

Transforming Music Education



The *Duolingo of MUSIC Learning*

Making the world more musical; bringing Music out of everyone.

Lorraine Aloysius
CKO, Domain Expert

Aubrey Aloysius
CEO, Team Leader



Problem

99%

Dropout Rate!

Global

1:1

Most Models
Unaffordable

Heavy Teacher Dependancy

19

Age

*K-12 Music Learning
completed by age 19 years*

Solutions

4%

Dropout Rate!

Global



Tech Enabled
Affordable

Learning Music AnyTime, AnyWhere

13

Age

*Accelerates K-12 Music Learning
completed by age 13 years*

Music for Cognitive Development



BRAIN AND MUSIC

Students (3rd graders) who participate in high-quality music programs score higher on reading and spelling tests.



Memory Improvement

Young children who take music lessons show improved memory over the course of a year, compared to children who do not receive musical training.

Dr. Laurel Trainor, Prof. of Psychology, Neuroscience, and Behavior at McMaster University, 2006 "The Benefits of the Study of Music." National Association for Music Education.

The Product: (Existing: Web based)

- 244 Product Catalogue (K-12)
- Expanding into Indian Music, World Music, Jazz, Bollywood, Folk



** 9 months course : suitable for 1 academic year*

Powered by ML, AI & IA

The Product: (Under Development: App based)



- 244 Products Catalogue (K-12)
- Expanding into Indian Music, World Music, Jazz, Bollywood, Folk

SELF PACED CLASSES (Asynchronous)

- Fast Tracked Learning
- Remove Teacher Dependency

PERFORMANCES

- Create Star Performers
- Unleash Students Creativity

APP

GAMES & QUIZZES

- Retain Attention & Interest

POINTS & BADGES

- Gamify Music Learning

Annual Pricing : INR 9,999 / US\$ 149

Standard Pricing : INR 999 / US\$ 19 per month

Powered by ML, AI & IA

The Product

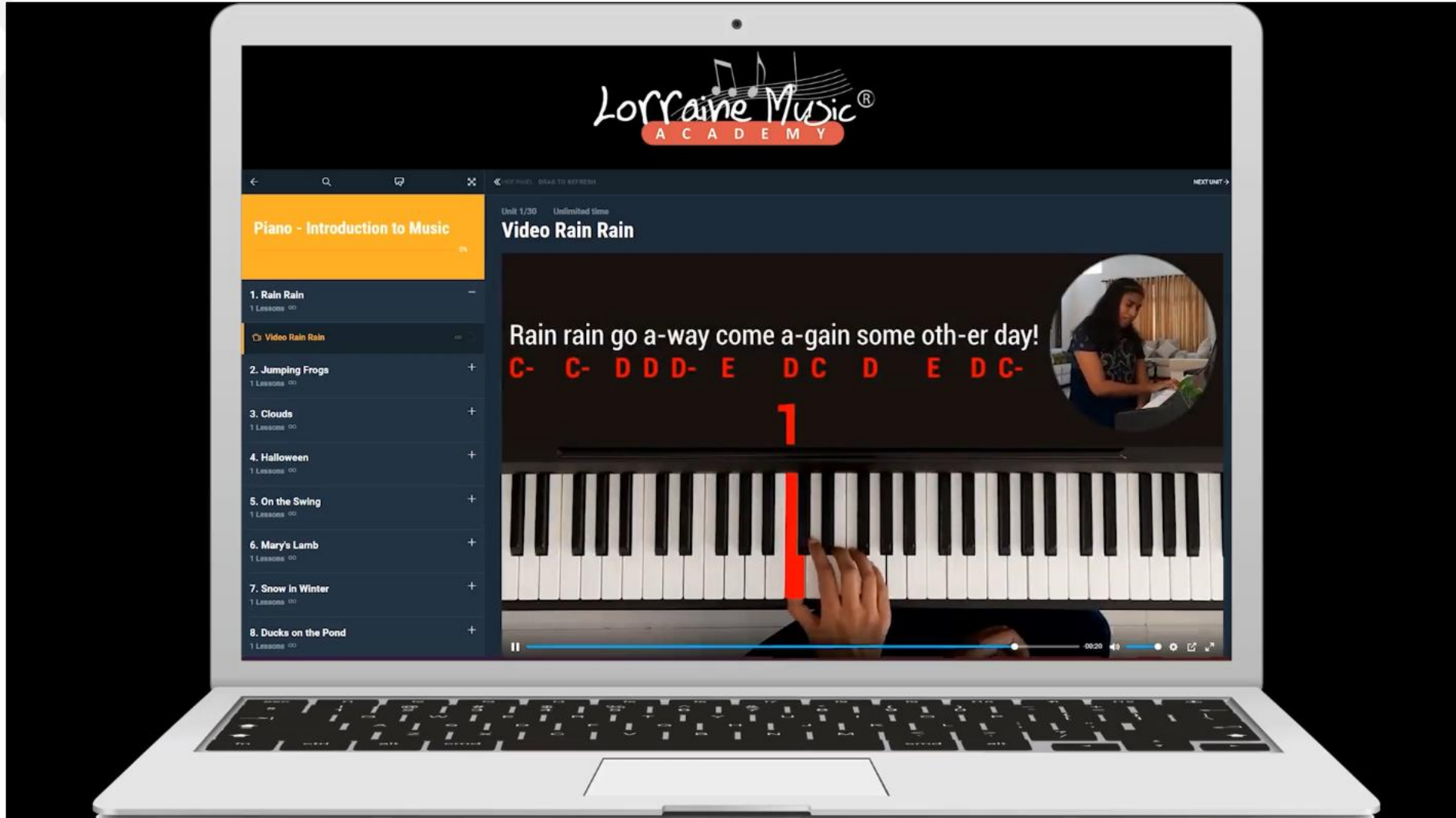


LMS & App (Demo Video)



The Product

LMS (Snap Shot)



The Product

App (Snap Shot)



Target Market Size : User Profiles



4 – 16 Yrs
Children

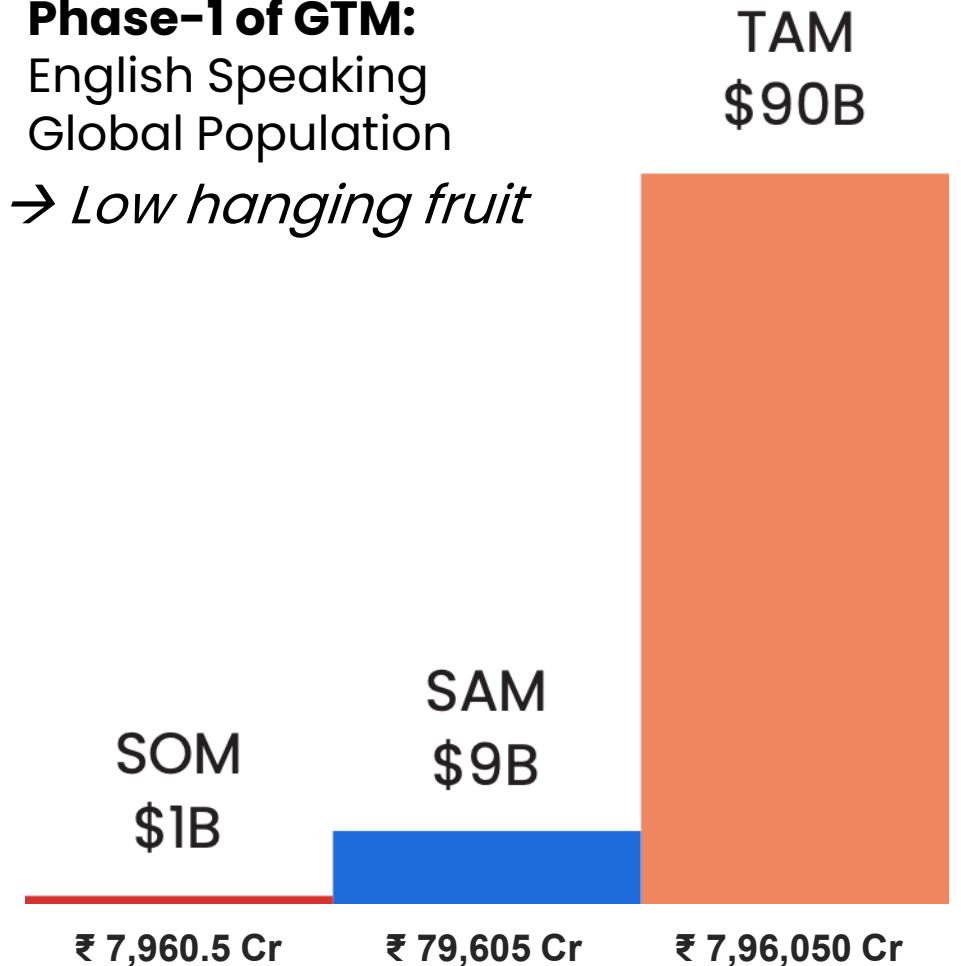
21– 50 Yrs
Adults

51– 80 Yrs
Grandparents

96% complete the course

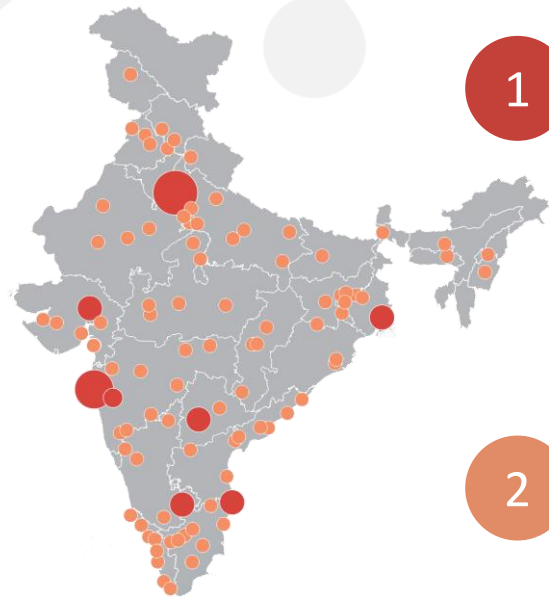
30% bring in family members

Phase-1 of GTM:
English Speaking
Global Population
→ *Low hanging fruit*



Current India GTM Strategy

Market Expansion



1 Tier-1 Cities (400 Schools)

- 8 Cities

2 Tier-2 Cities (~ 2,000 Schools)

- 95 Cities

India

SEC A1, A2, A3

Tier-1 Cities

Top 50 Schools

Tier-2 Cities

Top 20 Schools

Up-sell / Cross-sell

Family, relatives
and friends

Up-sell / Cross-sell

Family, relatives
and friends

Market Penetration

SEC A1



SEC A2



SEC A3



SEC B1

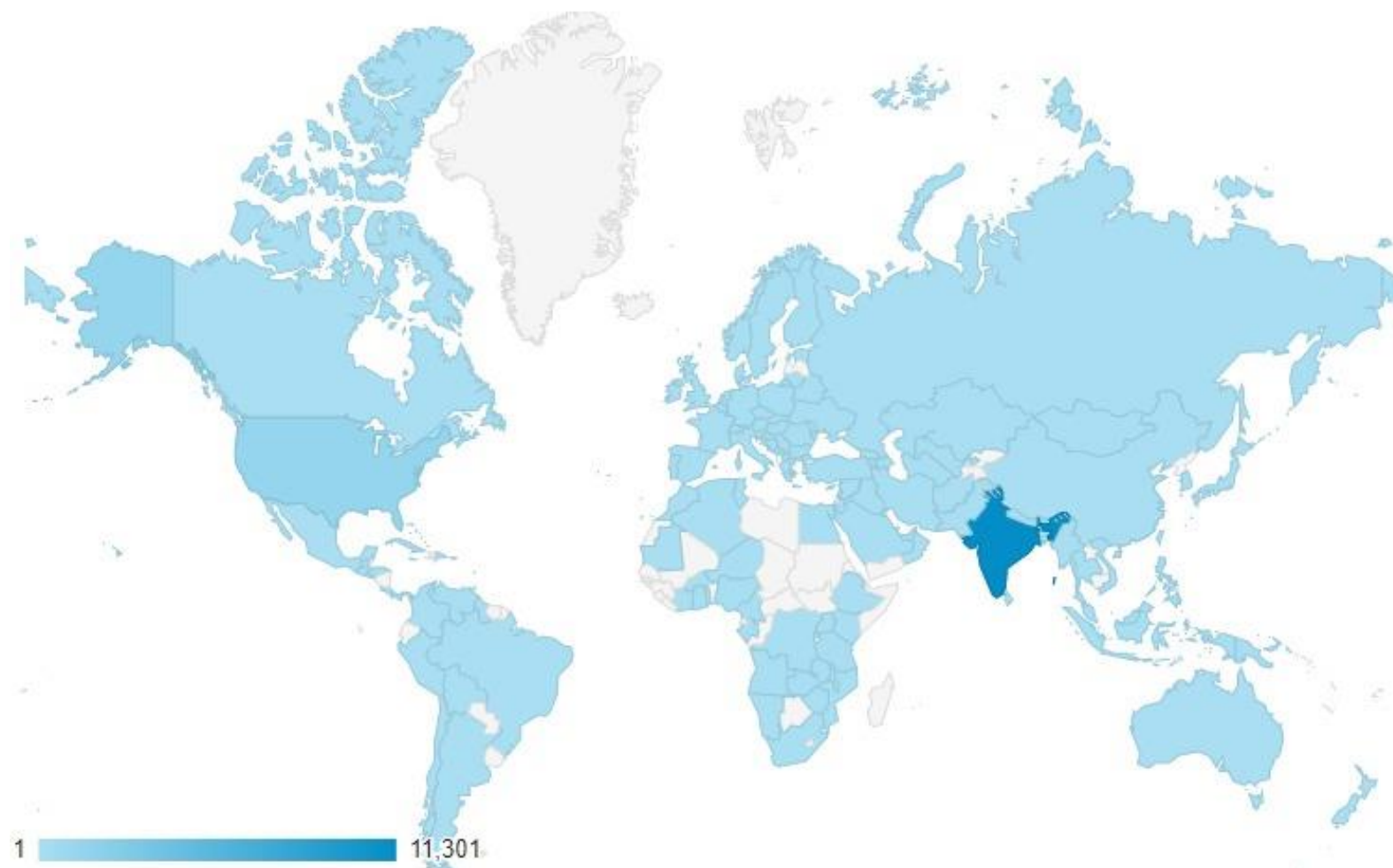


SEC B2



TEACH MUSIC: Starting with English, expanding into top 11 languages reaching 89% of India
(Hindi, Tamil, Bengali, Telugu, Marathi, Gujarati, Kannada, Odiya, Malayalam, Punjabi, Assamese.....)

Market Validation: Geographic



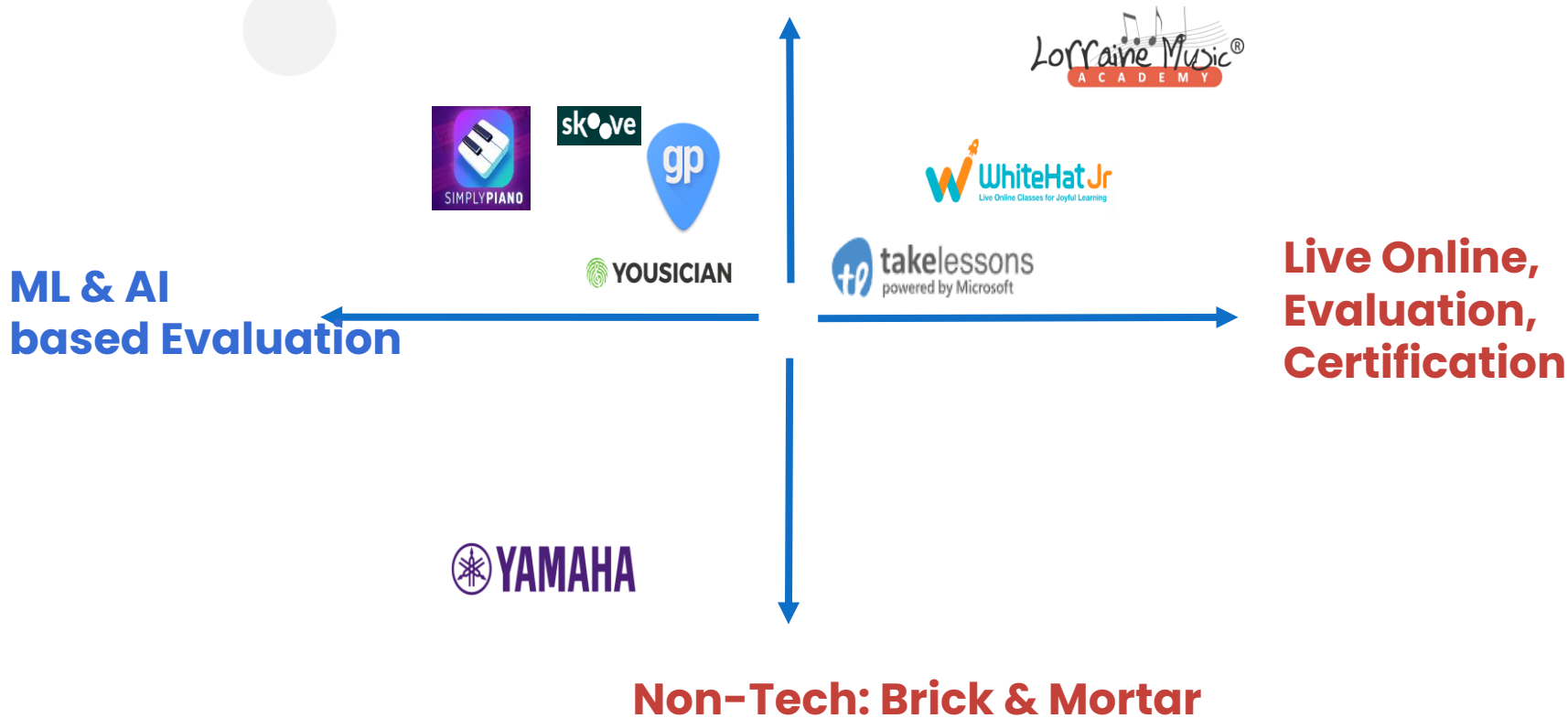
Global Visitors

Competitive Landscape

(Synchronous: Web based)



Tech based: Web / App / Content Store



Key Differentiators:

- Unique Pedagogy (Globally benchmarked)
- Language Agnostic
- Instrument Agnostic
- Completely Online
- Accelerated Learning
- High Retention / LTV / NPS = 100

Competitive Landscape

(Asynchronous: App based)

Tech based: Web / App / Content Store

Key Differentiators:

- Unique Pedagogy (Globally benchmarked)
- Language Agnostic
- Instrument Agnostic
- Self-paced Learning
- Accelerated Learning

**Live Online,
Evaluation,
Certification**

**ML & AI based
Evaluation**



Non-Tech: Brick & Mortar

Business Model (B2C)

Synchronous



Acquisition

Guided, Personalized
& Fast Tracked Course



Revenue



Pedagogy

Enables 1 Teacher to
teach 300+ students



Retention

(7 Years)
NPS = 100

** ASP = 9 months course
(suitable for 1 academic year)*

Business Model (B2C)

Asynchronous

₹ 800
CAC

Acquisition

Guided, Personalized
& Fast Tracked Course

₹ 9,999
ASP*

Revenue

1 : N
Teacher

Pedagogy

Enables 1 Teacher to
teach N students

₹
29,997
LTV

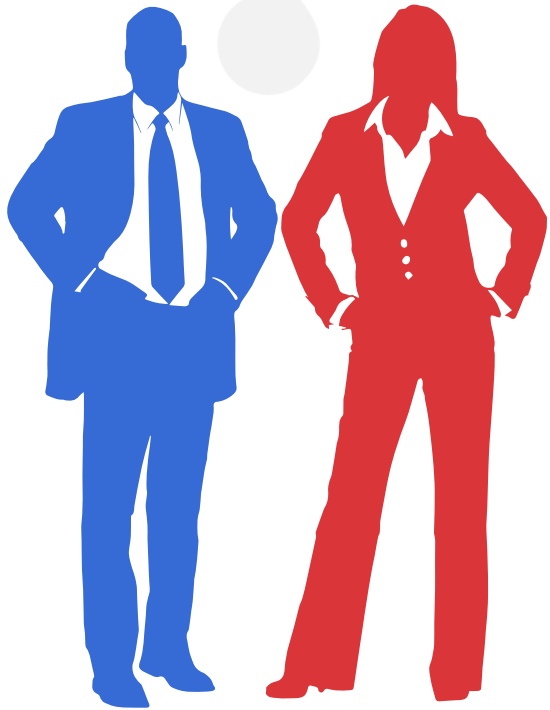
Retention

(3 Years**)
NPS = 100

** ASP = 9 months course
(suitable for 1 academic year)*

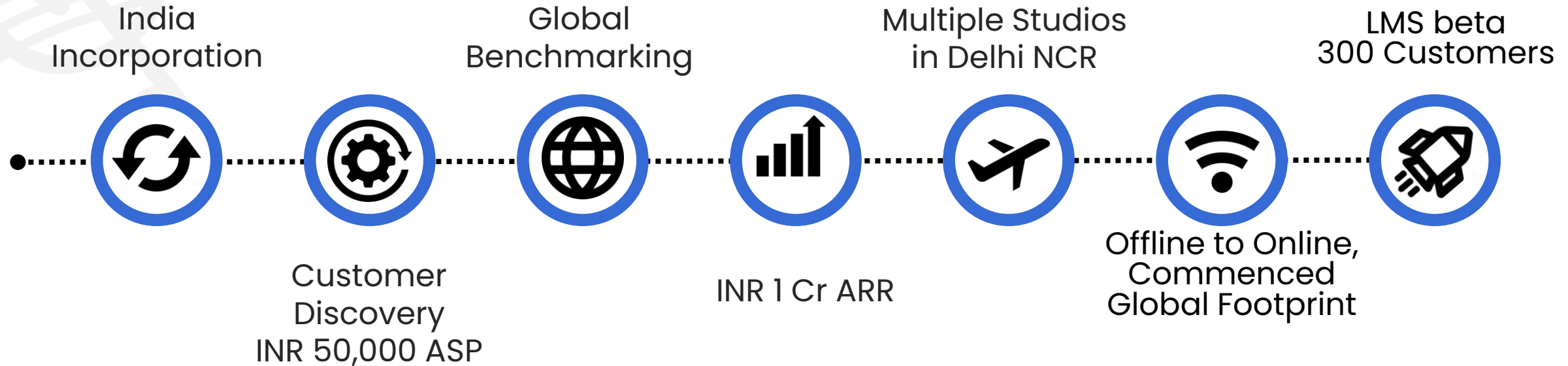
*** conservative
estimate*

Investor Information



- Bootstrapped
- 100% self investment by Co-Founders
- Self-sustained Operations
- On our journey to raise funds of US\$ 5 M (Pre-Series A)

Parent Company: Journey so far



Journey so far:

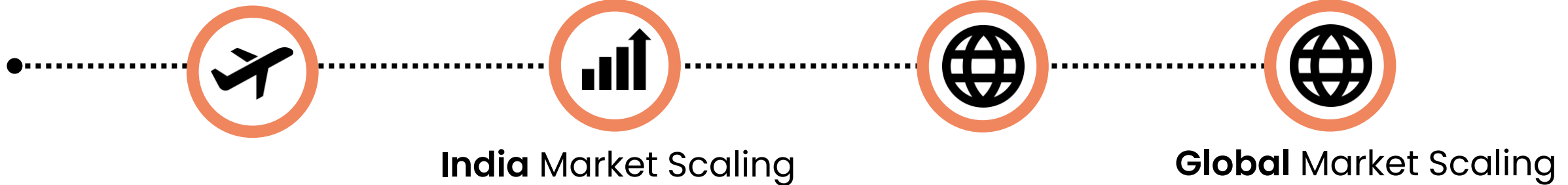
- India Incorporation in 2009. Operated as an R&D Company for 12 years, developing & testing our unique pedagogy and refining our product.
- We have achieved Proof of Concept, Product Market Fit, Paying Customers, Profitable Unit Economics and tested online scale globally.
- We are on the cusp of an exponential growth as all other things are in place.
- Currently Fund Raising to further develop & scale globally.

Our Path Ahead

Ask: US\$ 5 M / INR 40 Cr : Pre-Series A

Cloud Infrastructure &
Capacity Building,
LMS Platform Deployed

Overseas Market Entry



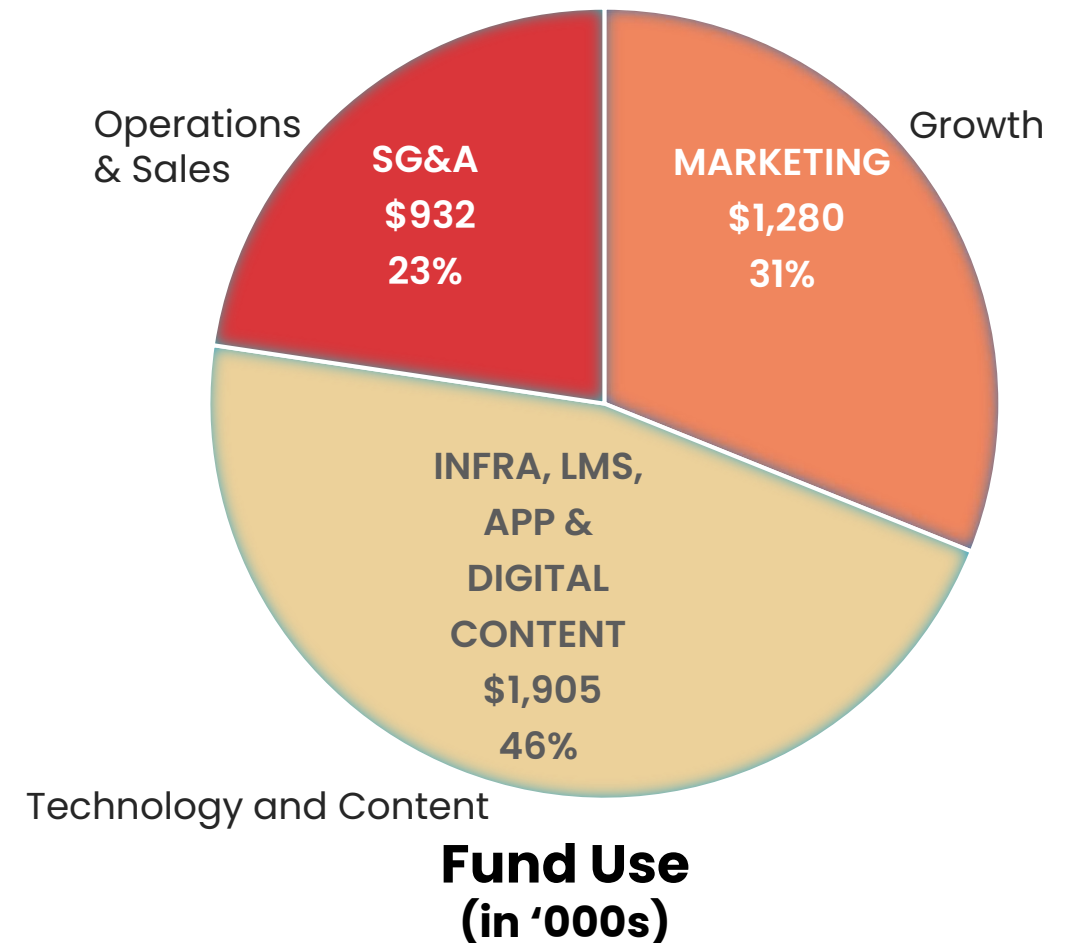
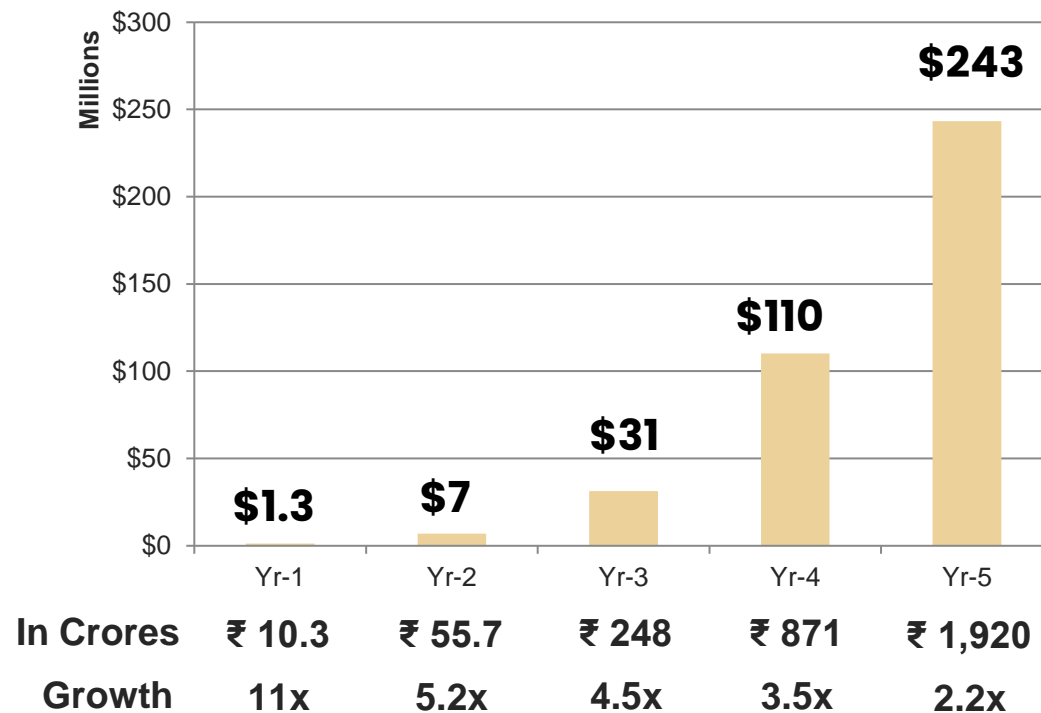
Making the world more musical; bringing Music out of everyone.

Vision & Forecast

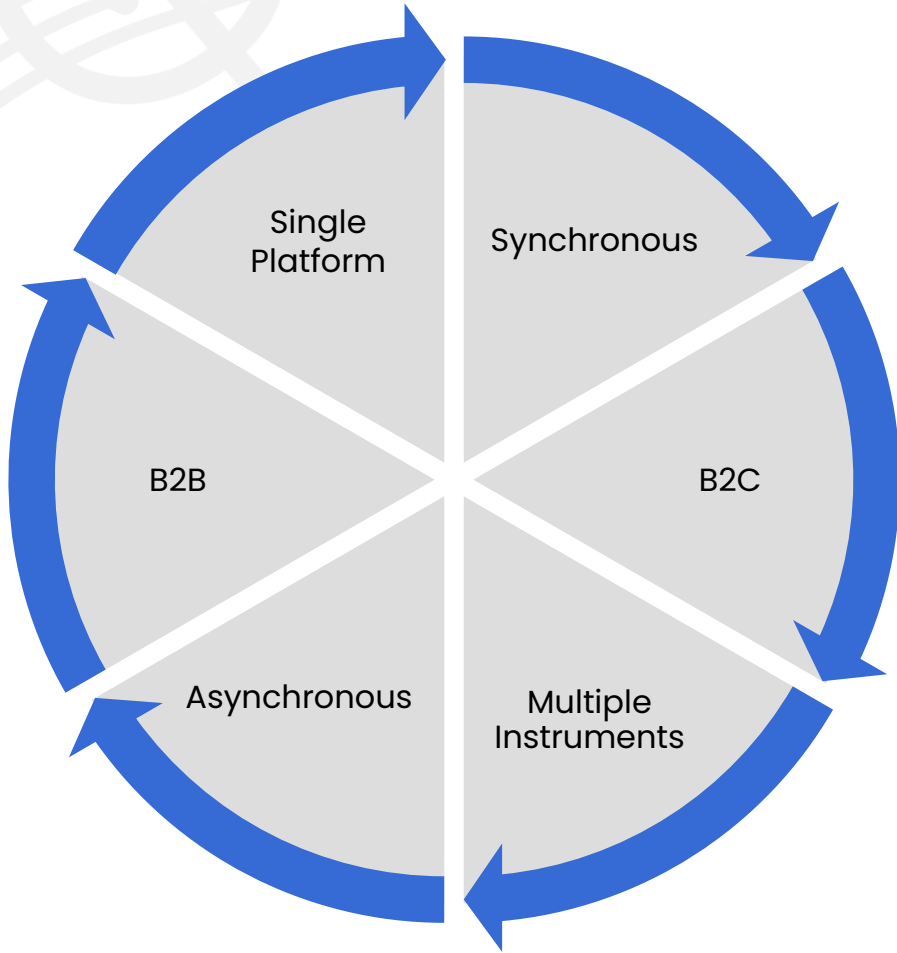


We aim to be the market leader of a multi-billion-dollar industry. We need to raise US\$ 5M / INR 40 Cr (Pre-Series A round) to recruit talent, develop technology & content, scale globally, achieve revenues of US\$ 243M by Yr-5.

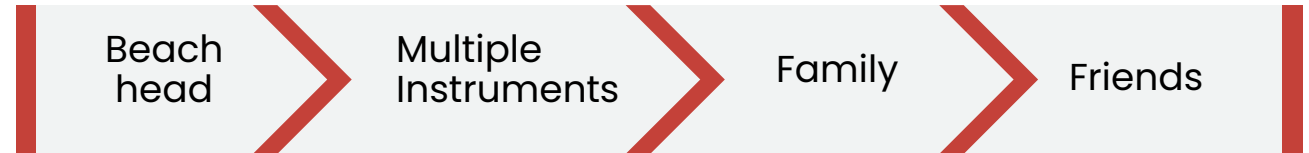
Targeted Revenue Growth
(Synchronous + Asynchronous)



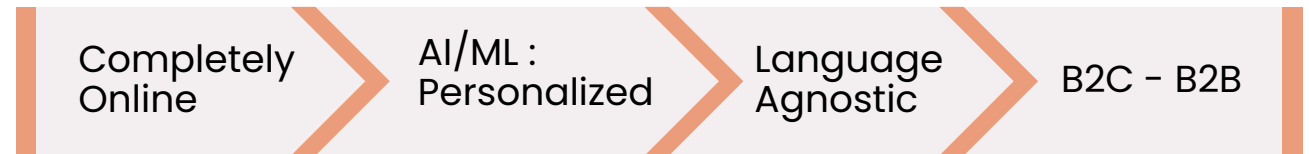
Why will we Grow Exponentially?



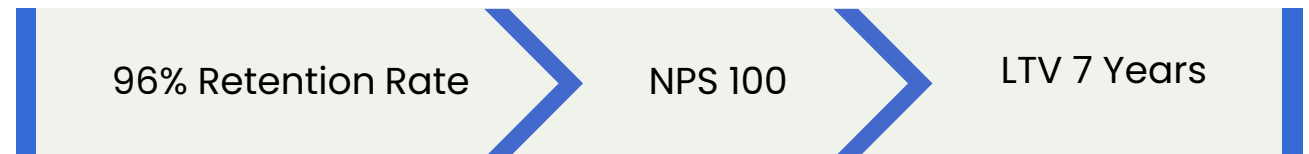
Demographics



Accessible & Accelerated



User Retention



The Right TEAM

Co-Founders

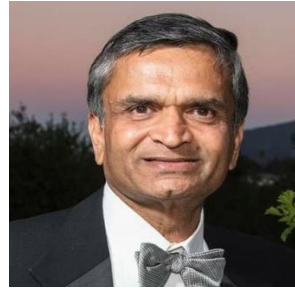


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CEO, Team Leader

IIT Strategists



Raj Jaswa
IPO Guru



Dr. R. Sukumar
Tech Marketing Strategist

Founding Team

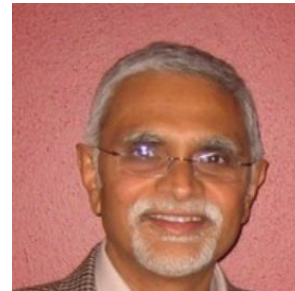


Sunny Sharma
Creative Head



Akshay Nambiar
Engineering Technologist

IIT Board of Advisors



Charu Rudrakshi
Technology Guru



S. Muralidharan
Strategic Planning Guru

Thank You

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