Please describe your business (idea) [200 words]. *\**

I am an experienced voice and acting coach, dedicated to assisting people to explore their vocal potential, and hence their ability to express themselves comfortably, clearly and appropriately across a wide range of circumstances. I plan to develop a range of mobile apps, games and online training courses to make this experience readily accessible, interesting and enjoyable.

There are many apps on the market for the singing voice, but so far very few for the speaking voice.

Voice training for public speakers, actors, teachers – anyone who uses their voice professionally usually only occurs when something seems to go wrong with their voices, or when they have something special they want to sound good for. Voice training involves training and coordinating specific sets of muscles, and this takes time. Vocal strain is a huge factor in – for example – teachers taking time off for illness. My apps will educate the user in the safe use of the voice, and provide a form of Vocal Gym for the voice. So far, nobody else is offering this in mobile app format.

What will your business (idea) do or make? What's new or different about your business (idea) [200 words]? *\**

I will create a series of mobile apps, with warmups and exercises to prepare the voice for the day, for a presentation and for performance. These will include a basic warmup app for beginners, an app with warmups and exercises to take you through to professional voice training, and an entertaining app in the form of a game aimed specifically at startup entrepreneurs developing their five-minute pitch. It will train them to support and grow their vocal power, quality and expressive range, assess their own tonal variety and pacing, developing their ability to sound as good as the idea they are promoting.

Please provide information about your current or likely competitors. Include key differentiators and/or URLs [200 words] *\**.

To date, I have not found any apps offering warmups or training for the speaking, as against the singing voice. I know of two vocal coaches (, York University, and Jim Johnson at University of Houston) who are currently developing apps for teaching accents and dialects.

There is one app, as far as I know, offering help for the speaking voice. “Perfect Pitch” (<http://www.makemineamillion.org/perfect-pitch>) is targeted at women who are small business owners. It offers a calendar to synch appointments with your computer, a facility to jot down notes, and a few suggestions for relaxing and freeing up the voice just before you make your pitch. My app will focus on training the voice well in advance of giving the pitch, so that it’s in great condition all the time.

Dexus have an app that provides spectrum and spectogram analysis, but for singers. (<http://www.dexus.pl/Analyzer/index.html>) My app will provide similar analysers, but with a competitive element, for the speaker to strive to change the images for different vocal effects.

Explain how your business (idea) will make money [200 words]. *\**

The basic warmup app will be free. The professional voice training app will sell for $4.99, the Pitch app will sell for $9.99. There will be versions for iPhone and Android phones.

Please tell us about each founder and their role [200 words]. *\**

Flloyd Kennedy is an actor and voice/acting coach with over 40 years experience in the entertainment industry. The vocal training methodology has been developed over the years by adapting best practice in voice science and pedagogy, and she specialises in working with young actors and non-actors. She has run her business via her website being-in-voice.com for the past 15 years.

Please tell us about any money you have raised or any fundraising plans for the future [200 words]. *\** 

Why should we choose your business (idea) [200 words]? *\**



Besides this idea, what other areas of technology are  
you skilled or interested in (eg.mobile, enterprise, social media, cleantech, etc) (up to 50 words) *\**



**Please email a short video of your business (idea) or supporting material to**[**reception@ilab.com.au**](mailto:%20reception@ilab.com.au)**(under 10MB) with your name in the subject matter**