



TEMPERATUNER

INNOVATION PROJECT II

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BIG CONCEPT

Temperature-sensing
instrument tuner +
app tracker





VALUE PROPOSITION

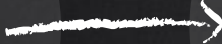
“Weather you’re hot or cold, you’re always in tune”



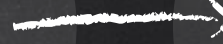


HOW IT WORKS

Step 1



Step 2



Step 3



Step 4

1. Tuner senses current surrounding-temperature and compares it to the tuned level of the instrument

2. Sensor sends information to TemperaTuner™ to alert the musician of tuning changes

3. App tracks status of instrument over time, as well as multiple instruments connected through other sensors

4. Conductor section of app creates visual mapping to pinpoint out-of-tune instruments



KEY PARTNERS

Strategic Alliances -

Harman Professional will manufacture the tuner
Apple & Google will host the app on their respective app stores



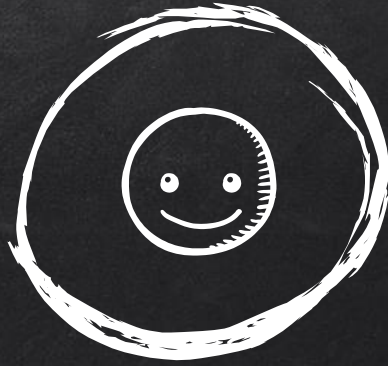
KEY ACTIVITIES

Research and Development	Sales	Marketing
continually apply software updates to app to ensure efficiency/functionality	constantly searching for more brick-and-mortar locations to partner with	spread awareness of product by attending musical shows, special events, etc.



KEY RESOURCES

Employees	Facility	Financial	Intellectual
Software developers, engineers, sales-team, tech-support, web/app designers/coders	headquarters/office space	Distributors and manufacturers: Amazon, Gibson, Yamaha, Harman Professional	Tuner, tuner coding, and application software



CUSTOMER RELATIONSHIPS

Transactional relationship that continues after purchase

Advertise at Honor Band clinics and Drum Corps shows, as well as directly through supplier subscriber chains



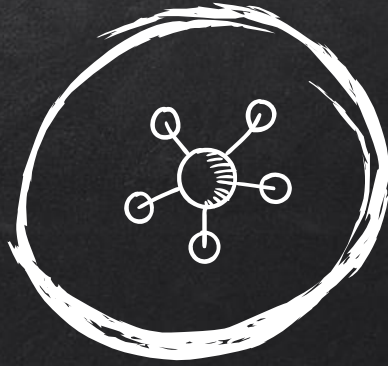
CUSTOMER SEGMENTS

High-School
& University
Bands

Individual
Musicians

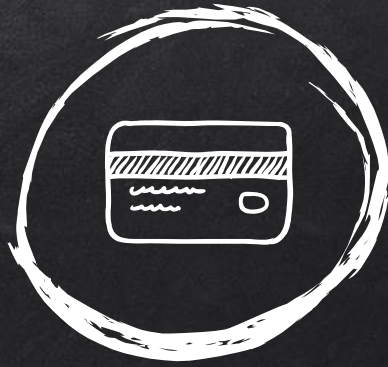
Drum Corps
International

Band
Directors



CHANNELS

Yamaha, Zildjan, Vic-Firth, Remo, Conn-Selmer, Music & Arts,
schools/universities, etc.



REVENUE STREAMS

Asset Sales	Recurrent Sales
Sale of device	Subscription payment for professional version



COST STRUCTURE

Our business is value driven—we intend to create a high quality product and service charge accordingly

Inherent costs of this venture include research and development, as well as tech support to create and maintain our tuner/app software

We plan to take advantage of economies of scope by offering a “pro”/”scholarly” package and a cheaper consumer package

“Being in tune in an ensemble is different than being in tune in general... that sounds like a great idea”



“Being able to plug in different temperaments would be necessary”

Interviews:

“It’s cool that it listens to you.. It’s a cool idea”

“This would be difficult to incorporate onto instruments that don’t have tuning slides”

“It would need to be lightweight to avoid weighing the instrument down”

“We would need to be able to adjust where tone centers need to be”

“This could work for brass instruments, but the impact of the tuner on the instrument’s resonance would have to be considered”

“You could always add a feature to analyze recordings to find tempo-disconnects within the band”

“The constant intonation feedback is definitely a pro”

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QUESTIONS?

