



# Attac:k!

## Stop Scrolling, Start Playing.

Organize and explore your sample packs in an instant.



# Observation 1



"A **third** of the world tries to make music"

Splice Chief Executive Officer Steve Martocci

"There are a very broad set of point-solutions and offerings that have been developed to help artists create, produce and monetize, however **few provide an end-to-end solution**"

AUDIO SECTOR REPORT Let the Good Times Roll! – Recap of Q4 2020 - GCA

In particular, **the management of sample packs is difficult** because everything is spread out over the Internet, without any real interaction between the different solutions



# Observation 2



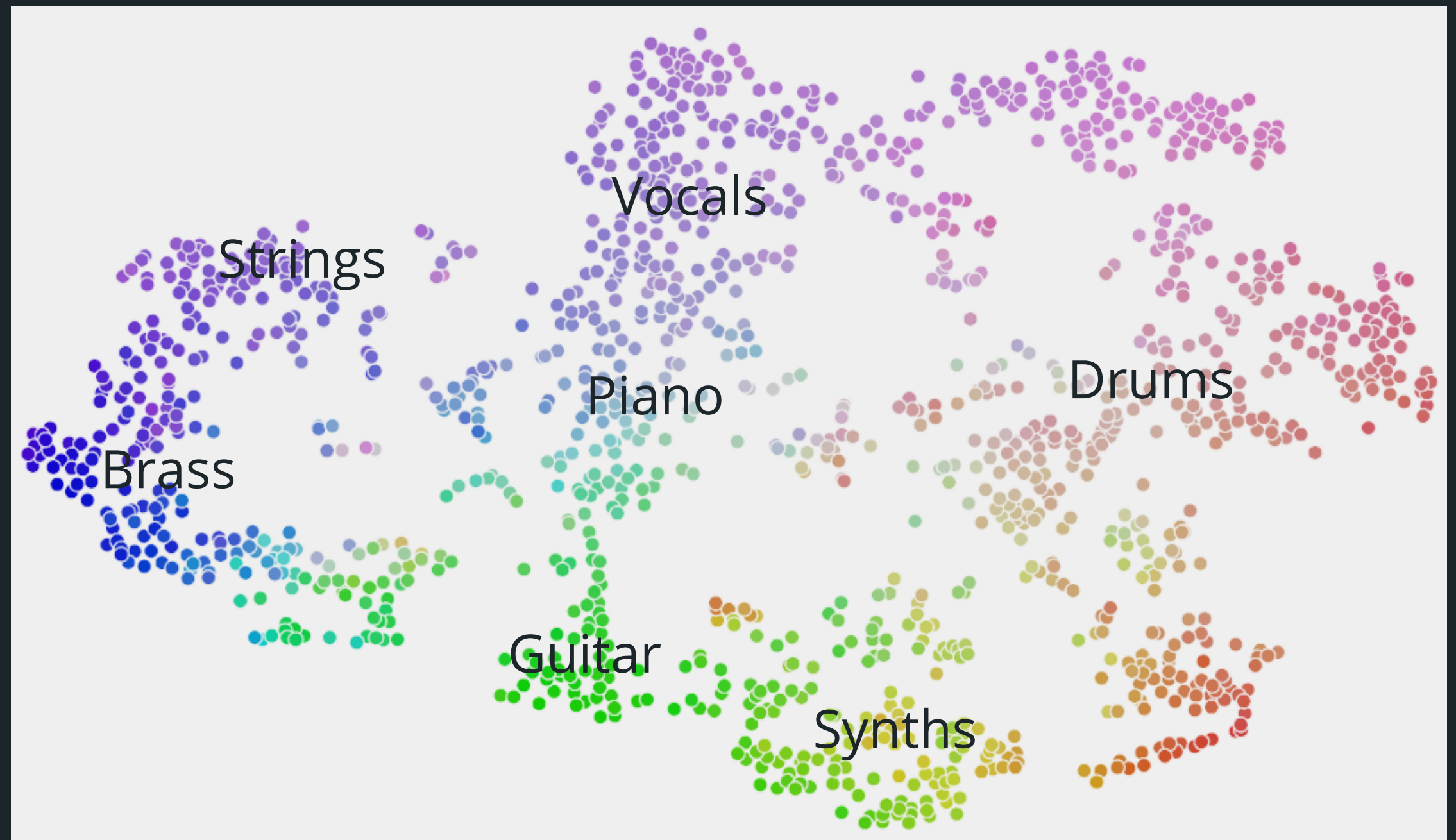
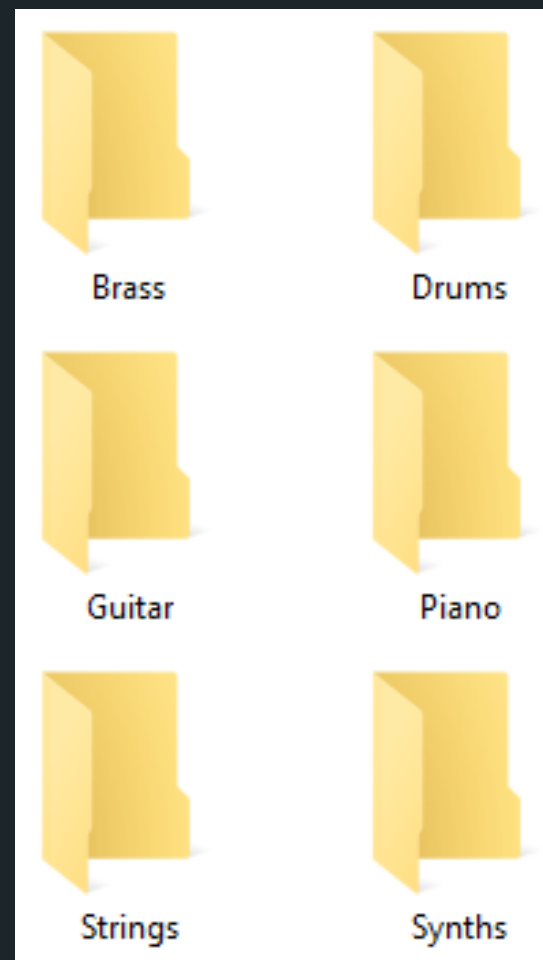
Traditional Files Explorers aren't fit to explore new sample packs:

- **Boring and time consuming** to scroll into an endless list. Musicians can spend hours searching without finding anything
- As a result, musicians tend to **always use the same sounds** once they find a few that they like by laziness



# Attac:k!

Instantly **create** and **share** maps of sample packs to sort sounds by similarity and navigate **flowlessly** and **intuitively**





# Create Maps

Attac:k! allows the musician to create maps and to visualize his sample packs

## More relevant



Takes advantage of the two dimensions of the screen

Sounds mapped by similarities

## More efficient



All sounds are visible and accessible in one click

Playful, intuitive and productive exploration

# Share Maps

Everything available from the software : don't waste time wandering on the Internet



**Share** maps and sample packs with others



**Discover** and **explore** new sample packs



A platform for sound designers to share their work and **earn money** from it

# Our Target

## Amateurs & Independant Producers

Want tools that allows them to develop their **creativity**

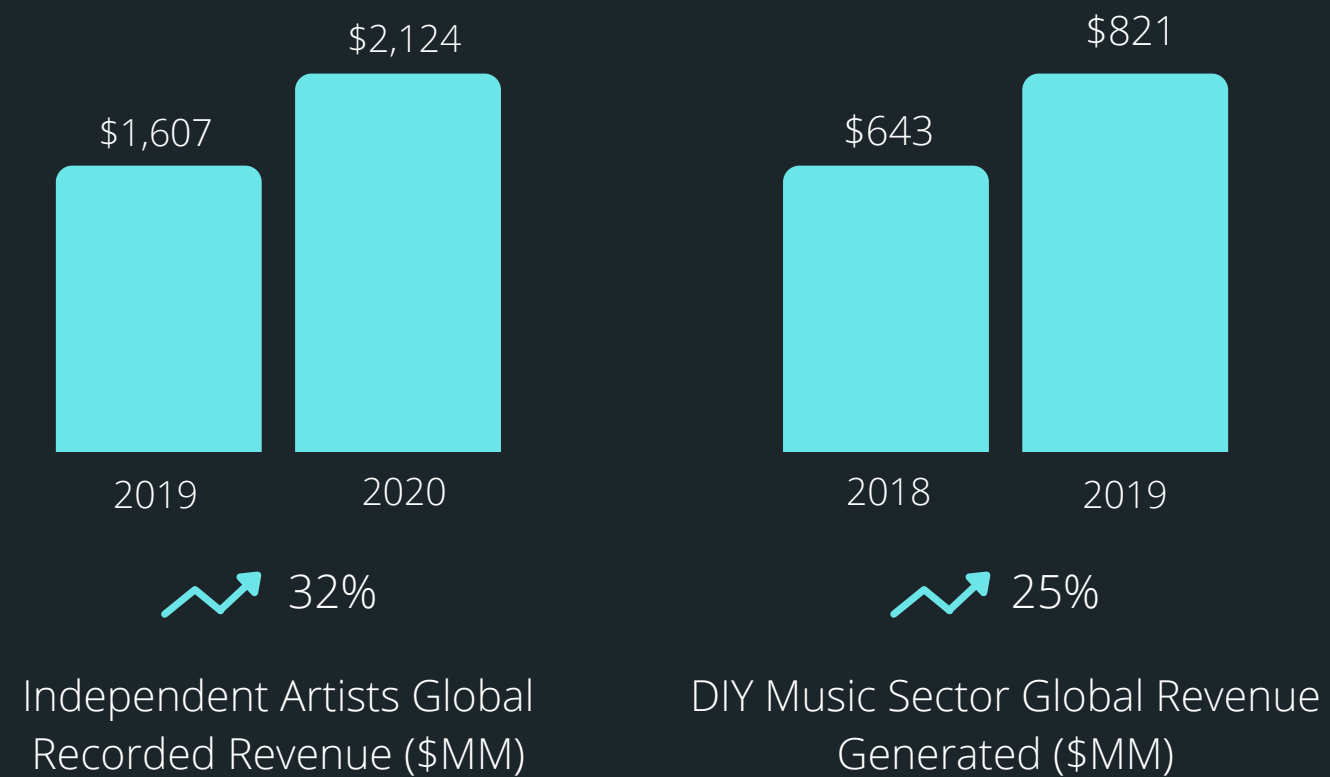
Already have **music producing notions** : easy for them to apprehend  
"non-classic" tools like mapping

Will to spend money on new tools, even if the price range can vary



# Market

## Addressable Market - *Music Industry*



More than **\$2Bn** raised in 2H 2020

**Increase of 19%** in investments in Production Software between 2019 and 2020 (from \$63M to \$75M).

AUDIO SECTOR REPORT Let the Good Times Roll! – Recap of Q4 2020 - GCA & MIDiA Consulting AMUSE

## Potential market - *Audiovisual Industry*

Mapping technologie usefull for films and videos sound design

Market size: **\$1,631.80 million** in 2021



# Proof Of Concept



A web application **easy to share** that creates maps from sample packs

- **Ready to use** from a navigator (no installation needed)
- Compatible with all devices

We've already presented our prototype to about 20 persons

- **80 % of the musicians** look forward to use our plugin once it'll be available for the public
- In general **every person enjoyed** using it

*Currently, the application only runs locally on our PC. Our next step is to confirm our concept at a bigger scale through the publication of our prototype online*

# Business Model

## Ads Revenue:

Majority of the features are free but with non intrusive ads display during the map computing

- Map Computing up to 500 samples
- Possibility to explore other maps but not to download samples

## Subscription Revenue: 9.90\$

Premium version with adless experience and all features

- Unlimited map size
- Online storage of samples and maps
- Explore other maps and download samples

## Pros:

- Offer free service to the user. Facilitate Adoption and Acquisition
- Recurent income
- Flexible

## Cons:

- May have a negative impact for the user experience
- Not steady income

## Pros:

- Adless Experience
- More Profit
- Steady income: easy to anticipate, project and conceive plans to future allocations

## Cons:

- Another subscription to pay for the user: could stop the conversion of some potential users

## Pay the creators

Compensate the creators who share their sample packs on our platform to attract them and get a lot of content

## Sell our algorithms

Eventually, our algorithms could be of interest to companies that need solutions to analyze audio content

# Competitors - Map

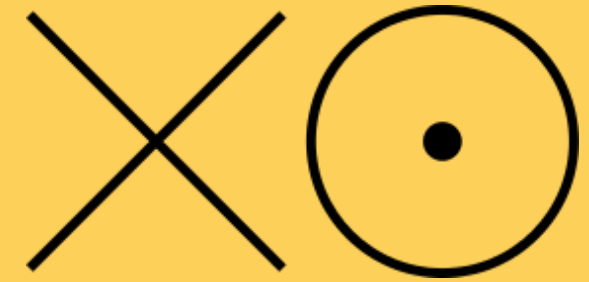
## Atlas

Creation of map from drum samples only  
Generates drum kit using user's samples  
Drag and drop to any app  
\$99 - One time Purchase



## XO

Creation of map from drum samples only  
Integrated sequencer and sound effects  
128\$ - One time Purchase



# Competitors - Online

## Splice

Marketplace for sample packs, Rent of plugins, Online storage, Online studio  
Partnership with Premiere Rush to deliver the sounds directly into the app  
Valuation around 500M\$.  
4M Users in 2022  
From \$9.99/month to 29.99\$/month



# Differenciación

A complete solution for the musician to work with sample packs

## Endless possibilities



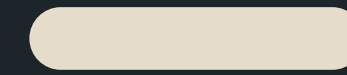
Mapping not limited to drum sounds

## End-to-end solution



Found sample packs, explore and use them with the same tool

# Project Roadmap



## Q1 - 2022

Concept validation  
*(Online Prototype & Marketing campaign)*  
Software Development

## Q2 -2022

User Acquisition & Brand Awareness  
*(Marketing Campaign)*  
Software deployment  
*(Software compatible with Ableton, Logic, Fl Studio)*  
Marketplace Development  
*(Online Storage and maps sharing)*

## Q3 -2022

User Acquisition & Brand Awareness  
*(Marketing Campaign)*  
Marketplace Deployment

## Q4 -2022

Adaptation of the software to the audiovisual industry



# The team

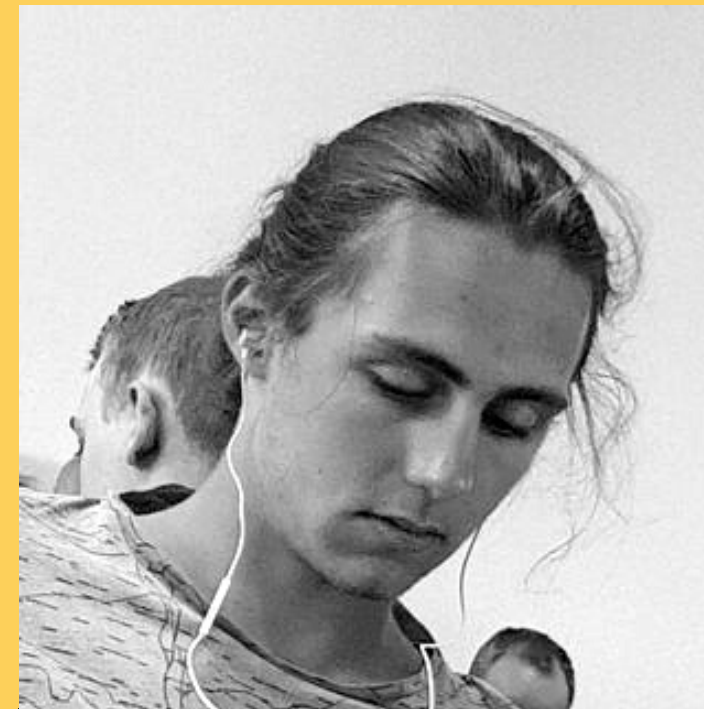
*aattack.contact@gmail.com*



*Quentin  
Gopée*

CTO

*quentin.gopee@student-cs.fr*



*Théo  
Plan*

CEO

*theoplanm@gmail.com*



*Nathan  
Raccah*

CDO



**Thank you for  
your attention**

***Attac:k!***

