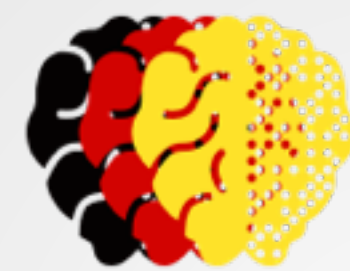




EUROPÄISCHE UNION

Europäischer Fonds für
Regionale Entwicklung



KI BUNDESVERBAND

ALPHA BETA
— your business accelerator —

Halbestunde



The App Mozart would use

Team

Evgeniy Koryagin - CTO



AI Expert

-Research Engineer

-Years of experience in machine learning and Team management

-Master in Mathematic and Informatics (best of the year)

Tiberius Treppner - CEO



Musician

-Pianist, Saxophonist

-14 Years Music experience, Jazz Combo, Big Band, Choir

-Intensified music course at Musik-Gymnasium Demmin

Dr. Johannes Matthias - Business Angel



Finance genius

-Serial Founder in Tech Startups and CEO Company Builder Alpha-Beta

-Management Consultant with more than 10 years experience in Sales, Leading and Management

-Harvard, HHL Leipzig, St. Thomas choir

The Problem



practicing an instrument alone is a **pain**



no one gives you feedback



no correction



no evaluation

The Solution

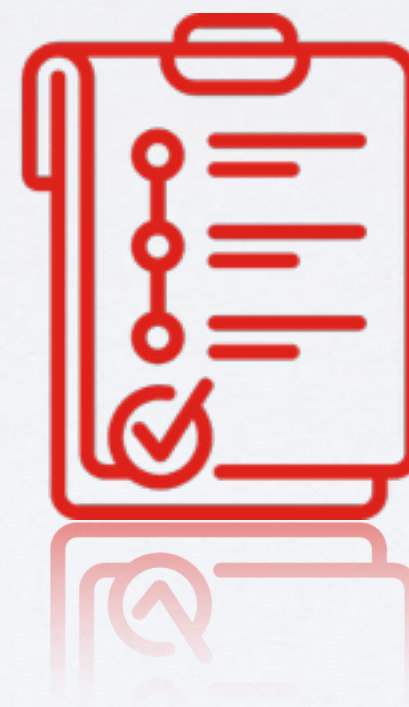


a co-teacher who is always there



Feedback

Did I play this correctly?



Correction

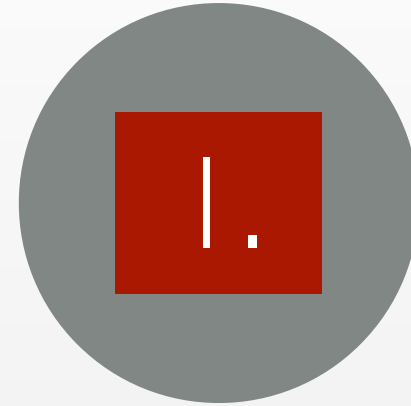
How do I play it correctly?



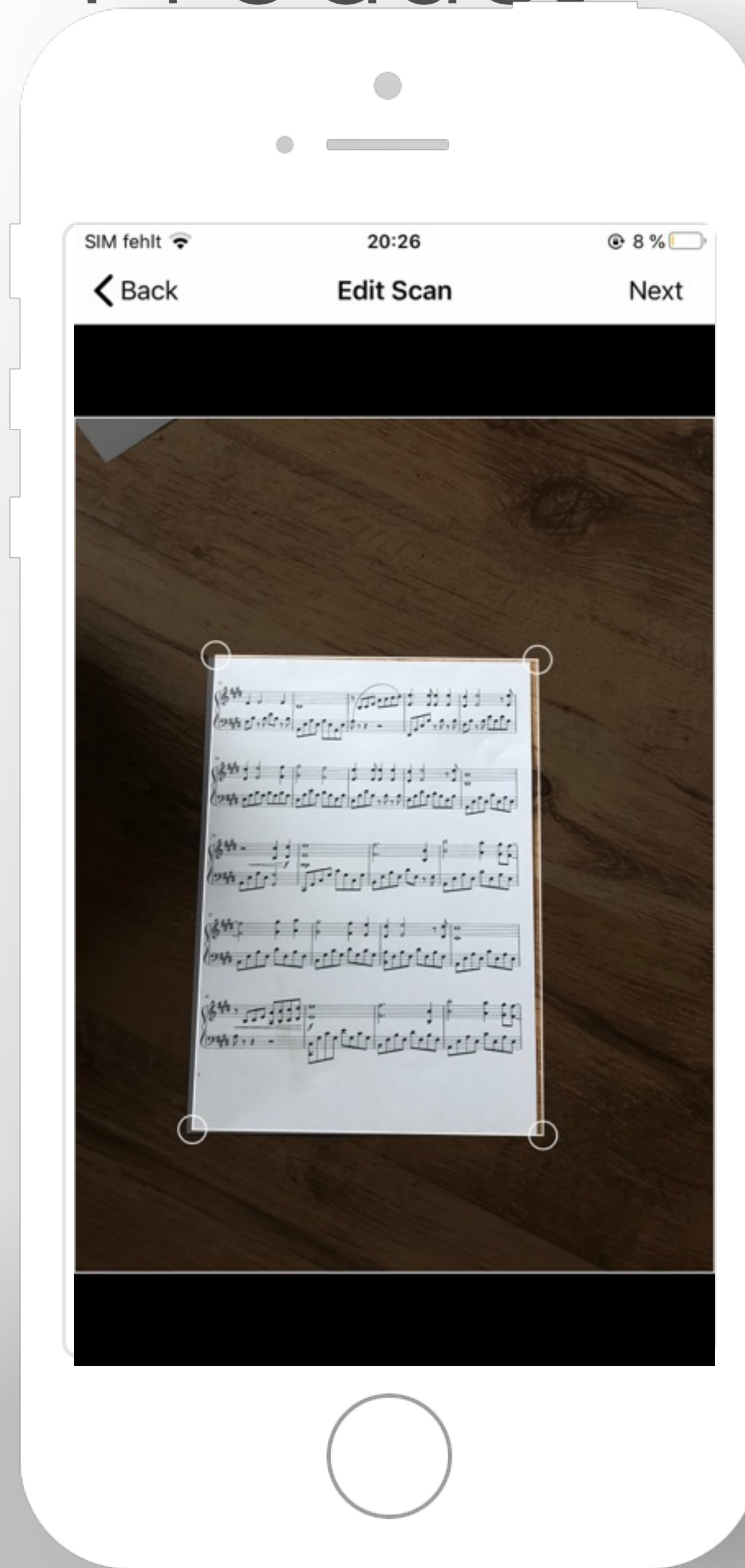
Evaluation

What do I still have to learn?

The Market-Ready Product



Scan your notes

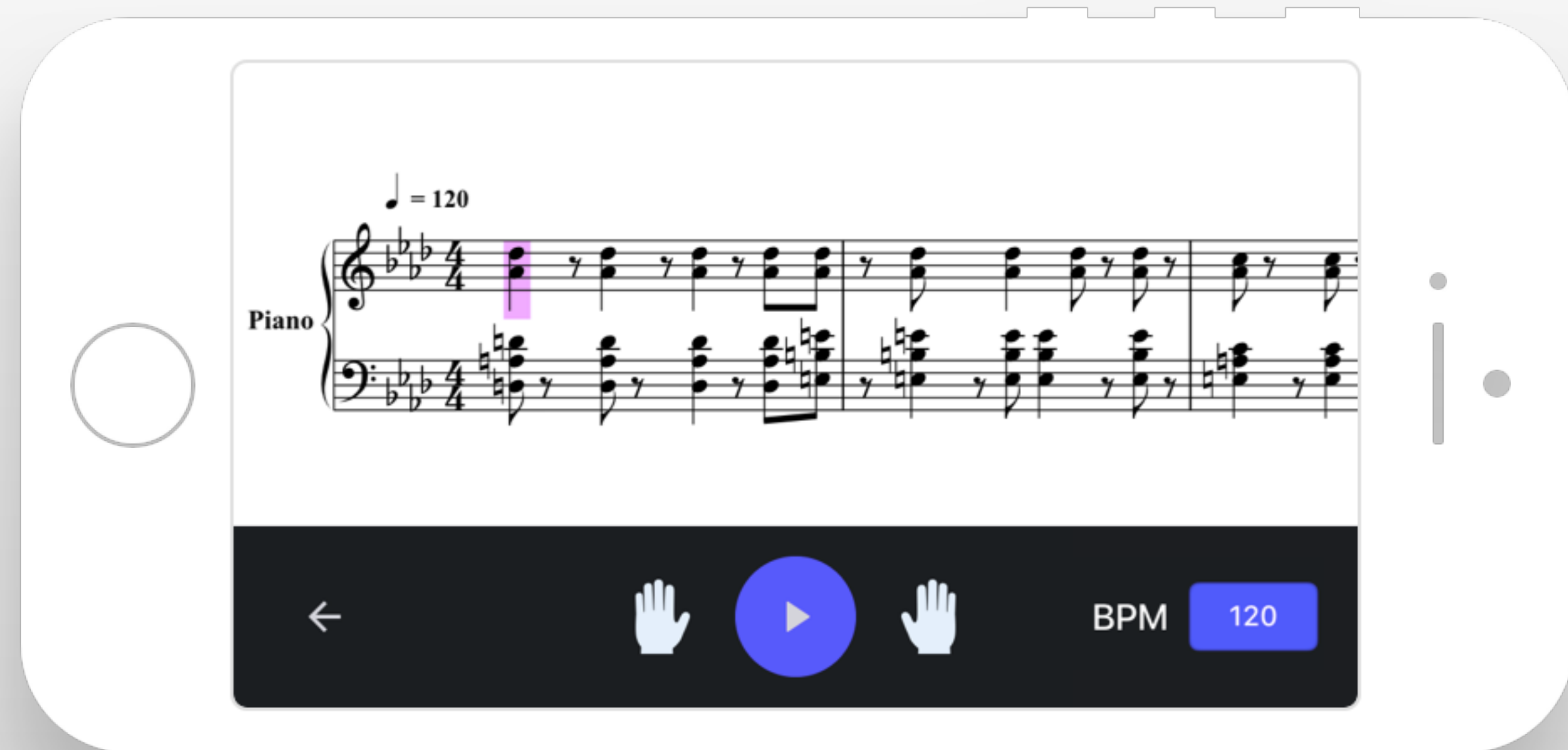


The Market-Ready Product



2.

Listen to them

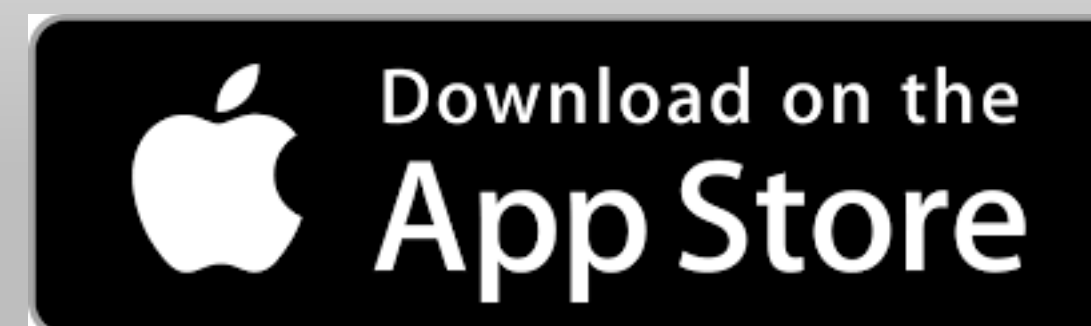
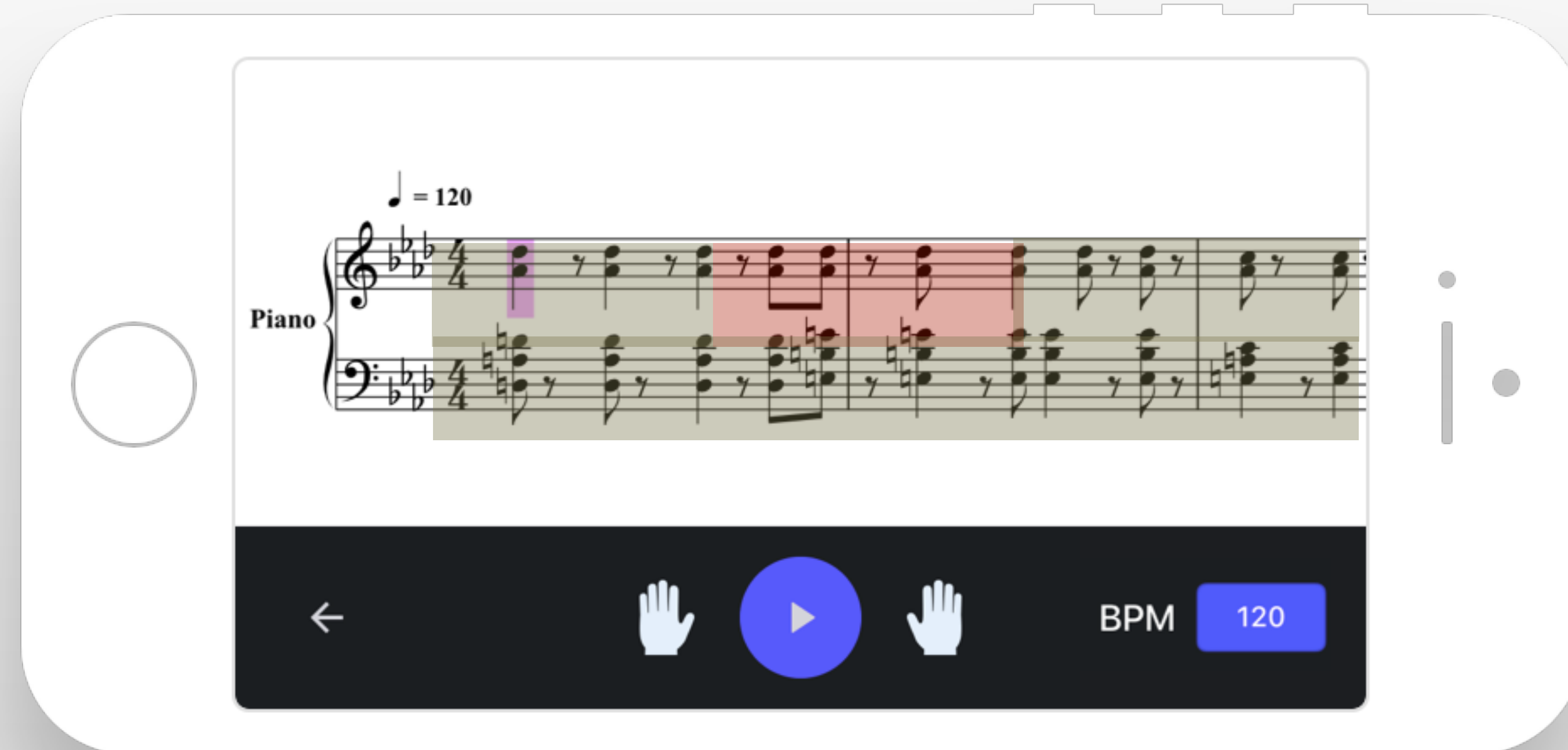


Next Weeks



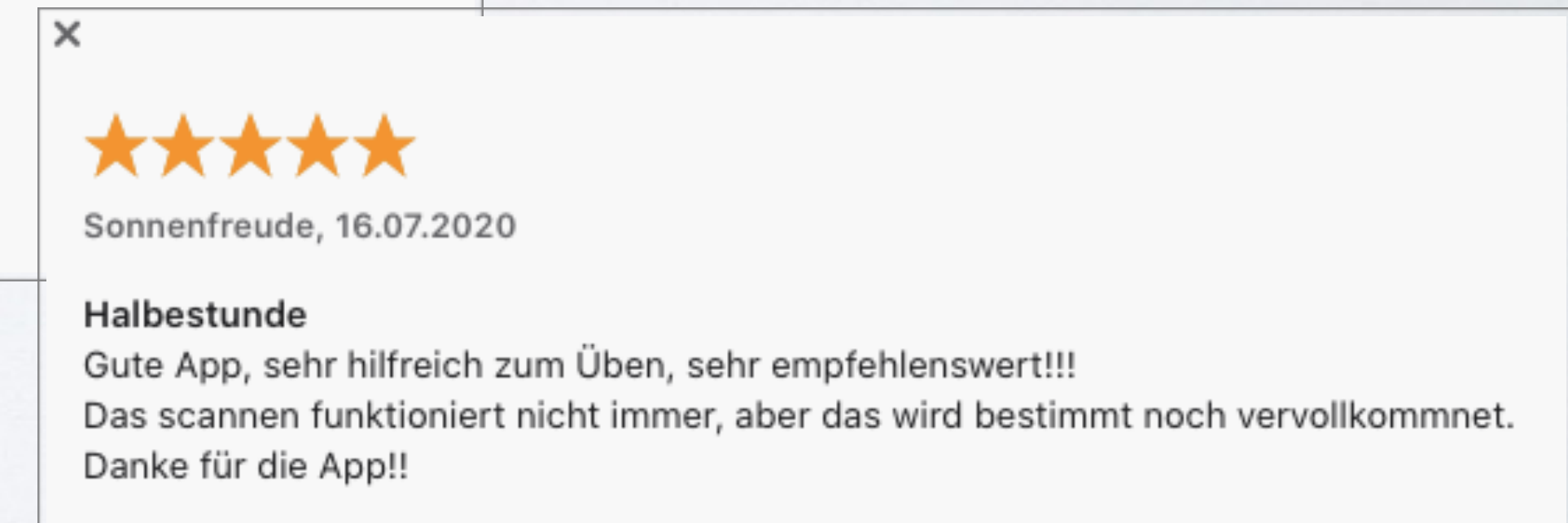
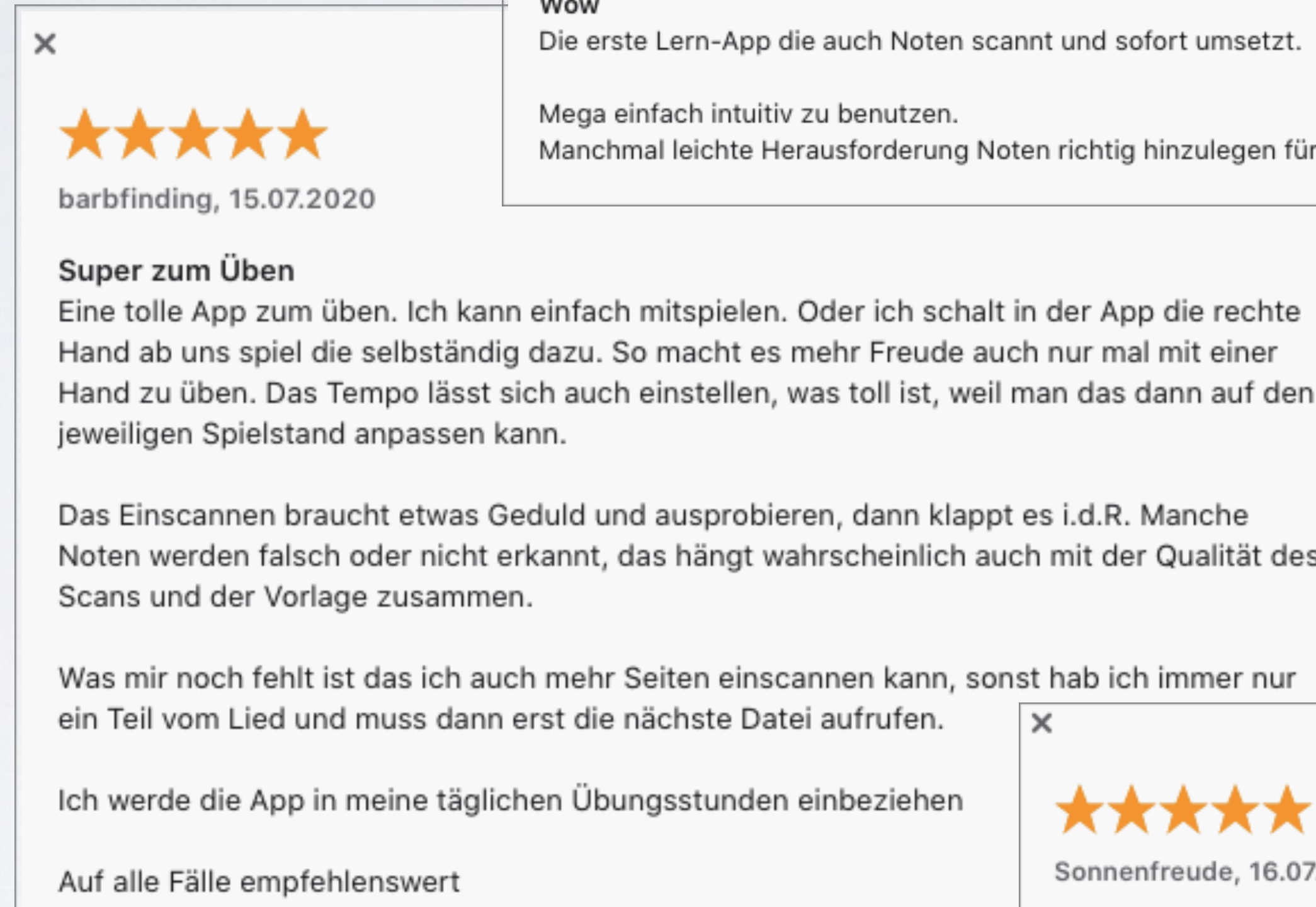
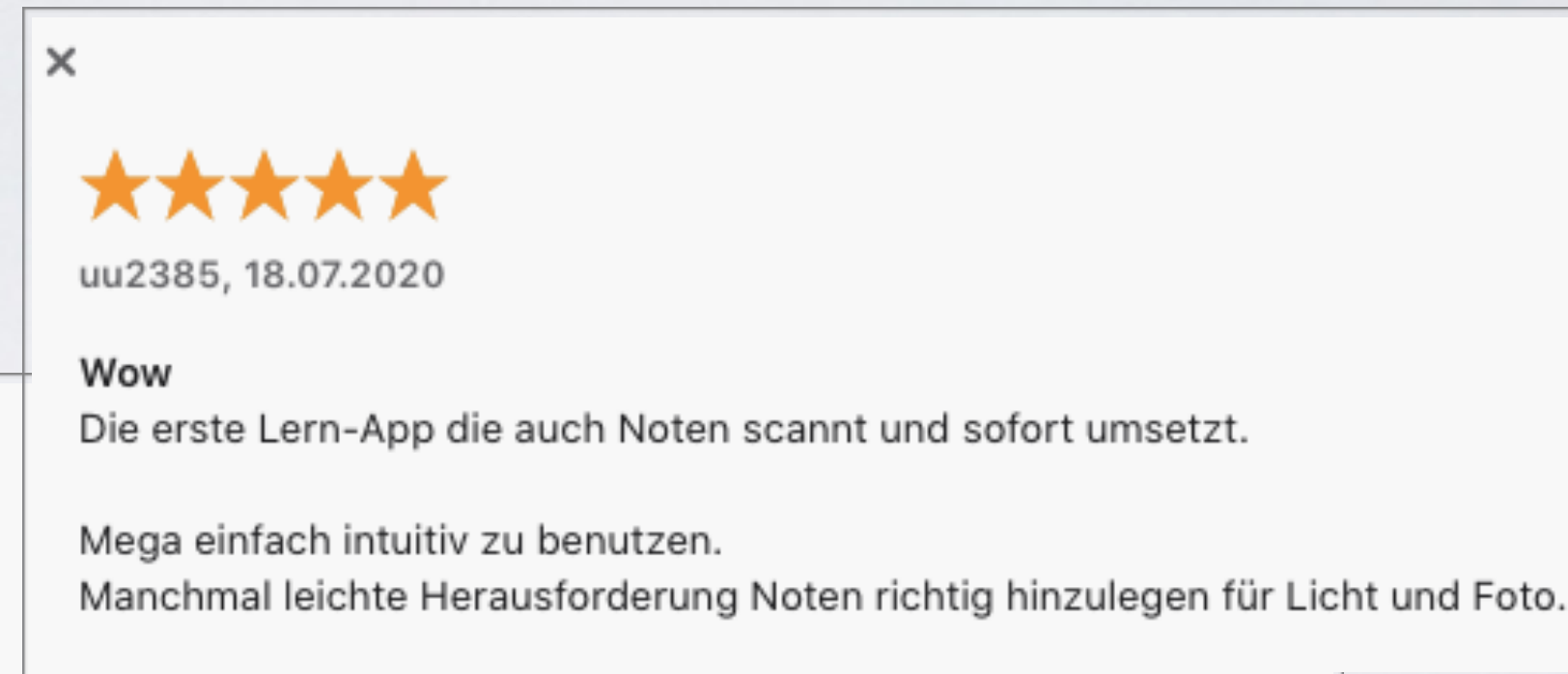
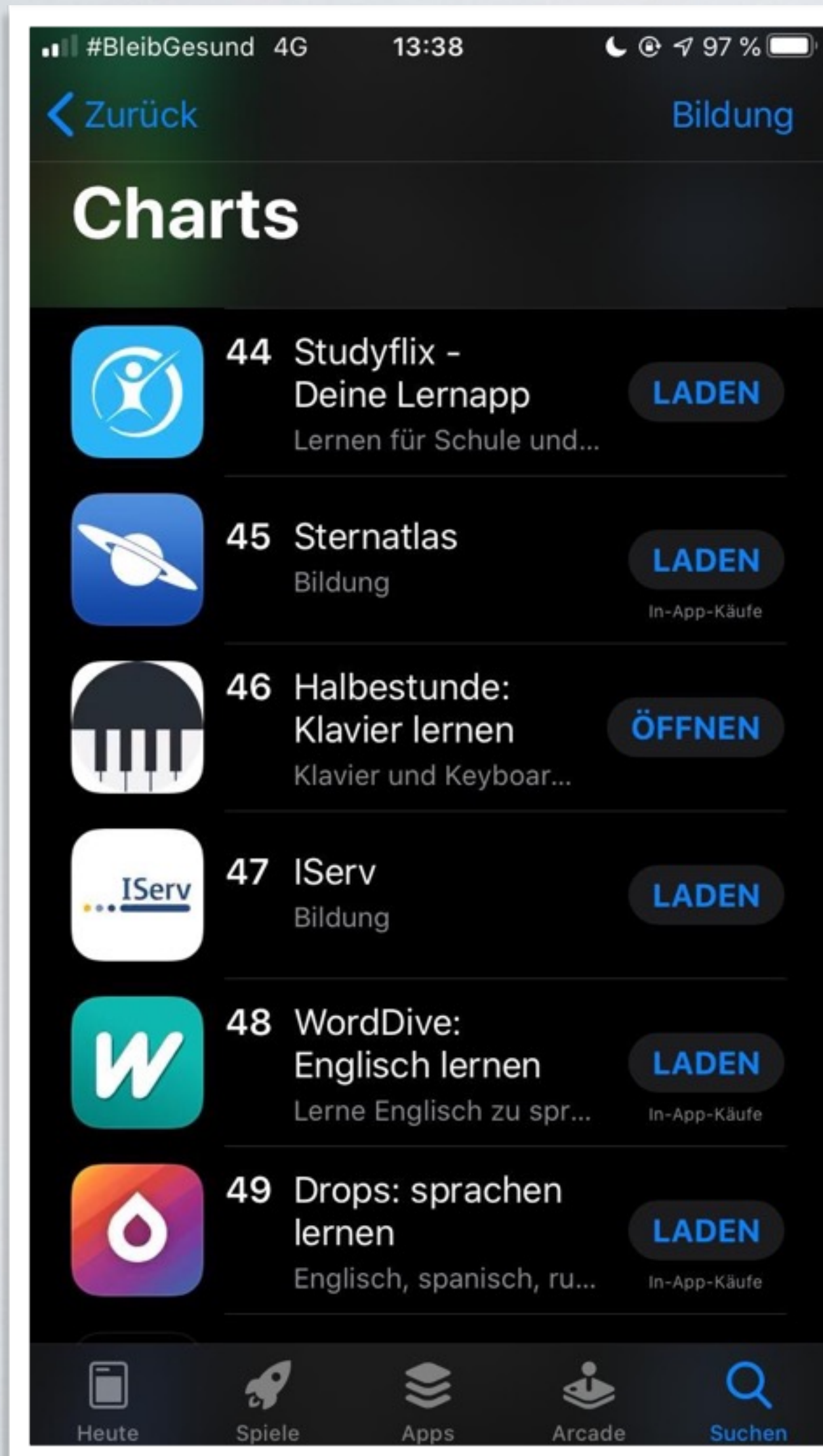
3.

Practice with it



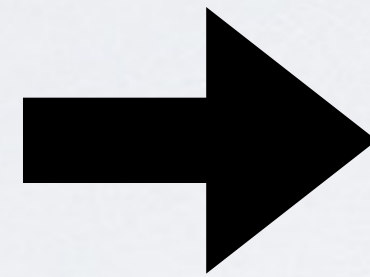
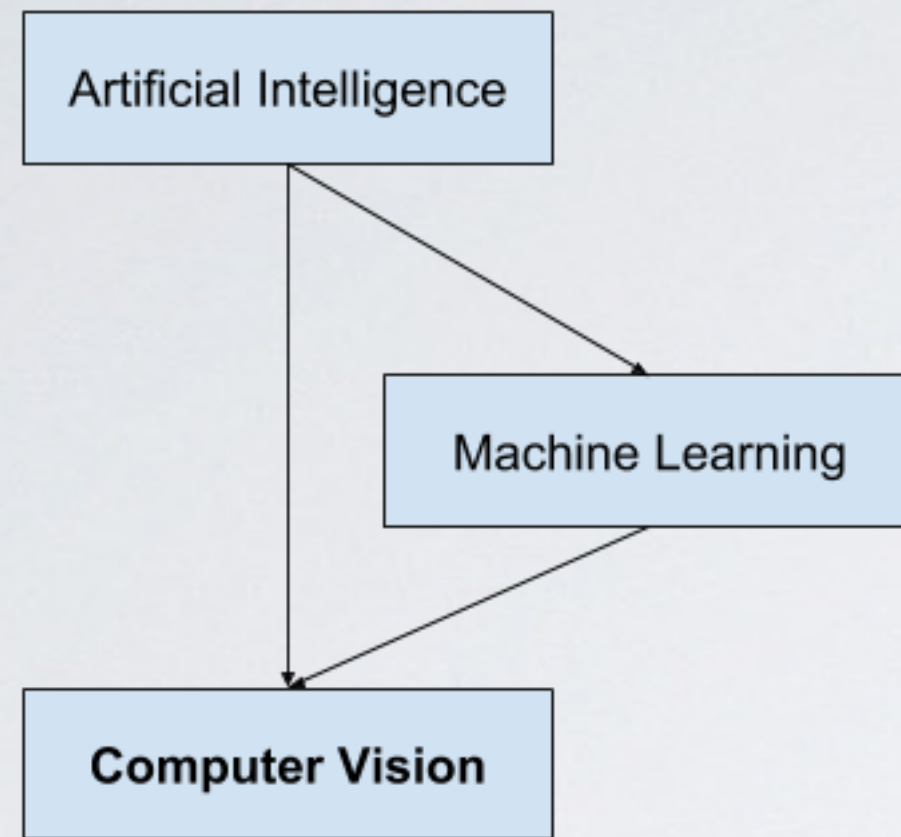
Performance

Top 50 Education-App without marketing



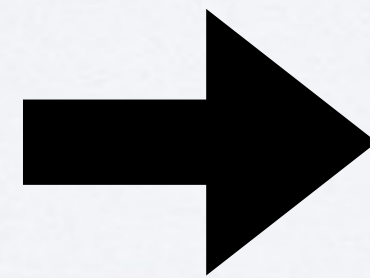
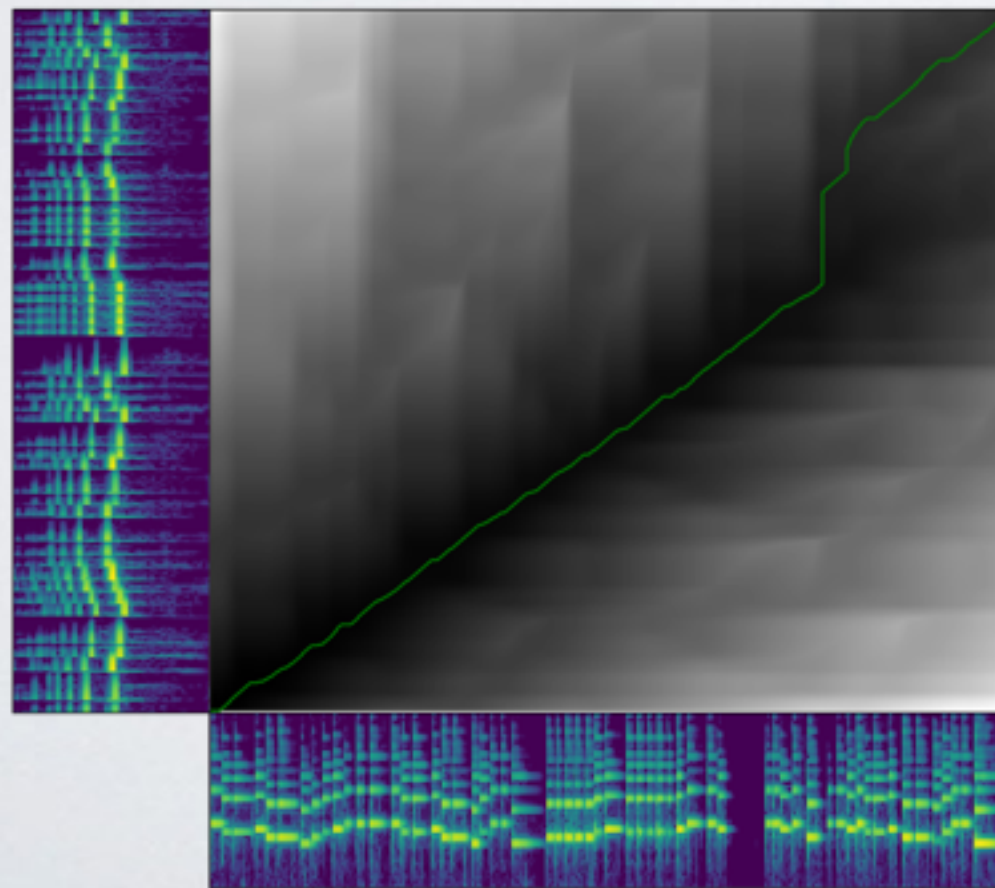
TECH

Recognize every single note from a paper and the playing of the musician



Unique preprocessing of the pictures

High recognition rate of the notes



Advanced time warping algorithm

Detect the smallest mistakes

The Business Model



B2C



**Freemium Modell
(10€)**

Music material

B2B

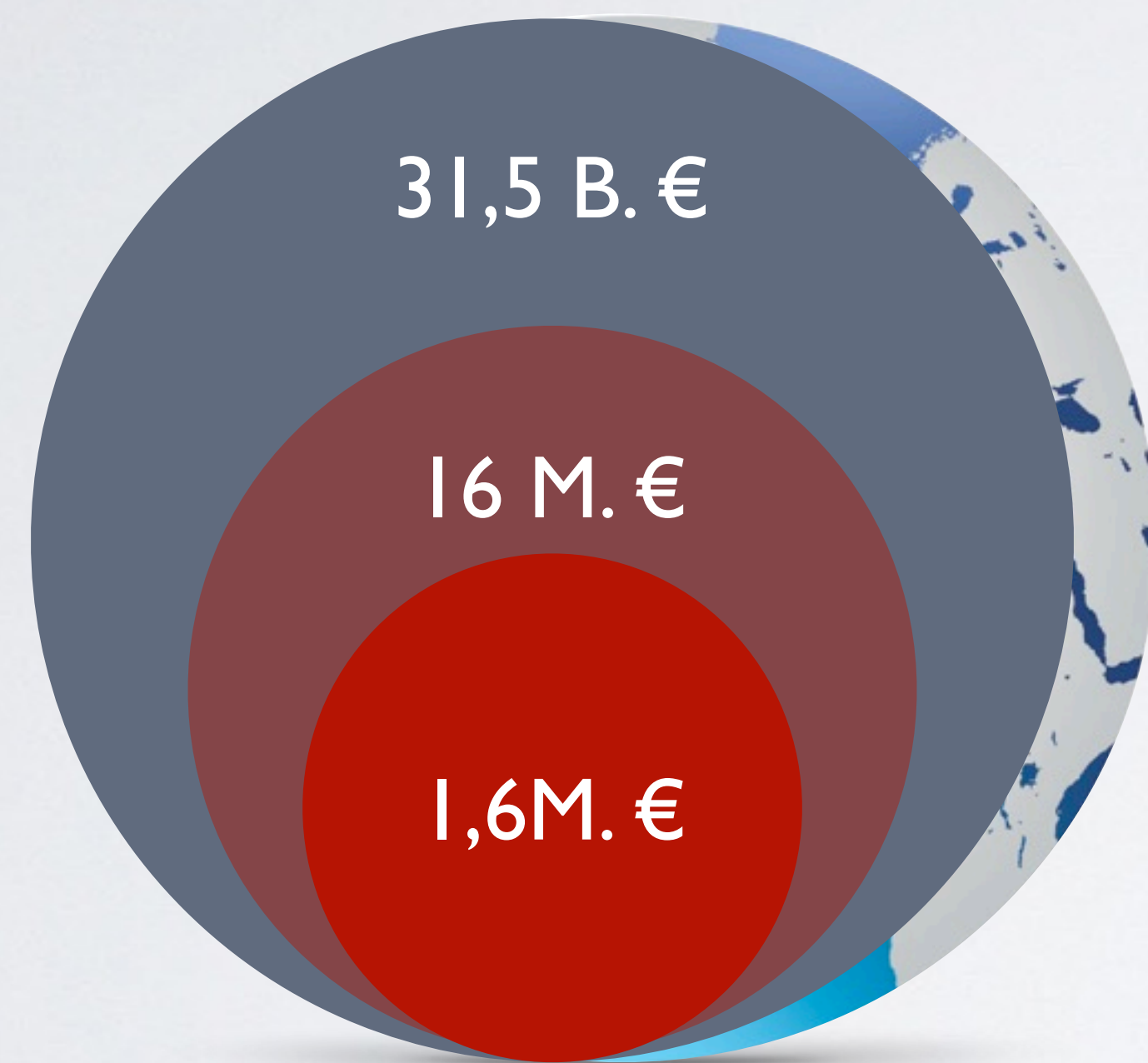


Music school license

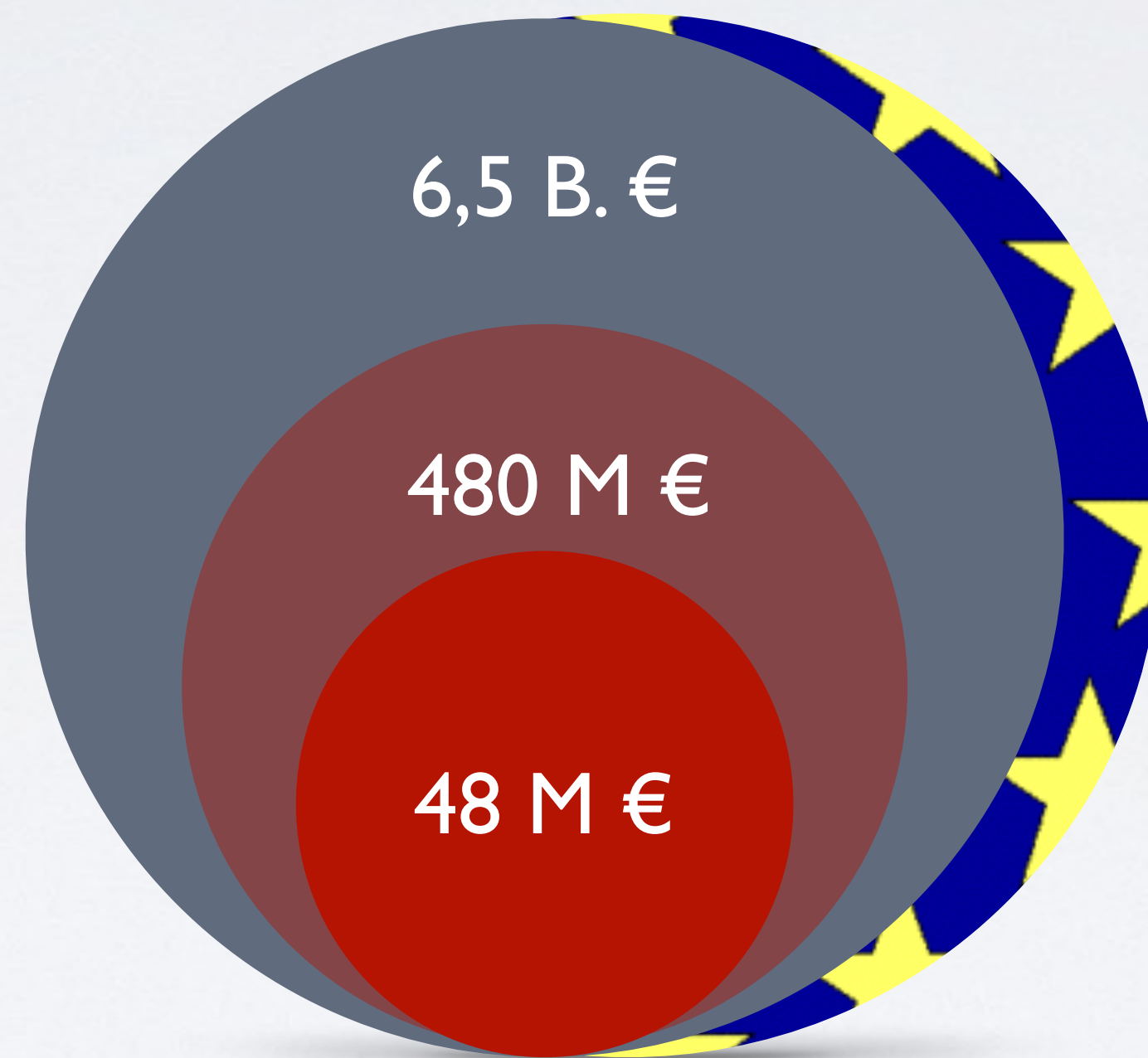
**Sales Plattform for
music companies**

Market for musical education

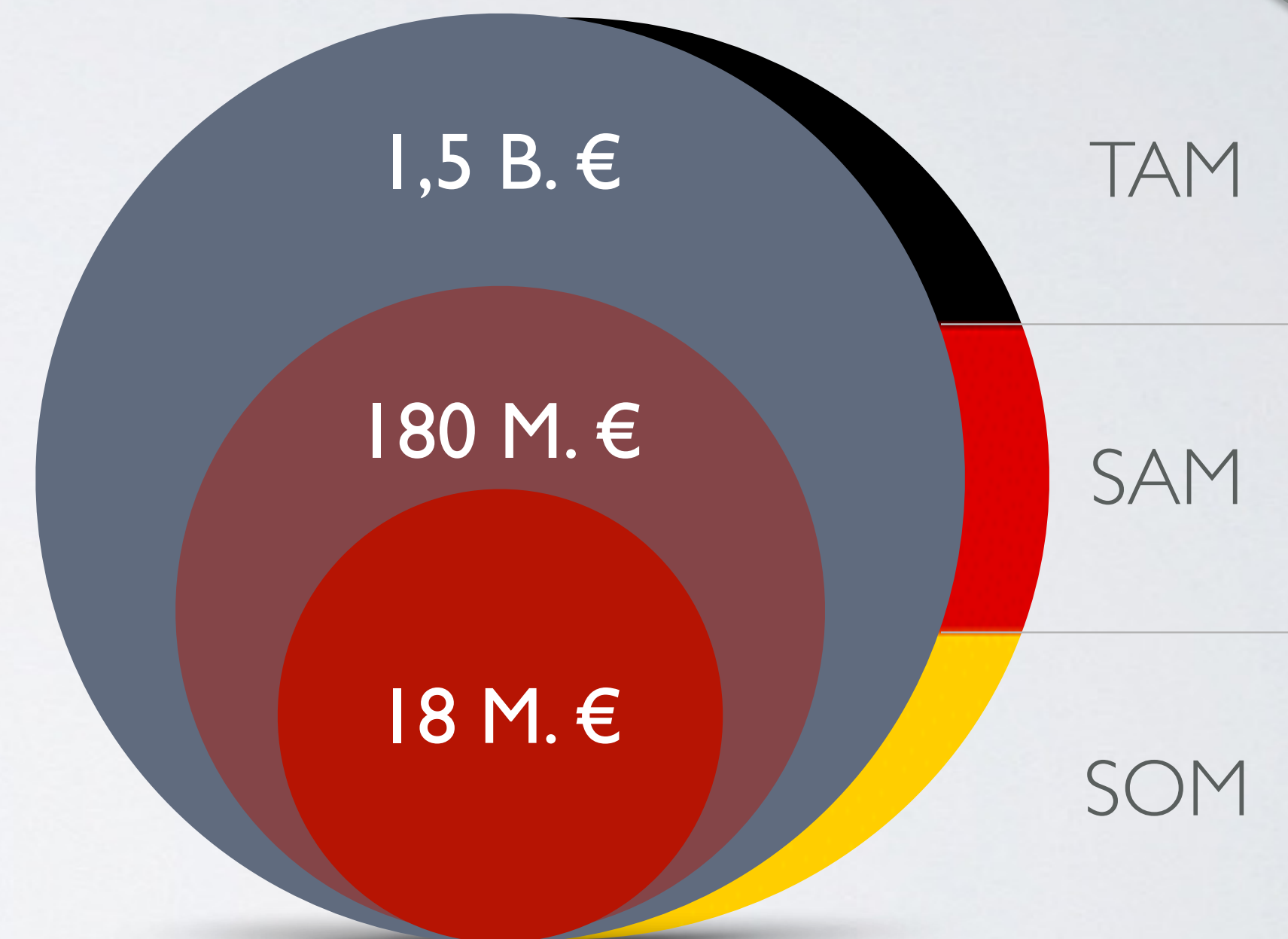
(Only public music schools)



World



EU



GER

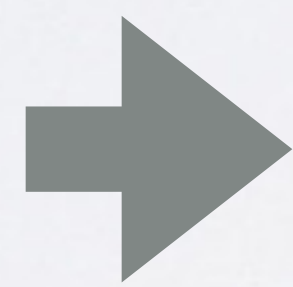
Costumer

Cost per install

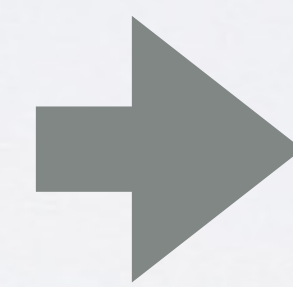
Cost per
acquisition

Costumer life-
time value

1,5€





87€



252€



Competition

With Halbestunde you can practice every music-piece

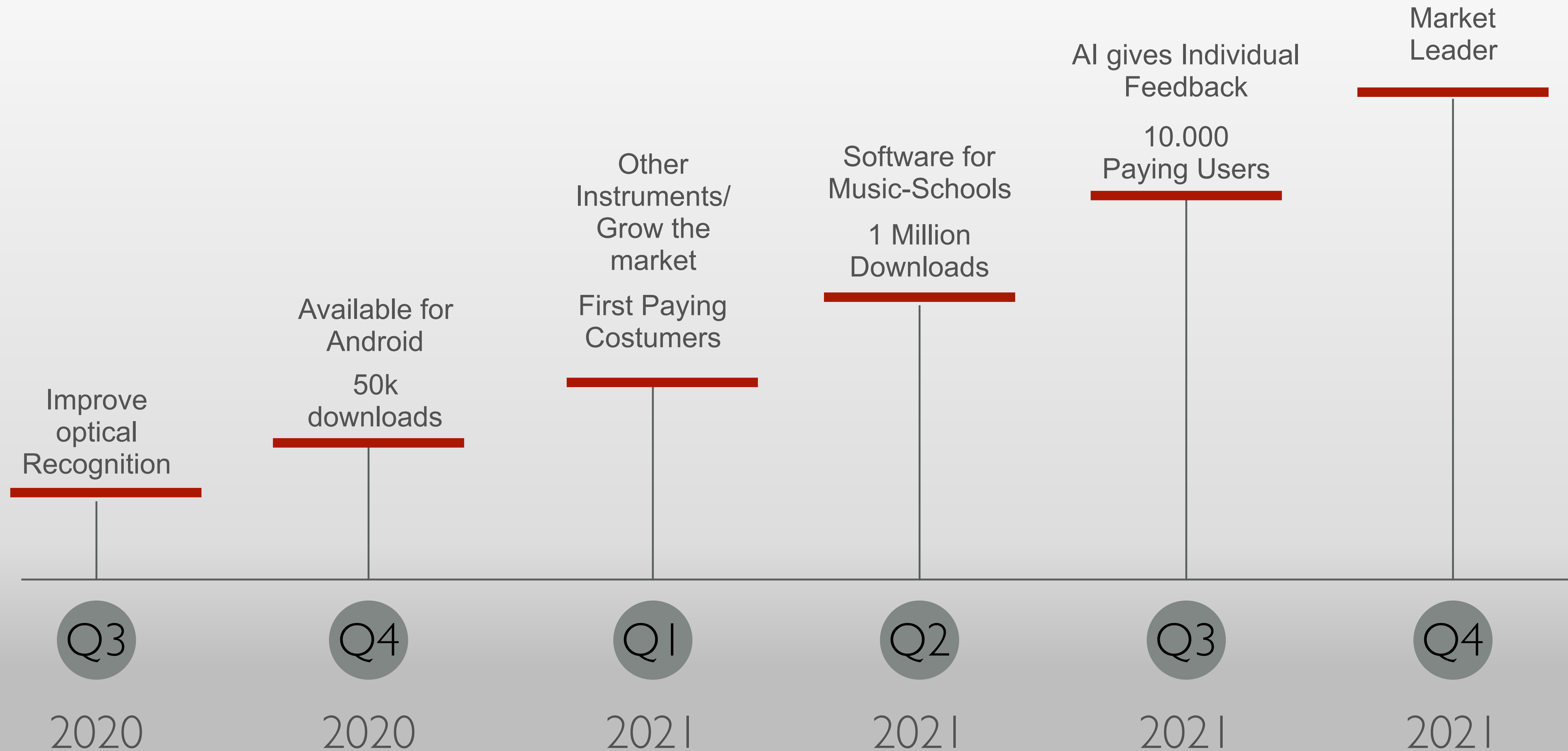
		<i>Tonara</i>	 YOUUSICIAN	SIMPLYPIANO	Skooove	<i>flowkey</i>
supports practicing	✓	✗	✓	✓	✓	✓
does longtime evaluation	✓	✓	✓	✗	✗	✗
use AI	✓	✓	✓	✗	✗	✗
works with traditional classes	✓	✓	✗	✗	✗	✗
works with every composition	✓	✓	✗	✗	✗	✗
scans notes from sheet	✓	✗	✗	✗	✗	✗

Use Cases and Sales Strategy

We start in Germany

Use Case	Added Value	Market Entrance	When	Hot Leads
Scans notes from sheet	Works with every composition	B2C	Q4 2020	
Works with traditional classes	Teacher can use it for there lessons	Music-Schools	Q1 2021	 
Works with every instrument	Don't need several systems	Music-Stores	Q2 2021	 

Roadmap



Achievements



133.000 Euro funding from the ILB last Year



Competition winner



Media attention



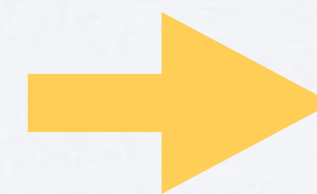
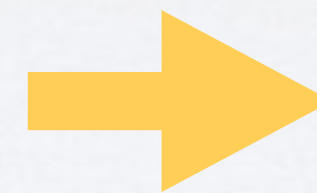
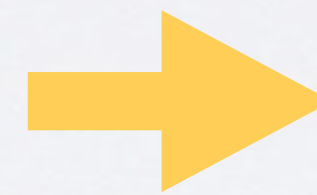


IMAGINE

You learn an Instrument ?

You are a music teacher ?

You run a music school ?



Potential Exit Partners

There are several exit options



(7B)



(3,4B)



(800M)



(600M)



(100M)



(35M)

WHAT WE NEED

300K

