

## BUSINESS OVERVIEW

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### Tell us about your startup business in one sentence.

Learn to read and play music with this first-of-its-kind, innovative online course and supplements designed for teachers and students of all ages - in school, at home, and on the go!

### Tell us about your startup business in one paragraph.

Music Reading Class is an innovative, first-of-its-kind concept in music education which helps to teach the fundamentals of reading and playing music. Designed to compete with social media and video games, Music Reading Class courses and supplements have a high engagement and retention rate and are optimized for mobile devices making them effective for use in schools, at home, and on the go. Music Reading Class is a buy one, donate one company created by teachers and powered by a large community of music education supporters. The mission of Music Reading Class is to improve lives through music education by helping students and fellow teachers, advocating the importance of music education in our schools, and helping to teach the world to read, play, and sing music!

## BUSINESS DETAILS

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### How did you come up with your business idea?

In March 2020, the start of the COVID-19 pandemic created an uncertain, unprecedented situation. People needed something positive and hopeful during this dark, isolated time. Schools scrambled to convert to online learning with no plan in place while music students and educators suffered.

Unlike many other subjects where the curriculum could be quickly modified to online learning, teaching inherently hands-on, in-person instrumental, choral lessons, and ensemble music with no notice, plan, or resources was nearly impossible and devastating to music programs.

For music education, the struggle was real, and the effects profound.

Todd Butler had taught students how to read and play music for 30 years in private lessons and in the classroom, including 20 years of teaching music fundamentals courses at several colleges. He decided to use his skill set to help students and his fellow educators, knowing that music, and music education, needed to be protected and nurtured to make the world a better place, especially in such uncertain times.

Todd recruited his close friend, Jordan Mills, to help tackle the massive undertaking of creating a first-of-its-kind, innovative music education series starting with the flagship courses called Music Reading Class. The goal was to create versatile online learning courses and supplements that could be used in the classroom, at home, be optimized for mobile devices, and most importantly, be engaging and competitive with social media and video games.

With the addition of their talented and helpful friends, Elizabeth Reinhardt and Alec Leventis, the team was complete. Over four years of development, production, and revisions resulted in the innovative,

first of its kind flagship Music Reading Class courses. These versatile courses have two versions: Classic Mode and Game Mode. The strength of the courses is in the collaborative efforts of the MRC team and extended team of creators, educators, administrators, performers, and users who have helped to continually improve MRC products.

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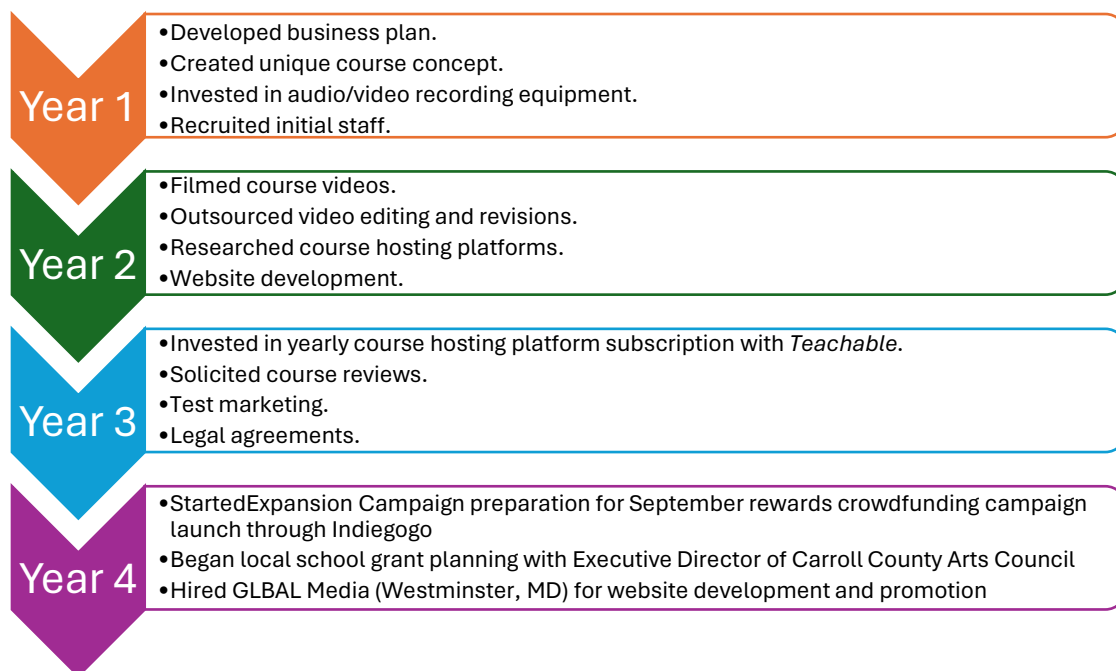
## Why do you think this business is necessary?

The personal benefits of learning to read and play music for people of all ages are well documented. Engagement in music enhances brain function, academics, and life and social skills, including memory, focus, critical thinking, creativity, perseverance, communication, teamwork, patience, discipline, self-esteem, coping with anxiety, relaxation, responsible risk-taking, and overall quality of life.

The COVID-19 pandemic was devastating to music education programs. Music educators desperately need effective supplements that can be used by students at home due to limited time with students and budget cuts to music programs.

Music Reading Class courses and supplements can help music teachers strengthen their programs with increased student retention and enrollment in Carroll County, in Maryland, across the country, and throughout the world. The stronger the music programs, the stronger the schools, the stronger the families and communities.

## What was the process to get to where you are now?



## Who is your target market?

### Primary:

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- Music Educators and Administrators - Group Rates
- Parents of music students
- Homeschool co-ops and parents
- Music Education Patrons (Through reward crowdfunding via Indiegogo, then Patreon)

### Secondary:

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- Community grants
- Community groups
- Students of all ages

## Who will your customers be?

- Schools (District, county, region group rates)
- Parents of music students
- Homeschool co-ops and parents
- Music Education Patrons (Through reward crowdfunding via Indiegogo, then Patreon)
- Private music lesson instructors
- Community grants
- Community groups
- Students of all ages

## How do you plan to acquire new customers?

- Crowdfunding “Expansion Campaign” through Indiegogo, then Patreon
- NAFME (National Association for Music Education) Corporate Gold Membership marketing to 80,000 music educators and administrators
- Email list
- Free content SEO traffic from extensive music resource library and YouTube content
- Paid targeted & organic social media ads
- Music education conferences and professional development presentations and ads
- County and school district music administration coordinators
- Homeschool targeted marketing and conference
- Music educator conference advertising
- Referrals
- Affiliate marketing

## Who is your competition?

- Low quality YouTube videos

- Smart Music (Major music software simulation-not the same content)
- mymusicworkshop.com (only for young children-like many)

## What is your competitive advantage?

Music Reading Class courses and supplements are uniquely designed to compete with distractions such as social media and video games for students of all ages.

Presenting high quality curriculum in a modern format (quick instructional videos with constant graphics and movement) increases engagement, completion rates, and enjoyment. MRC Game Mode follows a movie / video game storyline, creating a unique experience for both kids and adults.

Clear, highly segmented curriculum makes stopping and starting easy while mobile optimization allows MRC to be accessed from mobile devices.

Music Reading Class is designed to be enjoyed as a structured, six-week course or a self-paced course complete with Monday through Friday assignments and challenges. MRC is also designed for in-school curriculum use and at home for students of all ages. MRC courses feature an extensive library of downloadable resources that students can keep, and educators can use in class.

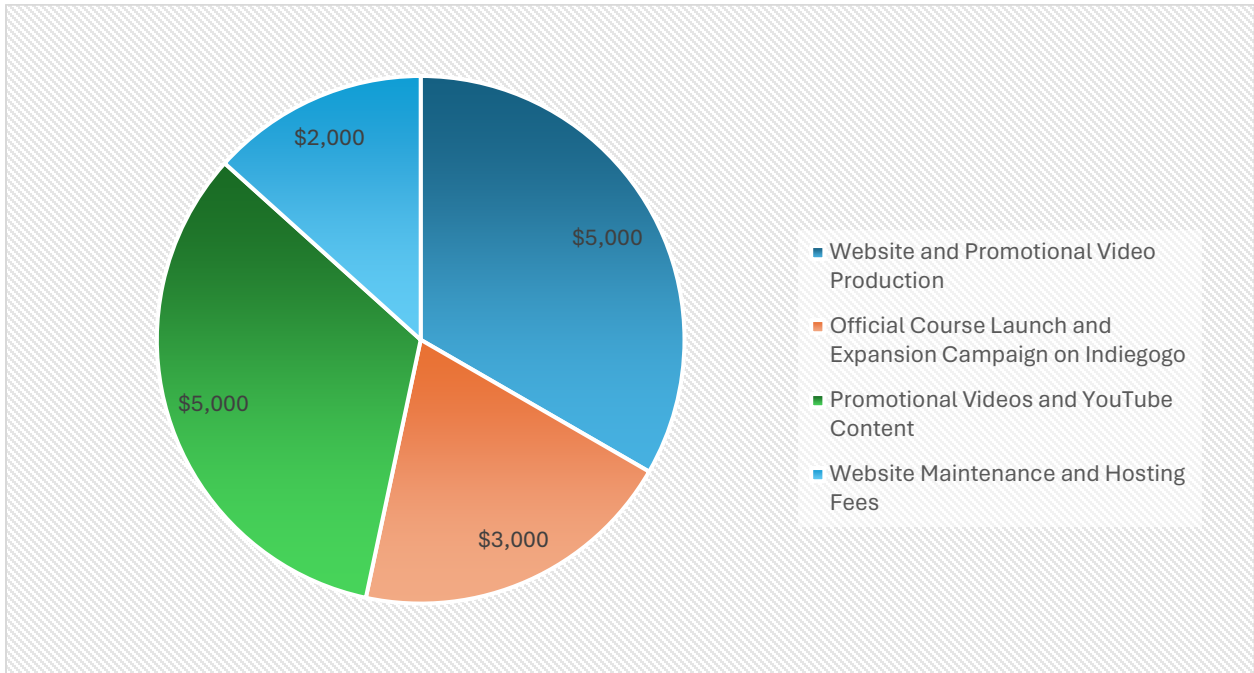
## How much will it cost to get your business started?

The flagship courses have already been created and are ready for use.

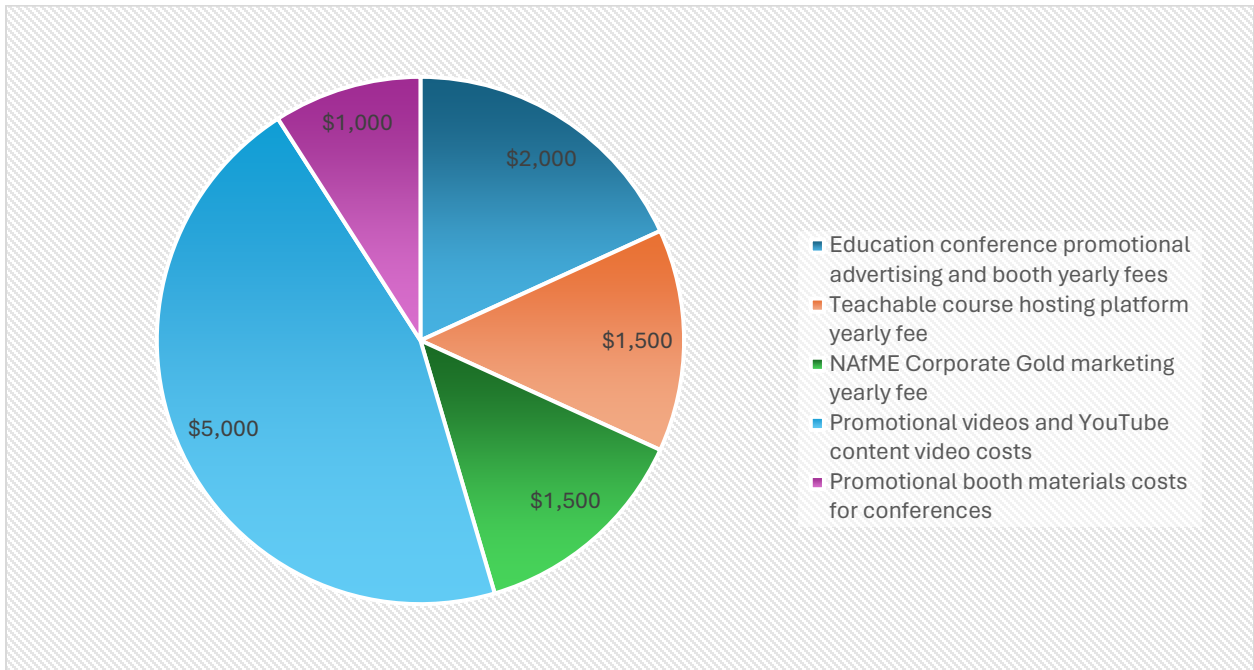
The Music Reading Class courses are designed to be expanded with “Expansion Packs” by topics within the courses. These expansion packs will be sold individually or included in future course bundles and eventually will be combined to make separate courses.

Additional instructional courses which teach the basics of playing instruments, starting with popular instruments such as guitar, voice, piano, will also be produced as the company becomes profitable.

### Immediate Expenses (\$15,000)



### Future Expenses (Yearly; \$11,000)



## Expansion

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- \$1,000 – Expansion Packs estimated cost per pack
- \$5,000 - \$10,000 – Instruction courses cost per course (MRC II, Piano I, Piano II...)

### How will your business operate and make money?

- Course sales, including large groups sales to schools and organizations.
- Music education patrons through crowdfunding
- Courses require no additional cost for delivery beyond yearly course platform fees
- We are a Buy One, Donate One company. Donated courses are emailed course codes, so there is no production or delivery costs.

### How much will your product/service cost to produce or provide?

- There are no production or delivery costs for providing completed online courses
- Production of future additional course will cost between \$5,000 - 10,000 each
- Donated courses are emailed course codes, so there is no production or delivery costs.

### How much will you sell it for?

- Flagship courses are \$99 (Not group rate)
- Price will vary for new courses

### What challenges do you anticipate with your pricing model?

Marketing the vast difference between Music Reading Class and free YouTube videos

### When do you anticipate being profitable?

Spring 2025

### What milestones will you need to achieve over the next few years to be successful?

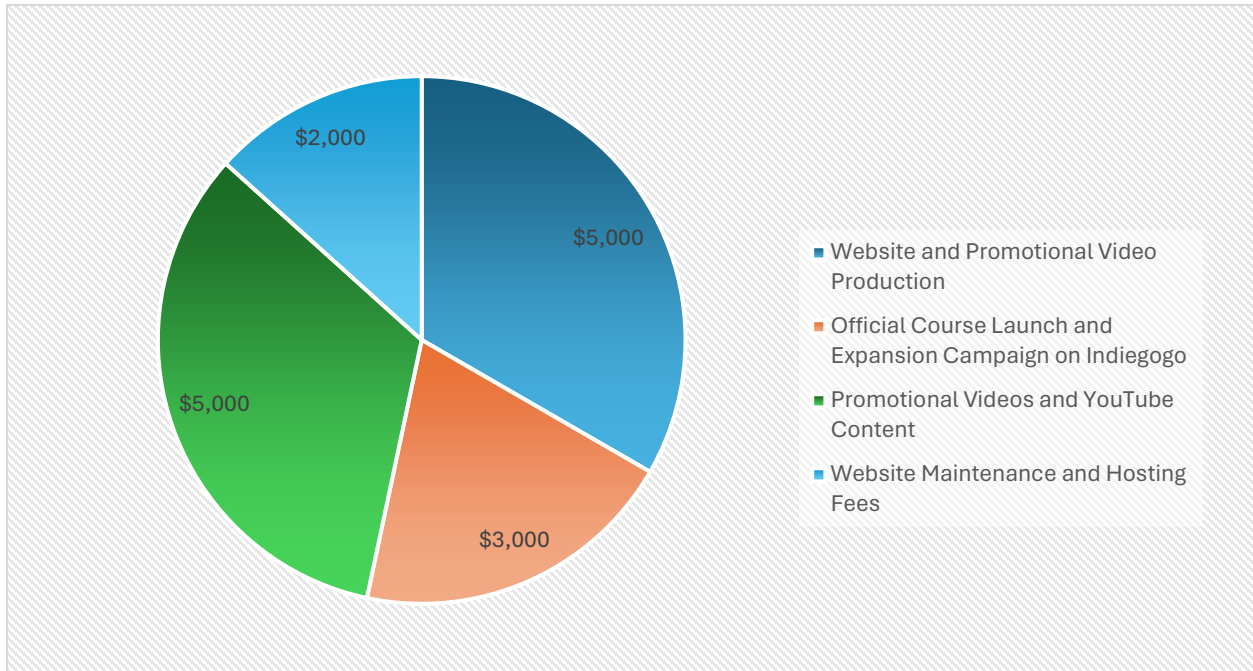
10,000 course sales by December 2025 and many donated courses.

### Are you currently paid by this startup?

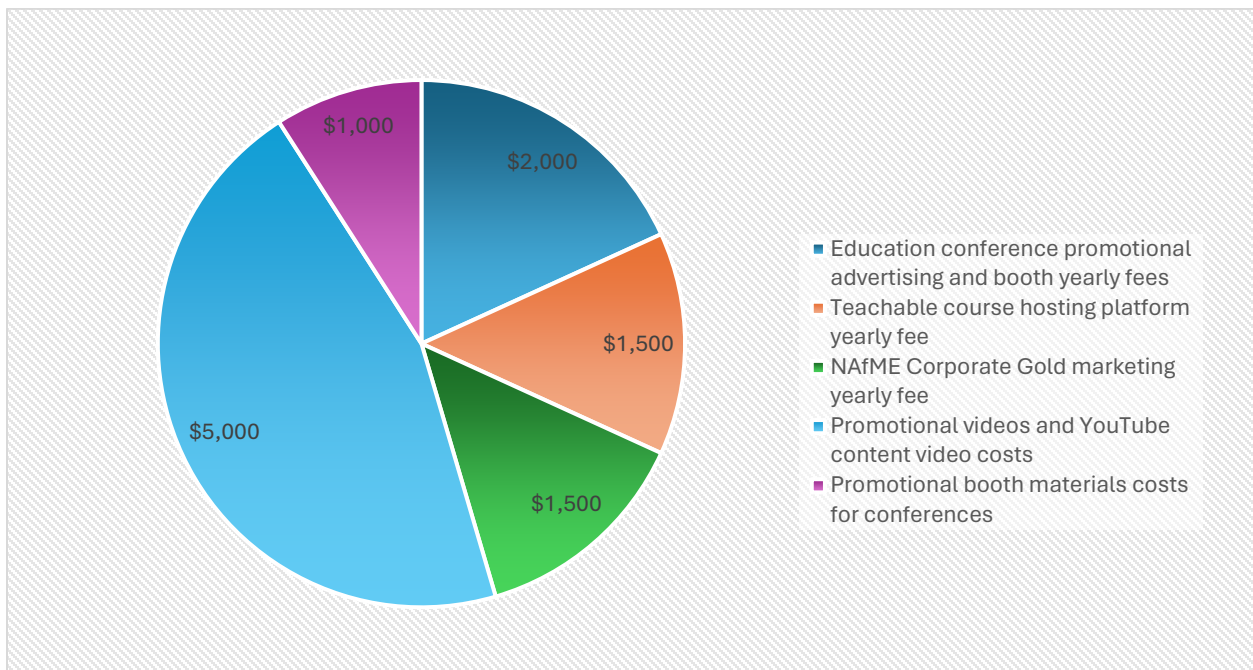
No

What resources would you need to start your business? Please include money, time, expertise, technology, etc.

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## Investment for startup costs

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The official **Music Reading Class Launch and Expansion Campaign** will take place in September 2024 on the **Indiegogo Crowdfunding Platform**. MRC is in the unique position to have a successful crowdfunding campaign for the following reasons.

- There is a large community of music education supporters and patrons who want to support music education but already know how to read and play music
- Traditionally, most rewards crowdfunding campaigns are based on the model where “Backers” can donate funds in exchange for a “Backer Perks”, which is often the product that is being funded. Backers hope that the crowdfunding goal is met to eventually have the product produced and shipped to them.
- With Music Reading Class, the MRC flagship courses have already been produced, so backers can receive their perks (discounted courses) the next day with a course code sent via e-mail at no cost to the company.
- Crowdfunding “Backers” can purchase a discounted course for a friend or loved one and for every course purchased, MRC will donate one to a child who otherwise couldn't afford it at no charge to the company.
- Donation programs such as “MRC Sponsor a School Music Program” will be offered where backers can donate courses or funds towards an organization or school's band, orchestra, or choir program that has had an impact on their children or themselves. For every course or amount donated, Music Reading Class will match the donation. This is possible because it costs nothing for MRC to donate courses of the already produced product.