





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

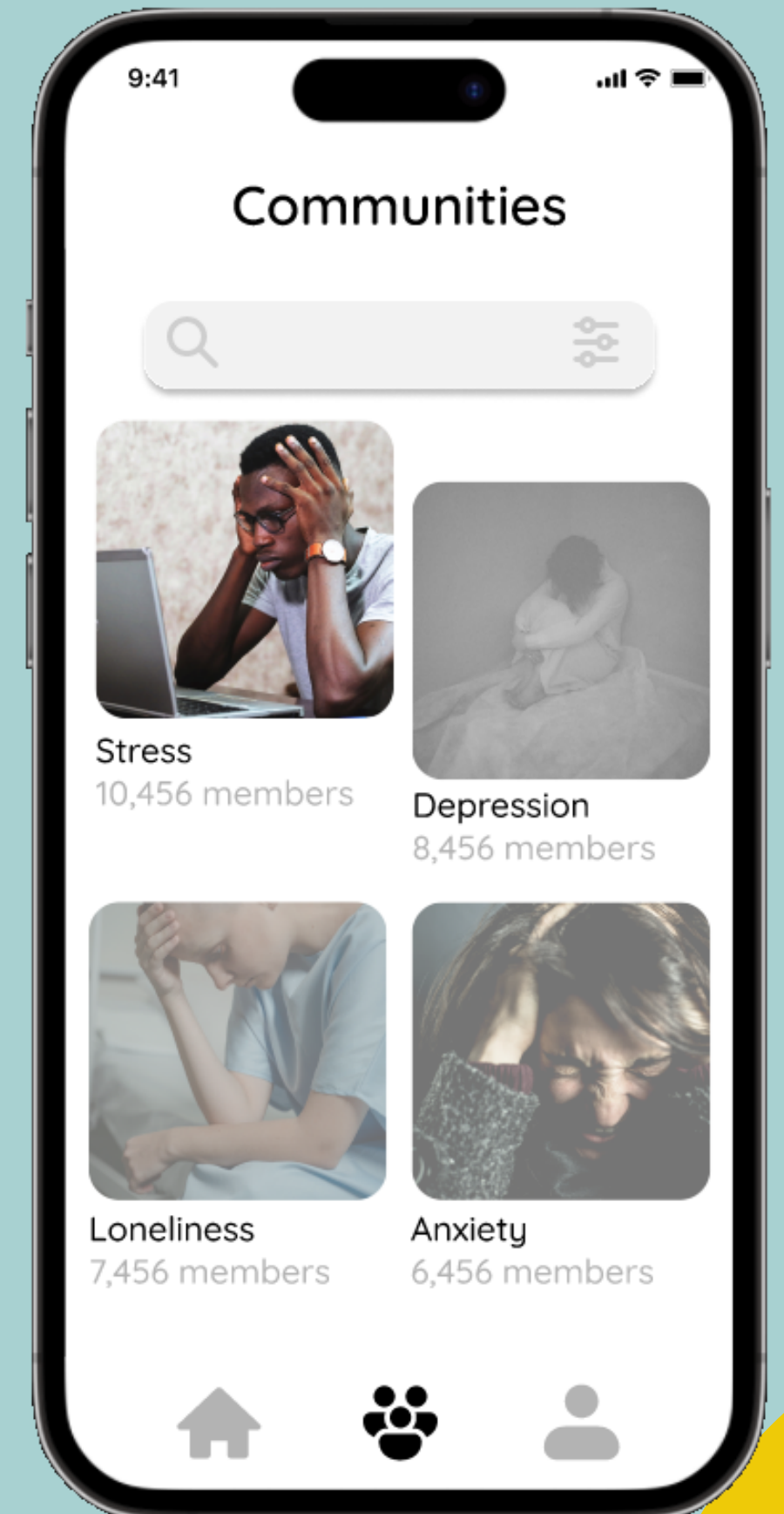
## ANONYMOUS COMMUNITY FOR MUSICIANS TO DISCUSS THEIR MENTAL HEALTH

- 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



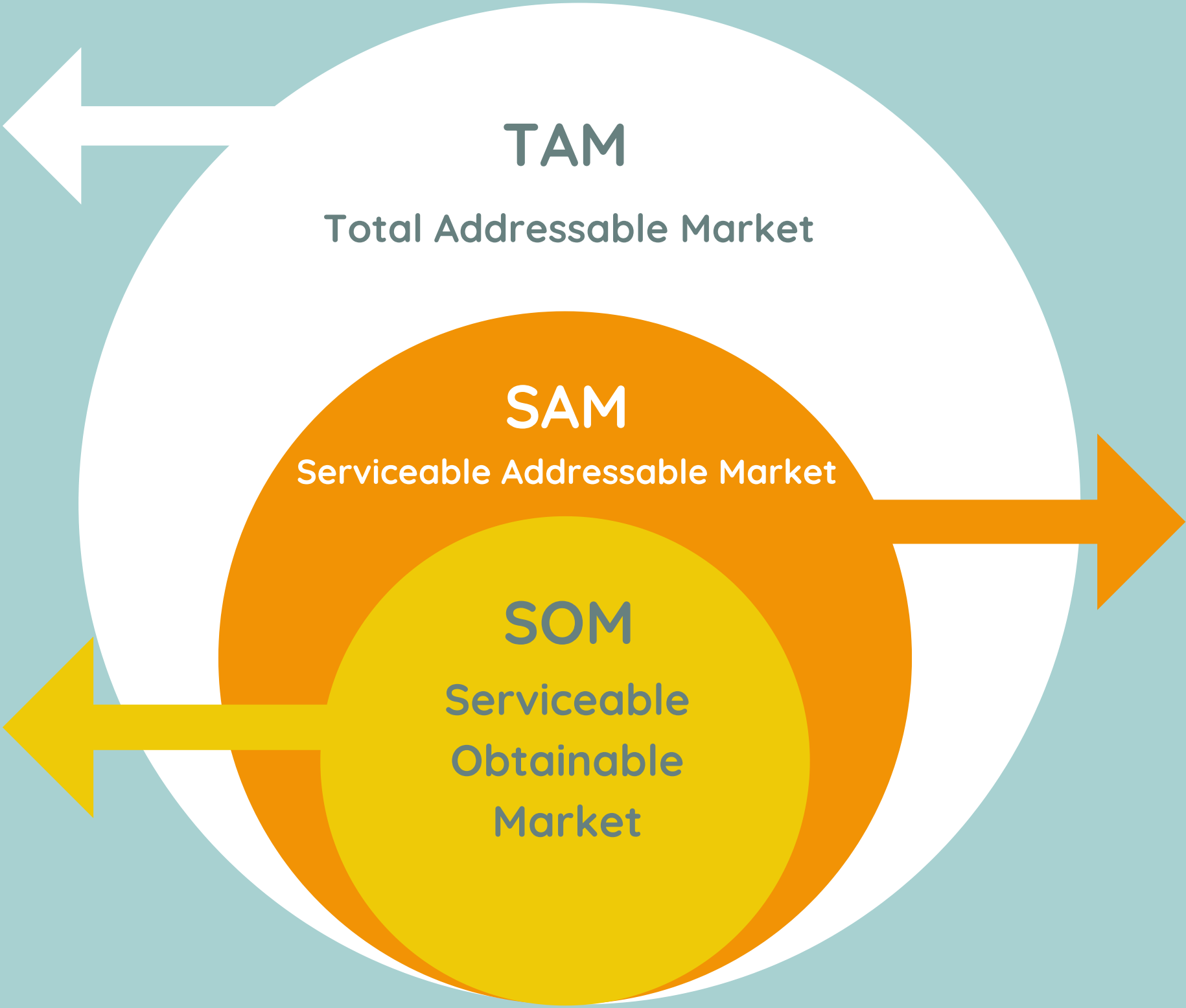
	Free	Premium	How We Are Monetized
Peer-to-Peer Support	●	●	➡ Subscription Model <ul style="list-style-type: none"><li>• \$7/month</li></ul>
Musician Focus	●	●	➡ Partnerships/Sponsorships <ul style="list-style-type: none"><li>• Work with mental health organizations</li></ul>
Gamification	●	●	➡ Affiliate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



# 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/Clinician** = \$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

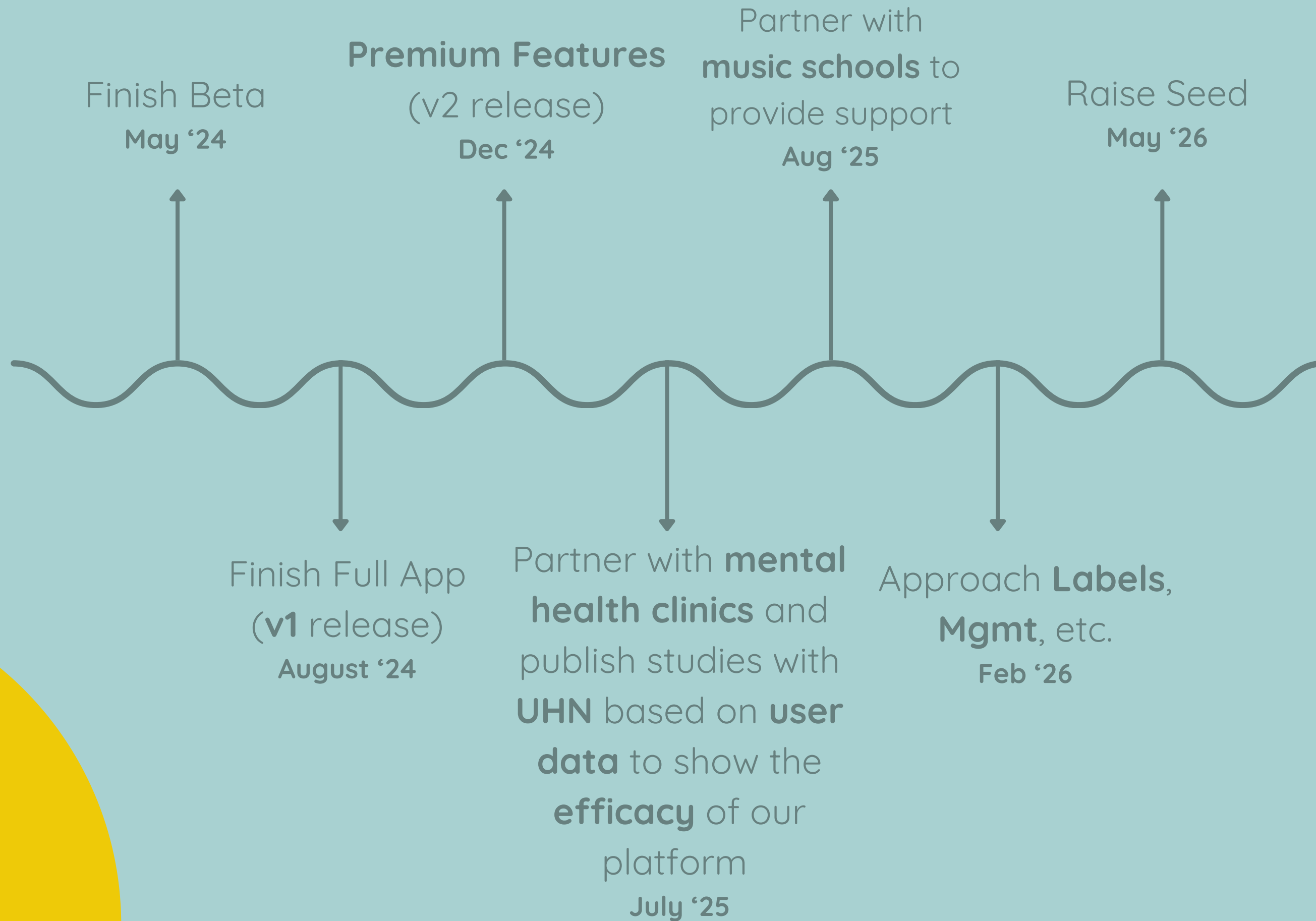


Musician Focus



“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



## Keith Buggy

Brand + Music Industry Advisor

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

Ask



650k for 20%

(Pre-Seed)



S | feel  
Sereen

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