





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

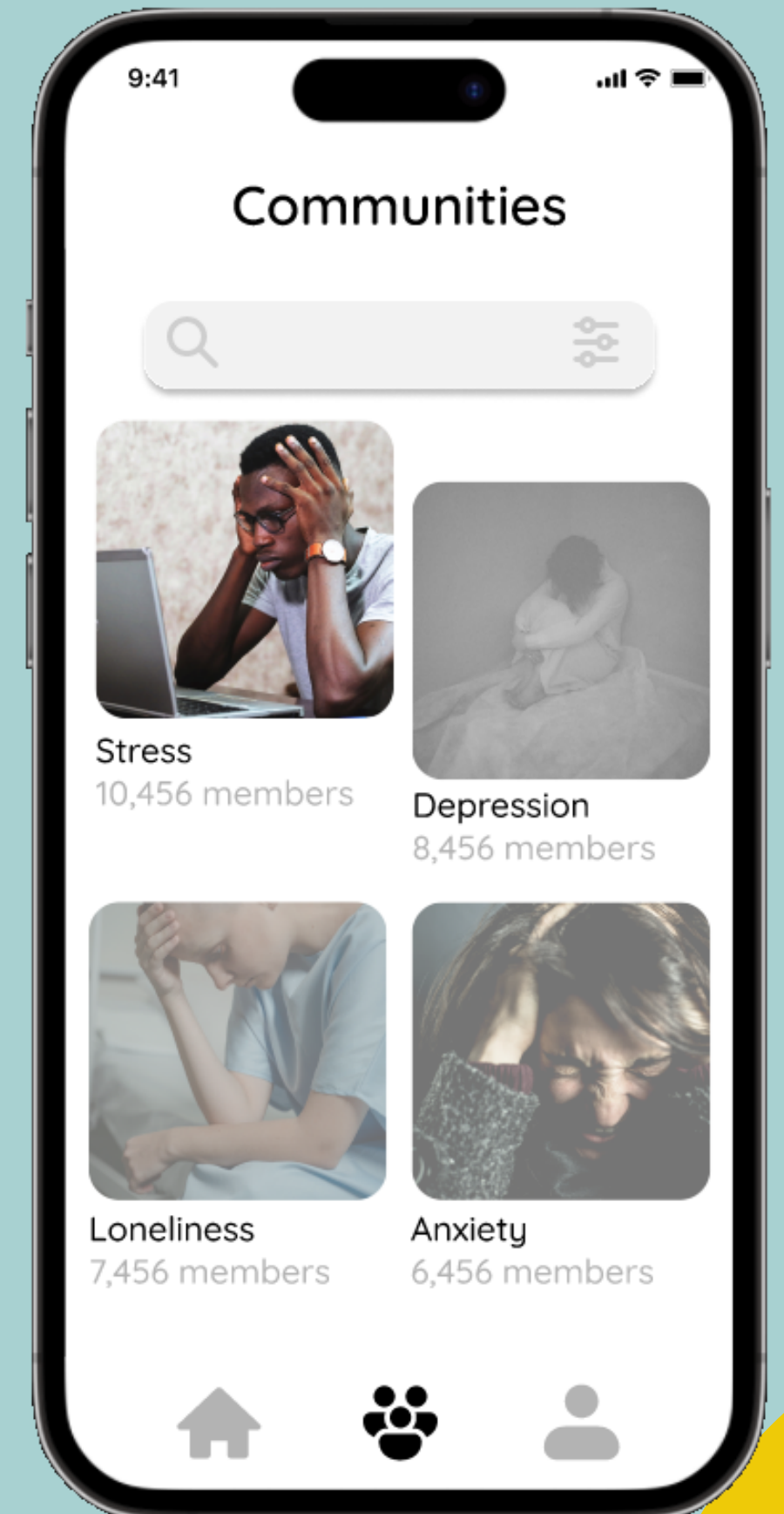
## ANONYMOUS COMMUNITY FOR MUSICIANS TO DISCUSS THEIR MENTAL HEALTH

- 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 (lyric analysis)** groups & 1on1s 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**.”



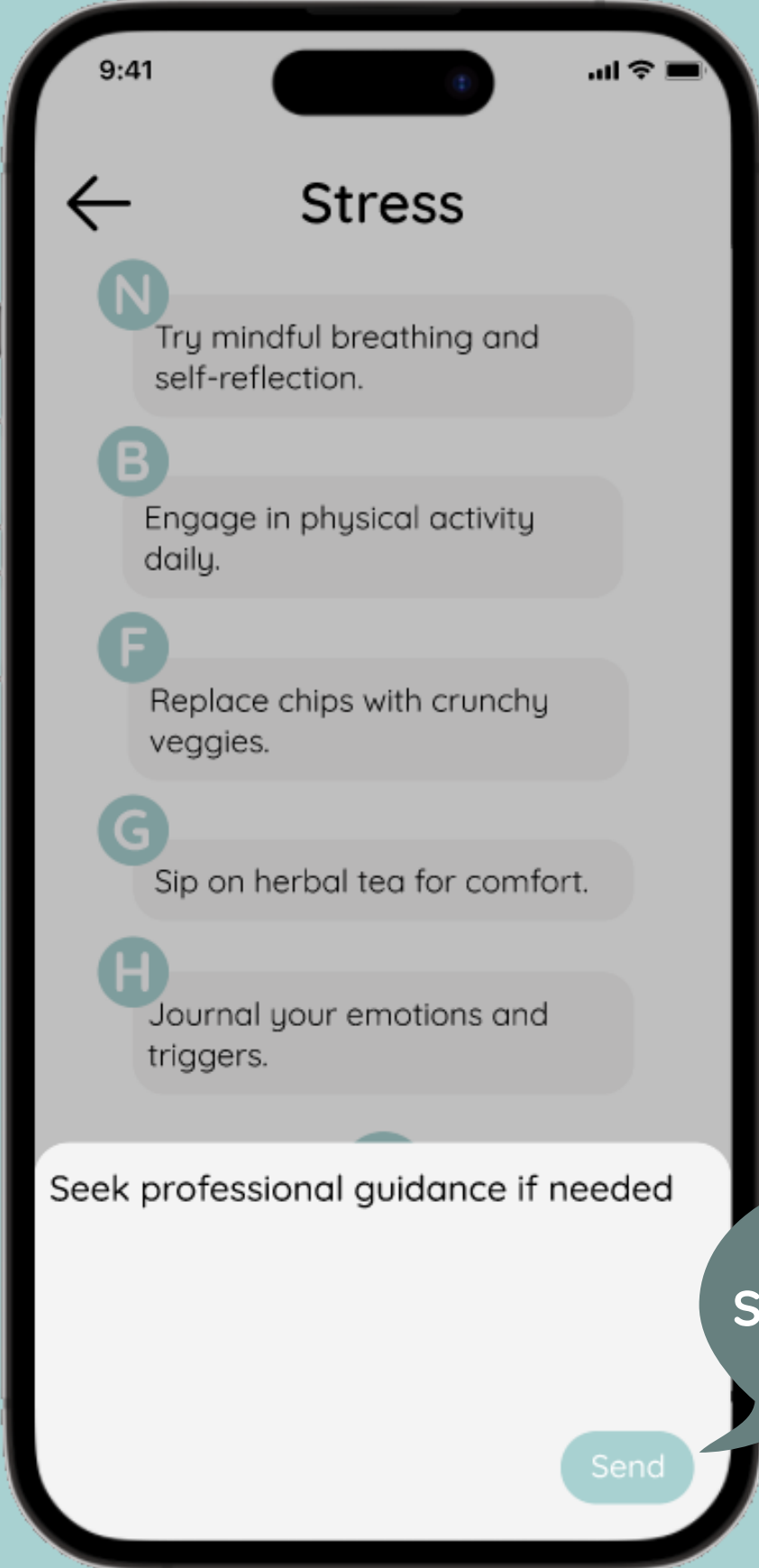
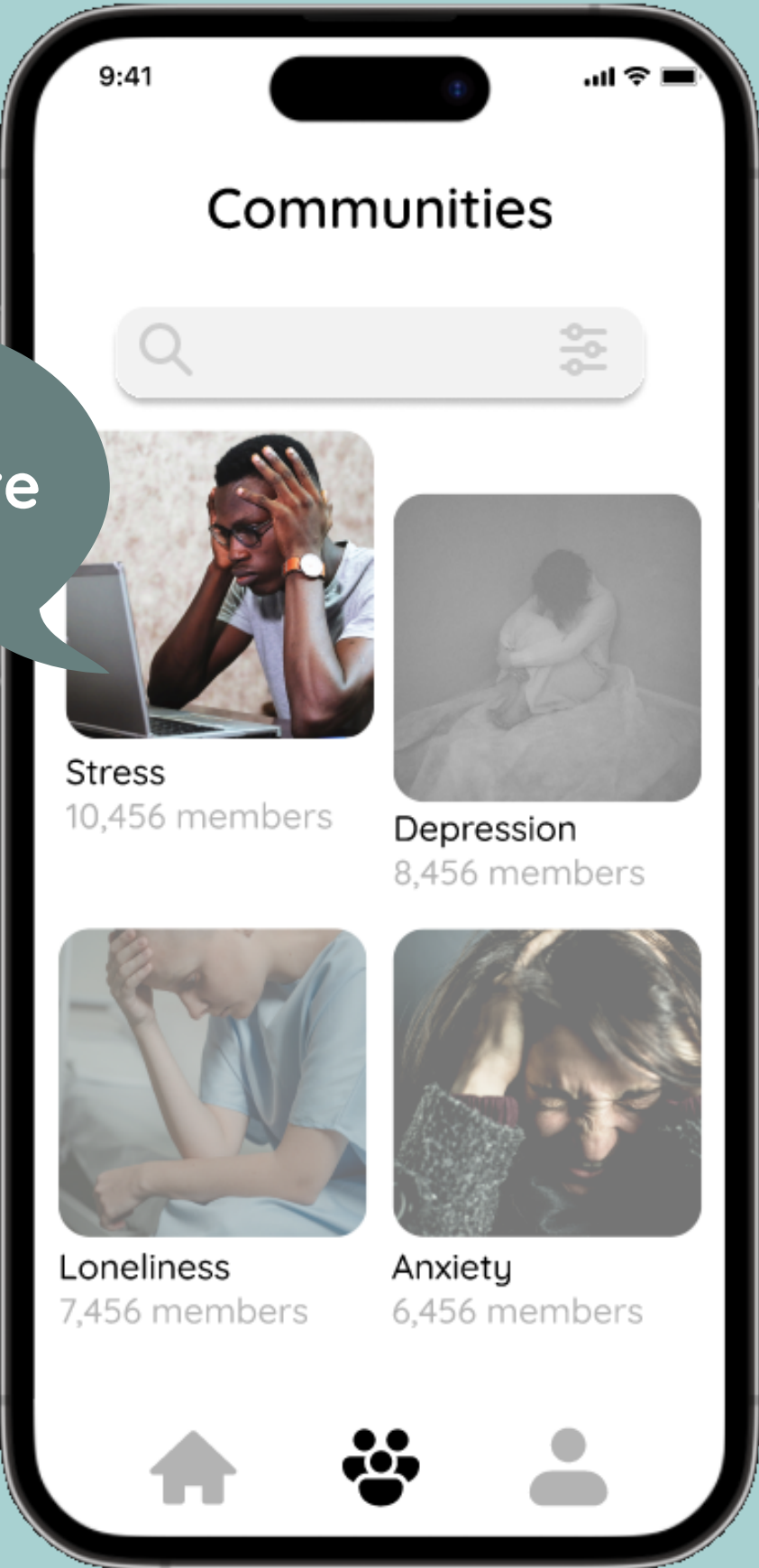
FOR



# How Does It Work



Tap Here



Appendix 1



# Monetization



	Free	Premium	How We Are Monetized
Peer-to-Peer Support	●	●	→ <b>Subscription Model</b> <ul style="list-style-type: none"><li>• \$7/month</li></ul>
Musician Focus	●	●	→ <b>Partnerships/Sponsorships</b> <ul style="list-style-type: none"><li>• Work with various local retailers/services, etc.</li></ul>
Gamification	●	●	→ <b>Affiliate Marketing</b> <ul style="list-style-type: none"><li>• Partner with mental health professionals and provide referrals to their services</li></ul>
Personalized Matchmaking	●	●	→ <b>How can we grow YoY?</b> <ul style="list-style-type: none"><li>• User Acquisition/Retention</li><li>• Expand &amp; Enhance Services</li><li>• Community Building &amp; Engagement</li></ul>
Discounts w/ Partners	●	●	
Personalized Progress Tracking	●	●	→ <b>How do we gamify?</b> <ul style="list-style-type: none"><li>• Usage Streaks - accumulate points for days spent in app<ul style="list-style-type: none"><li>◦ \$0.05/day</li></ul></li><li>• Progress Boards - messages sent, accounts reached</li></ul>





# Traction



Event count

1.1K

-

New users

228

-

Website

	Country ▾ +	↓ Users -----
		228 100% of total
1	Canada	111
2	United States	89
3	Saudi Arabia	5
4	China	4
5	India	3
6	United Kingdom	3
7	Ireland	2
8	Russia	2
9	Switzerland	2
10	Greece	1

Audience

Sereen

Your audience has 18 contacts. 18 of these are subscribers.

MailChimp

Profile activity ⓘ

465

+9.9%

vs Oct 3 - Dec 31

Profile visits

458

+11.1%

Instagram

Last 90 Days ▾

Jan 1 - Mar 30

189

Accounts reached

+88.8%

31

Followers •

+64.5%

158

• Non-followers

Impressions

973

+71%

All Organic Traffic  
(As of March 2024)

# 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



# Users



 **@naol** Hey guys! So, I've been working on a startup since July last year. It's an anonymous peer...




**Luke D** Yesterday at 7:01 PM

SUPPORT MY BOY 💪

all seriousness though this is an awesome concept and he's got some real momentum going so far! Highly recommend everyone check it out and sign up for the waitlist to help out ❤️




 **@naol** Hey guys! So, I've been working on a startup since July last year. It's an anonymous peer...



**Colours And Clouds** Today at 8:19 AM

Mate this is so great. Thanks for thinking to put this in place, its definitely needed.




 **@naol** Hey guys! So, I've been working on a startup since July last year. It's an anonymous peer...



**JustJoshP** Yesterday at 7:12 PM

this is such a solid idea! can't wait to see it when it is fully done



 **@naol** Hey guys! So, I've been working on a startup since July last year. It's an anonymous peer...



**sigh** Yesterday at 7:58 PM

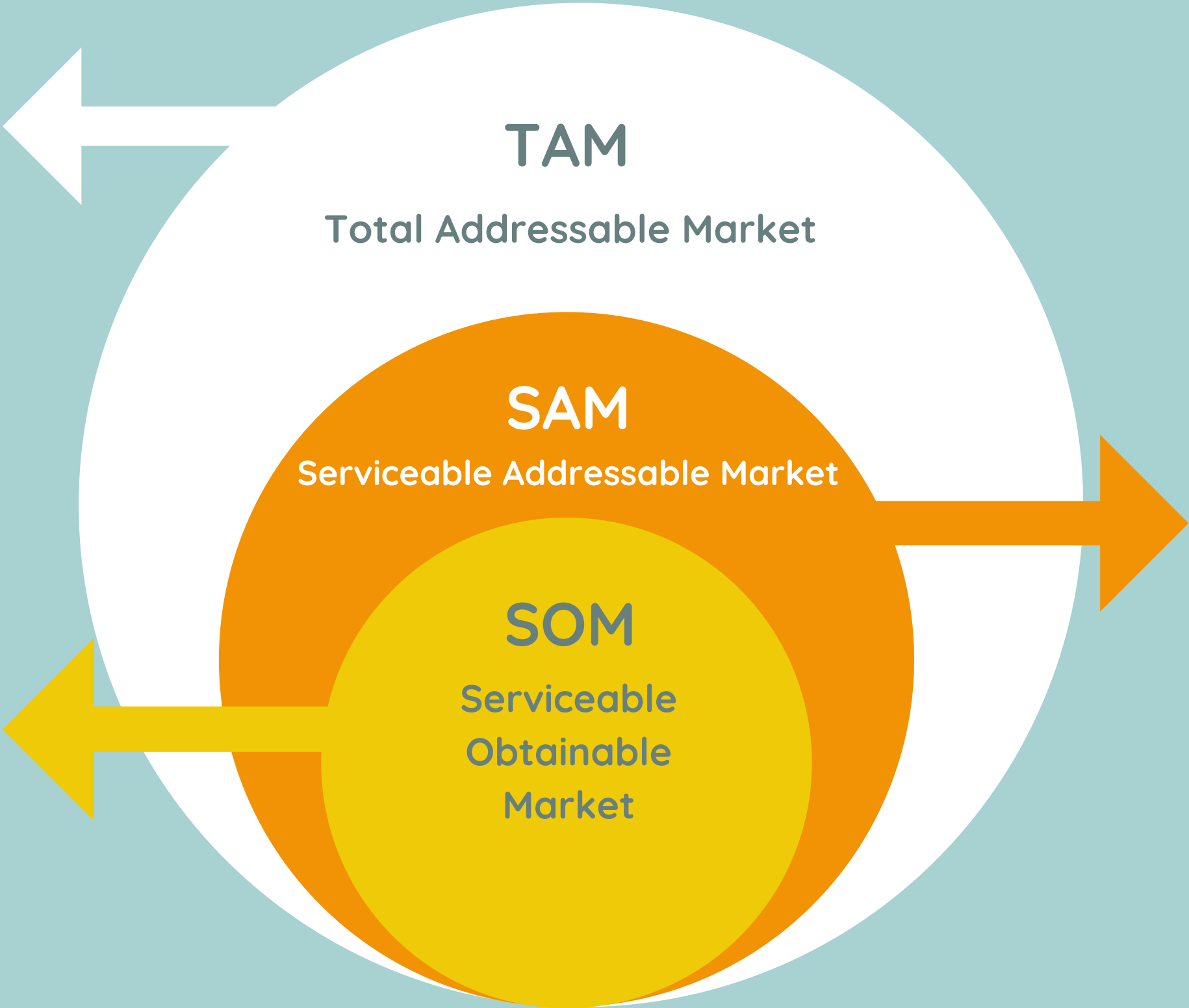
Dope, I'm on the waitlist



# 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**
- Sponsorships
  - **Tiered** Pricing
- Aff. Marketing/Partnerships
  - **5-30%** commission/sale

## 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

**Gamification** = \$211.7k

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

**Research/Clinician** = \$90k

**PR/Promotions/Marketing** = \$75k

**Product Development/APIs/Servers** = \$50k

**Legal/Accounting** = \$25k

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

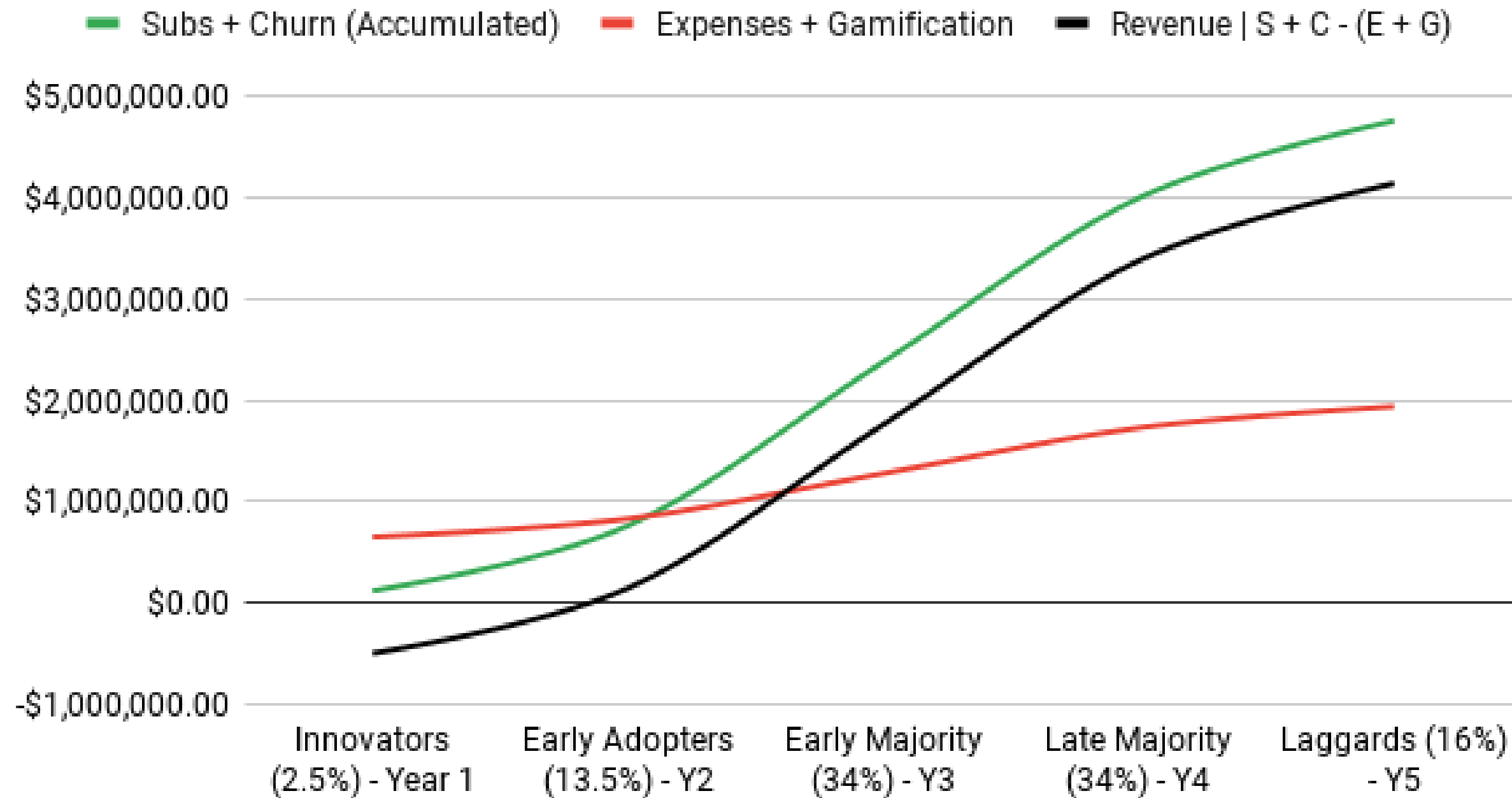
**EA&I (974k) - Costs (829.7k) = \$144.3k (Profit)**



# Projection



## Sereen - Financial Projections - Five Year SOM Forecast



# 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 + **Luke D's** Server

## 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** - **50k** Followers
  - @noahriichardson - **Musician/Advocate** - **6.5k** Followers

## 4. Industry Connections

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





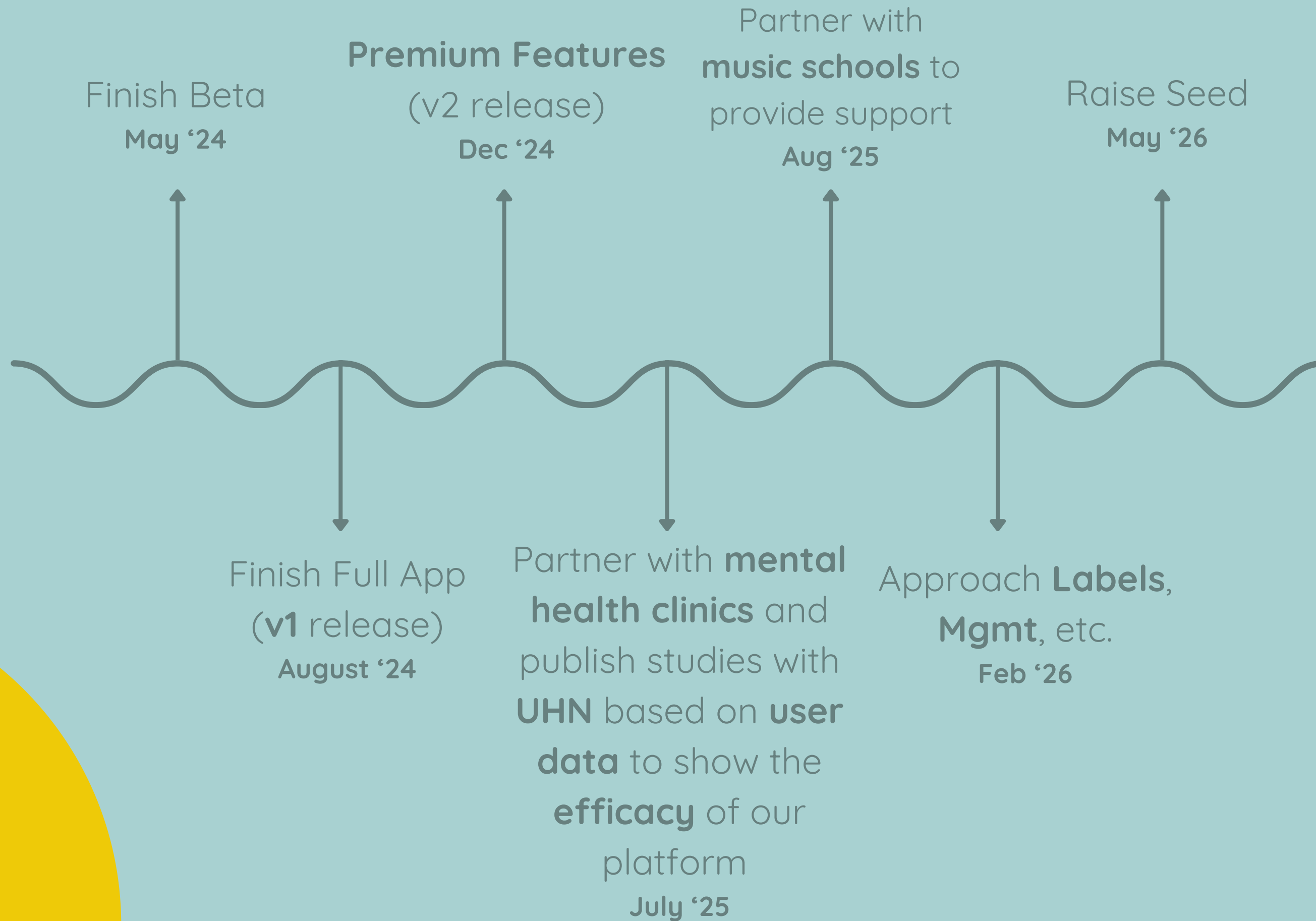
# Competition



Peer-to-Peer Support	●	●	●	●	●
Gamification	●	●	●	●	●
Musician Focus	●	●	●	●	●
Skill Building	●	●	●	●	●
Online Therapy	●	●	●	●	●

“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



## Keith Buggy

Brand + Music Industry Advisor

- **5+** years of experience in **sales** and **marketing**
- Current Marketing Manager @ **Canadian Country Music Association**
- Former Account Executive @ **Meta**
- Conducted marketing for **Burna Boy**, **Jhené Aiko**, **Omah Lay**, etc.
- **BA (Honours), Commerical Modern Music** @ BIMM University & **Certificate (Level 7), Marketing** @ Dublin Business School

Ask



700k for 20%

(Pre-Seed)

\*Canadian Dollars\*



S | feel  
Sereen

[hello@sereenminds.com](mailto:hello@sereenminds.com)

# Sereen v0 - Figma Mockup

Click Link To View Mockup

# Appendix



## Sereen - Financial Projections - 5 Year SOM Forecast

Click Link To View Spreadsheet

Pre-Seed Investor Return (700k for 20%)	Investor ROI
0	0
\$28,729.60	0.04
\$352,430.00	0.50
\$676,130.40	0.97
\$828,460.00	1.18



# Market Research

Click Link To View Market Research

# Additional Research/Refs

Click Link To View Research