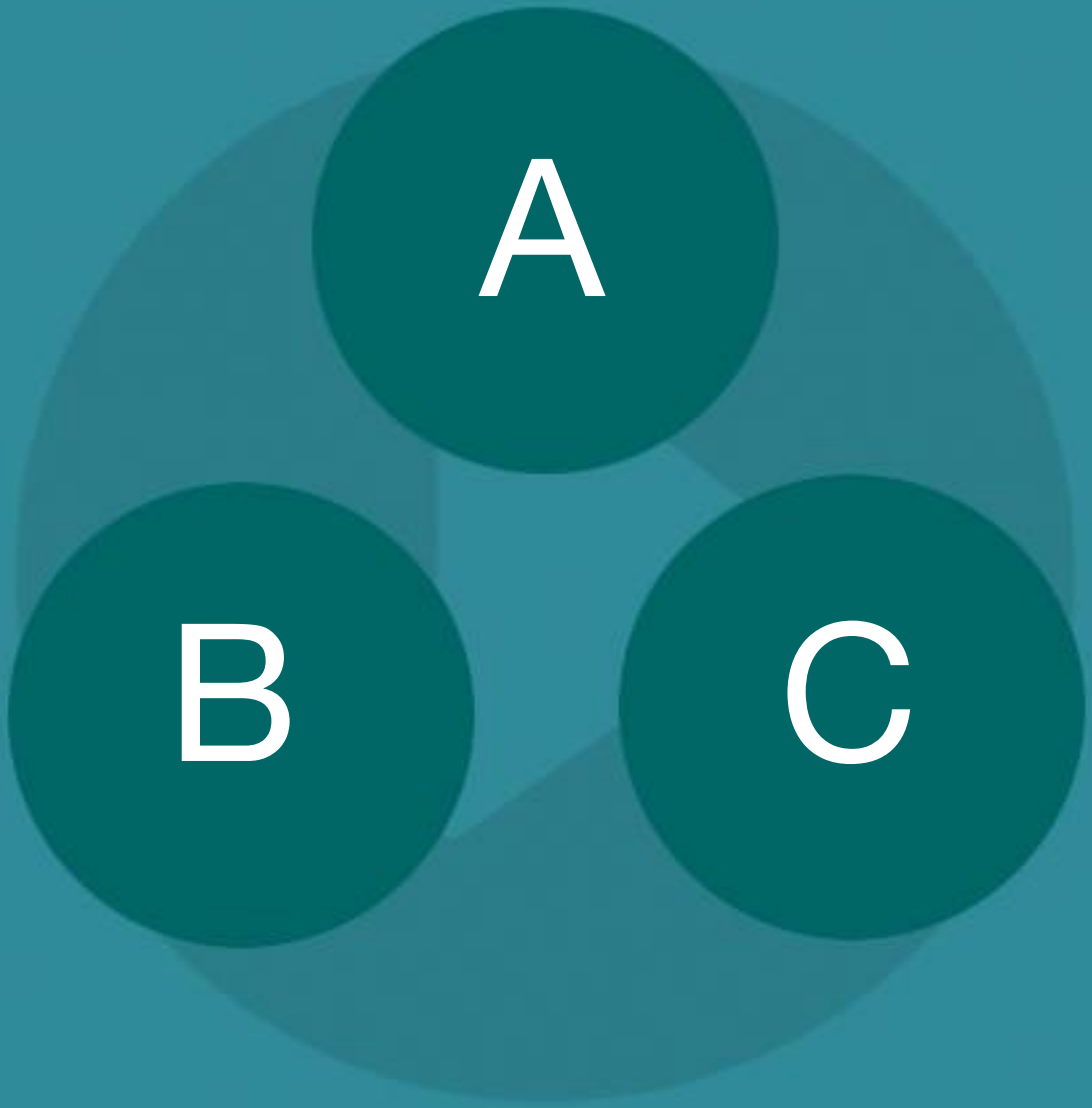
IT FWD

IT FWD

OVERVIEW

- Idea
- Goals
- Process
- Outcome
- Learnings
- Next Steps

THE ORIGINAL IDEA



"Despite mounting evidence of its role in student achievement, arts education is disappearing in the schools that need it most."

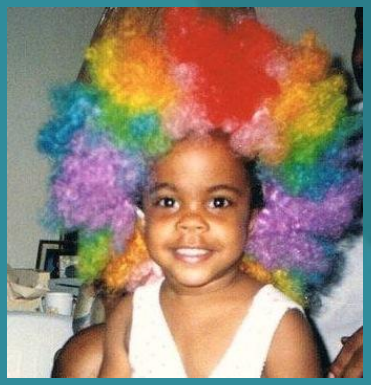
- National Education Association

BUILD A TEAM

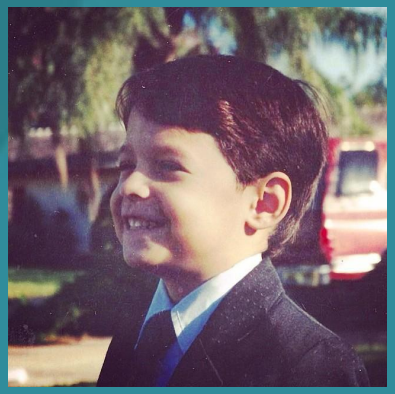
ANKIE TITULAER
CHIEF EDUCATIONAL OFFICER

CHRIS WADE
CHIEF EXECUTIVE OFFICER

MAXWELL WRIGHT
CHIEF CREATIVE OFFICER



GABRIELLE BANKS
ARTIST RELATIONS & LICENSING

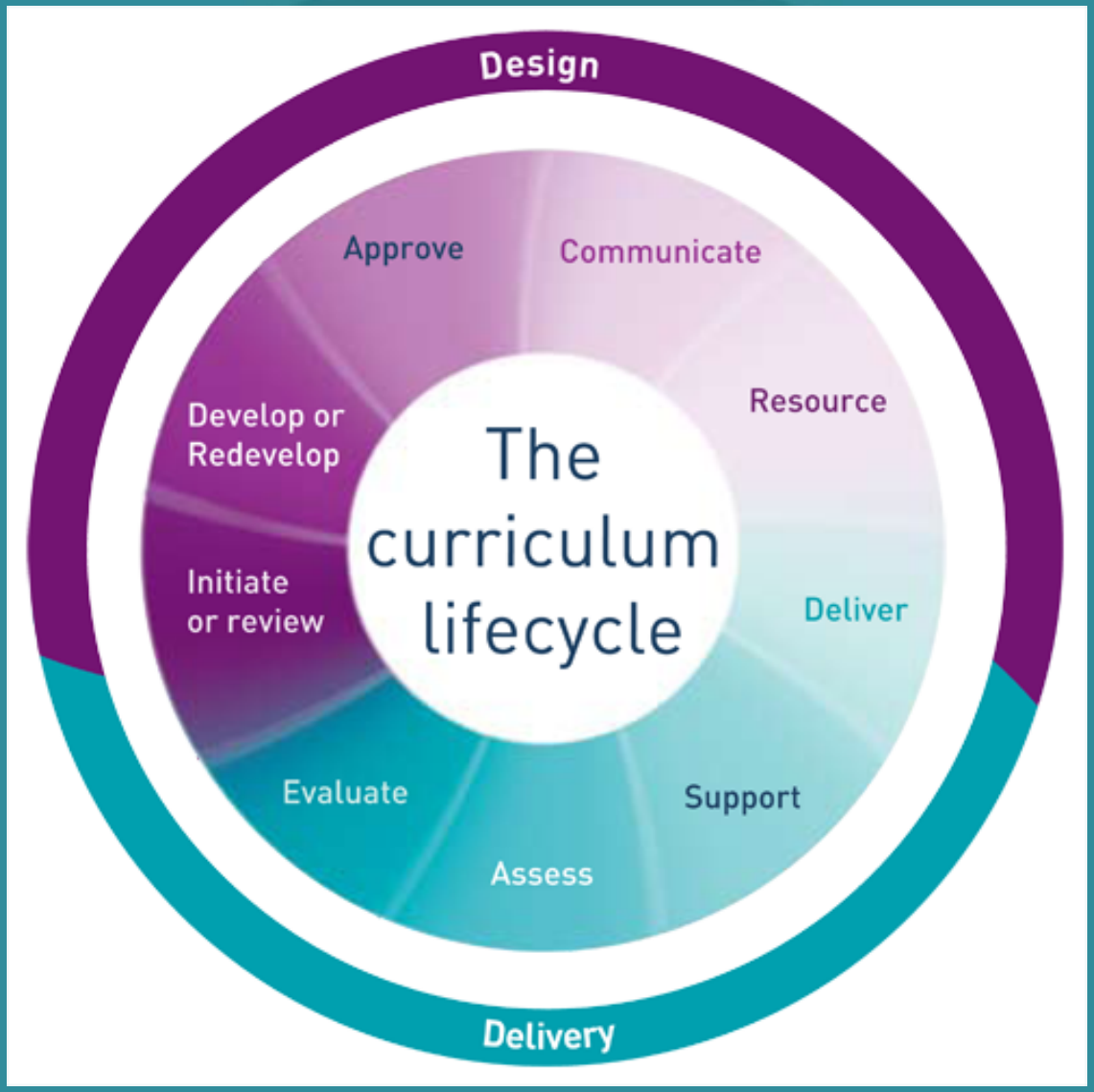


MANUEL DELGADO
GENERAL MANAGER

GOALS

- Create a **BIG** Idea
- Make Something Innovative That Has *IMPACT*
- Make the Model Work

RESPONSIBILITIES



RESPONSIBILITIES

+

=

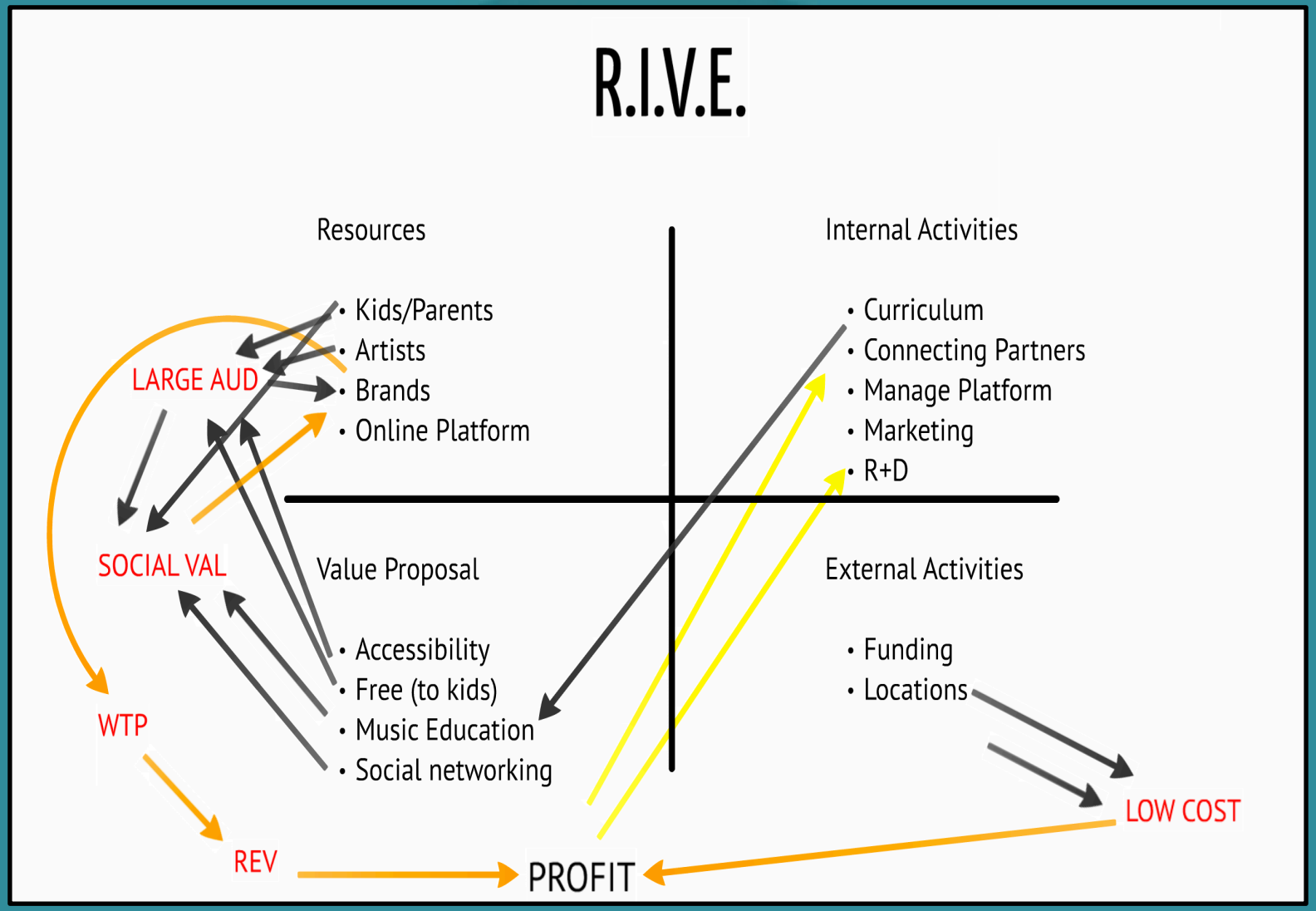
?

MODELING

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segment
Artists Brands Tech Developers Education Professionals Media Companies Location Partners School Systems (alt)	Research & Development Curriculum Marketing Connecting Partners **Key Resources** Platform/Technology Locations Educational Research Curriculum Methodology Archive Content	Free Music Education Accessibility *Lessons Unique Experience *Gamify Social Networking Fan Connection - *Artists* Contribute to Music Culture - Artists Social Responsibility - Brands Community Connection - Brands	Always On Approach Open Access to Info Performance Feedback **Channels** Internet Platform/Technology Leverage Artists/Brands	Children (ages 8 and up) Parents

Cost Structure	Revenue Streams
Research & Development Staff/Consultants Marketing Operational Overhead Platform Development/MGMT	$ from Brands *Campaigns & Content* Private Donations Government Grants

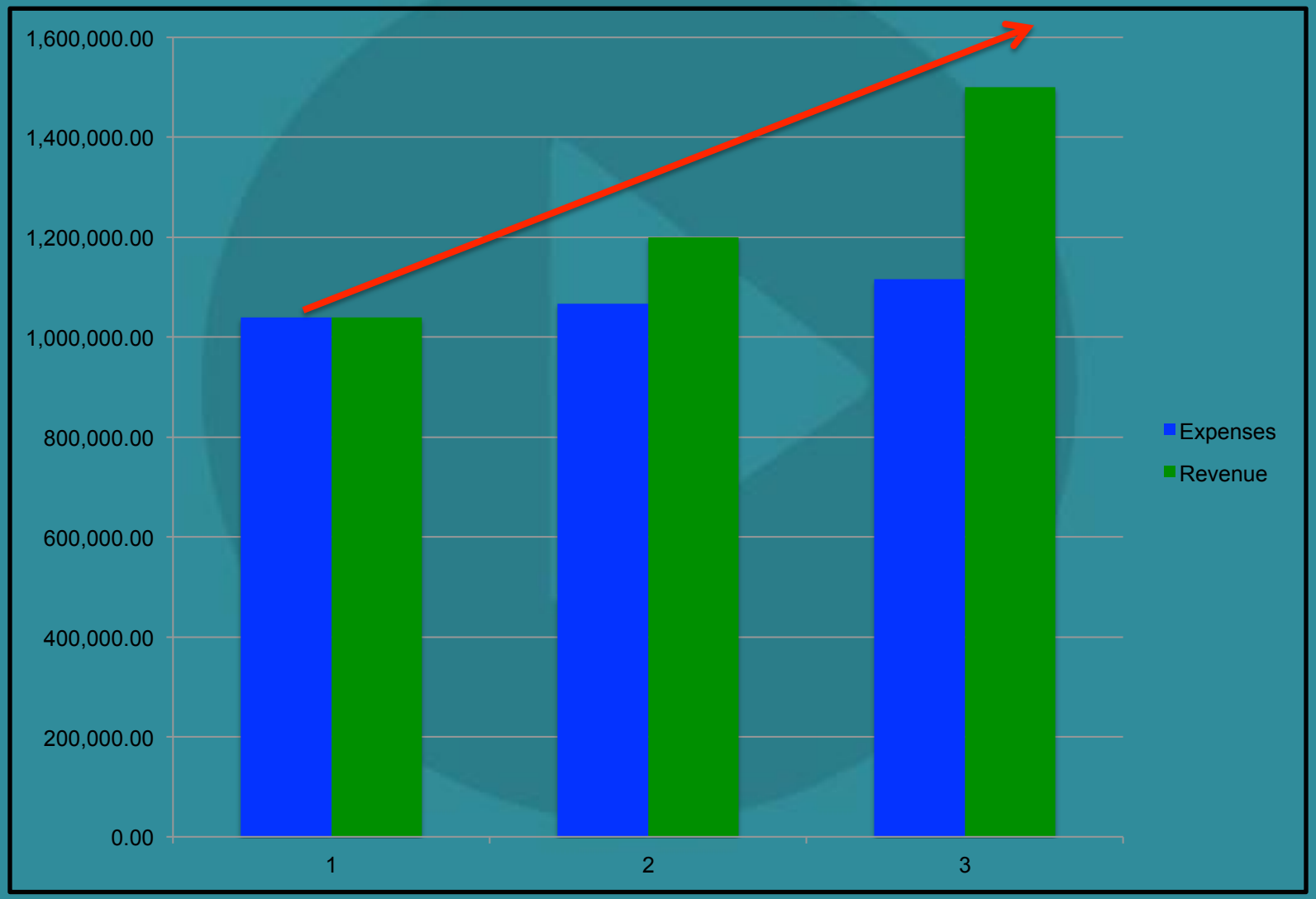
MODELING


R.I.V.E.
Resources
• Kids/Parents
• Artists
• Brands
• Online Platform
Internal Activities
• Curriculum
• Connecting Partners
• Manage Platform
• Marketing
• R+D
LARGE AUD
SOCIAL VAL
Value Proposal
• Accessibility
• Free (to kids)
• Music Education
• Social networking
External Activities
• Funding
• Locations
WTP
REV
PROFIT
LOW COST

MODELING

SWOT ANALYSIS	
STRENGTHS -Free Platform -Innovative Model -Fun & Engaging Interactivity -Strong Appeal via Celebrities -Connection with Reputable Brands -Charitable Aspect	**WEAKNESSES** -Strong Dependency on Brands -Strong Dependency on Celebrities -Only accessible via Internet Connection
OPPORTUNITIES -Rise in Digital Devices -Growing Awareness of MOOC's -Emerging Global Markets -Decrease in Traditional Music Education	**THREATS** -Easy Entrance of Competitors -Attention Economy / Substitute Products

MODELING


1,600,000.00
1,400,000.00
1,200,000.00
1,000,000.00
800,000.00
600,000.00
400,000.00
200,000.00
0.00
1
2
3
Expenses
Revenue

RESEARCH

Online Music Education Industry

RESEARCH

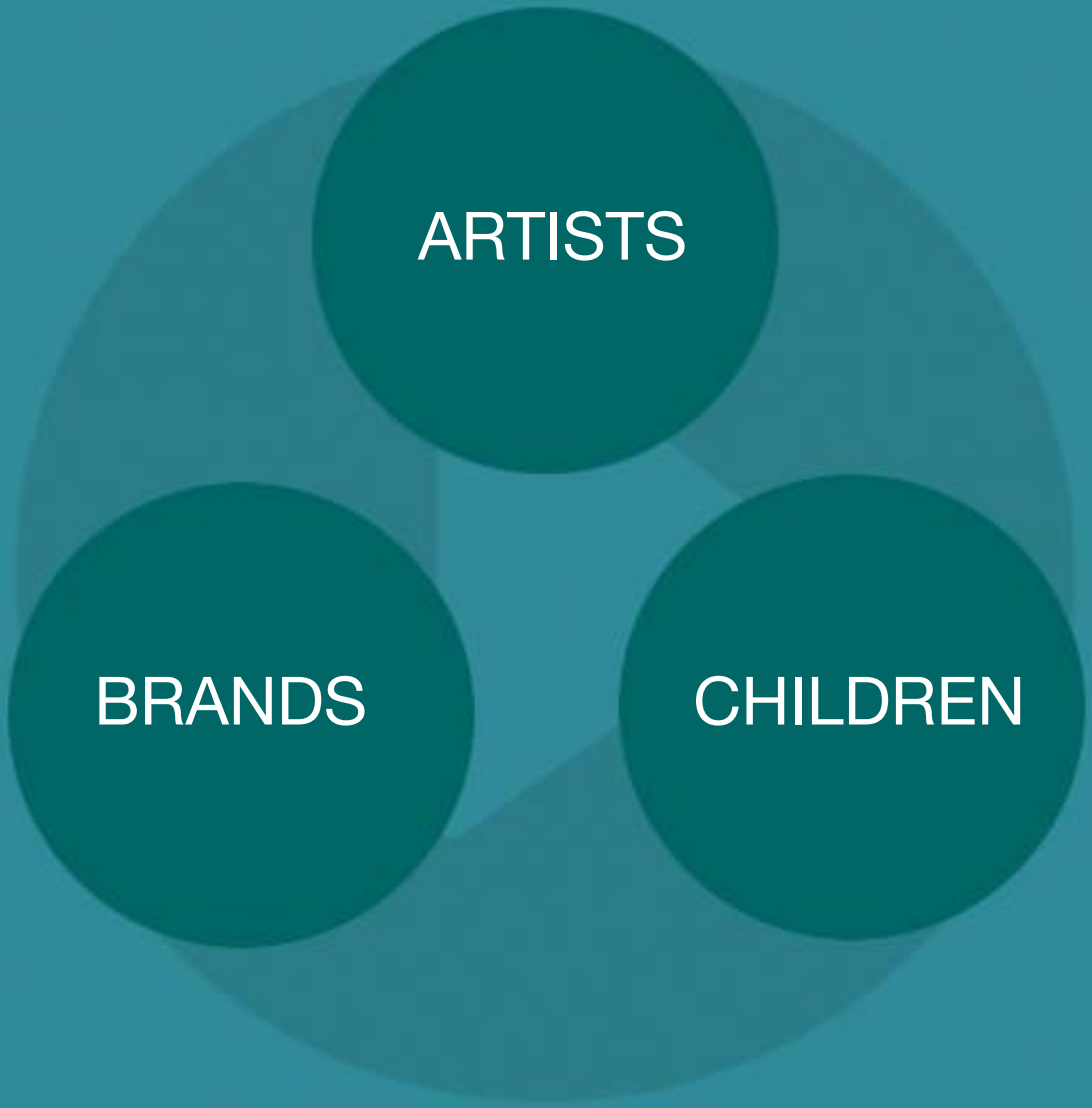
- Gain Insight from Brand Execs & Managers
- Understand the Landscape
- Determine Needs & Value Proposition

JAMAL HENDERSON
PEPSICO

JEANNAH HO
SB PROJECTS / ATOM FACTORY

RESEARCH

REFINE THE MODEL



REFINE THE MODEL

CURRICULUM

- Interactive
- Gamefied
- Creative
- Rewarding
- Customized / Time Course
- Social
- Host

CURRICULUM

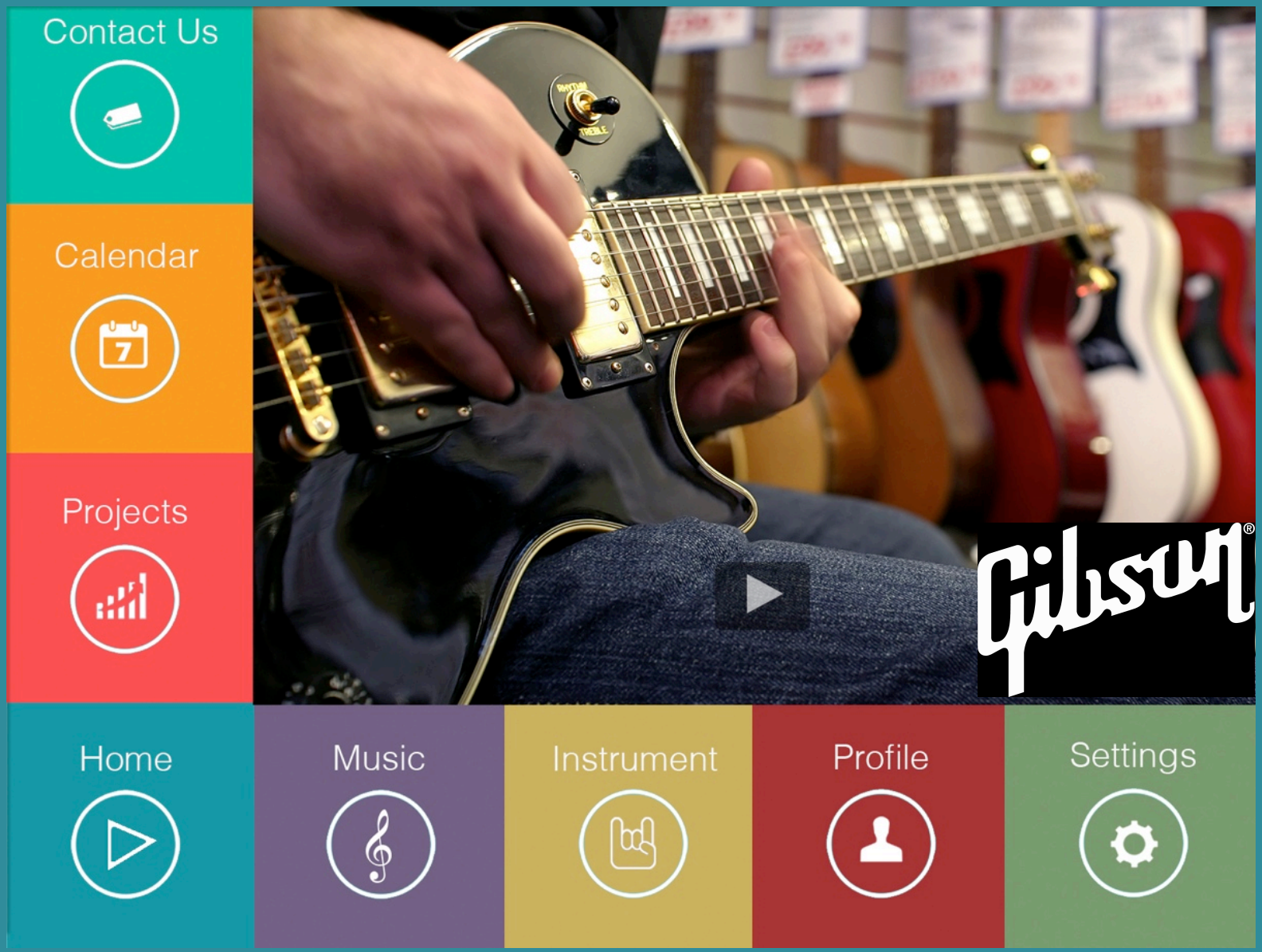
Lessons
Home
Lesson 1: Rhythm
Lesson 2: Melody
Lesson 3: Harmony
Lesson 4: Build a song
Lesson 5: Jam Session
Drums/Percussion
Bass
Guitar
Keyboard
Voice

CURRICULUM

HZ281
Lets Play !
Girl on Fire
Alicia Keys
Girl on Fire
HDMI
HANNS·G

CONTENT INTEGRATION

CONTENT INTEGRATION



BRAND PARTNERSHIPS

OPENER	EMERGING	HEADLINER
Basic Content Exposure	Intermediate Content Exposure	Premium Content Exposure
$100K	**$250K**	**$500K**

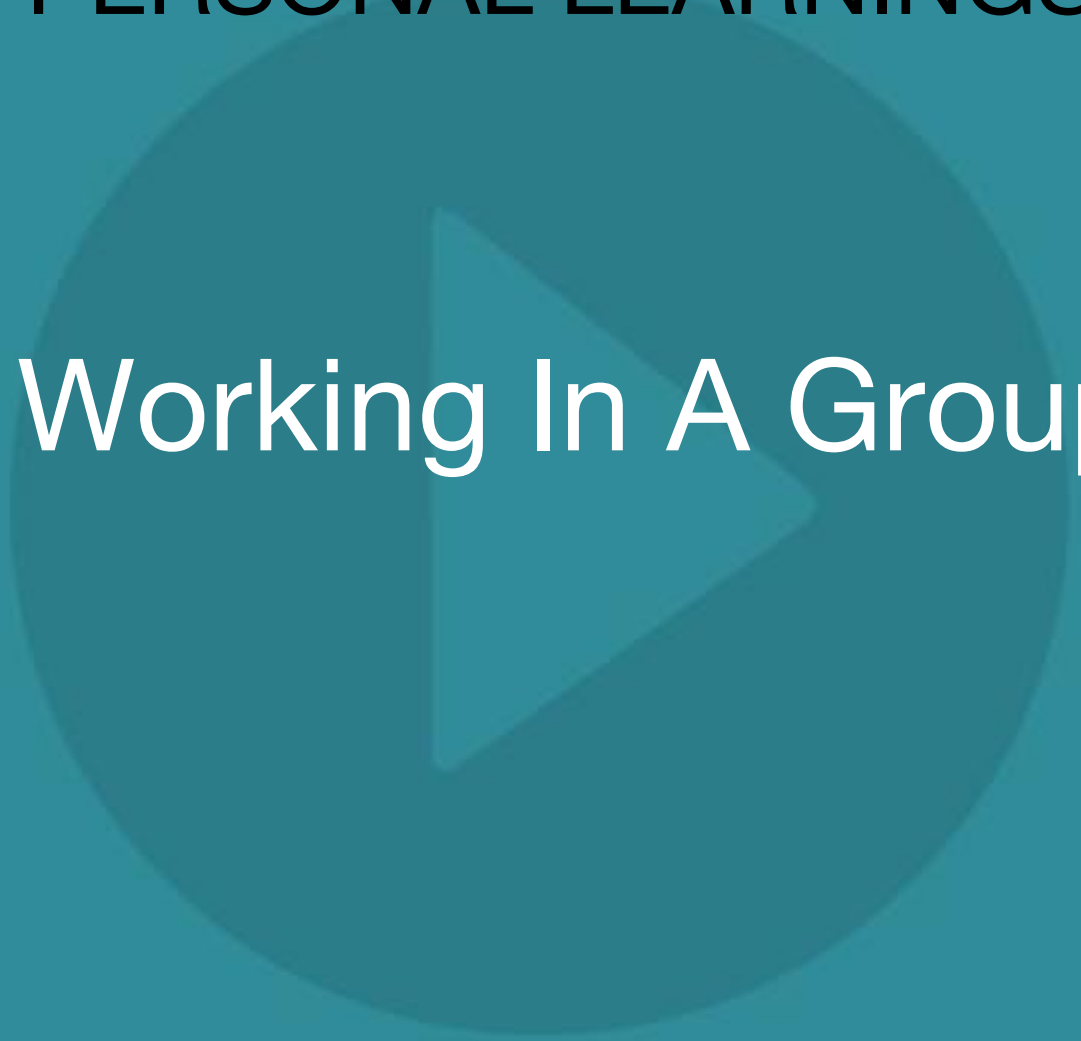
TEAM LEARNINGS

- Entrepreneurship Is A Big Challenge
- Your Team Is Your Strongest Asset
- Vision is Key but You *MUST* Plan
- Focus on Balance of Academics

PERSONAL LEARNINGS

Presenting & Communicating

PERSONAL LEARNINGS



Working In A Group

PERSONAL LEARNINGS

Application of Knowledge

PERSONAL LEARNINGS

One Size *DOES NOT* Fit All

PERSONAL LEARNINGS

Artists & Brands *Want* to Give Back

PERSONAL LEARNINGS

Team Mgmt /
People Skills are Imperative

NEXT STEPS

- Finalize Business Plan
- Set Up Formal Business
- Develop an MVP Prototype/Beta
- Seek Funding

IT FWD