

TuneNShare Corporation Overview

Learning how to play an instrument can be very beneficial. However, due to heavy work schedules and the high cost for quality instruments in today's age, people do not have the time to learn how to play an instrument or easy access to the instrument of their choice.

TuneNShare seeks to revolutionize the musical industry by:

- ♪ **Creating a sharing economy for unused instruments and music lessons**
- ♪ **Providing a low cost alternative for buying and selling instrument**
- ♪ **Providing on demand access to music lessons**

Our business the *sharing economy* with the *music industry*, and is in a position to create opportunity for consumers within the industry. The market potential in the United States is \$6.7 Billion.

Facts about the Music Industry

In the year 2010, 18.08 Million Americans played instruments.

On average, the number of musicians in the country has risen each year since 2002.

For every student that begins playing an instrument in school, 50% of them quit after 1-2 years

Our Team

Heskel Kahen-Kashi, CEO and Co-Founder

Kaan Konukcu, CFO and Co-Founder

Yann Mayor, COO and Co-Founder



Our Service

- ♪ TuneNShare creates a market where people can rent, buy, or sell instruments at the price of their choice
- ♪ The online platform allows students to learn how to play instruments on their own free time
- ♪ The capability to negotiate allows users to get access to instruments at a cheaper price than what is offered at traditional music stores

Value Proposition

- ♪ Reduce the amount of money one must pay to play an instrument
- ♪ Increase access to convenient and low-cost music lessons
- ♪ Increase the amount of musicians within the country

Our Business Model

TuneNShare will earn revenue through various fees with regards to rentals, maintenance, lessons, late returns, and replacements. We will also give music schools and instrument manufacturers the opportunity to advertise on our cell phone application as well as our website, in return for a fee. Through these fees, we project that we will be able to continue with a sustainable business model, if we grow over time and the users of our service increase.

Micro-Financing

Our founders have set aside a total of \$300,000 for founding the company. Of that \$300,000, \$150,000 will be allocated to the beginning of the firm's operations and the software design. The remainder of the \$150,000 will be set-aside in a different account and be allocated to the company, if need be. After our service is used by consumers for two years in Boston, we plan on seeking funding from various venture capitalist firms in order to expand our operations into more cities.

Competition

Our competitors include traditional music stores such as Guitar Center. Stores such as Guitar Center sell a range of musical instruments such as guitars for a price as low as \$200 to a high of \$1,200. While this firm is in the same industry as ours, our service revolutionizes the market and caters to those who may not be able to pay such high prices or have free time to learn how to play an instrument during the hours of operation for music schools.



Market Entry

We plan on targeting major cities such as Boston, an area that is known for its culture and appreciation for music. We believe that an area such as this is ideal to target, considering people may want to learn how to play an instrument after watching an artist perform. After we introduce our service to Boston, we plan on expanding to many more major cities such as New York and San Francisco.

Operations Plan

We plan on outsourcing our IT work to produce our software, and will pay a monthly maintenance fee to the company for their services.

Financials

Funding: Seeking \$200,000 for 10% Equity, for expanding into more cities

	Year 1	Year 2
Number of Transactions	1,051	7,846
Revenue	\$12,372.15	\$86,555.54
Operating Profit	\$(14,037.15)	\$(14,486.35)