

Seventh Harmonic

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Business Description

Seventh Harmonic is a development team founded by University of Wisconsin-Madison mathematics graduate students Lalit Jain and Leland Jefferis. Its goal is to produce unique educational and recreational software for mobile platforms that set a new standard for mobile entertainment. Seventh Harmonic's first product, **Bee-Line**, is a mathematical puzzle game which is easy to learn but requires acute spatial and numerical reasoning in order to solve. Though not currently a business entity, the goal is to form an LLC in the near future.

Company History

The Seventh Harmonic team was formed on September 1st by Lalit Jain and Leland Jefferis and was later joined by artist and fellow graduate student Nathan Clement. Since its formation, the team has developed and released an alpha version of its first product, **Bee-Line**. **Bee-Line** is currently undergoing refinement before its beta release in mid-November.

Seventh Harmonic's Products

Bee-Line is an original entertainment/educational mathematical puzzle game based on unique geometrical and numerical puzzle concepts. This puzzle has been developed on the Android platform and will eventually be ported to iOS. **Bee-Line** utilizes the touch interface to make input intuitive and enjoyable while at the same time using a sophisticated rule checking algorithm to guide users through the learning process. On top of the robust UI, the game features stunning hand drawn images and text that present a clean yet beautiful aesthetic which matches the feel of the puzzle.

In addition to Bee-Line the team has many future projects it is excited to explore. These include original games and classroom utility software.

Industry and Market Description

The mobile application market on the Android and iOS platforms is one of the fastest growing sectors in software. Estimated to be worth \$25 billion by 2015, the mobile application market primarily consists of two types of products, paid-for apps, or freemium apps. Freemium apps are free to download but offer in-app purchasable content and/or generate advertising revenue. The freemium model is expected to surpass paid-for apps, with a forecasted market share of 62%. Over 33% of mobile applications are games, of which puzzle games are the second largest category.

Customer Segments and Channels

Currently puzzle games have a mass market appeal to all ages and cultures. App sales in Korea, Japan and Russia are growing at extraordinarily fast rates sometimes exceeding 125% per year. In addition to releasing an English version the dialogs in **Bee-Line** are being translated to expand to international markets.

In the US, one of the primary customer segments is children under the age of 12. Over 40% of children in this age group have access to a mobile device, and it is estimated that children play close to 15 minutes of games a day.

The initial distribution channels are the Google Play store for Android devices and the Amazon app store. Eventually these channels will include Apple's iOS store in addition to regional app stores being created in emerging mobile markets.

Marketing

Bee-Line will feature a promotional web page which will include a developer blog as well as information about future updates and new content. As students of the University of Wisconsin-Madison, the founders hope to solicit publicity through local media sources including the Wisconsin Institute of Discovery website and the Badger Herald. Since **Bee-Line** can also be played with pen and paper, it will be offered to local newspapers to be featured as a daily or weekly puzzle in exchange for advertisement for the mobile app.

Revenue Streams

The primary revenue stream will be in-app purchases and subscriptions. As an example, **Bee-Line** has the ability for users to purchase hints and additional levels.

Funding/Cost Structure

The current development process requires little to no funding. Funding required thus far has been paid out of pocket.

Management Team

Co-President: Lalit Jain: Graduate student at UW - Madison.

Co-President: Leland Jefferis: Graduate student at UW - Madison.