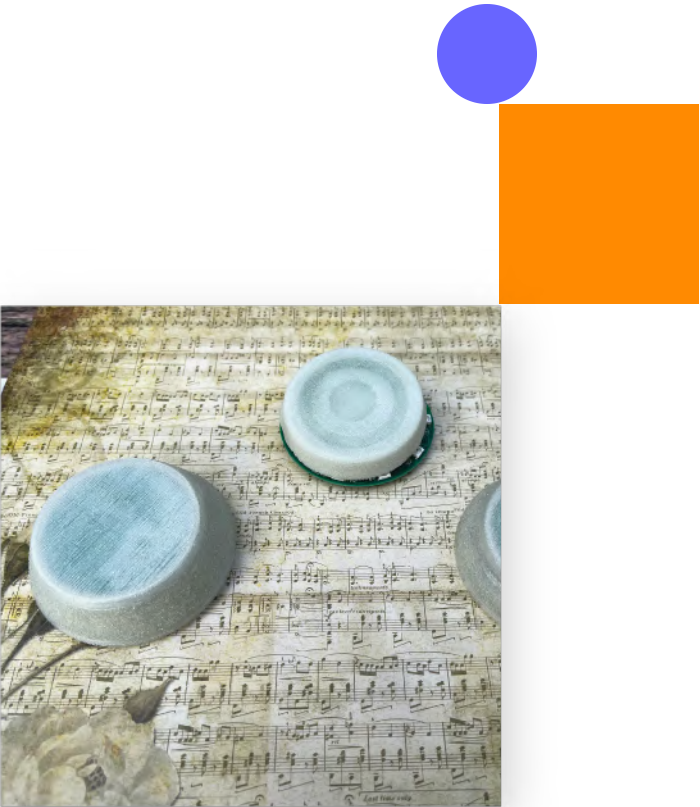


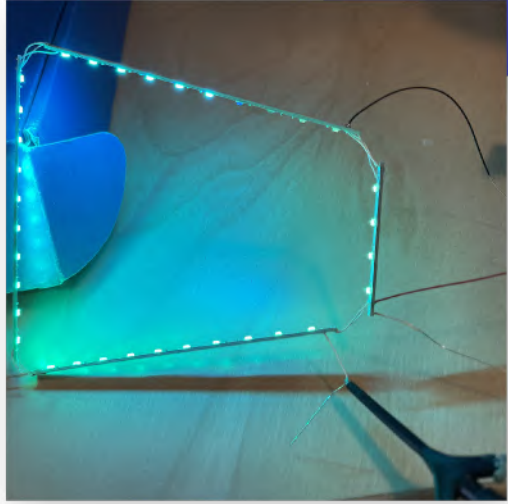
theMUZE Funding Pitch Deck



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people don't buy what you do
they buy *why* you do it ...

-simon sinek



our WHY

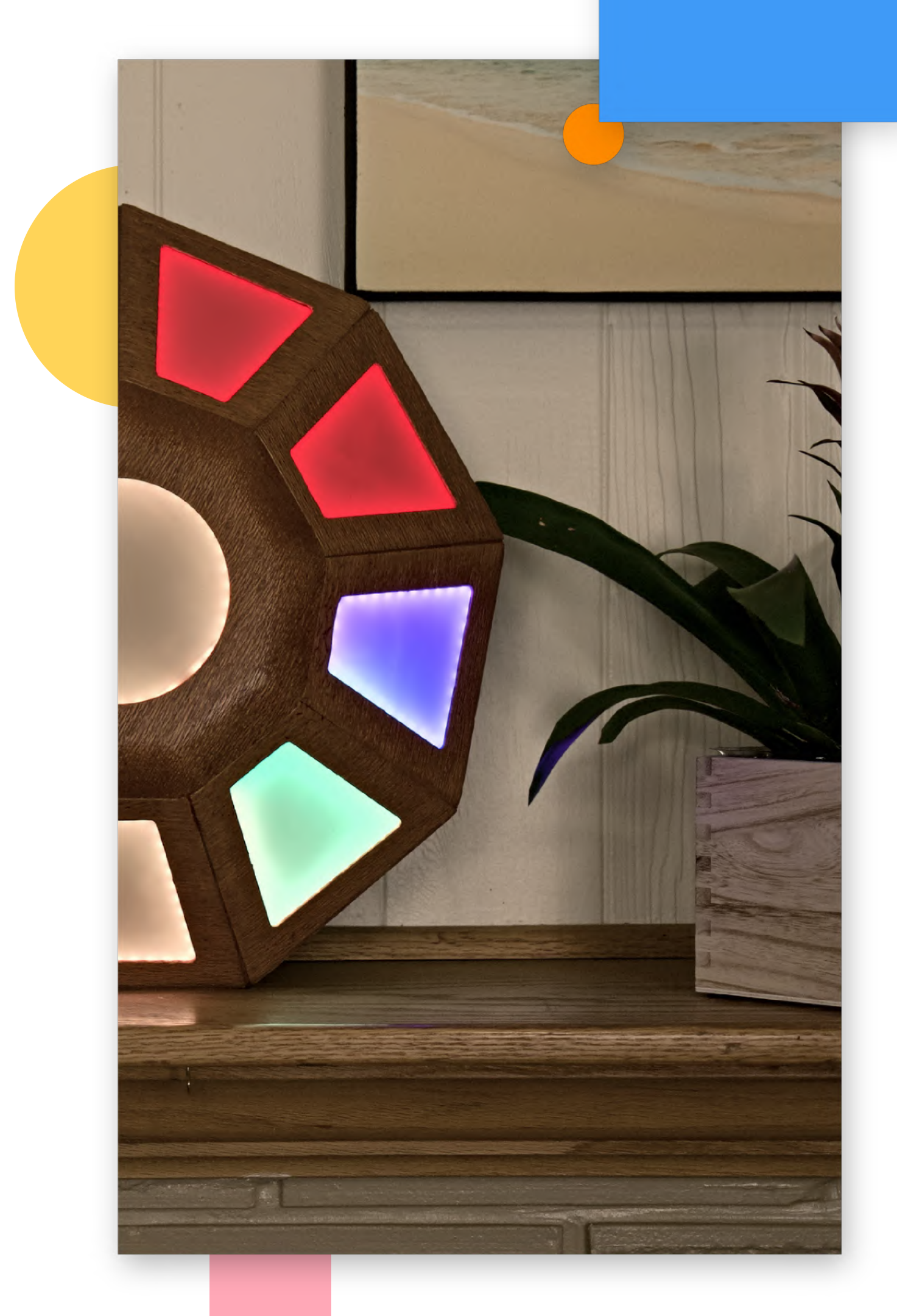
More and more people are separated from community and bonding and fellowship, especially these days. **theMUZE** is a musical instrument, but much more than that. It brings people together through music and sound in a way that's never been done before.

Utilizing patented and patent pending technologies, **theMUZE** and its underlying *sonaVerse* technology and web services enable our WHY.



VISION

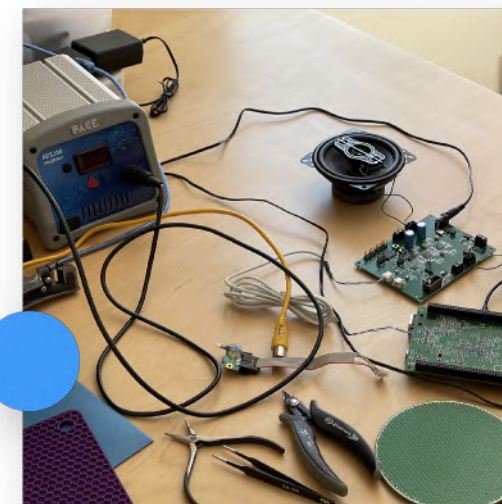
A new way to bring **Community** together
through **Music** and **Sound**



Introducing theMUZE

Utilizing a 3-core Digital Signal Processor and free over-the-air software updates, theMUZE is a powerhouse of embedded technology with an essentially limitless growth path only restricted by software ideas and development. It houses built in **WiFi** and **Bluetooth** connections, enabling collaboration and inspiration in a way that's never been done before.

theMUZE is in a class all by itself because as new **Interface Gesture concepts** and **Music Composition ideas** and **Sound Generation techniques** are conceived, the end user will wake up to completely new features and capabilities making theMUZE even more valuable over time. Furthermore, as the community adds their own offerings to the communal website, all other owners can download new presets, sounds, animations, songs, modes and a whole manor of other settings. Word of mouth drives sales as the value proposition increases above and beyond what was initially provided, and for free.



Features and Benefits

NOVEL MUSIC COLLABORATION

Collaborate with friends or anyone locally or anywhere across the globe without the need for a computer

EXTREMELY EXPRESSIVE

Fully programmable touch pads provide for Velocity sensing, After touch, Gesture recognition, Multiple finger recognition and more to control anything from sound generation to effects to lighting animations

INNOVATIVE USER INTERFACE

10 pads each having high spatial resolution allow for fine movement and zone mapping per pad

MUSIC CREATOR

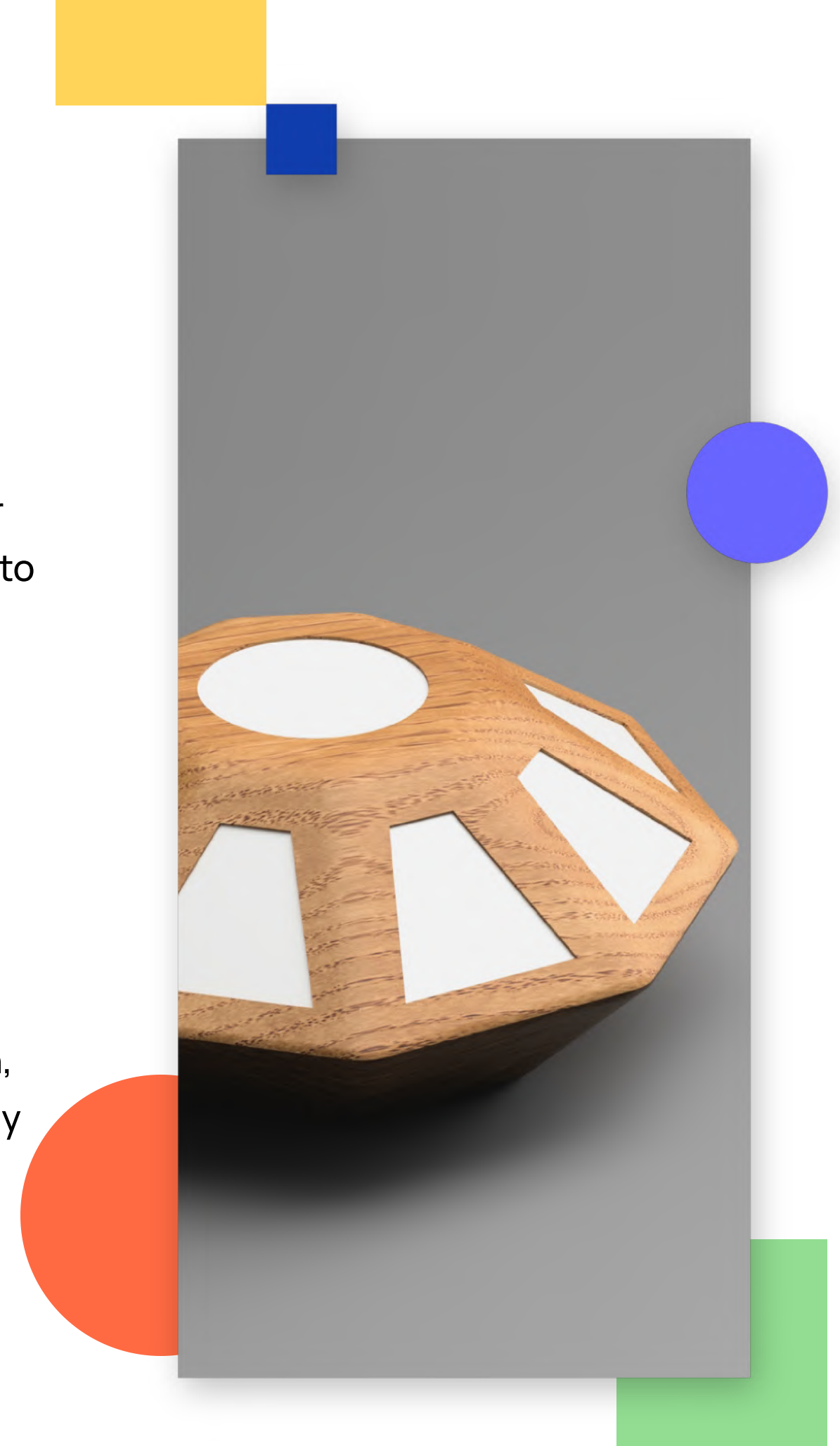
Record song segments or full songs with up to 32 musical parts

SOUND GENERATION

Inverse Fourier, Physically modeled waveguide, Filtered Excitation, Granular synthesis, Cross modulation, Vintage B3 organ, and many others are possible given the powerful 3-core processor

UNIQUE FORM FACTORS

Hang/UFO shaped made from exotic wood, powder coated metals and white resins; patented spherical form with theMUZE jr.



Features and Benefits

MICROPHONE INPUT Wireless audio to both record sounds and to modulate sounds and effects differentiating both the breath and vocalizations

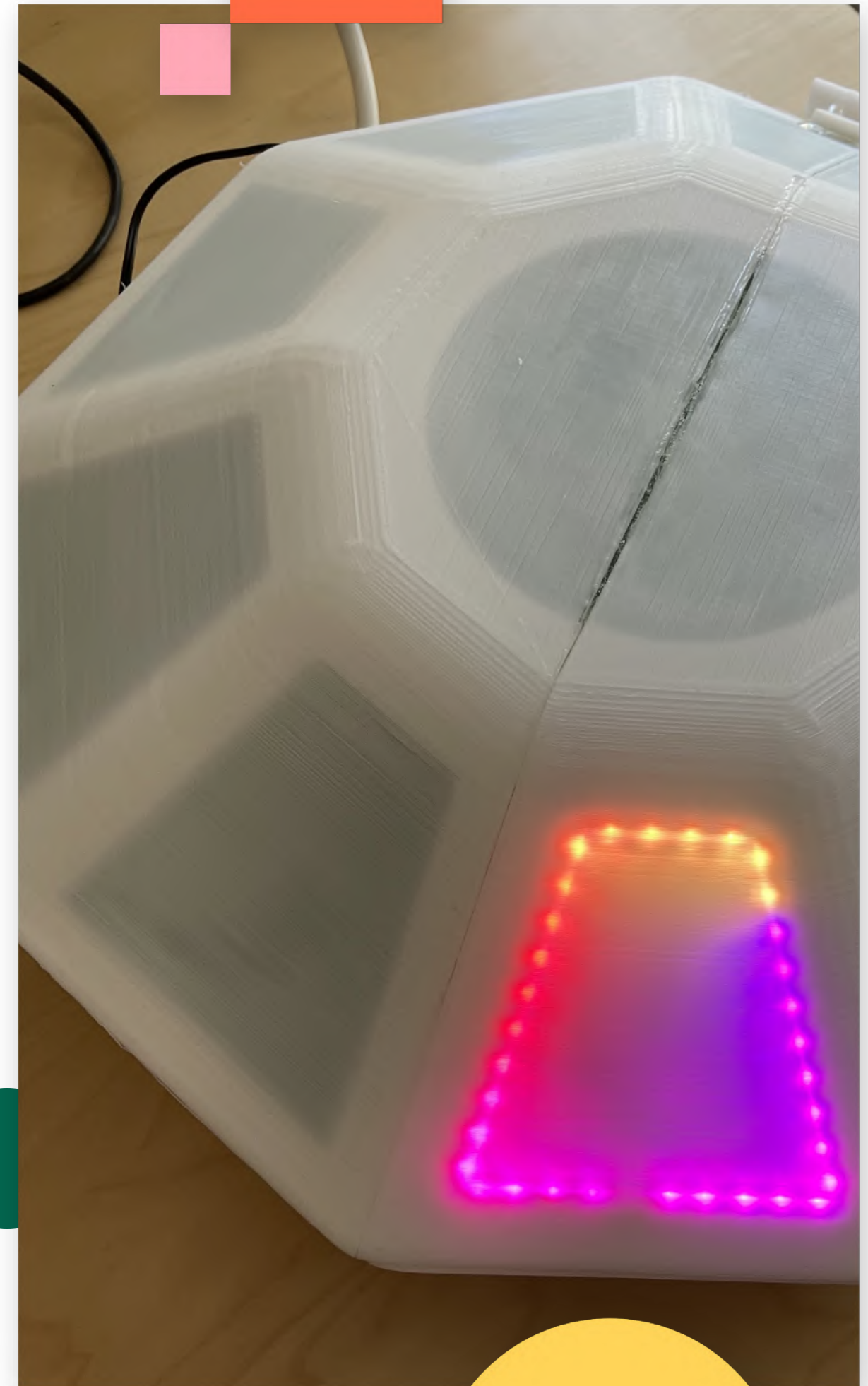
WEB SERVICES Automatically connect to our Amazon Web Services backend for community building, collaboration and posting of creative works

WIFI AND BLUETOOTH WiFi connection to the internet; Bluetooth Classic audio provides audio input and output; Bluetooth Low Energy to recognize each other and to connect to the iOS application

IOS APP Programs and controls all aspects of theMUZE; recognizes songs to pre-program preset settings and allow for impromptu jamming to favorite songs

AUDIO EFFECTS Post audio effects provide Reverb, Flanger, EQ, Wah-Wah, Distortion, Tremelo, or any stomp box type effect

MUSIC TRAINING MODE Song learning mode teaches pad sequences, tempo, scales, and composition



Features and Benefits

SONG PLAYALONG Ability to recognize ambient music then automatically pre-program theMUZE with sounds to let the user play along

BUILT IN GAMES Multiplayer games such as Name That Tune, Find the Missing Note, and Musical Simon Says

LIGHTING EFFECTS 350 Individually controllable RGB LED's with built in Animation engine enable detailed visual effects driven by audio or just statically

THEMUZE JR & THEMUZE MINI Patented Spherical form factor for an entry level product; Wireless MIDI touch plates for a 1st gen product

ARPEGGIATOR Fully programmable, scale harmonized arpeggiation

PATENTED AND PATENT PENDING One patent granted and another pending

WIRELESS MIDI CAPABLE Ability to send or receive wireless MIDI





the future of electronic music instruments
will not be so much in new forms of sound
generation as most have already been
invented, but instead in the user
interfacing to new forms of musical
expression

-robert moog, father of electronic music
(paraphrased)



Competition

01

PURA DRUMS

PURADRUMS.COM

A non-electronic high quality metallic hand-pan retailing for \$3,925. The original metallic Hang instruments designed by Felix Rohner and Sabina Schärer in Switzerland were originally sold in 2000 and are now collectors items that go for up to \$10,000 each

02

OVAL SOUND

KICKSTARTER.COM/PROJECTS/2101519704/
OVAL-THE-FIRST-DIGITAL-HANDPAN

After being crowd funded to the tune of \$500,000 from a 2017 Kickstarter campaign, engineering failures of this product and seemingly poor management did not succeed in a final salable product. The feature set was only to playback sounds and did not encompass even part of the MUZE's vision

03

THE LUMEN

LUMENHANDPAN.COM

This product went into design around 2014 and is not currently sold although a prototype seems to be operational. The Lumen was crowd funded on Indiegogo for almost \$200,000 back in May of 2016

04

MUSIC SYNTHESIZERS

Many classic music synthesizers from companies such as Roland and Yamaha have been around for dozens of years. Some of these higher end instruments sell for \$2000 to \$5000 with lower end, lower quality versions down to several hundred dollars. Most of these use the standard piano keyboard

Target Markets

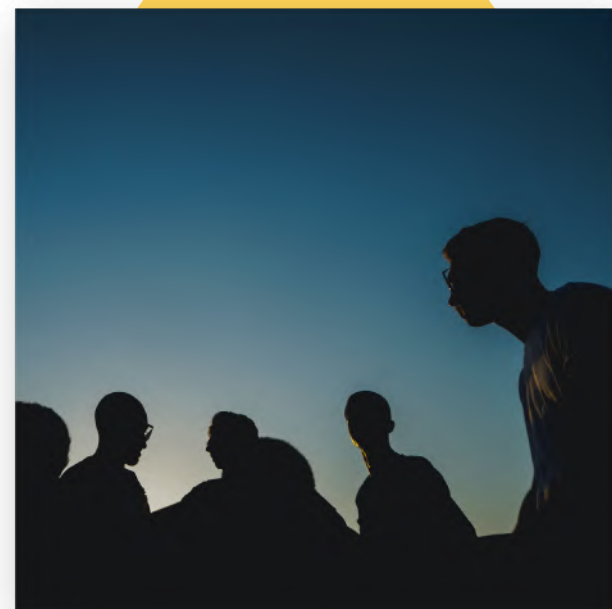
Initially several market segments will be targeted. However given the unique feature set and overall **community** vision of the **theMUZE**, we think **theMUZE** and **Bard Designs** will develop a loyal following over a short period of time.

A more important observation is, given this unique feature set, as unintended market segments are identified, more resources will be pivoted towards those segments. It will be a matter of week-to-week and month-to-month analysis to see where the largest uptake for the **theMUZE** product lines go and, of course those will gain focus.



TRADITIONAL HANG PLAYERS

Top end non-electronic metallic Hang instruments go for as much as \$10,000 with most units going for \$500 to \$1,000. The Global Percussion Instrument Market (all drums) was valued at \$536.8 million in 2020.



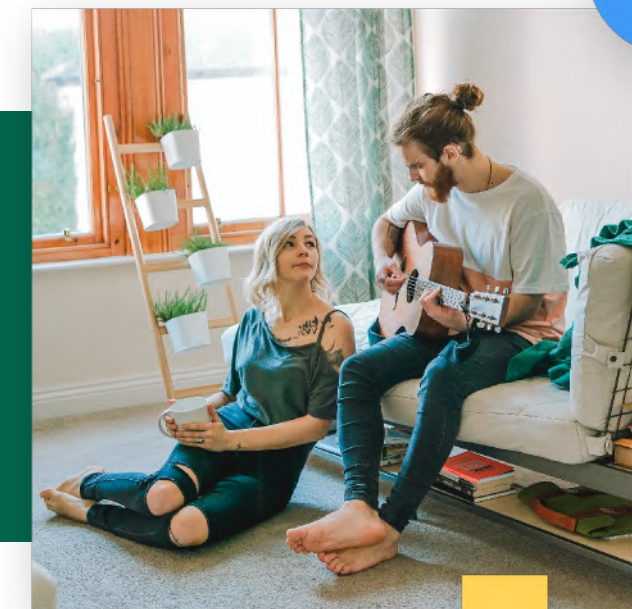
PROGRESSIVES & A LOYAL FOLLOWING

As times are changing, personal values change as well. In the next 5 years, community connections will become more and more desired and important and the **theMUZE** will be one of many such outlets for people.



NEW MUSIC STUDENTS

Whether informally or not, those just learning music will be looking for unusual music expression devices above traditional instrumentation. the **theMUZE** is ideal with this segment.



HOME MUSICIANS & GROUPS

Given the amazing ease of writing and publishing music from home, the **theMUZE** fits in as a perfect distant music collaboration device.

Revenue Model

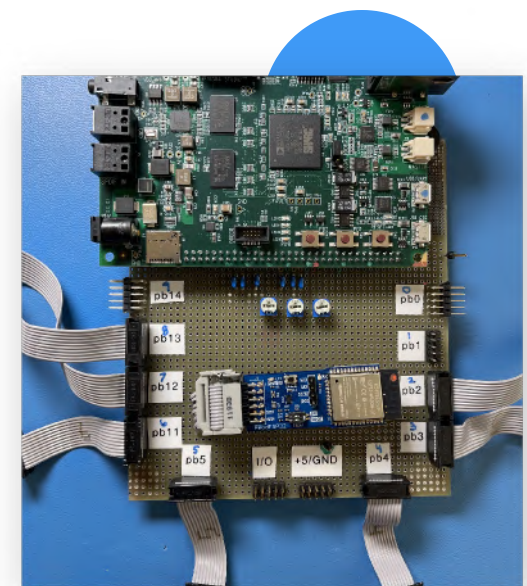


theMUZE will retail for anywhere from **\$1000** to **\$1500**. Depending upon quantities manufactured, each unit costs approximately **\$440** (if 1000 are manufactured) to **\$540** (if 100 are manufactured). This includes all electronics, wooden housing, assembly & testing, packaging, documentation, shipping, and even a 10% overage. The final profit per unit is expected to be approximately **\$460** to **\$1060**, again depending upon retail price point and quantities manufactured.

Another revenue stream is from the **monthly web services**. This is expect to be offered at **\$5** to **\$10** per month. A high uptake is expected given the feature set and community resources it provides. The first 3 months will likely be free to ease adoption.

theMUZE jr. is expected to retail for **\$300** as an entry level product. The cost to manufacture has not been calculated but are shooting for **\$100** or less per unit.

theMUZE mini retail price has not been decided.



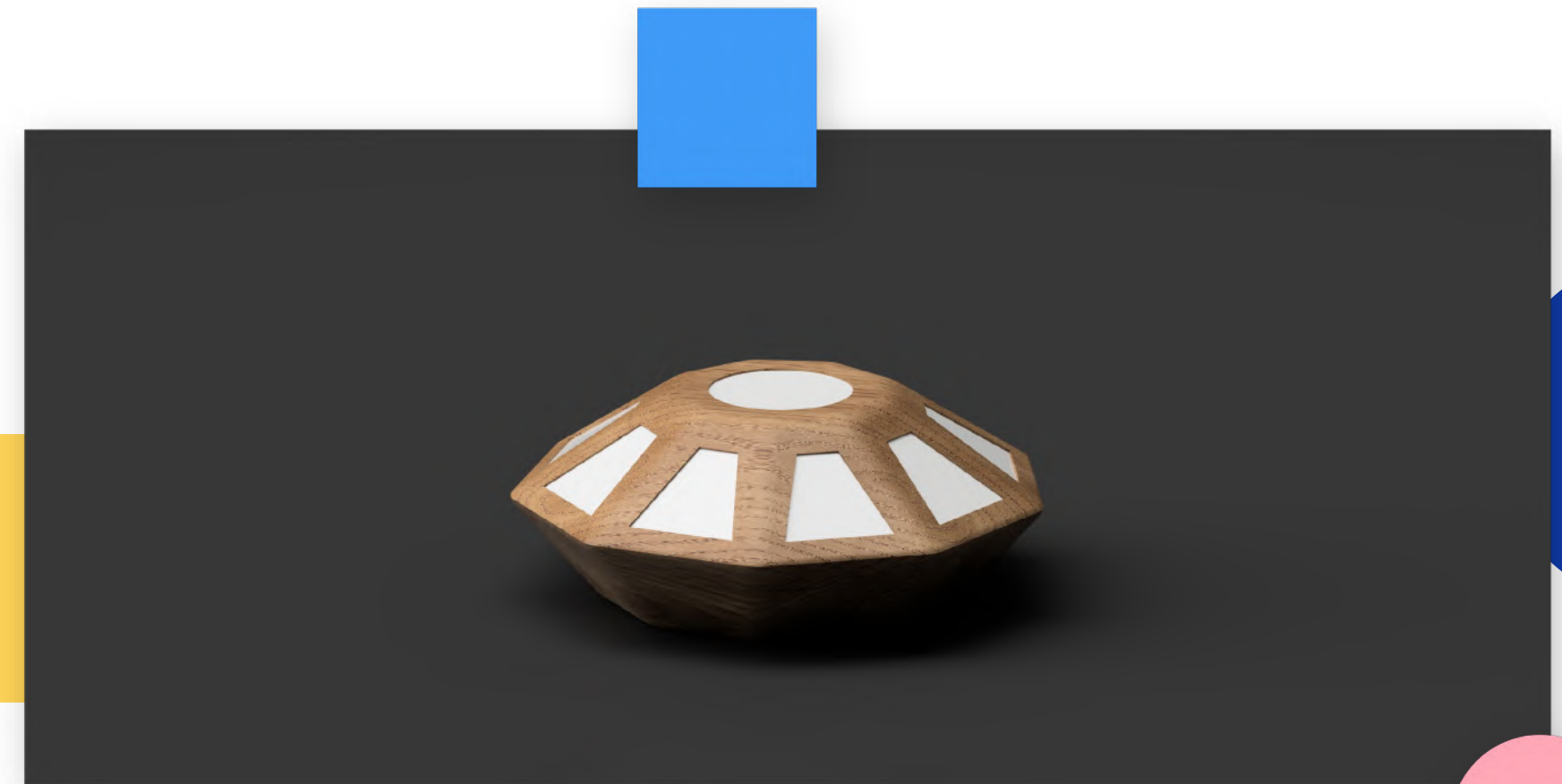
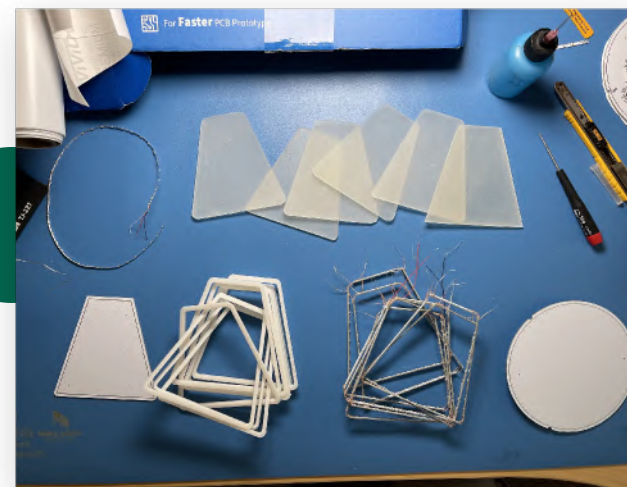
Investment

Depending upon investor capability and desired time to market, two possible funding paths are offered. The first is a minimally funded, bootstrapped path. The second is a more formal operation with the hiring of several engineers working in parallel on **theMUZE** and **theMUZE Jr.**

The first requires an investment of **\$200,000** with one person working on completing the design and preparing for manufacturing. The expected time to completion is around **12-14** months with a full set of features added after initial sales have commenced.

The second is with an investment of **\$800,000** over an approximate **6-8** month timeframe. This will bring on a team of top engineering talent and more formalize the development. The most important aspect to this is to bring on the right team of talent - those that really get the vision for **theMUZE** and thus will be intrinsically motivated to help *knock it out of the park*. I believe this will develop into a foundational aspect to the success of **Bard Designs** and all its future products.

It will take a team to accomplish all that I would like to accomplish, and as such an as of yet undetermined percentage of company ownership will be set aside for all employees.



Depending upon the amount of initial investment, a **5%** or **20%** ownership in **Bard Designs** is offered.

Investment Breakdown



\$800,000 investment over a 6-8 month period

Patents, trademark & business legal fees	\$25,000
CTO & Project Manager (full-time)	\$87,000
Firmware engineer (full-time)	\$65,000
AWS Server backend engineer (full-time)	\$60,000
iOS engineer (full-time)	\$70,000
Electronics design engineer (full-time)	\$55,000
Prototyper & assembler (full-time)	\$50,000
CAD consultant (part-time)	\$30,000
Music consultant (part-time)	\$7,000
Sound designer (part-time)	\$7,000
Sales person (after development)	\$45,000
First run of 100 units	\$55,000
Website	\$5,000
Marketing	\$20,000
Insurances (health, liability, etc.)	\$40,000
Retire debt	\$85,000
Offices (optional?)	\$30,000
Travel	\$14,000
Reserves	\$50,000

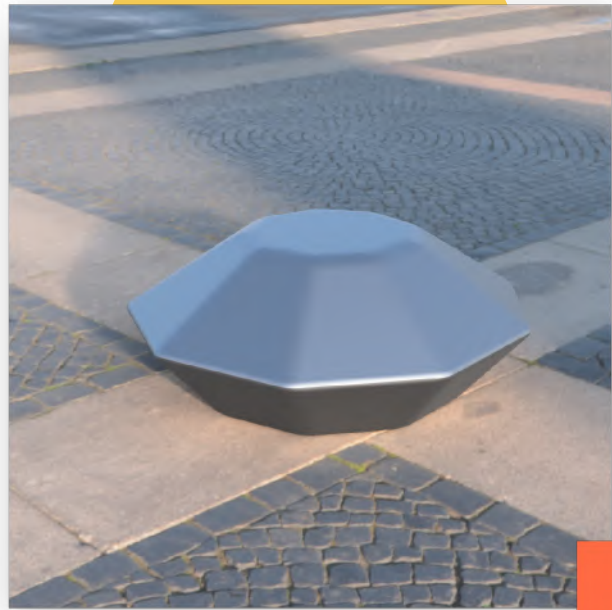
\$200,000 investment over 12-14 months

Patents and business legal fees	\$20,000
CTO & Project Manager (full-time)	\$120,000
Music consultant (part-time)	\$5,000
Sound designer (part-time)	\$5,000
Website	\$5,000
Reduce debt	\$25,000
First run of 25 units	\$15,000
Initial Marketing	\$5,000



Exit Strategy

As the underlying **sonaVerse** technology becomes robust and in-house talent is amassed and an install base of tens of thousands of customers are realized, an exit strategy will emerge. When the **sonaVerse** technology and **theMUZE** product lines establish themselves as industry standard, we think acquisition by one of the major synthesizer manufacturers would be likely.



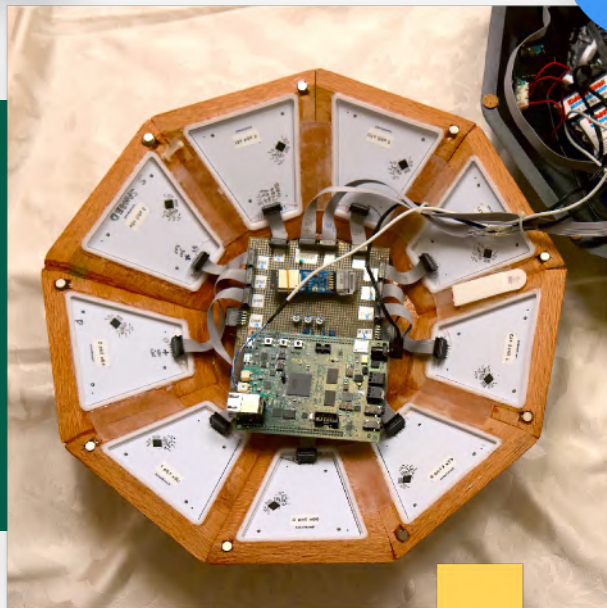
INITIAL CONCEPTS



FIRST PROTOTYPE



SECOND PROTOTYPE



INSIDE THE PROTOTYPE

Meet the Team



THEMUZE DEVELOPER,
KEVIN KACHIKIAN

Self taught with over 40 years in technology design, several patents, extensive experience in software, firmware, app development, hardware design, CAD and mechanical, project management, and high center of creativity. Former clients include Stanford University, LA Times, Disney Imagineering, Phillips.



MUSIC CONSULTANT,
DAVID ARKENSTONE

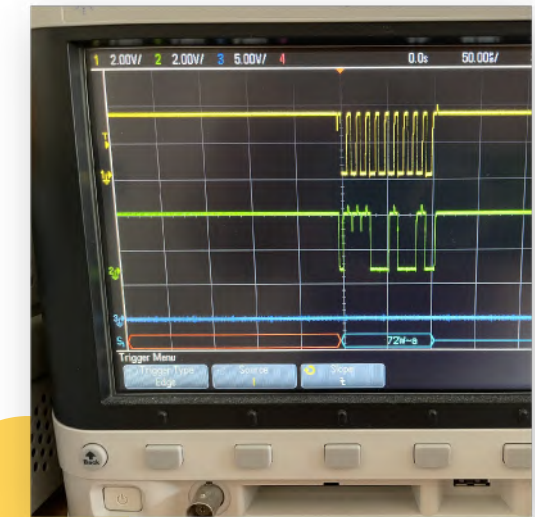
Four time Grammy nominated with thousands of songs to his credit and music featured at Epcot Center and Tokyo Disneyland, and video games such as World of Warcraft, and at the FIFA World Cup France.



TECHNICAL CONSULTANT,
JULIUS SMITH

Professor of Music and Electrical Engineering, CCRMA at Stanford University. Inventor of Waveguide music synthesis licensed to Yamaha. Fellow of the Audio Engineering Society and the Acoustical Society of America.

Contact



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kevin@bard-designs.com