

Abridged Business Plan



Overview:

Univoice is the 1st ever “learn languages through music” mobile app

Traction:

- 3/19 - Soft-Launch: product live on App Store & Google Play Store
- 7/19 - Secured prestigious music licensing deals with music licensors globally
- 9/19 - Released major user interface (UI) & user experience (UX) enhancements
- 11/19 - Accepted into prestigious accelerator program, New Chip (8% acceptance rate)
- 1/20 - Secured 20% of our \$1,480,000 pre-seed funding round
- 3/20 - Organically reached 2500 downloads & 750 monthly active users (MAU); \$0 in ad spend to date
- 5/20 - Built out advisory council with heavy hitters, including:
 - (current) Head of Label Licensing at Spotify,
 - (former) Head of Engineering at Babbel,
 - (former) Head of International Growth at Babbel
- 7/20 - Landed “Top 30” label licensing deal, featuring tracks from Frank Sinatra, James Taylor, and Isaac Hayes
- 9/20 - Reduced cost of song translation & synchronization drastically (\$90 → \$70 per song,) Partnership with Lyric Find for translation & synchronization en masse (33% reduced cost/song)
- 10/20 - Completed production of marketing collateral for “hard launch” early 2021
- 1/21 - Launched our Version 1.0 product & our first round of test marketing campaigns

Growth:

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200 users acquired at soft launch mid-2019 --> 3000 beta users by late-2020 (grew organically, via word of mouth, PR, and free banner ad placements on product review sites)

Usage Stats:

(Mar 22 - Apr 22; COVID-related spike):

- Active devices / day: 32.3
- Sessions / day: 104.1
- Total sessions: 3,200
- Avg. time / device / day: 6.2 minutes
- 1 in 3 users spend avg. 5 minutes / session (industry standard)

Projections / Targets:

Year	User Count	Revenue	Net
2020	5,000	\$0	(\$185,156)
2021	487,500	\$1.2M	(\$659,221)
2022	1,387,500	\$4.4M	\$443,672
2023	2,810,000	\$10.9M	\$3.4M

Disclaimer: forward projections cannot be guaranteed.

Current Initiatives:

Fundraising

- We've raised ~40% of our \$1,480,000 pre-Seed round.
Actively seeking additional funding from angels and early-stage VC's

Improving Free to Paid Conversion

- On-boarding / Registration revamp:
Refining new user onboarding experience, to maximize engagement
Public tutorial content - allowing users to demo the app pre-registration
- Usability enhancement:
Playlists - dynamic content sorting mechanism, enabling users to curate a unique homepage view
Favorites - a supplemental mechanism for hyper-personalizing users' content display
Song difficulty - songs filtered by rate of speech - slow, medium, and fast
Content gating - business logic for incrementing new content and feature access
- Monetization & Gamification features:
Content trickle path - rate at which users unlock play modes, song difficulties, Billboard content
Reward system - types of rewards, accrual (business logic & depiction to end user,) reward redemption
Refine Premium Access logic - identify premium user allowance, with the aim to maximize motivation
Introduce in-app purchases (Single Plays), to supplement Premium Access
- Education features:
Report cards - call out key phrases & grammar points in each song, & reward for performance
Missions - incentivize learning progress through emergent mission paths

User Re-Engagement & Retention

- Email, push, & in-app marketing:
 - Identify cohorts based on drop-offs in buyer's journey & usage activity data
 - Create outreach sequences to re-engage users within the funnel
 - Optimize touchpoints based on data-driven insights & analytics

Song Library Expansion

- Increasing volume of tracks
 - Upload an avg. 100 new songs / month, across our supported languages
- Introducing popular tracks
 - License top Billboard tracks through re-recording libraries and publishing partnerships with the 'Majors'
 - Deploy as gated content opportunity, instilling motivation to subscribe

Go to Market Strategy:

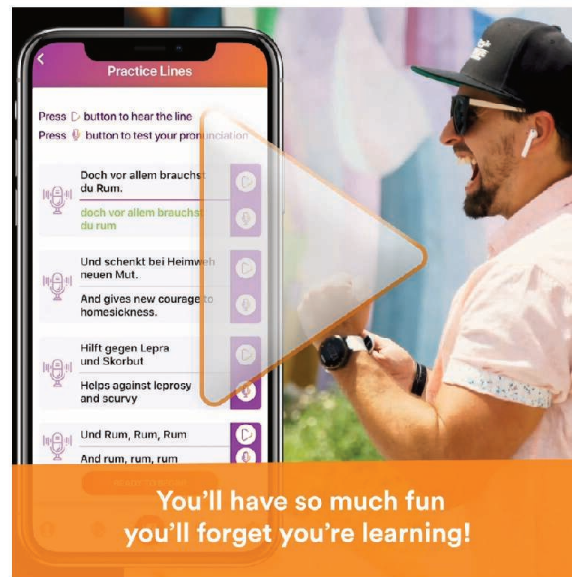
Paid Social: Facebook & Instagram

- Facebook + Instagram Ads Campaign Build (Jan 2021)
- Social Ads - Creative Development (Jan - Dec 2021)
- Facebook + Instagram Campaign Management (Feb - Dec 2021)

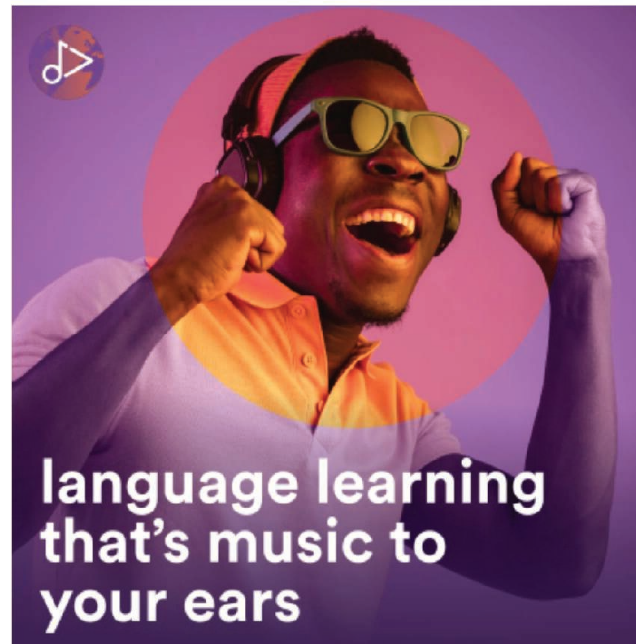
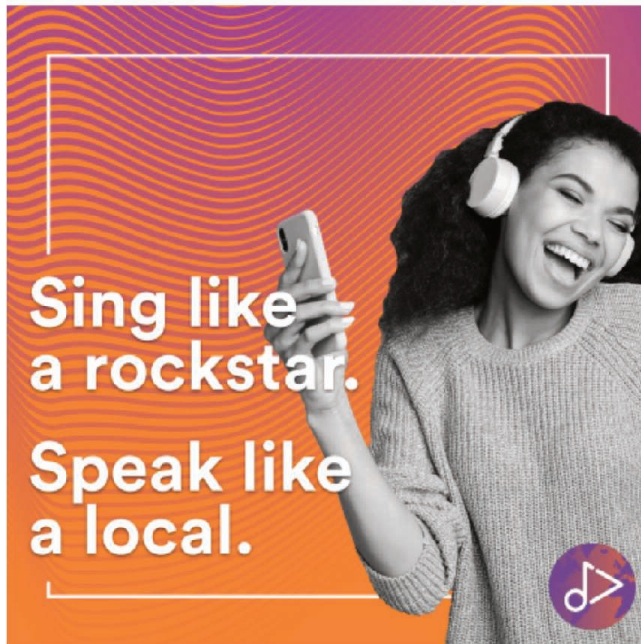
Paid Media: Apple Search & Universal App Campaign (UAC)

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- Apple Search Ads Account Setup & Launch (Jan 2021)
- Universal App Campaign Setup & Launch (Jan 2021)
- Apple Search Ads Campaign Management (Feb - Dec 2021)
- Universal App Campaign Management (Feb - Dec 2021)
- YouTube Campaign Creation (May 2021)
- YouTube Campaign Management (Jun - Dec 2021)

Creative (Sample Ads)



Sample Video



Target Metrics:

We will continually optimize our creative & our targeting against the following goal posts:

CPD (cost per download): \$1.37

D2L (download to lead): 50%

L2C (lead to conversion): 5.25%

CLV (customer lifetime value): \$24

Investment

Capital Contribution to Date: \$472,220

Individual Investor Contribution:

- \$7,200 (from Founder, Sami Halabi)
- \$50,000 (from Mike Halabi, family member)
- \$50,000 (from Glenn Hodge, founder/owner of First Texas Brokerage)
- \$75,000 (from MKGRGHMCG, LLC - real estate / brokerage firm)
- \$25,000 (from TJ Jones @Energy Lodge - leasing, property management, legal support)
- \$25,000 (from Jon Glanzman, individual angel investor)
- \$35,000 (from Mike Miller, individual angel investor)
- \$25,000 (from Ryan Cartwright, Silicon Valley angel)
- \$15,000 (from Wilson Tsai, Silicon Valley angel)
- \$25,000 (from Nicholas Litz, angel investor)

Crowdfunding Contribution:

- \$140,020

Outstanding Debt

Loan Agreements:

- \$98,758 outstanding (from Founder, Sami Halabi)
- \$20,692 outstanding (from Investor, Mike Halabi)

Use of Funds

- Product Development: improving performance and usability, adding content, developing social / gamification features to maximize engagement and rolling retention rates
- Song Library & Language Expansion: supporting new languages & adding songs, primarily 'Top 100' Billboard tracks
- Marketing Content Creation & Advertising: creating marketing collateral, advertising across our high-impact digital channels, and paying our digital agency fees
- Human Capital / New Hires: maintaining and expanding our incredible talent pool
- Proprietary Tech: building & deploying our below-detailed proprietary technologies

Intellectual Property

- Trademark: (Word Mark) domestic & international (pending)
- Trademark: (Logo) domestic & international (active)
- Patent: 'Interactive Language Learning Through Music' (active)
- Future Patents:
 - Business Process: digital transcription & synchronization control system - drastically reduces human capital costs for these activities & reduces production timeline for getting songs live on the app
 - 'Wernicke' algorithm - increased precision and accuracy for speech recognition of slang, dialectic, and idiomatic speech