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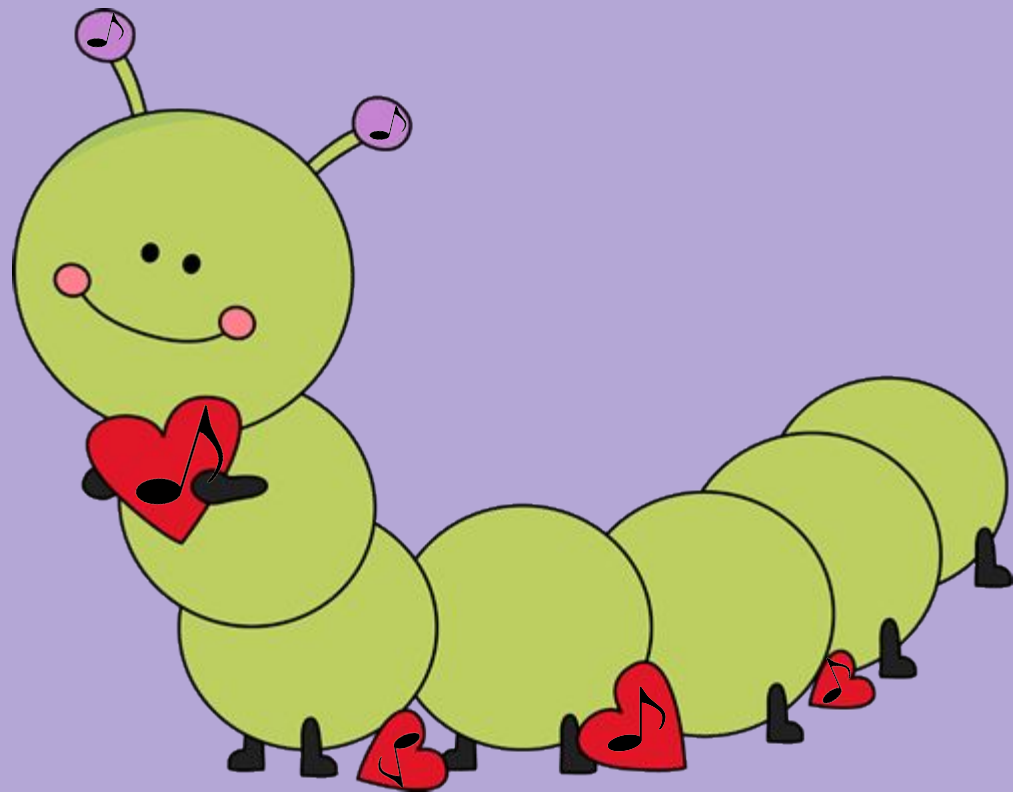
**New Technology
Presentation**

Zohe Mustafa

April 2022

HumminBug ©

A Phone App That
Finds The Earworms

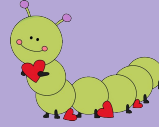


THE PROBLEM

When you have an unidentifiable tune stuck in your head, what do you do ? (Other than go insane)

- Can't shazam your voice
 - Can't google lyrics if you make mistakes or don't remember enough words
 - Remember the artist ? Spend ages going through their discography
 - Friends and family might not recognise the song !
- Could keep you up at night, distract you from work, grow to dislike a good song or miss out on music you can't find again

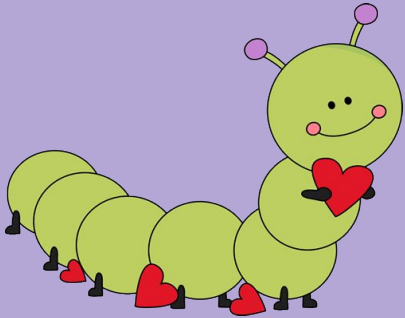
INTRODUCING HUMMINBUG



- Hum into your phone and HumminBug will generate a list of potential melody matches
 - Narrow down the search by adding:
 - Hashtags with key information (year, featuring artists, lyrical key words)
 - Rough Lyrics (factors in error margin)
-
- Scroll through list listening to songs to find your earworm
 - Add songs to your HumminBug Library
 - Receive points when you find songs
 - Add friends to compare libraries and points, share music
 - Connect HumminBug to your DSP of choice and add found songs to your playlists
 - Algorithmically generated new music recommendations

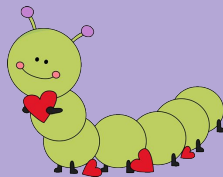
THE TECHNOLOGY

- APPY PIE to design app and put it directly to stores
- AI Technology
- Music rights database
- Social Media element
- Phone Game element
- Linking your HumminBug account to your DSP of choice account



AVAILABILITY AND FUNCTION

- App Stores: Google, Android
- Subscription based:
 - Tier 1: Free
 - All the song finding features but they don't save to a 'library'
 - Tier 2: 5 pounds a month or 45 pounds a year
 - Adding friends, connecting to DSP, creating a library, algorithm recommends music

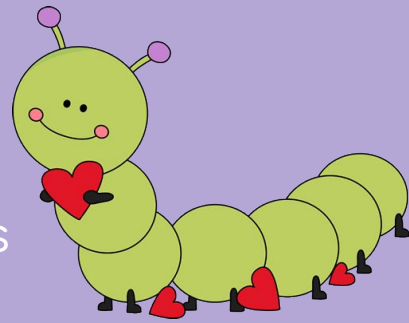


WHERE DOES IT FIT IN THE MUSIC INDUSTRY ?



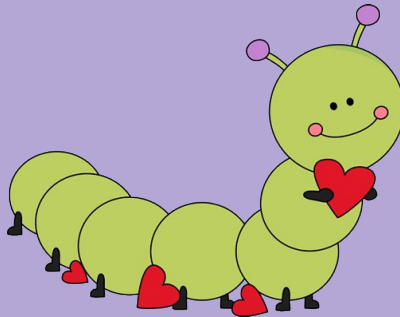
MARKETING AND PROMOTION

- Colour Scheme: Dusty purples and Greens, red hearts
- Animated worm
- Bug Themed: earworm, 'bugging out', refer to user as 'buggy', congratulatory sayings when user finds a song 'flying!' 'buzzing' 'growing wings'
- Paid advertising on Youtube, Facebook, Instagram, other musical applications
- Eventually: sponsoring music events such as festivals, networking parties, concerts



WHO WILL USE HUMMINBUG ?

- Music fans ranging from every genre and age range can find music
- Younger demographics can interpret it as social media / a phone game
- Music Creators and Distributors benefit from the sharing of their content, another platform of discovery



MARKET COMPETITION



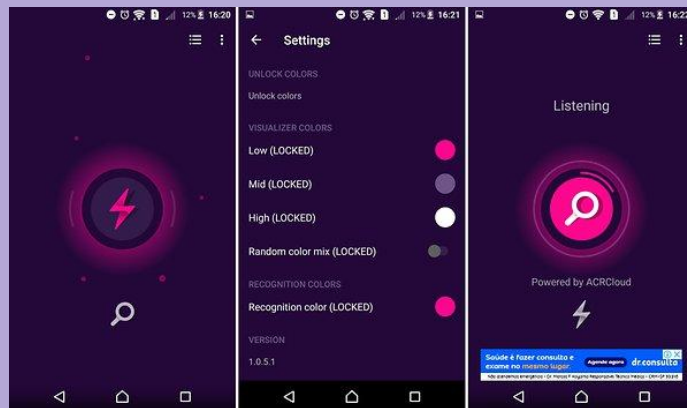
SoundHound



musixmatch



SHAZAM



MARKET COMPETITION

Experiments with Google

Collections ▾ Experiments 🔍 Search

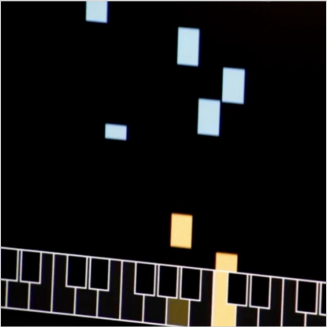
SUBMIT EXPERIMENT

AI + MUSIC



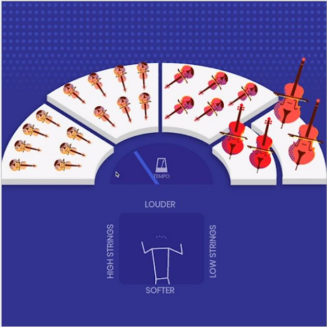
FREDDIEMETER
by Google Research, Google Creative Lab, YouTube Music

An AI-powered singing challenge that rates how closely your singing matches the voice



AI DUET
by Yotam Mann

A piano that responds to you.



SEMI-CONDUCTOR
by Google Creative Lab

Conduct your own orchestra in the browser by moving your arms



amazon alexa

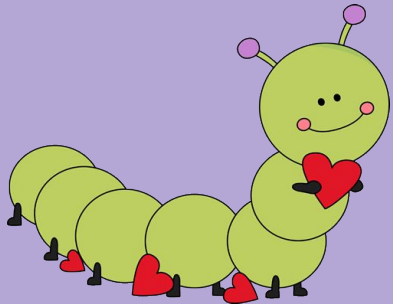
MARKET COMPETITION

BARRIERS TO ENTRY

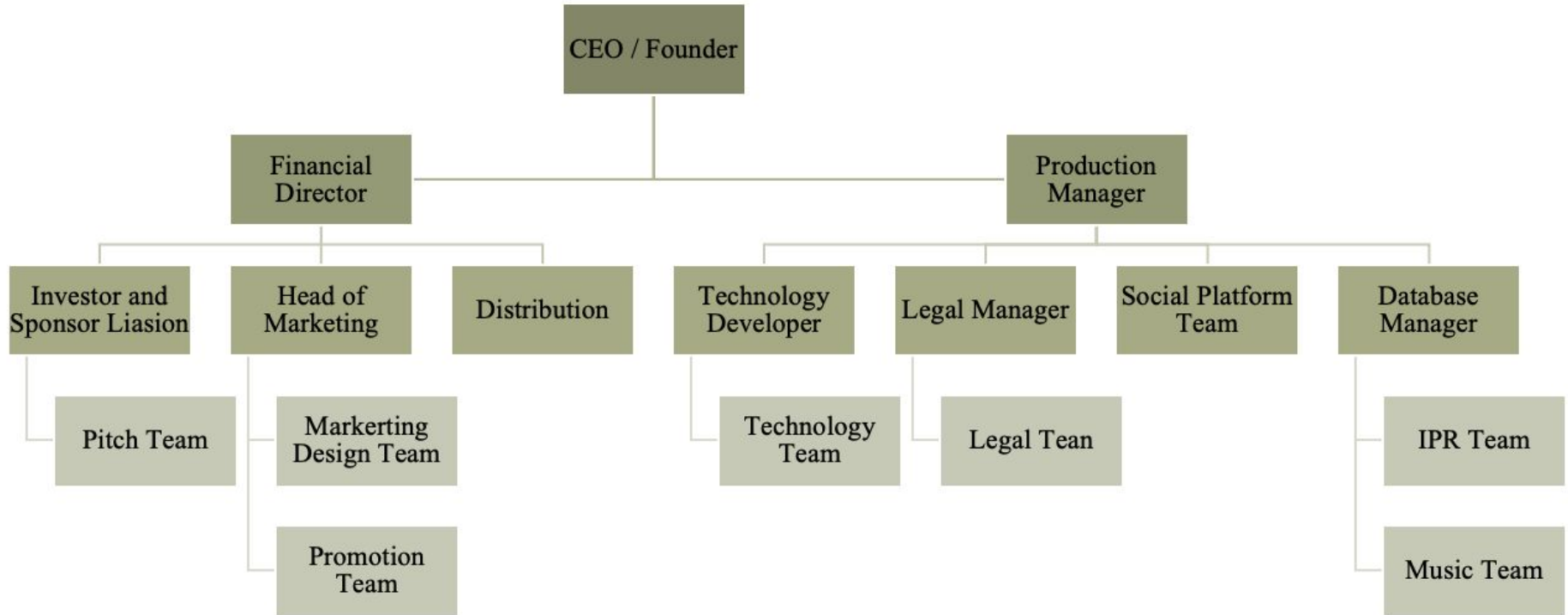
- 'Free' App competition
- Apps exist proposing Humminbug features on separate platforms
- DSPs incorporating social features (especially spotify)

UNIQUE SELLING POINTS

- ★ Music Discovery
- ★ Social Platform
- ★ Games
- ★ Linked to DSPs for convenience
- ★ Multiple 'find by' features narrowing down searches

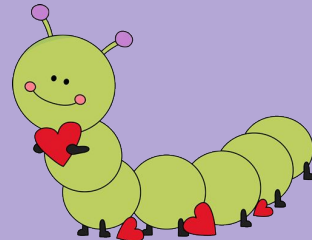


THE TEAM



POTENTIAL INVESTORS AND FUNDING

- Pitching to DSPs to partner with them and give the app permission to connect to user libraries
 - To benefit them regarding market domination and music discovery / circulation
- Angel Investors
- Venture Capitalist (invest for equity capital)
- Bank Loans for Startups



TRACTION AND MILESTONES

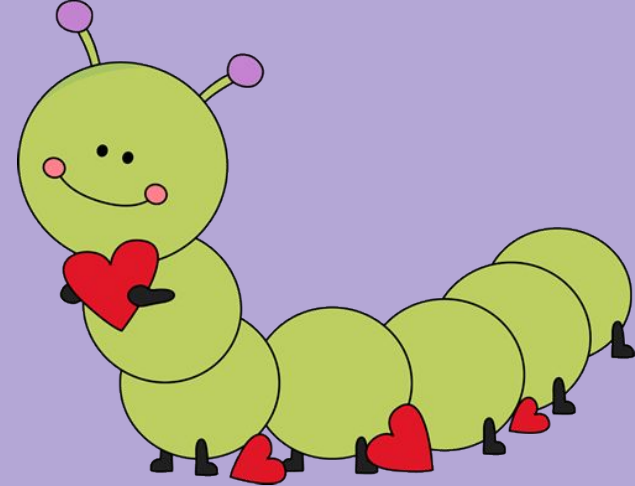
The Music Industry needs a one stop rights database

Could HumminBug grow to embody this ?

App → Social Platform → Music Database → Rights Database

+ Plans to develop the Phone Gaming edge

- ☐ Pitch to Investors
- ☐ Gather Team
- ☐ Develop the Technology
- ☐ Distribute to App Stores
- ☐ Marketing and Promotion
- ☐ Assess Success, Adapt to Market Need
- ☐ Live Information Updates and Song Uploads
- ☐ Develop variety of gaming element
- ☐ Grow into Rights Database



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