirers

Educational content providers moving content online.