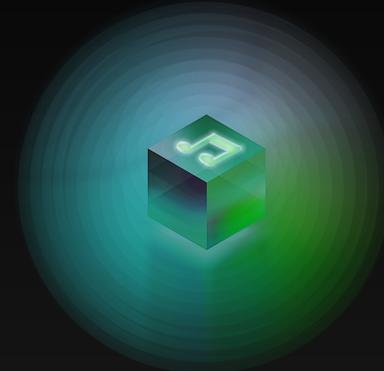




Mix.audio = AI Music Co-pilot App



◎ Neutune

CEO Jongpil Lee

Problem

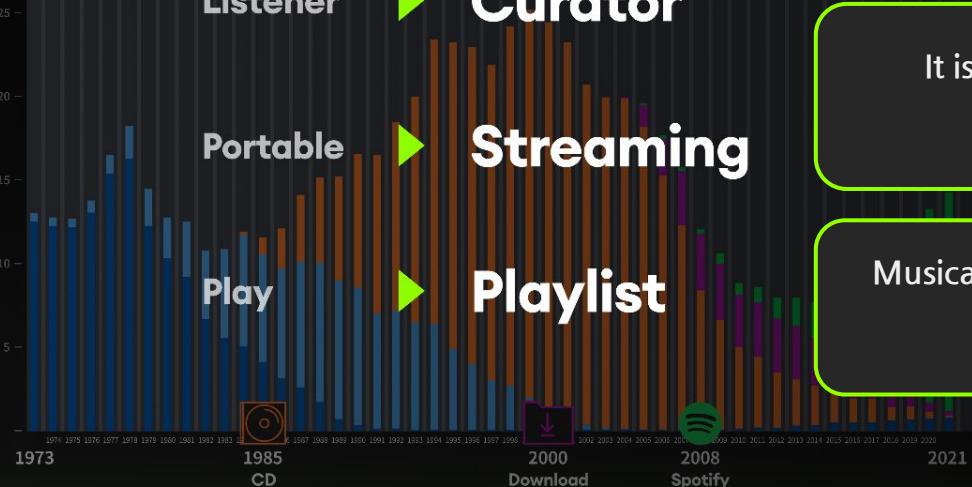
LP (LP/EP, Vinyl Single)
Cassette (Cassette, 8 Track, Cassette Single, Other Tape)
CD (CD, CD-Single, SACD)
Download (Album, Single, Ringtones, Music video, Others)
Streaming (Paid Subscription, On-Demand Streaming, Other Ad-supported Streaming, SoundExchange Distributions, Limited Tier Paid Subscription)

CD Player ➤ Spotify

Listener ➤ Curator

Portable ➤ Streaming

Play ➤ Playlist



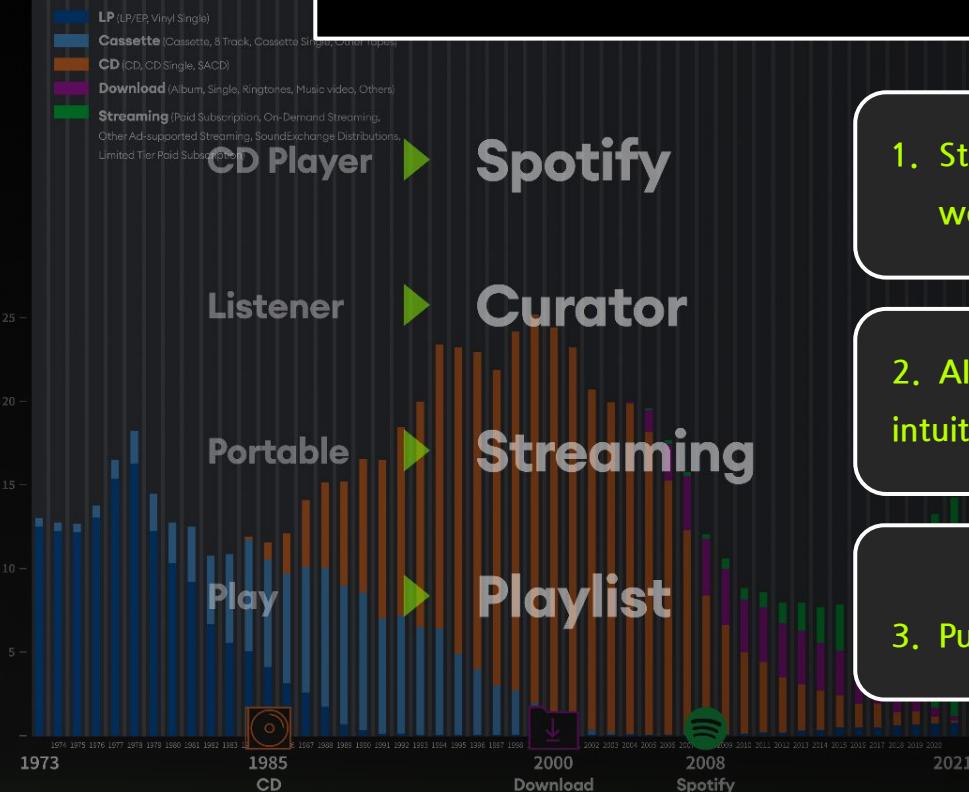
The artist's and listener's musical experience is a one-way experience.

It is hard to play&create with music without musical knowledge or copyright management.

Musical components of artist's music may not be reused by others.

Solution

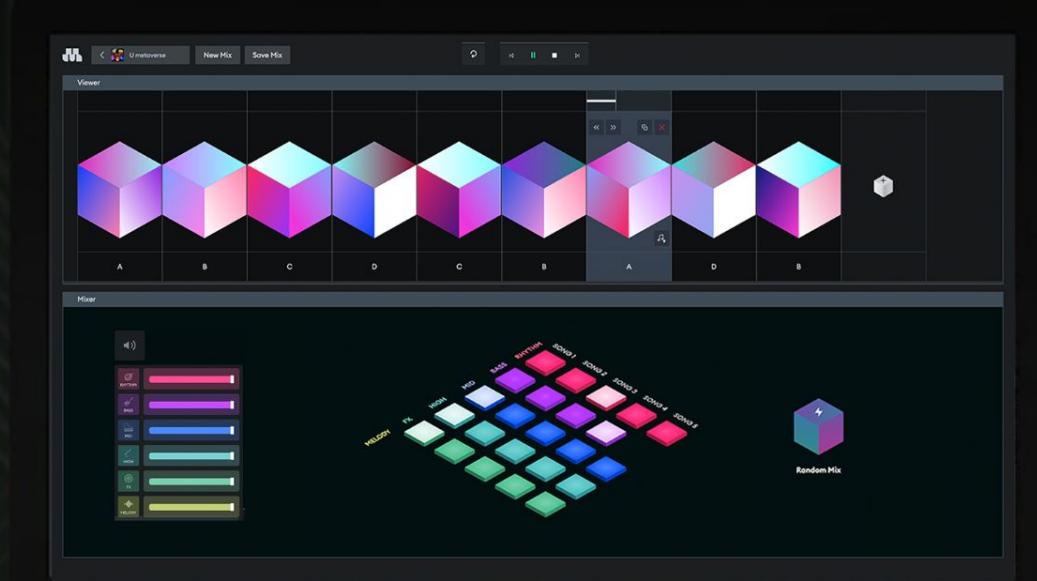
“AI Music Co-pilot App for Consumer/Listener/Creator”



1. Stem-based artist's music distribution with derivative works rights.
2. AI SaaS music co-pilot service to give interactive and intuitive experience.
3. Publish and record user's own creative works.

“PlayMix: Be more than just a listener”

Block Music



Underlying
Magic

Disrupting music industry from Single form music to rebuildable block music

As is



Artist



Music
(3 minutes long,
fixed single form)

To be



Artist



Block Music
Pack



Users easily recreate their own mix
like playing with **Lego-blocks**



AI will support you to easily create
your own music

Anyone can create
music ★

Market Validation

App	Publisher
1 Spotify: Music, Podcasts, Lit	Spotify AB
2 Pandora - Music & Podcasts	Pandora
3 SiriusXM: Music, Talk & Sports	Sirius XM Radio Inc.
4 SoundCloud: Play Music & Songs	SoundCloud
5 Shazam: Music Discovery	Apple Inc.
6 Audiomack: Music Downloader	Audiomack Music Apps
7 Beat Maker Pro - DJ Drum Pad	MWM - Music and creative apps for Android
8 BandLab – Music Making Studio	BandLab Technologies
Apple Music	Apple

User uploaded
sample source



Beat Maker Pro
(Beatmaking app for creators)

over 600k

total users

For creators

Simple



Garageband



Artist's
sample source



BandLab
(DAW app for producers)

60 million

total users

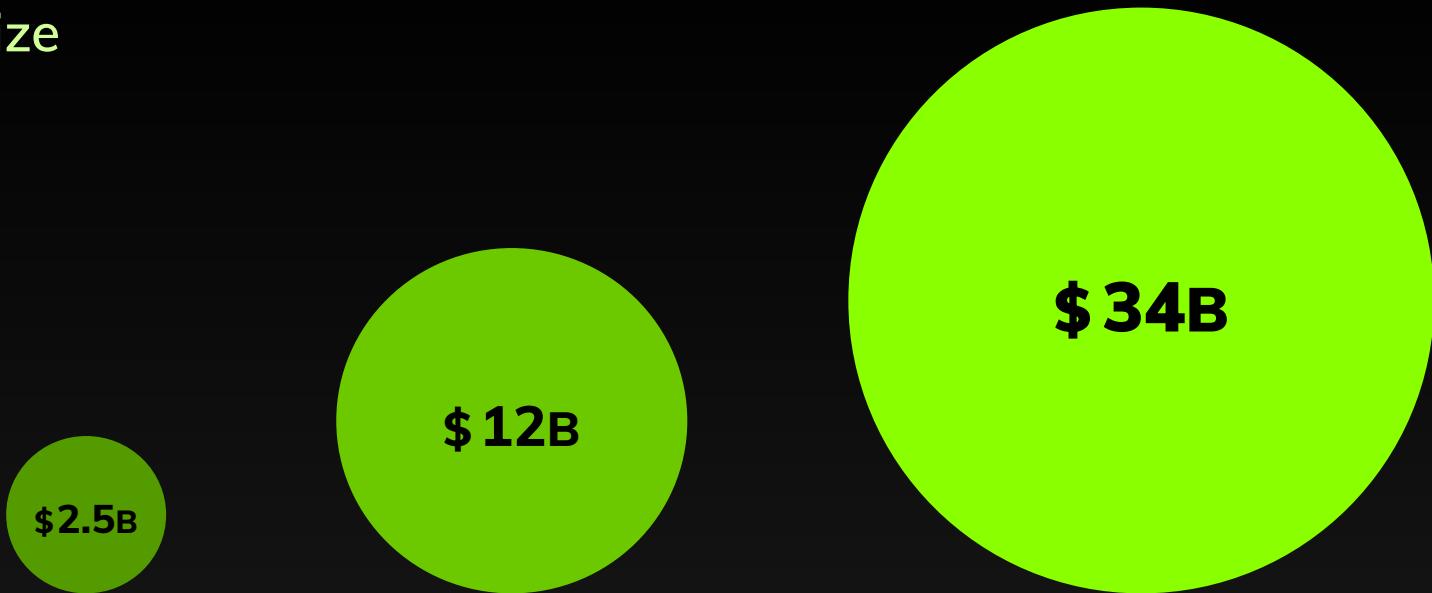


Splice

For producers

Complex

Market Size



SOM

- Music production app
- DAW

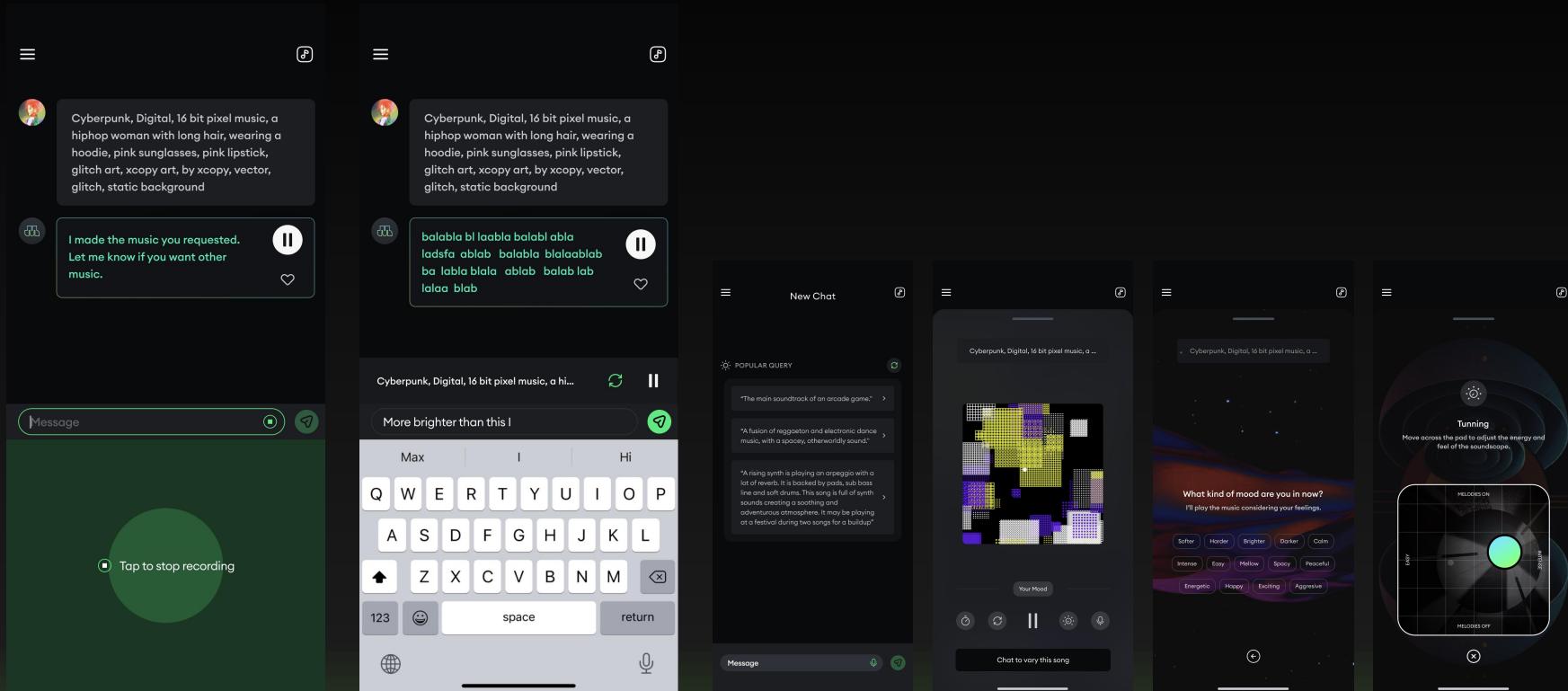
SAM

- Music app

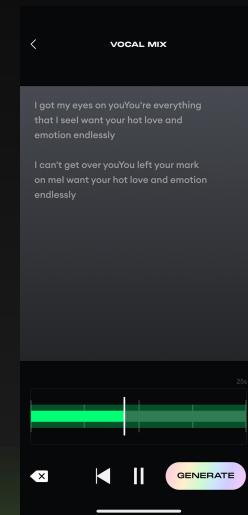
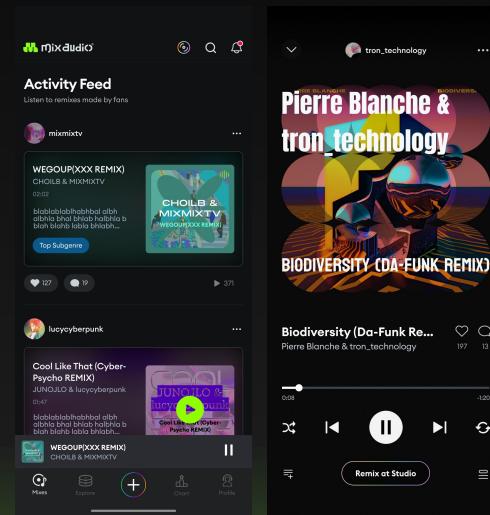
TAM

- Metaverse
- In-car
- Game music industry
- Music NFT

Mixaudio[®] AiDJ Prompt-based Block Music Streaming



Mixaudio[®] Play2Create Music Creation Studio powered by AI



Technology

Technology of Mix.audio



Streaming

- Interactive streaming



Assemble

- Cross-domain similarity of music and sample
- Automatic mixing/mastering



Analysis

- Adaptive music technology
for car, mobile, and game

- Real-time tempo/key/chord change

- Multi-track transcription & generation for mass adoption

Go-to-market Strategy

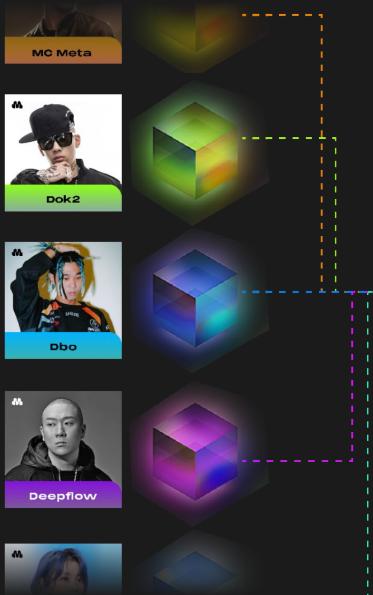
Icons of Korean HipHop and R&B Artists



Business Model

Pay your blocks and earn your copyright! (& streaming subscription)

Artists' pack of music blocks



- \$0.1 per a block (sample sound)
- \$2~\$5 per a mix

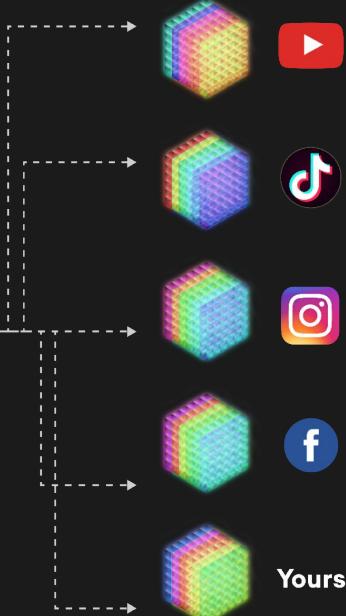
Your Remix



\$

Earn the rights by
credit purchases.

You can use the music anywhere



Traction

Licensing with big music company & AI DJ streaming

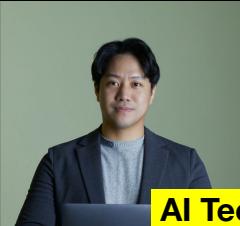


- **Beta service launch, 05.2023 (Currently, thousands of users)**
- **\$100k revenue, Q1-Q2.2023**
- **Technology licensing with big music company, 09.2023**
- **AI DJ streaming feature launch, 09.2023**
- **\$2m revenue, 2024**

Team

Neutune is group of experts in Music Tech, Production and Business.

Jongpil Lee



AI Tech

KAIST Adobe NYU ISMIR

Ph.D, KAIST*

25+ Dissertations, 1,000+ reference

Adobe, NYU, Naver research intern

ISMIR Tutorial
(with DeepMind, Dolby,
NYU researchers)

ICLR, ICML, NeurIPS, ISMIR Reviewer
(2022, 2021)

Andrew Wi



Music & Social media

KAIST

Ph.D, KAIST*

Dissertations in ACM, ICMC, JMIS,
PloSOne (SCIE, SSCI)

Musical network analyst
Social media data analyst

DBR(journal) research intern

30+ Research Lecturer in NIS, KBS,
SK, COREN, UKC

Adjunct professor in Jungwon
Univ.(ex)

김원일 Wonil Kim



'Music'

KAIST



Berklee
College of Music

B.S Berklee College of Music

(Summa cum Laude)

M.S, KAIST

Electronic production and
design/ Video game scoring

Experiences in music production for
movie, drama, commercial
advertisement, and game

Advisors

Juhan Nam



Professor in KAIST*
Music A.I. expert

Yoon Kim



Former SKT CTO,
Former Apple Siri Developer

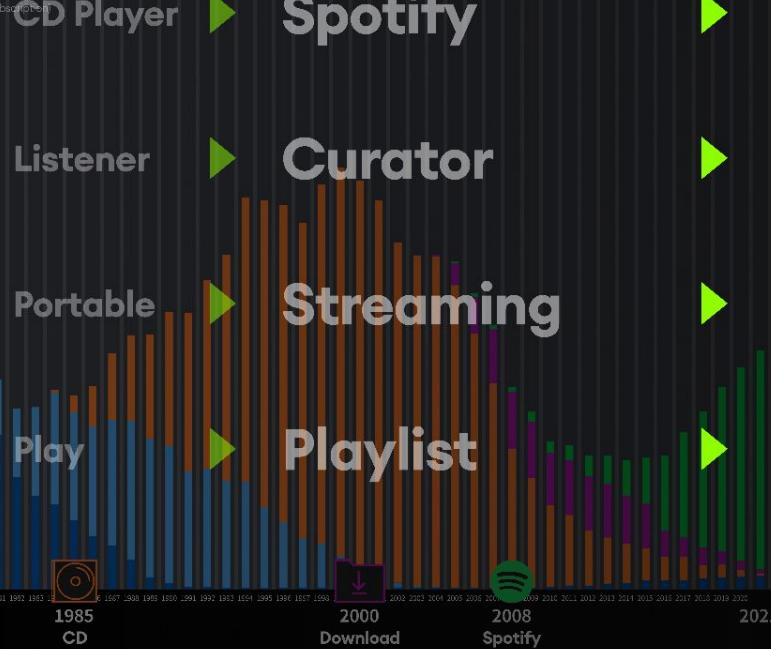
Jihoon Jung



Futurologist
NAVER Connect Foundation
K2G Tech fund advisor

Conclusion

Legend:
LP (LP/EP, Vinyl Single)
Cassette (Cassette, 8 Track, Cassette Single, Other Tapes)
CD (CD, CD Single, SACD)
Download (Album, Single, Ringtones, Music video, Others)
Streaming (Pod Subscription, On-Demand Streaming, Other Ad-supported Streaming, SoundExchange Distributions, Limited Trial Paid Subscription)



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Mix.audio
Real-time AI SaaS Music Creation & Streaming Service

Creator
Reusable Artist's Music Samples

Ownership
Ecosystem of Derivative Works

PlayMix
Innovative Music Experience

Project info: project.mix.audio/

E-mail: jongpillee@neutune.com
LinkedIn: linkedin.com/in/jongpillee