



Become Sereen-Like



## Problem

“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**

## Vision



To **foster a musician peer-to-peer support network** that discusses their **struggles of mental health openly and safely**



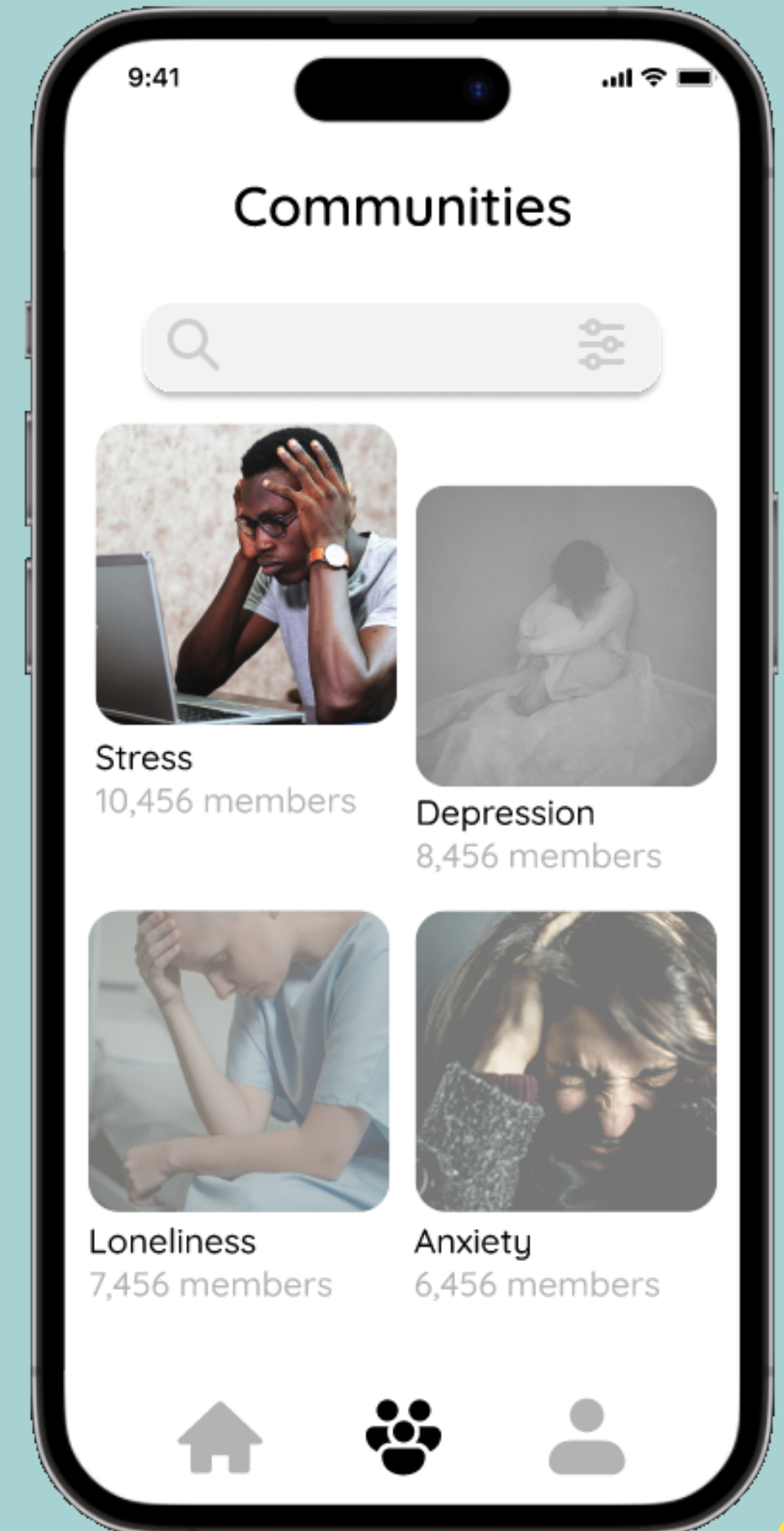
# Solution

## 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)
- Allow musicians to go through **levels** and make \$ by **chatting with others** (Gamification).
- **Personalized matchmaking** groups within communities for musicians to discuss their battles with **like-minded** people
- Be sourced to **crisis hotlines** or nearby **emergency services** when in dire need (**safeguard**)
- “~81% of respondents **expressed interest** in accessing **mental health services** via an **online peer support community**.”



FOR





# Market

**TAM**

Total Addressable Market

**SAM**

Serviceable Addressable Market

**SOM**

Serviceable Obtainable Market

5M+

Artists on Apple Music

72.4K

**71%** of Musicians from SAM  
(Estimate based on **three data points**  
that focus on how many **musicians struggle**).

102k

Musicians in the USA  
(DataUSA)



# Revenue



- **B2C / Freemium**
  - **\$5/month**
  - **Wisdo** = \$5.99/month
  - **7 Cups** = \$12.95/month
  - **Circles** = \$29/month
  - **TogetherAll** = B2B  
(Pricing Not Shown)

## Anticipated Early Adopter Projection

**SOM** =  $72.4k / 2 = 36.2k$  (**Early Adopters**)

**Monthly Subscriptions** =  $(\$5 \times 12) \times \text{SOM}$

**Total for SOM** =  $\$4.34M / 2 = \mathbf{\$2.17M}$  (EA)

## Costs

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

**PR/Marketing** = \$7.5k

**Research** = \$10k

**Legal/Accounting** = \$5k

EA - Costs = **\$2.09M (Profit)**



# GTM



## 1. Discord

- a. Initially start contacting connections within a Discord Server **music community** made by a YouTuber

## 2. Connections

- a. Talk to the **label/artist managers** or **music professionals** in my network and have their clients come to me or provide more leads

## 3. Referrals

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

## 4. Awareness

- a. **Partner** with **mental health** influencers or **mental health-conscious** musicians to spread word of the app
  - i. Connected with a **TikToker** w/ **42k+** Followers



# Competition

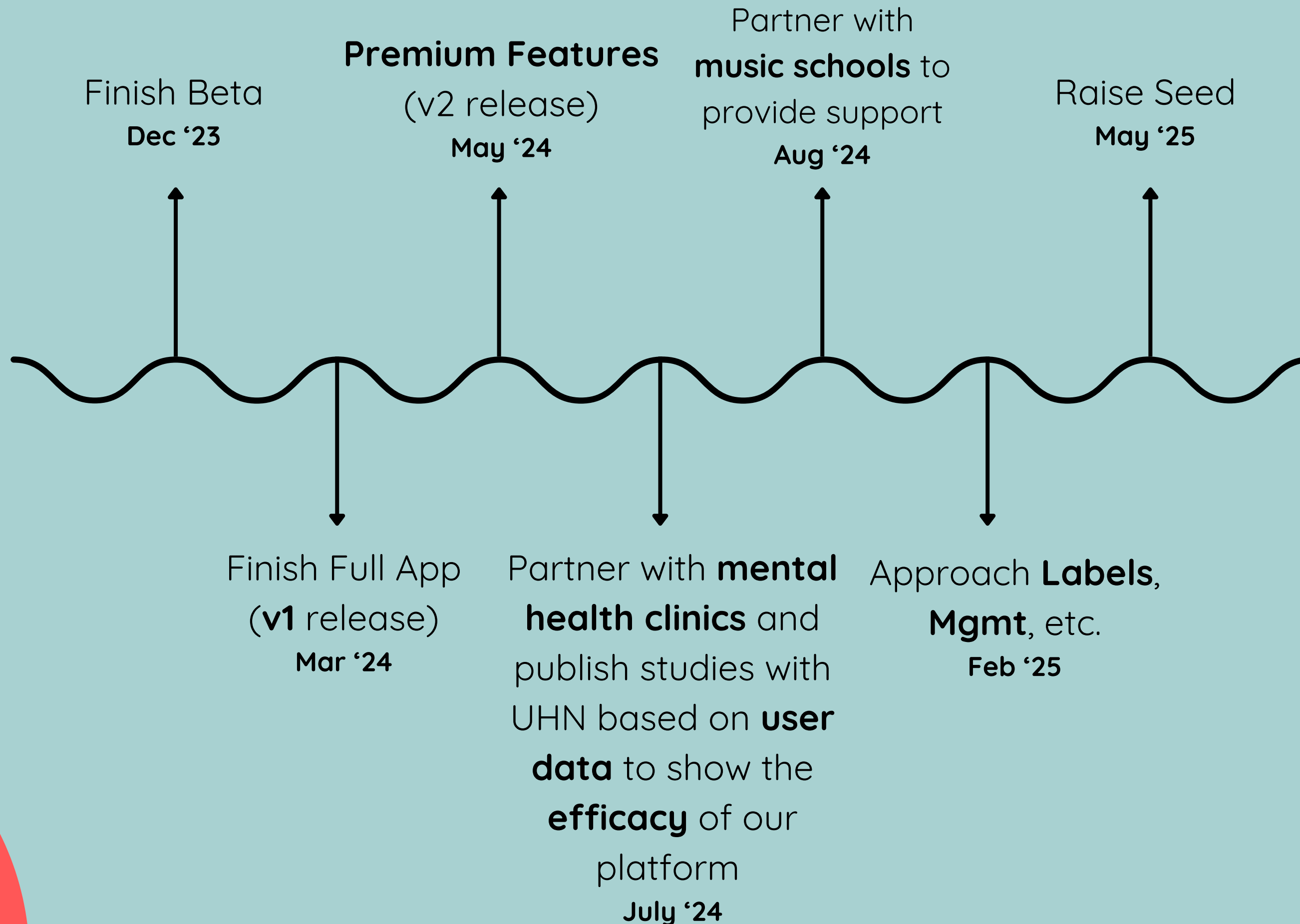


Peer-to-Peer Support	●	●	●	●	●
Online Therapy	●	●	●	●	●
Skill-Building	●	●	●	●	●
Gamification	●	●	●	●	●
Musician Focus	●	●	●	●	●

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.<sup>7(p171)</sup>



# Roadmap



# Team



## Naol Denko

Founder & CEO

- **3x** Hackathon Award Winner
- Featured on **CBC Radio 1**, PopCanRadio, **Ones To Watch**, etc.
- **YSpace** Venture Catalyst Alum
- Former **NYAC** Advisory Council Member
- Previous **sales/business development** experience (BAY Specialized Tax Services & Neo Financial)
- **7+** years of **music** exp.
- **5+** years of **UX/UI design** exp.
- **3+** years of **Flutter/Dart** exp.



# S | Become Sereen-Like

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