

**Notewize**



**Replacing the Music Book**

# The Notewize Team



**Greg Studley**

**Co-founder and CEO** with over 20 years of experience in Music Education. Previous Lead Music Education Designer for Rocksmith+ (Ubisoft).



**Eric Bloch**

**Co-founder and CTO** with 25 years of experience in leadership and hands-on roles in tech startups. Previous VP of Engineering at Udemy.

# The Problem with Music Ed

Music education hasn't evolved with technology.

Students struggle with outdated, passive learning, while instructors lack the digital tools to scale and earn online.

We believe...

The future of music education isn't AI vs. teachers -  
it's a platform that empowers both!

# The Notewize Solution

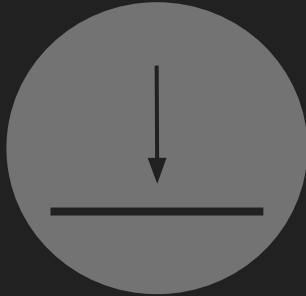
A platform for **ALL** music students, teachers, and schools that can be used for online learning, online teaching, and in-person lessons



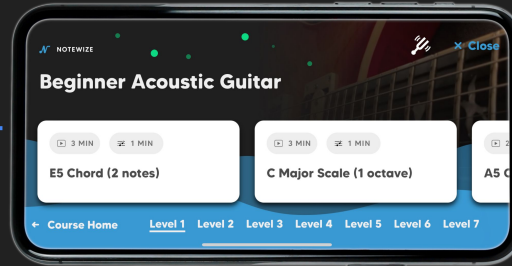
# Interactive, AI-Powered Learning

Notewize offers lesson videos, interactive backing tracks, real-time AI feedback, and practice tools that will help the learner succeed

Download



Sample Lesson Packs



Purchase & Play



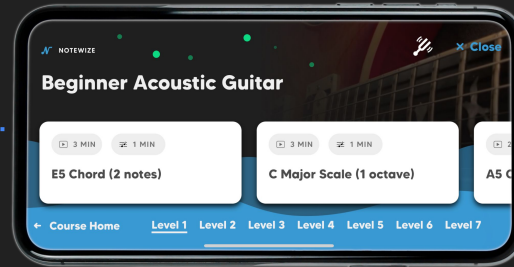
# A Marketplace for Music Instructors

Notewize allows instructors to create and sell lesson content in an interactive learning environment, increasing their sales and online student engagement

Create Content



Publish Lesson Pack



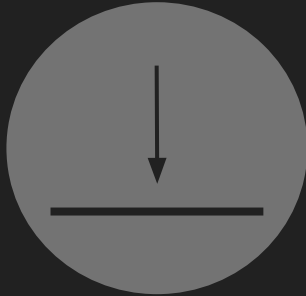
Sell & Expand



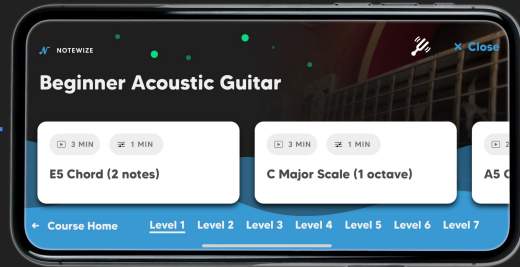
# Keeping Students Engaged

In-person lessons are modernized with interactive learning for students and the ability for teachers to create new content and track student progress

Download



Create Lesson Packs  
(optional)



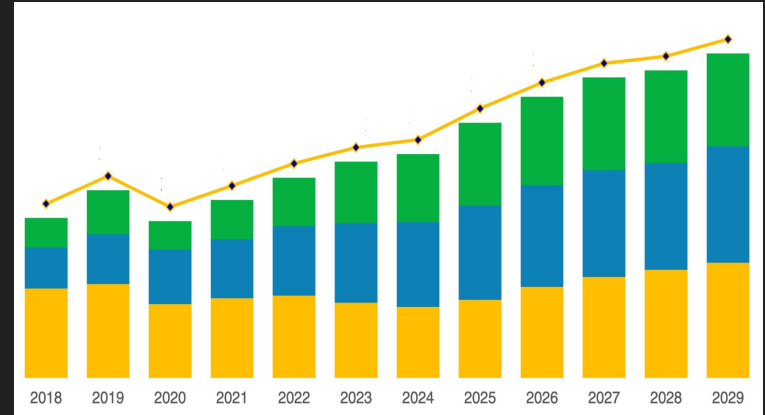
Teach & Engage



# Exploring the Music Education Market

To dominate, you need a brand loved by both students AND teachers

- In the US alone, the private music lessons market was estimated at **\$800M with over 17k businesses** in 2023
- **Guitar, piano, and voice** are the most popular instruments

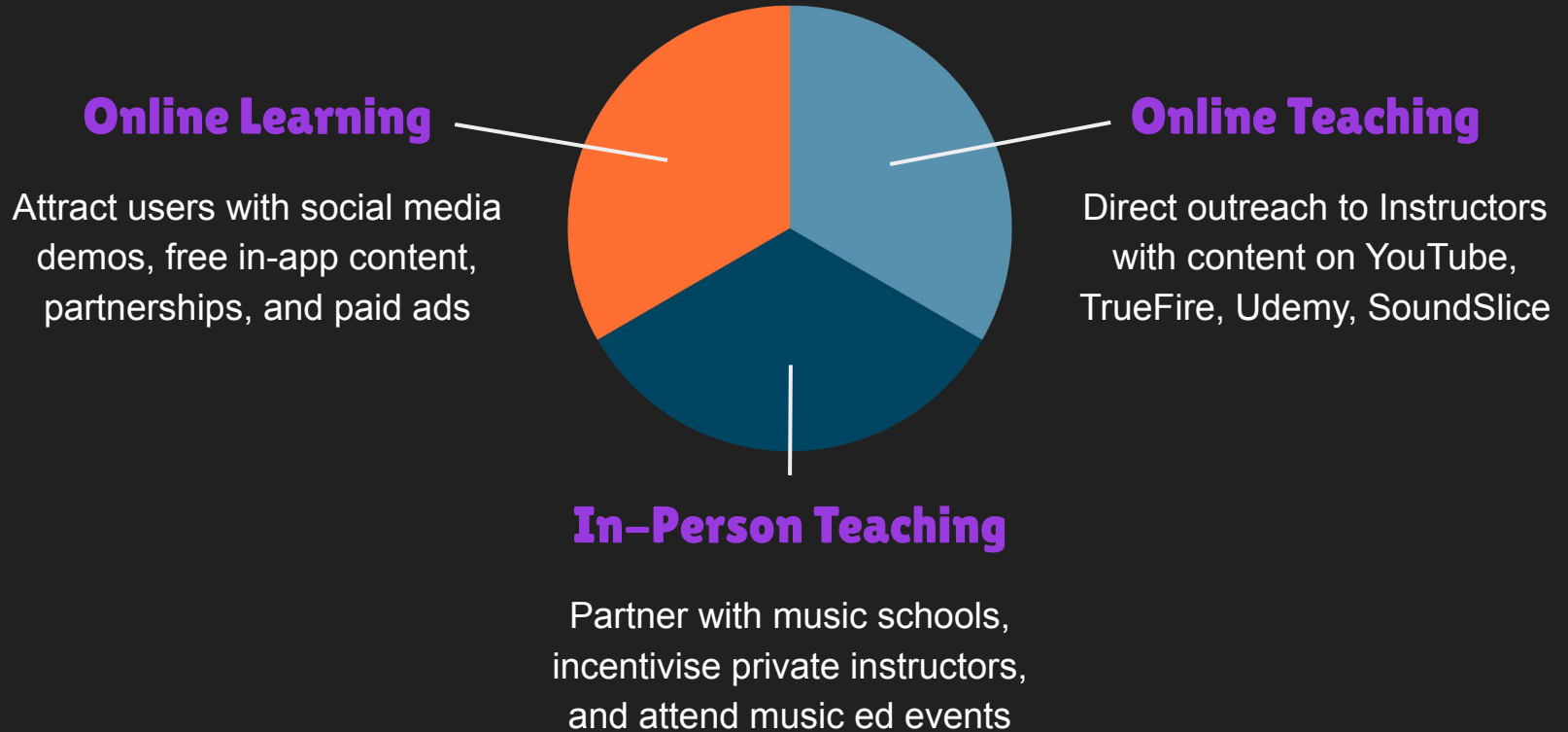


Interesting players (FY 23)

- Yousician (app) - \$22 M rev/yr , growing
- Simply (app, Simply Guitar, etc) - \$33 M rev/yr, growing
- TrueFire (marketplace, guitar only) - \$6.1 M rev/yr



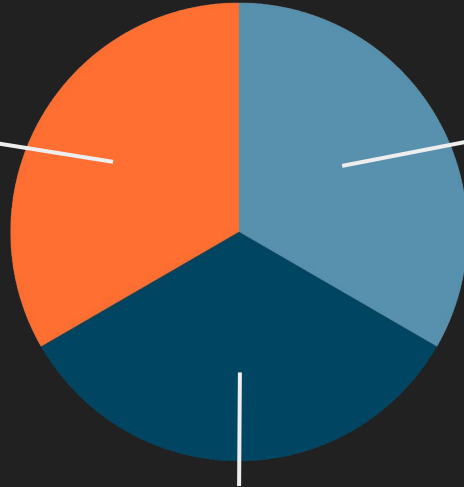
# Turning Strategy into Growth



# Diverse Revenue Streams

## Pro Subscriptions

Users can access AI features on all content with a **Notewize Pro subscription** for **\$10/month** or **\$100/year**



## Lesson Pack Sales

Users can purchase Lesson Packs from their favorite instructors, and **rev share** is used to split the proceeds

## In-Person Lessons

Teachers and music schools can link students to their accounts for a **monthly fee per student**

# Traction & Proof

With a core team of only 2 people and a starting budget under \$80K, we have successfully developed, launched, and marketed Notewize to over 40K users

- ✓ Jun 2024 - Notewize Beta Test
- ✓ Jul 2024 - Launched Notewize for iOS and Android
- ✓ Dec 2024 - Added new Instructor Lesson Packs
- ✓ Jan 2025 - Grown 10x since December from 2K to 20K MAU
- ✓ Currently 5 Instructors, 8 Lesson Packs, over 260 Lessons and Songs

# Why Now?

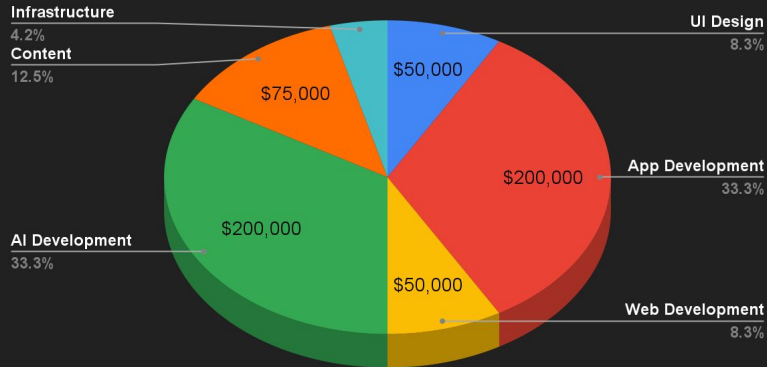
While the competition is solely focused on the student market, we have the unique opportunity to get both teachers and students in the same space

	Notewize	Yousician	Simply Guitar	Fender Play
Gamified Learning	✓	✓	✓	✓
Lesson Videos	✓	✓	✓	✓
Real-time Feedback	✓	✓	✓	
Creator Content	✓			
Instructor Tools	✓			

# Investment and Spending Plan

We are looking for a **\$800k** investment in order to contract engineers, continue development, and market Notewize over the next 12-18 months

## Product (\$600k)



## Marketing (\$200k)



# The Road Ahead

With your investment, we will be able to develop Notewize into a truly unique product, disrupting the current market and changing the face of Music Ed

- Grow MAU + Optimize Conversion Rate
- Online Instructor Tools (publishing portal, analytics)
- In-Person Instructor Tools (student linking, assignment, analytics)
- AI + Audio Enhancement (audio echo cancellation, practice suggestions)
- Instrument Expansion (bass, ukulele, piano, voice)

# Exit Strategy

Likely acquirers include EdTech leaders, subscription platforms, MusicEd companies, or larger platforms expanding into gamified education

<b>EdTech Leaders</b>	<b>Subscription Platforms</b>	<b>MusicEd Companies</b>	<b>Tech Giants</b>
<b>Udemy</b> <b>Coursera</b>	<b>Patreon</b>	<b>Muse Group</b> <b>Yousician</b> <b>Simply</b> <b>Fender</b>	<b>Google</b> <b>Apple</b>