

# Seed Music

University Scheme



# Seed Music University Scheme

November 2017

1. In brief
2. Our mission
3. The software
4. Terms



# Amazing, bespoke software for you, for free, as part of our mission

- 1 We're on a mission to build more musical communities
- 2 We've built some amazing software to help us
- 3 We'd like to offer it to our first 3 universities free of charge



*Music participation drops during university years and dramatically beyond them. We want to help build communities that people want to stay a part of, at university and beyond*



*We've built feature-rich software for booking music rooms, meeting other musicians and forming bands. It's secure, flexible and designed for universities*



*Because universities are so crucial to the mission, we'd like to offer it to you, for free, forever*



# Seed Music University Scheme

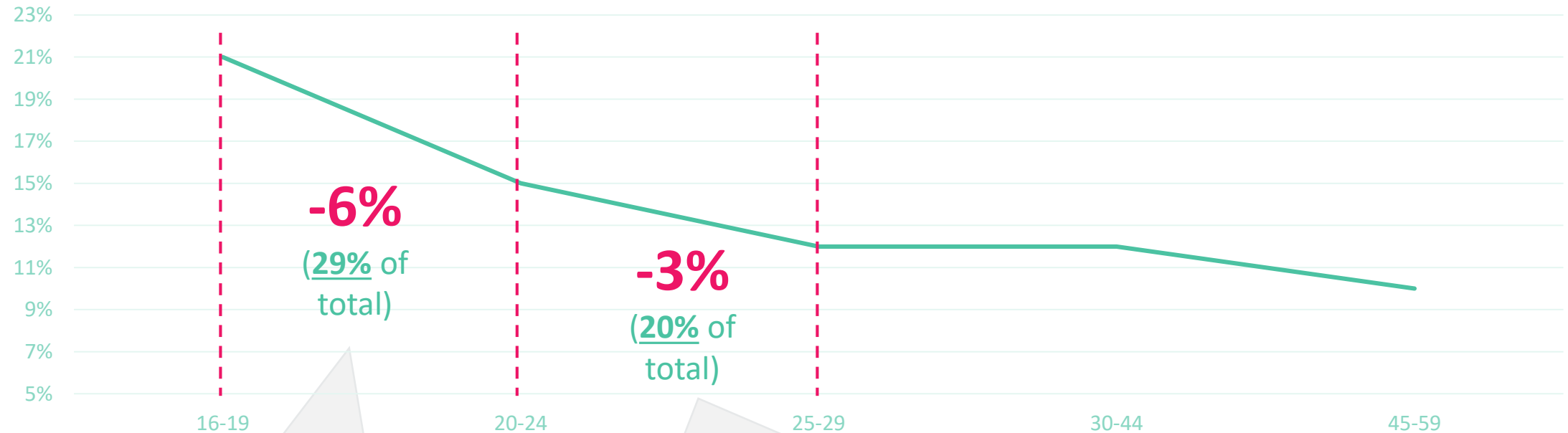
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# Music participation drops dramatically at university and beyond

## % of population that plays music, by age group (ONS)



### At university\*

- ✓ Time to play
- ✓ Place to play
- ✗ Easy to find people to play with

### At work

- ✗ Time to play
- ✗ Place to play
- ✗ Easy to find people to play with

\*Note: includes mix of university students and younger workers

# We want to solve this by building musical communities

## For universities



Software  
(FREE for early users)

A beautiful, feature-rich online hub that connects all musical people in a university as well as providing a great booking system

## For offices



Software



Music facilities

(PAID)

Create a musical community from scratch, providing facilities, software and service

## The Goal

Music at university becomes even **more exciting**, and students can go on to find equally lively **musical communities** in the **workplace**



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# (1/3) At the core of our software is an intuitive booking system

## 1 Search for a time

The screenshot shows the 'Seed Music' website with a navigation bar (Rooms, Community) and a user profile (Michael). The main heading is 'Book a music room'. Below it is a search form with fields for 'Date' (25/10/2017) and 'Time' (19:45), and a 'Search' button. Under the heading 'Your bookings', there is a section for 'Upcoming bookings (2)'. The first booking is for 'Wed, 25 Oct 2017' in 'Room 3' from 18:15 to 19:30, booked by 'David Brubeck, Susan Dunnett, Michael Dunnett-Stone'. The second booking is for 'Thu, 26 Oct 2017' in 'Room 2' from 15:15 to 16:00, booked by 'Susan Dunnett, Michael Dunnett-Stone'.

## 2 Select based on availability

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### Other features

- Email confirmation and reminders
- Booking cancellation
- Admin capability to cancel any bookings

## 3 Choose others to book with

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## 4 Add to calendar or manage

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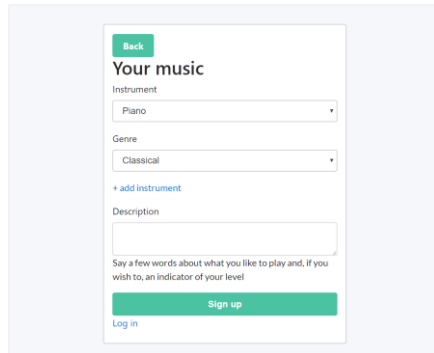
**TRIAL THE SOFTWARE  
AT**  
[www.seedmusic.co.uk](http://www.seedmusic.co.uk)





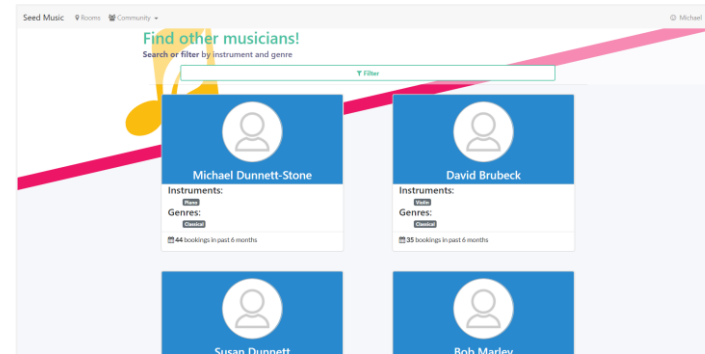
## (2/3) Forum, group booking and bespoke profiles build a community

- 1 Students **sign up** with information on their music

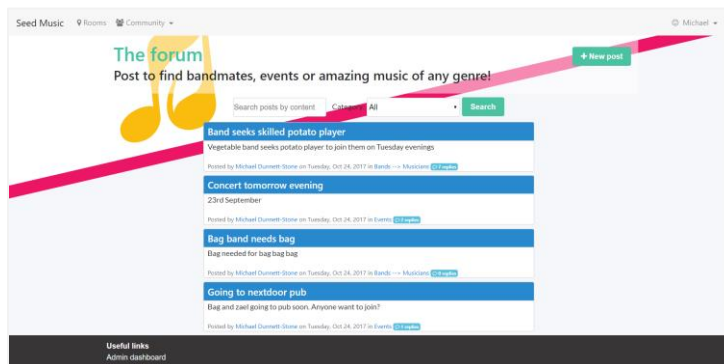


The screenshot shows a 'Your music' sign-up form. It includes a 'Back' button, a 'Your music' title, and fields for 'Instrument' (set to 'Piano') and 'Genre' (set to 'Classical'). There is a '+ add instrument' link, a 'Description' text area, and a prompt to 'Say a few words about what you like to play and, if you wish to, an indicator of your level'. At the bottom are 'Sign up' and 'Log in' buttons.

- 2 Meaning there is a **searchable database** of musicians



- 3 The **forum** helps students form bands and discuss events & music



- 4 Bookings are **social by design** and are shared amongst bandmates



TRIAL THE  
SOFTWARE AT  
[www.seedmusic.co.uk](http://www.seedmusic.co.uk)

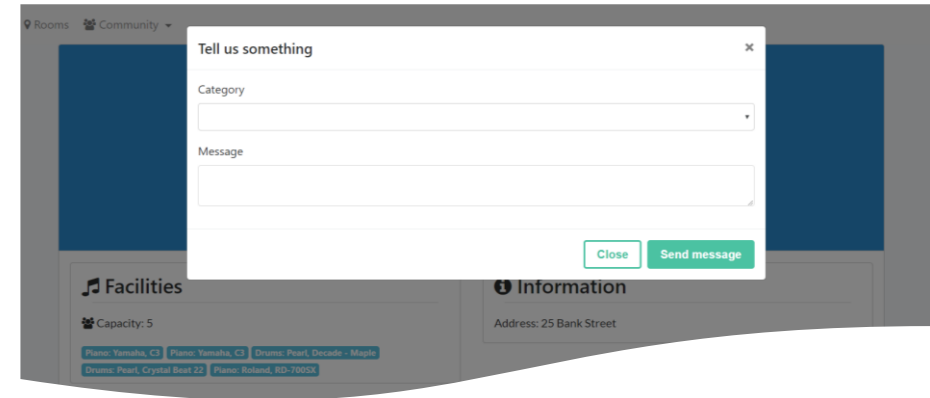


## (3/3) Many more bespoke features make it the complete music hub

### 1 Useful resources for musicians

Coming soon

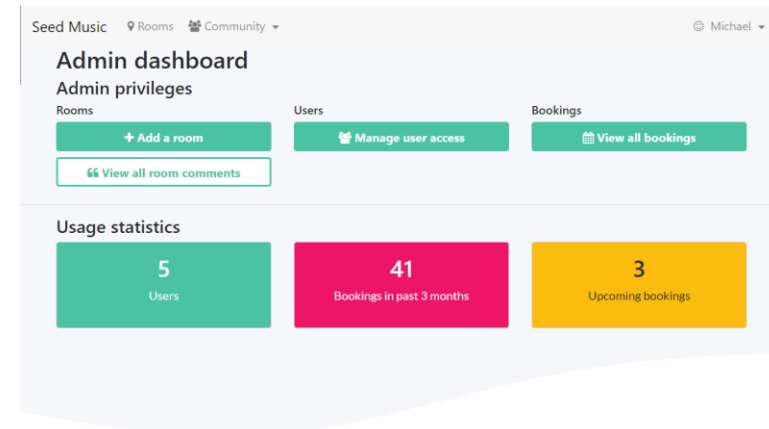
### 2 Leave comments about rooms



### 3 Links to amazing online lessons

Coming soon

### 4 Powerful admin tools (more detail below)



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## Built on Rails, with best practice security features



**SECURE**

- Web-app – regularly updated with latest security features, without any work required from university
- Built on Ruby-on-rails, a secure and brilliant framework
- Best practice validation and security features
- Hosted on Heroku (adds extra layer of security)
- No integration with existing systems required



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# Powerful admin dashboard for bookings, users and rooms



**FLEXIBLE**

- Block-book rooms on recurring schedule
- Cancel user bookings at any time if required
- Only whitelisted email addresses may create account (manage from dashboard)
- Manage each user's access to rooms
- See aggregated stats on usage

**TRIAL THE SOFTWARE AT [www.seedmusic.co.uk](http://www.seedmusic.co.uk)**



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# Free for first 3 universities, forever; no payment details



**FREE, FOREVER**

- No payment details required, because no payment required. Ever.
- Simple contract
- Hosted free as part of our mission
- We help you set it up
- On-going support and updates





# Thank you

For a full demonstration, please email

[mike@seedmusic.co.uk](mailto:mike@seedmusic.co.uk)

