



Grant Nestor
nestor@usc.edu
805-570-9785

Executive Summary

Why?

Problem

The parallel developments in digital music production software and high-capacity Internet bandwidth introduce a unique opportunity for musicians to collaborate with anyone, anywhere, at any time via the Internet. However, the music production software market consists of many competing products with individual proprietary file formats. Therefore, works created in one application are not compatible with other applications. Musical works are confined to the applications in which they are created, and consequently, musicians are too.

Solution

Comprise offers musicians and music producers a network solution that allows formerly incompatible music production applications to communicate with one another over the Internet. The Comprise software plugs directly into the user's native software and allows users to collaborate in real-time, or in individual sessions, over the web. Comprise connects music and musicians worldwide via its community website, where users can share compositional components (sounds, instruments and effects), post projects, and distribute music to consumers.

Customer

Comprise caters to both amateur and professional musicians. Comprise targets customers that 1) compose music using computer software, and 2) have access to the Internet. The secondary market includes digital music consumers, such as those who purchase music using iTunes Music Store or Napster.

Distribution

All features of the Comprise product are offered on the website. The core features include: Comprise application, music marketplace, public sound library and social network. The Comprise application plugs into all popular music production software and therefore integrates effortlessly into the user's creative environment. Community features of the website will be integrated and accessible using the Comprise application.

Revenue

Sources of revenue include: 1) pay-per-use credits, 2) retail music sales, 3) software retail sales and 4) advertising/sponsorship. Our primary source of revenue is pay-per-use credits, which operate similar to Skype credits. Credits will be purchased by users in packages and applied toward data transfer and online storage.

Why now?

Developments in both music production software and high-speed Internet markets have created an opportunity for musicians to collaborate over the Internet. Others have attempted to capitalize on this market but have seen little success because their products have been constrained by technology or lacked long-term value. Specific events that have contributed to this opportunity include the following:

- Apple's distribution of Garage Band (an intro-level music production software) has aided in mainstreaming the music production software market
- Apple's distribution of song "stems" (separated tracks of a given song) to the remixing community via its iTunes Music Store
- Nine Inch Nails has released the song stems for their new album and created a remix site to host remixed content
- Broadband Internet with an average bit rate of over 320 kb/sec has become common among U.S. households¹
- Social media sites such as YouTube and IPTV software such as Joost have taken online streaming media to new heights

Why you?

We intend to change the way music is created. We intend to create the first collaborative community for digital musicians online. We intend to do to music what open-source did to software. Our primary research indicates that 74% of our potential customers would use our product. Our competitors have yet to offer any substantial solution for online music collaboration. We have working relationships with non-competitive partners that can provide infrastructure and distributed server networks. We have identified multiple streams of revenue. Most importantly, we have a team of talented individuals that are enthusiastic about the product.

Why us?

We have created a solution that works. Our software extends the individual user's workstation to the global music community. All of our team members share a passion for music and technology. Grant Nestor has eight years experience working with music production software. He first perceived a need for an online music collaboration solution over four years ago and has taken it upon himself to develop one that is highly robust and usable. Vivek Srinivasan has four years of experience managing a band and has worked extensively with this software. He perceived a similar need and has teamed up with Grant to see it through. Jonathan Beri has a degree in Computer Science and Business. Jon is passionate about music and emerging web technologies.

¹ "US Broadband Penetration to Break 90% in Mid-2008." *Website Optimization.com*.
<http://www.websiteoptimization.com/bw/0802/>.