



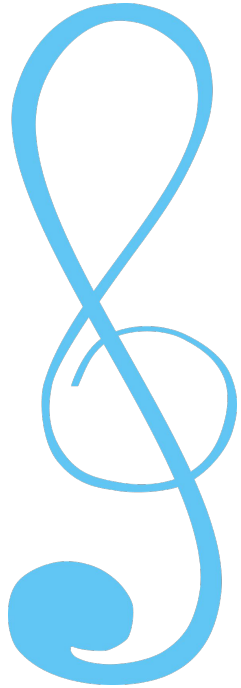
SONGWISE

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

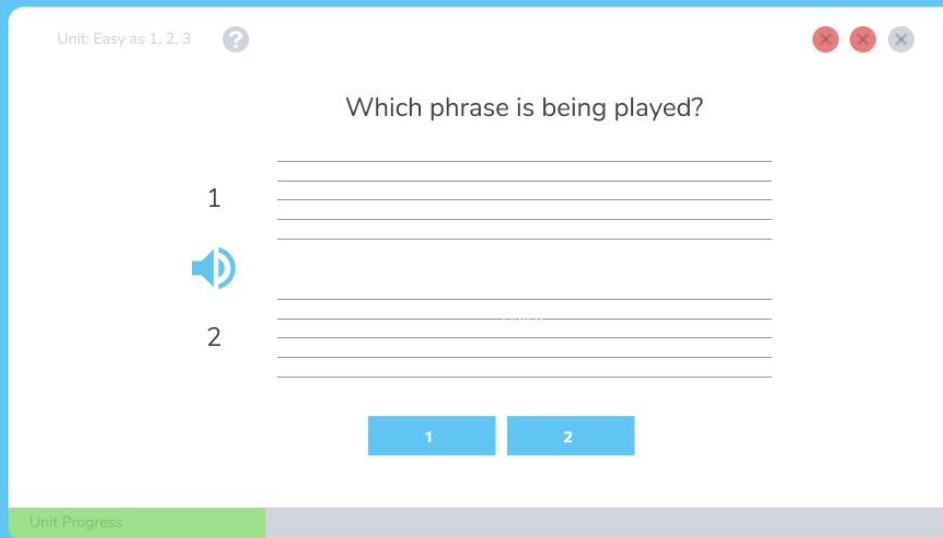
Unit: Easy as 1, 2, 3 ?

Which phrase is being played?

1

2

Unit Progress



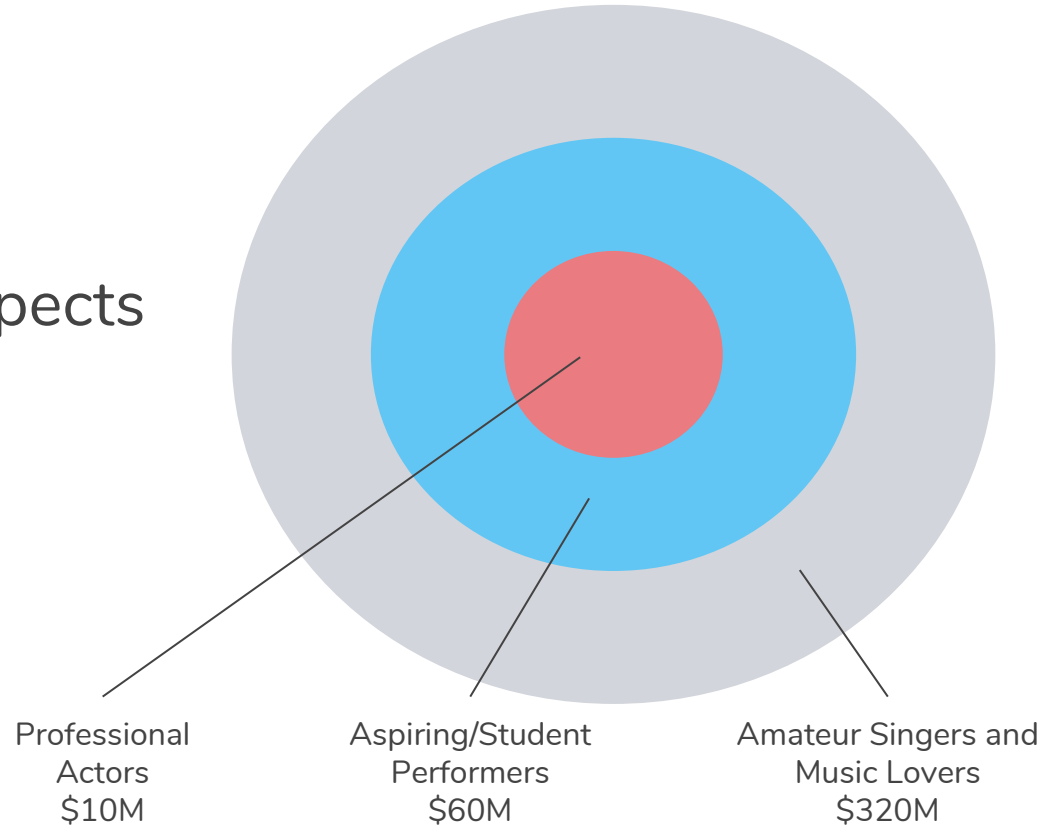
Drills: Gamify deeper music learning

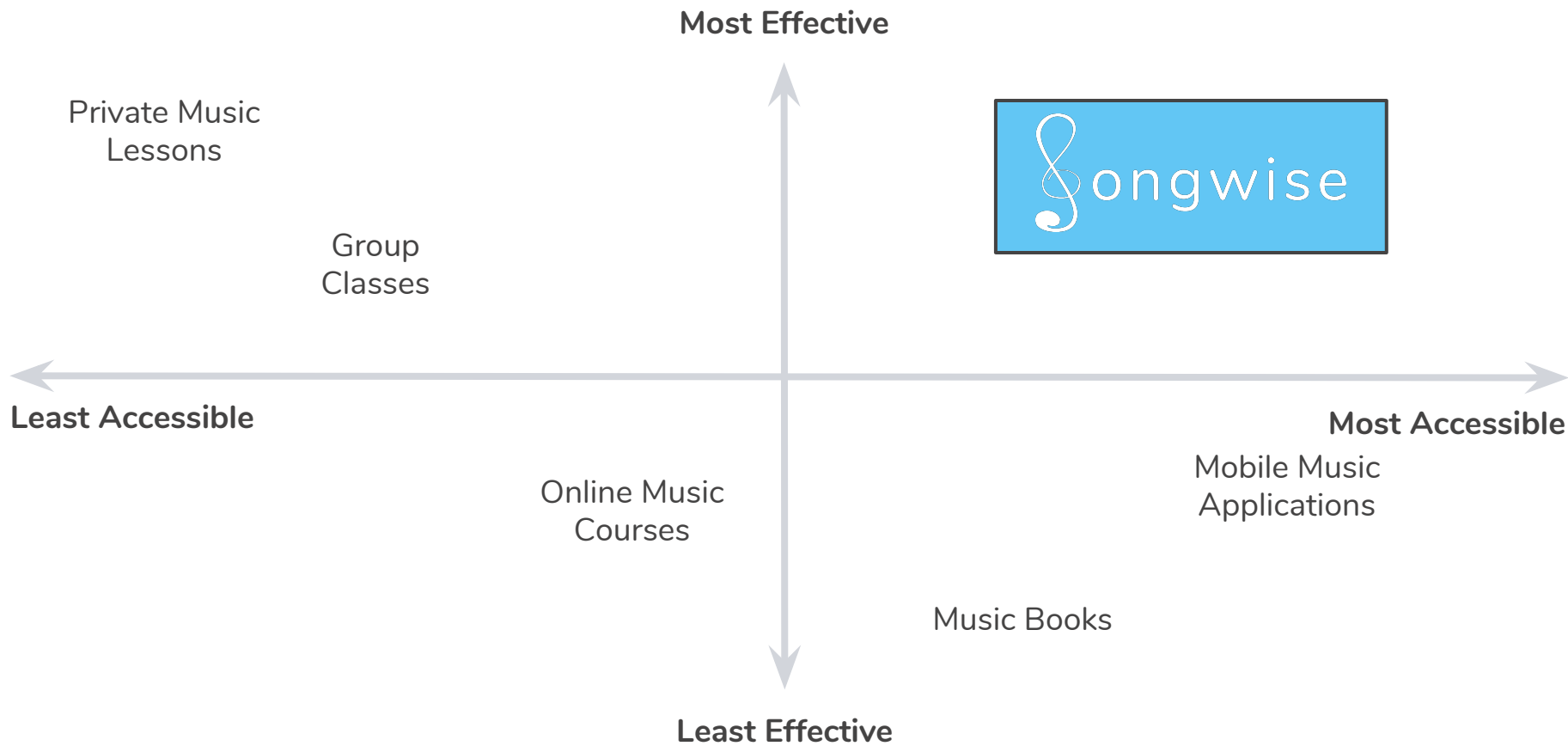
The screenshot displays the SONGWISE interface for a unit song activity. At the top left, it says "Unit: Easy as 1, 2, 3" with a question mark icon. At the top right, it says "UNIT SONG". The main area features a speaker icon on the left and two sets of five horizontal lines for lyrics on the right. Below the lyrics are three navigation buttons: "Listen" (green), "Sing Along" (grey), and "Sing Solo" (grey). At the bottom, a "Unit Progress" bar is shown, with a green segment indicating progress and a grey segment at the end. A large blue arrow is visible on the right side of the interface.

Songs: Apply new skills immediately

34M Potential Prospects

\$390M Market



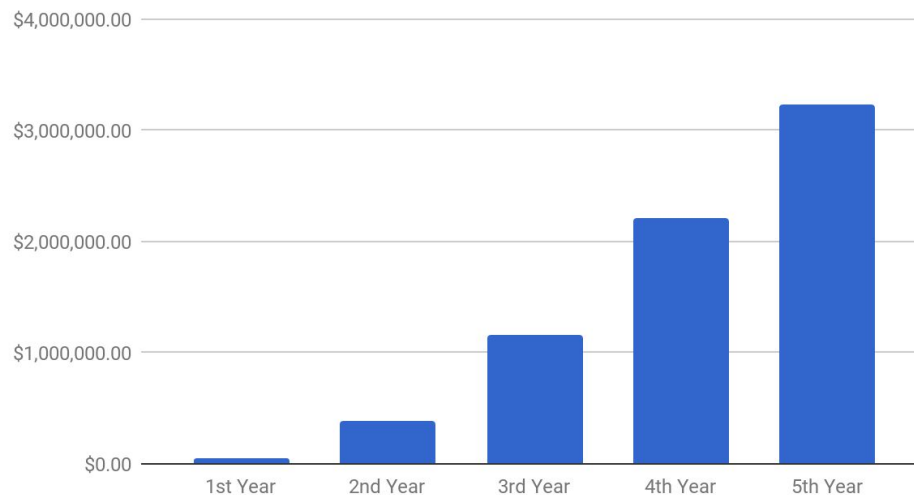


Revenue and Pricing

Revenue

- \$20 monthly subscription
- OR
- \$120 annual subscription

Projected Revenue

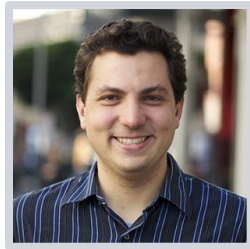


Team



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

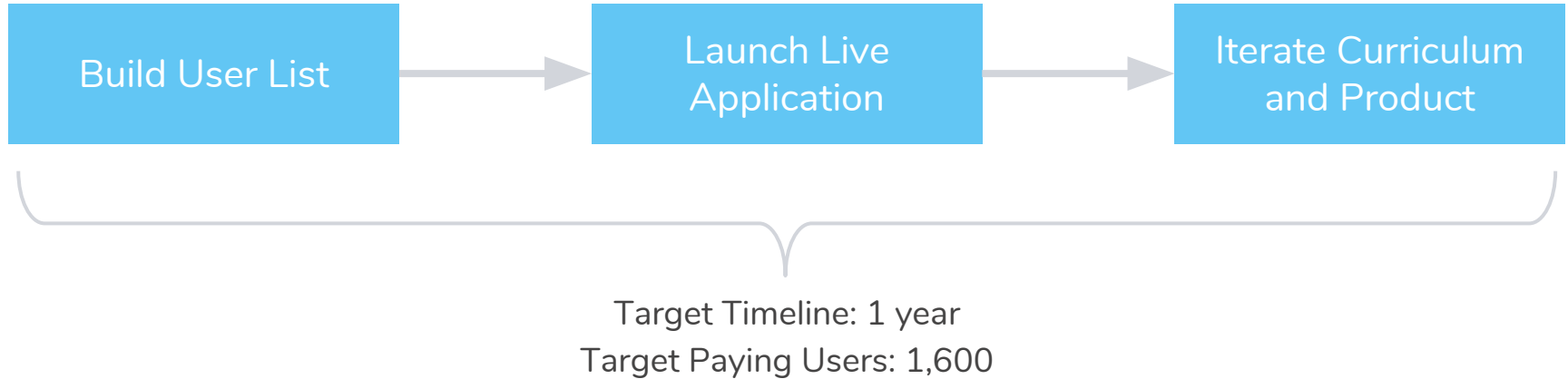
A full-time web developer, lifelong music lover, and one-man band.



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 angel funding



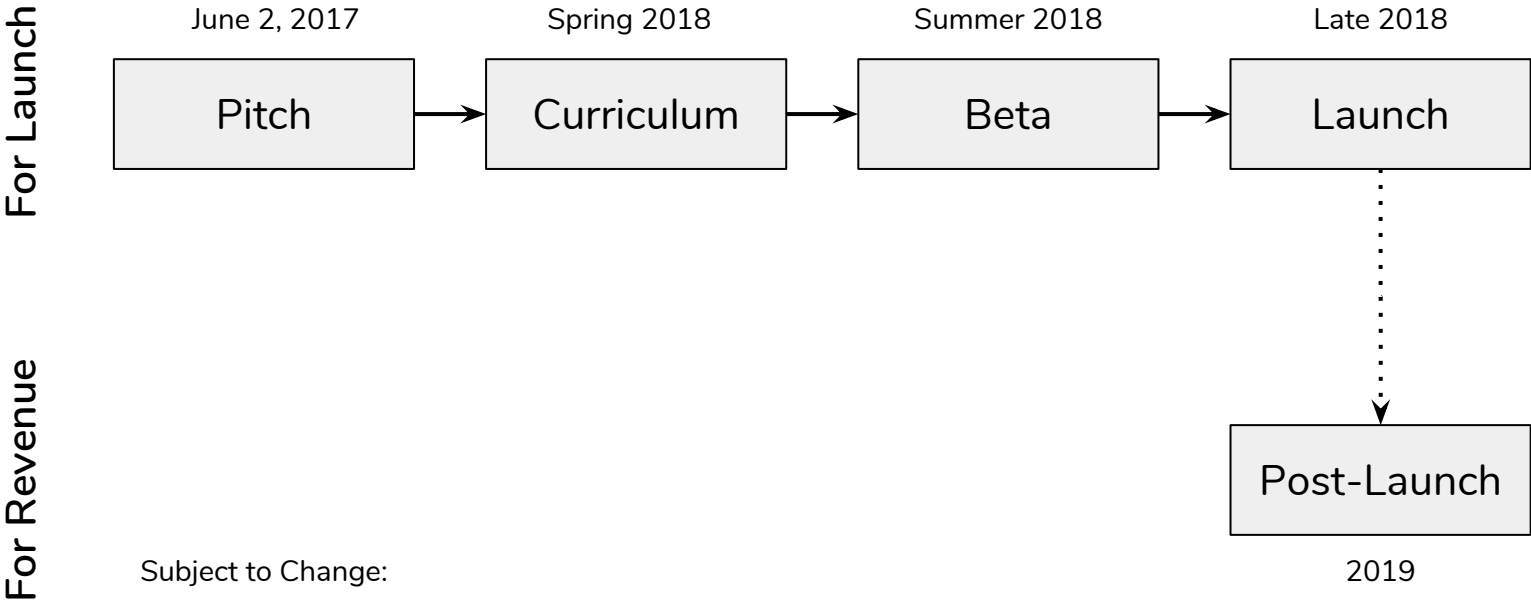


Thank You!

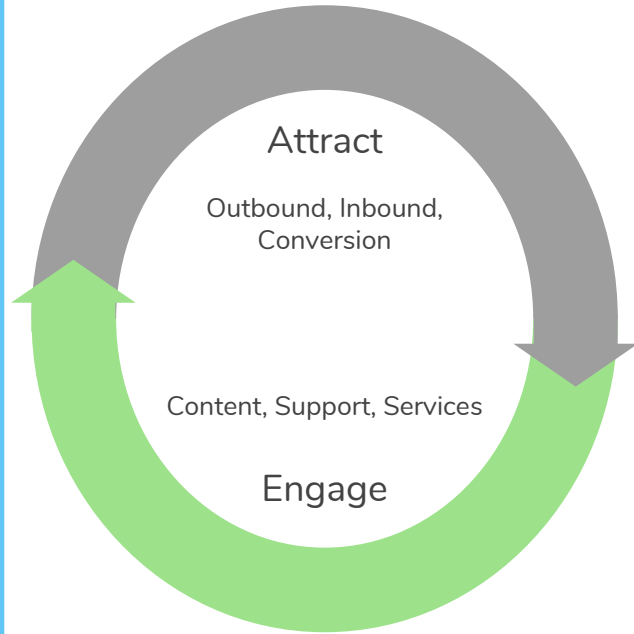
www.gosongwise.com

Appendix

Detailed Timeline



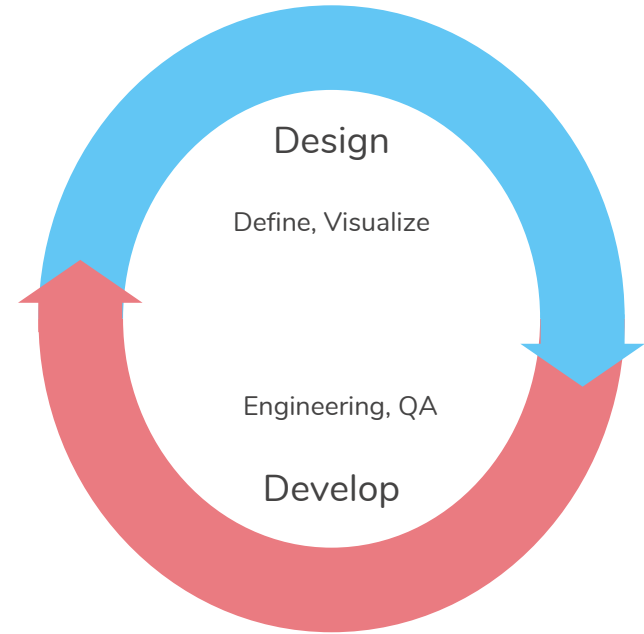
Customer Cycle



Internal Operations



Product Cycle



Market Calculations

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



Educational content providers moving content online.