





feel Sereen

Problem



Indie musicians **lack** an **accessible support system** in the midst of an industry **ridden** with comparison, judgment, and **unrealistic expectations**

Landscape



“Researchers surveyed over **2,200 musicians** and then conducted **interviews** with select participants to get a deeper understanding. Entitled “**Can Music Make You Sick?**”, it’s the **largest known academic study** ever on the topic and its results were **alarming**.”



71%

Experienced
Panic Attacks
and/or high levels
of **Anxiety**



69%

Experienced Depression
3x higher than the
general British public



57%

... of those who struggled with their mental health
did not receive treatment, and **over half** said it
was **difficult to get help**

Mission



To **break the silence** surrounding
mental wellness in **music**



Solution

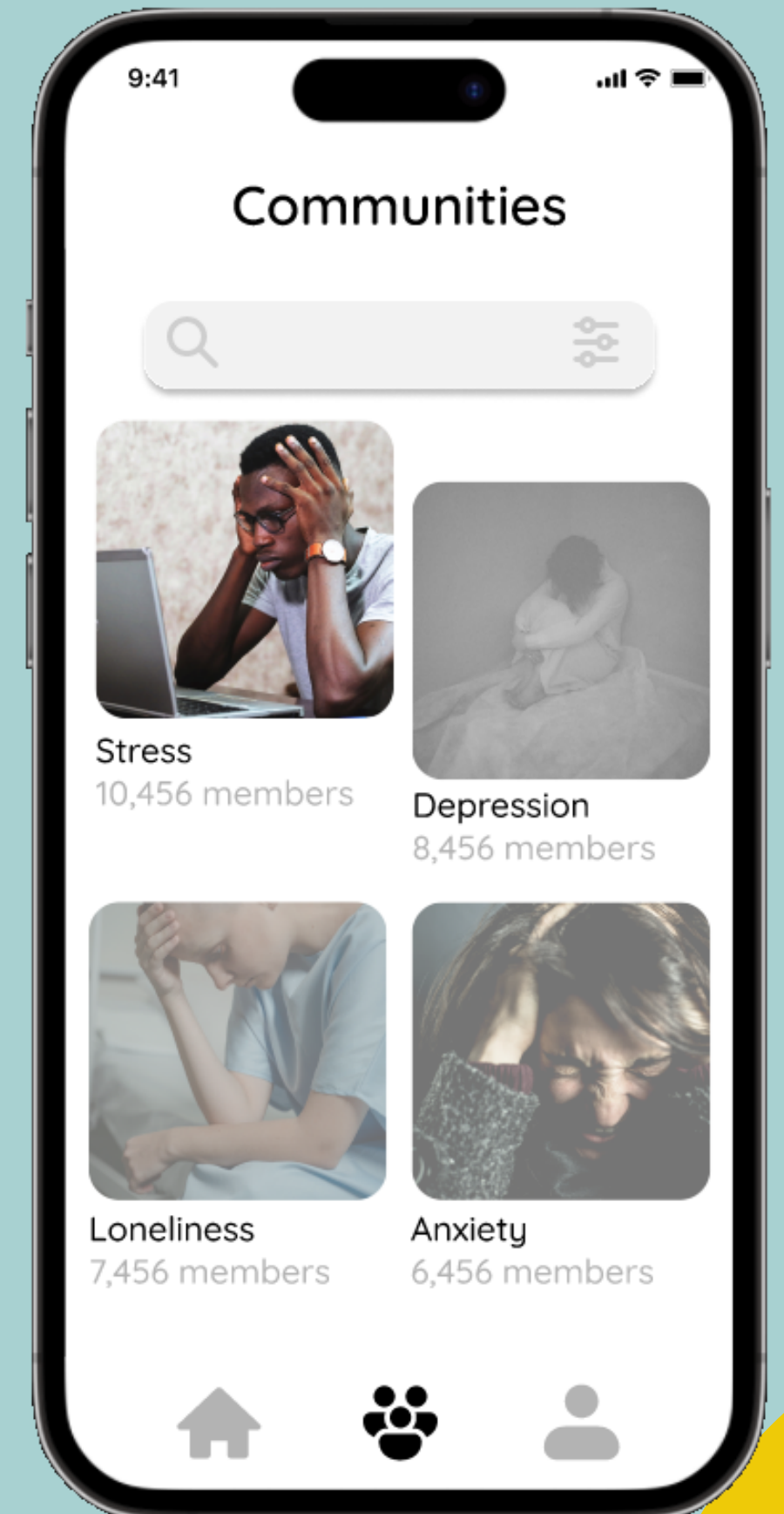
ANONYMOUS COMMUNITY FOR MUSICIANS TO DISCUSS THEIR MENTAL HEALTH

- Lessen the intensity of **mental breakdowns**, frequency of **impulsive** behaviors, and **loneliness** through conversing
- Communities for musicians to discuss their **challenges/concerns**
- Moderated through **sentiment analysis** (Natural Language Processing - **OpenAI API**)
- Allow musicians to go through **levels** and make **\$** by **using the app - usage streaks** (Gamification)

- **Personalized matchmaking** groups within communities for musicians to discuss their battles with **like-minded** people
- Resources for **crisis hotlines** and nearby **emergency services** (safeguard)
- “**81%** of respondents **expressed interest** in accessing **mental health services** via an **online peer support community**.”



FOR



Users



Potential users from **user interviews** expressed they experience **panic attacks**/anxiety, sleeping issues, **financial/emotional** stressors, and the awareness that there are **several depressed people** in the industry

“... especially in our field, we’ve got a lot of **depressed** people - so **more action** is definitely **needed.**”

1st Year University Student & Artist/Producer

“I **worry** about my **financial situation** and other **emotional issues** and wondering **if anything I’m doing is worth it.**”

Music Producer

Monetization

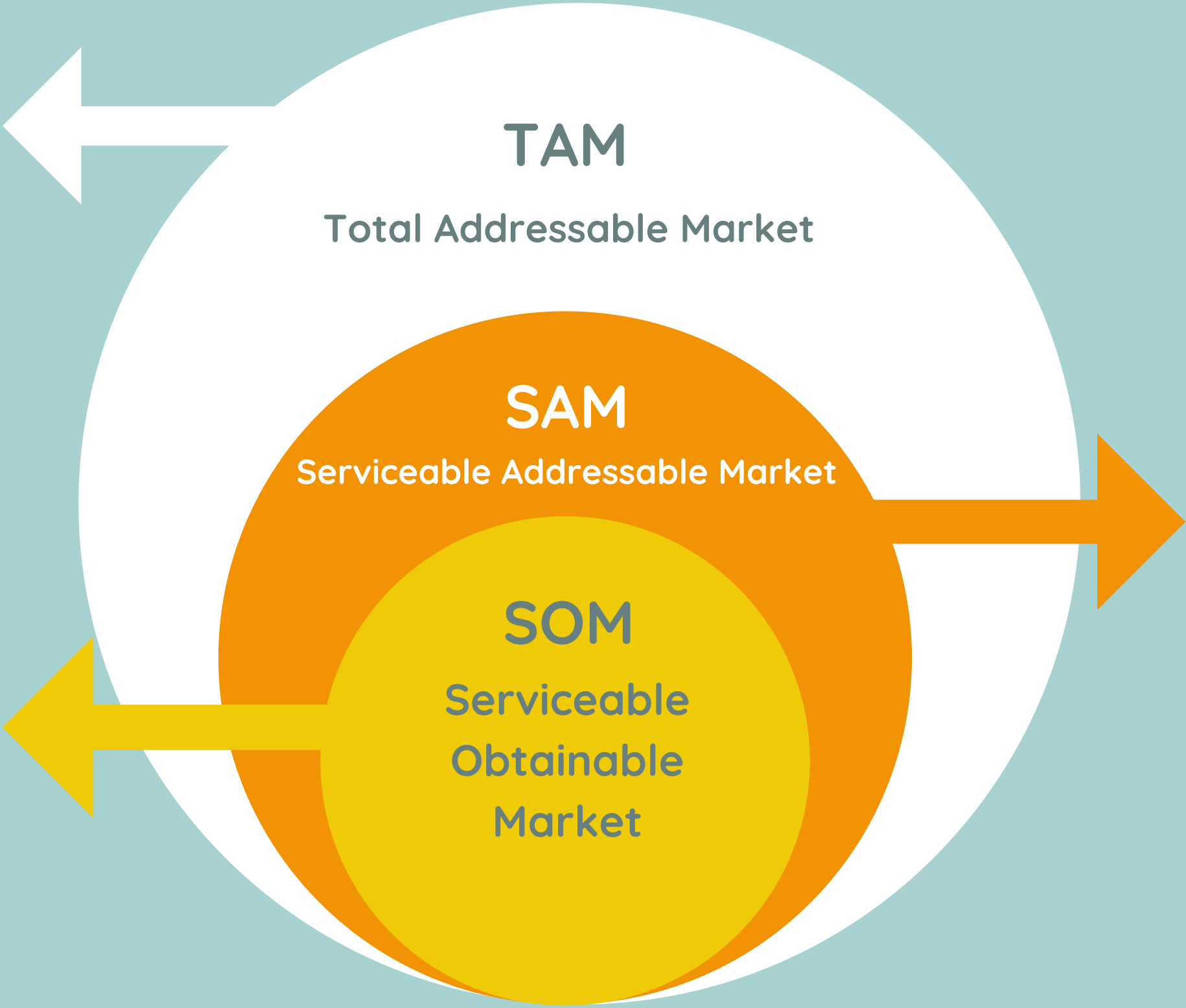


	Free	Premium	How We Are Monetized
Peer-to-Peer Support	●	●	➡ Subscription Model <ul style="list-style-type: none">• \$7/month
Musician Focus	●	●	➡ Partnerships/Sponsorships <ul style="list-style-type: none">• Work with mental health organizations
Gamification	●	●	➡ Affiliate Marketing <ul style="list-style-type: none">• Partner with mental health professionals and provide referrals to their services
Personalized Matchmaking	●	●	➡ How can we grow YoY? <ul style="list-style-type: none">• User Acquisition/Retention• Expand & Enhance Services• Community Building & Engagement
Discounts w/ Partners	●	●	
Personalized Progress Tracking	●	●	➡ How do we gamify? <ul style="list-style-type: none">• Usage Streaks - accumulate points for days spent in app• Progress Boards - messages sent, accounts reached

Market



5M+
Artists on Apple Music



102k

Musicians in the **USA**
(DataUSA)

72.4K

71% of **Musicians** from **SAM**
(Estimate based on **three variables**
that focus on musicians and mental
health statistics)

Revenue



- **B2C Mobile App**
- **Freemium** Model
- Subscription Cost
 - **\$7/month**
- Partnerships/Sponsorships
- Affiliate Marketing

Anticipated Early Adopters & Innovators

SOM = $72.4k \times 16\% = 11.6k$ (Early Adopters & Innovators)

Monthly Subscriptions = $(\$7 \times 12) \times \text{SOM}$

Total for SOM = $\$6.1M \times 16\% = \$974k$ (EA&I)

Costs

Software & Sales = \$230k

CX/HR/Bankroll/Acct. = \$135k

PR/Promotions/Marketing = \$75k

Product Development/APIs/Servers = \$50k

Research = \$50k

Legal/Accounting = \$25k

App Store Transaction Fees = 13k (EA&I)

EA&I - Costs = \$396k (Profit)



GTM



1. Discord Community

- a. Message members and post in **xolemates**, a robust music community over Discord, founded by **xole**, a content creator on YouTube

2. Referral Program

- a. Implement a **user referral program** so **artists are incentivized to share** the platform **within their communities**, etc. (Network Effect/Word-of-Mouth)

3. Influencer Awareness

- a. **Partner** with **mental health** and **music** content creators to spread word of the app
 - @dr.kojosarfo - **ADHD Advocate** - **2.4M** Followers
 - @bipolarbetch - **Bipolar Advocate** - **49k** Followers
 - @noahriichardson - **Musician/Advocate** - **6.5k** Followers

4. Industry Connections

- a. Talk to **connections** among **label managers** and **music professionals** to **gain** new **leads**



Competition



Peer-to-Peer
Support



Gamification

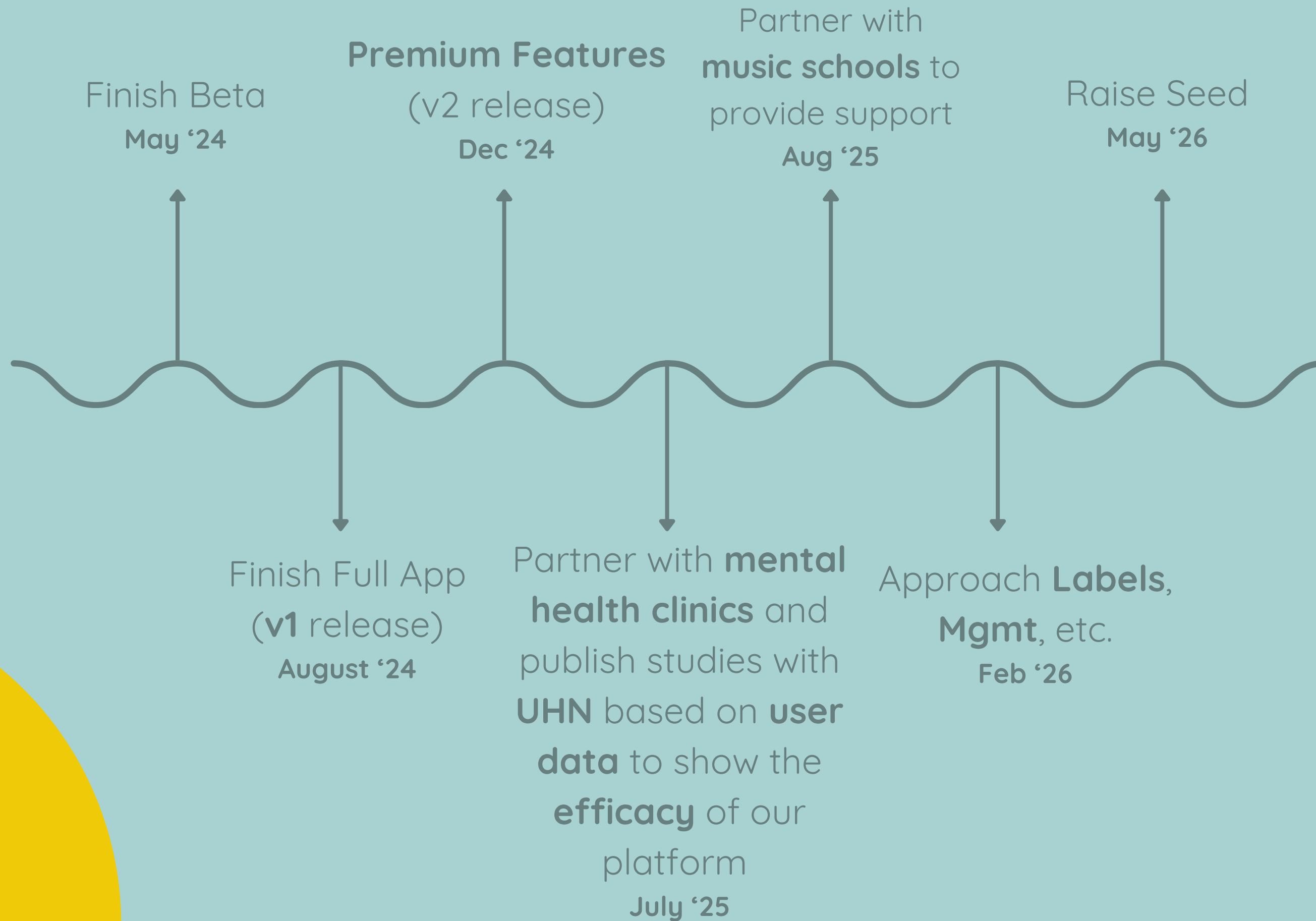


Musician Focus



“The **creative workers** indicated they **did not know** where to get **support** from in the **entertainment industry**. Further, they commented they needed support services **specifically tailored for the entertainment industry**, easily **accessible**, run by people who **understand** the **creative industries**, and **anonymous**.”

Roadmap



Team



Naol Denko

Founder & CEO

- **7+** years of music exp. (featured on **CBC Radio 1**, PopCanRadio, **Ones To Watch**, etc.)
- **3x** Hackathon Award Winner
- **YSpace** Venture Catalyst Alum
- Former **NYAC** Advisory Council Member
- **Rise YSBP** Winter 2024 Cohort



David Garrard

Tech + Biz Advisor

- **20+** years of experience in **technology leadership** and **senior engineering** positions
- Chief Data Scientist @ **Konfidis**
- President & Owner @ **Squarify**
- **BA, Economics** @ University of Waterloo



Ryan Paul

Design Advisor

- **MSc, Computer Science (HCI + Accessibility Focus)** student @ University of Guelph
- Prev @ Kenna, Survalent, Ontario Ministry of Transportation
- **BComp, Software Engineering** @ University of Guelph

Ask



650k for 20%

(Pre-Seed)



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