



Guided music creation





# Music can change the world.



Great songs impact us all and that impact can last for generations.

As a pro songwriter and guitarist for nearly 10 years in Los Angeles, I learned about the power of songs but also the struggles of them. Songs start as ideas. The journey from moments of inspiration to completed works of art can take anywhere from minutes to years...and sometimes the process is never completed.

**Imagine all of the great songs that could have been.**

Current technologies prevent music creators from finding the potential in their songs. Creators are either limited by basic single-track recording apps or confused by complex recording suites. Additionally, collaboration remains a huge problem, with co-writers stumbling through the current inefficient process.

At **audiobridge**, we strive to be as simple as the Voice Memo app on your phone but more powerful than Pro Tools, the industry standard recording software, in order to bring the music creation process to the masses and into the modern age.

Matt Miller, CEO/Founder



## The Problem

Musicians are forced to rely on overly complex software and techniques to create music.





# Current Solutions



## Basic single-track recording apps

One dimensional solution that doesn't include collaboration.



## Overly complex full recording suites

Adds costs to process that may never be recouped. Time is valuable and technology gets in the way of inspiration.



## Paying for expensive studios and staff

High hourly rates can be cost prohibitive to most artists.

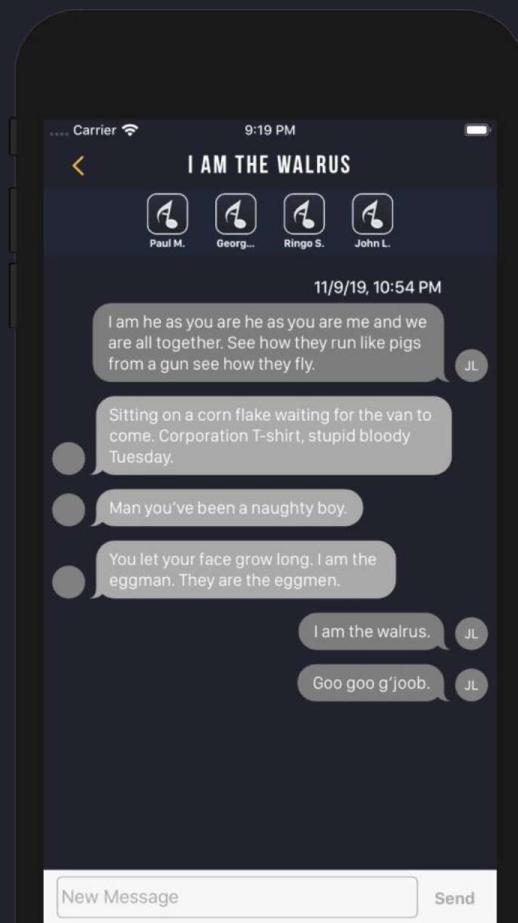
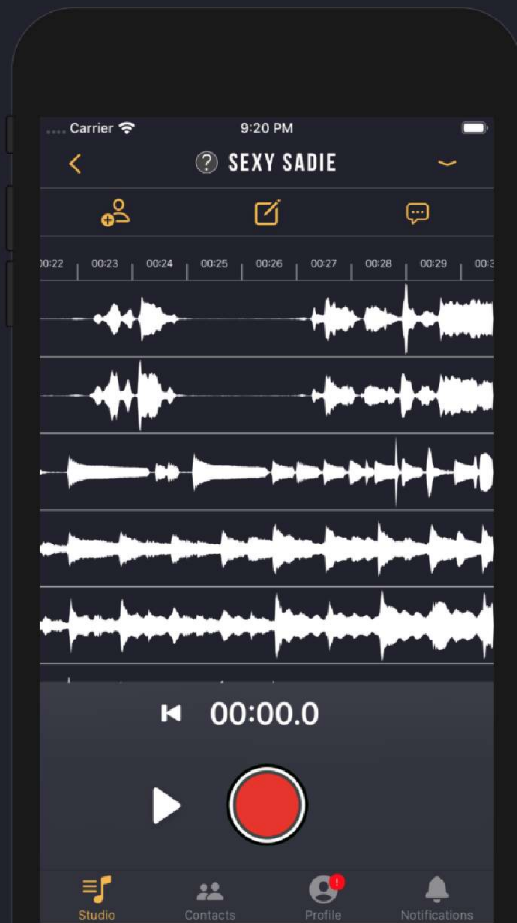


# Our Solution

## audiobridge

Imagine recording a full professional song, with collaborators, by simply opening an app, hitting record and being guided through the process.

audiobridge is putting the full studio experience in your pocket. Users of any level of musical ability (~600M+ worldwide) are guided through creating multi-track recordings on their devices.





# Traction



600+

Hours of music recorded  
per month



350,000+

Tracks Recorded



3.5M+

Data Points

## Cohort members of:



**BRIIA Accelerator**  
San Ramon, CA; AI focus



**Project Music**  
Nashville, TN; Music industry focus



## Why Now?

The world is now embracing remote collaboration and mobile tools more than ever.

Amount of audio recorded, in hours, on audiobridge:





## Why Now?

Songs that were created on iPhones are now charting in the *Billboard Top 100* and being nominated for *Grammy Awards*.

### THE WALL STREET JOURNAL.

#### Recording Studios Are So Passé

By ETHAN MILLMAN

"...[P]roducers like Finneas O'Connell have elected to go the at-home route without sacrificing commercial success. 'That's how everyone except for the biggest stars is doing it now,' Mr. O'Connell says."

Wall Street Journal, Aug. 26, 2019

### GENIUS

#### Steve Lacy Explains How He Produces Grammy-Nominated Songs On His iPhone

Genius Dec 27, 2017

"Producer and singer-songwriter Steve Lacy has earned Grammy nominations for his work on *The Internet's Ego Death* and *Kendrick Lamar's DAMN*. while using little more than an iPod Touch or an iPhone as his primary tools."

Genius, Dec. 27, 2017





# Why Now?

Top manufacturers now sell mobile microphones. *IK Multimedia's iRig* enables guitarists to plug guitars directly into their phone. The industry is moving away from larger, more expensive solutions.



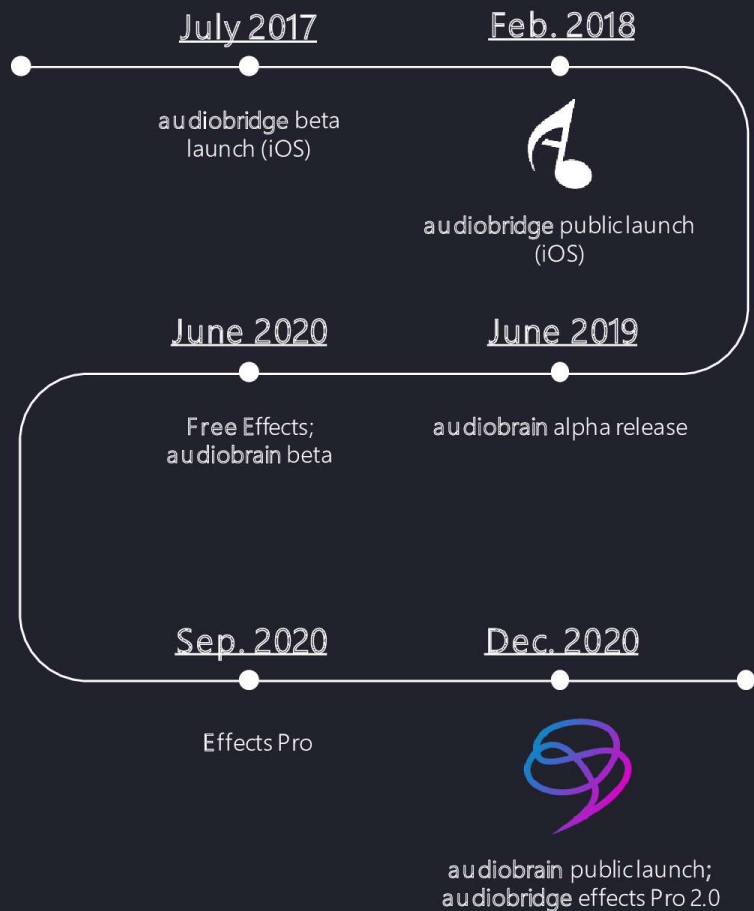


# Product Roadmap

**audiobridge** will be the world's first fully guided music creation platform, allowing creators to focus on the nuances of their song rather than the nuances of the software. As musicians use **audiobridge**, **audiobrain** learns their preferences and creates a personalized experience.

Our intelligence engine, **audiobrain**, puts the functions of a traditional audio engineer into your mobile device.

For example, is your vocal recording out of pitch? **audiobrain** will either auto-tune the track for you or suggest you record another take.





# Subscription Model

1

## Effects Pro

*Coming September 2020*

Audio enhancement effects such as auto-tune, reverb, delay, distortion and more.

\$3 / month

2

## audiobrain & Effects Pro

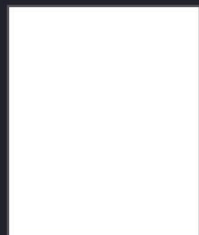
*Coming December 2020*

All pro features with full guided music creation via audiobrain intelligence.

\$5 / month



## Subscription Revenue Projection



2021

\$960K ARR

~20,000 Subscribers



2022

\$9.6M ARR

~200,000 Subscribers



2023

\$48M ARR

~1M Subscribers



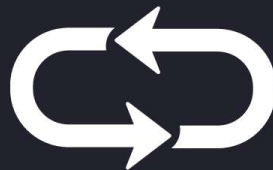


## Next Steps

We will identify buyers and use cases for the audio data recorded on audiobridge. This is highly scalable complement to subscription models. This results in:



Platform stays low-cost  
for musicians



More audio results in stronger  
audiobrain and higher revenue.



Investment Ask

# Seeking \$150K Bridge

SAFE - \$7.5M cap; 15% discount

Followed by \$1.5M Seed

\$15K Minimum investment



## Previous Funding

\$565K Raised

\$550K - \$5M Post-Money Valuation

\$15K – SAFE (\$7.5M cap; 15% discount)



# Our Team / Partners



**Matt Miller**  
CEO / Founder



**Andrew Perusi**  
Artist Outreach &  
Partnerships



**Kevin Carwile**  
Senior Backend  
Software Engineer



**Mark Jeschke**  
IOS Developer



**Peter Robert**  
IOS Developer



**Acorn Analytics**  
Data Science  
Machine Learning



**Signal Garden**  
Digital Signal  
Processing Experts

## Advisors / Mentors



**Joe Kennedy**  
Former CEO and  
co-founder of **Pandora**



**Chrissy Vonderach**  
Strategic Product Leader /  
Former CIO (**PayPal**, **Clorox**, **Blackhawk**)



**Kelley Holland**  
Senior Associate  
**Williams Mullen law firm**



**Les Schmidt**  
Exec. Director, **BRIIA**  
Former COO / CFO (**SF 49ers**)



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# Thank You



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