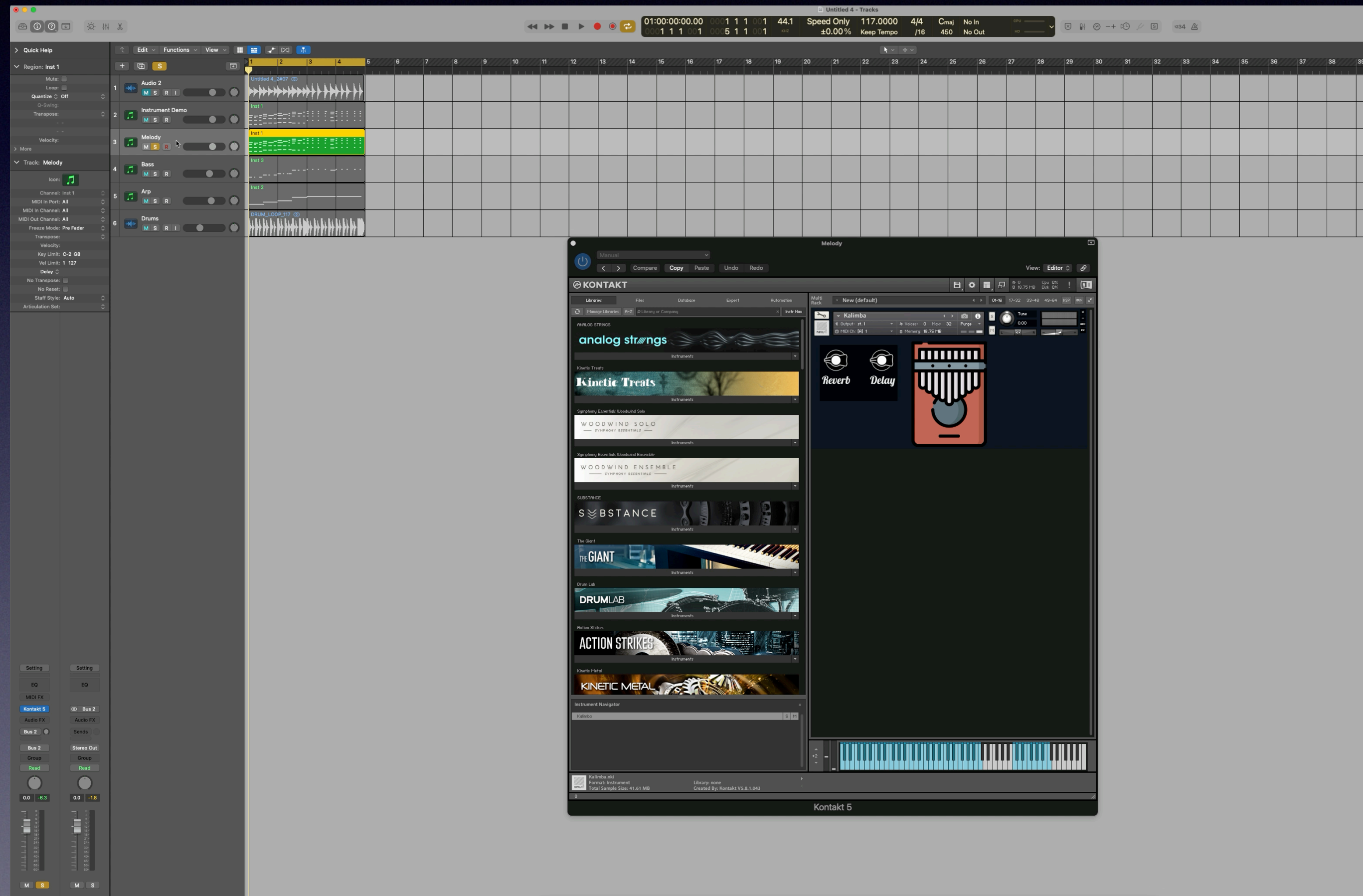


Introducing: Kalimba

“The Musician’s Friend”

Demo



Introducing: Kalimba

“The Musician’s Friend”

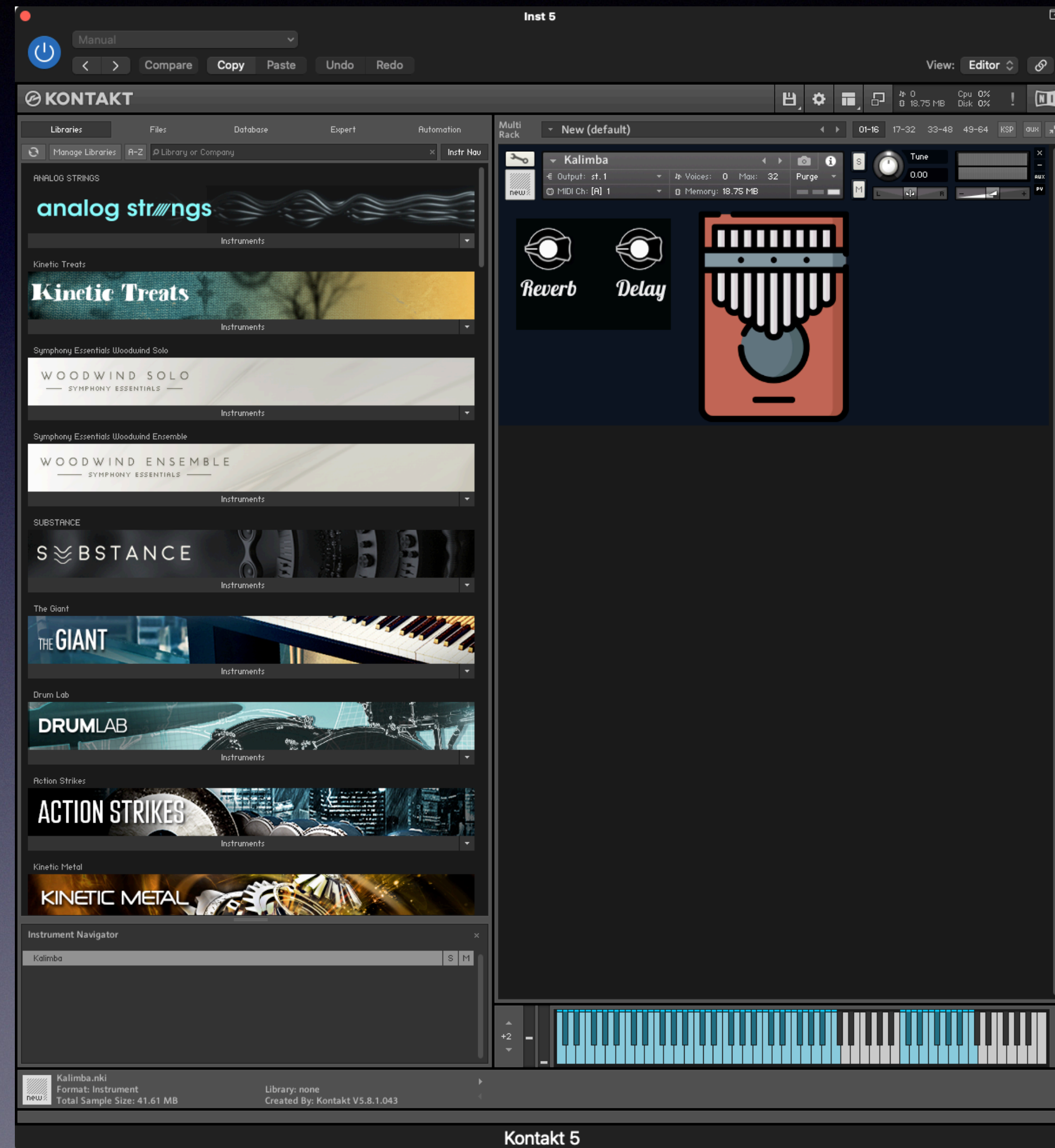
Presentation Elements

- Introduction
- Overview of Design
- Investigating a need
- Demo
- *SWOT* Analysis
- Licensing Model
- Pricing
- Sales Points
- *USPs*
- Marketing/Delivery Proposal
- Marketing/Delivery Proposal (*Social Media*)
- Marketing/Delivery Proposal (*Historical Example*)
- Brand Creation
- *Future* Brand Aesthetics - Mood Board
- *Future* Brand Aesthetics - Fonts & Design
- Preview
- Importance of Fonts: Brand Identity
- Product Design Changes : Customer Design/Feedback
- Budget, Cashflow & Financial Forecasting
- Product Lifecycle: Marketing, Delivery & Expansion Methods
- References

Introduction

- Tom
- Recent experience in building an eCommerce Brand w/ Private Labelling
- Existing programming experience (SysAdmin)
- Receptive to user-feedback & ability to integrate ideas according to customer's needs

Overview of Design



Investigating a Need?

Solution:

“The Musician’s Friend”

SWOT Analysis

Native Instruments: All

S	1) Market Leader for Sample Insts 2) Strong brand identity & recognition 3) Graphics & Design in-house	1) Cost - Very high 2) <i>Closed</i> Source Code 3) Limited customisability 4) Slow to update to Silicon
	1) Market leader allows for monopoly on sales. 2) Kontakt widely adopted as “<i>Industry Standard</i>” 3) High market share	1) Small, indie developers may create <i>better</i> instruments than brand’s offering 2) Limited by <i>closed source code</i>. 4)
O		

Splitfire Audio

W	1) Emerging brand with strong market share 2) Clear brand identity & established social media presence 3) Graphics & Design in-house 4) <i>LABS</i> - Free version of Insts - Great for brand awareness 5) Apple Silicon native	1) Cost - Expensive 2) <i>Closed</i> Source Code 3) Software bugs - ‘<i>Production environment?</i>’
	1) High market share 2) Becoming close to <i>Industry Standard</i> 3)	1) Small, indie developers may create <i>better</i> instruments than brand’s offering 2) Limited by <i>closed source code</i>.
T		

Choosing a licensing model:

- Freeware?
- Pay-ware?
- Trial-ware?
- Shareware?
- Open-Source?

Choosing a licensing model:

Month 1-12:

- Freeware?
- Pay-ware?
- Trial-ware? 
- Shareware?
- Open-Source?

Price?

£10.00

Price & Elasticity of Demand

Sales Points

- Built using an “*industry standard*” programming language for an “*industry standard*” sampler;
- High degree of customisability (catering from Beginner > Advanced users);
- Source code viewable/editable;
- Lightweight (<~50Mb);

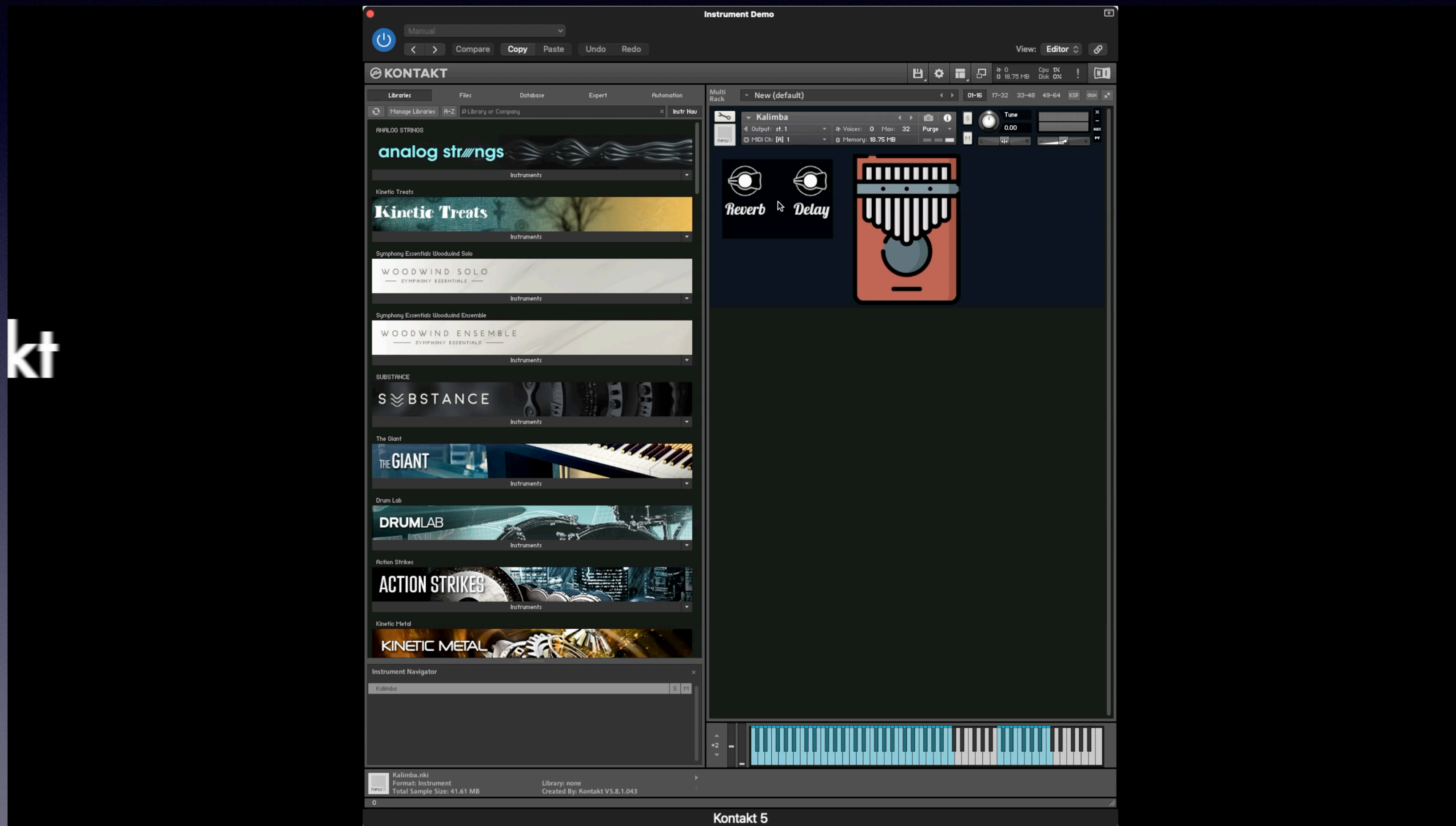
USPs

- Trialware - Freedom to choose | Startup
- Customer-focused/small in-house development
- Experience in programming
- Sound quality
- Attention to detail

Marketing/Delivery Proposal

- Website - GoDaddy (£9.99 p/yr | Shopify Hosting (for Purchase of perpetual license) - TBC (Pro-Rata fees) | **FBR Model**
- Promotional Video/Walkthrough
- Promotion via Social Media & Music-related sites ("*Spotlight*")
- Promotion via video-sharing sites (e.g YouTube/TikTok)
- Newsletter (via OptIn) - MailChimp | GDPR
- O365 Tenancy (w/ Attack Protection & Data Loss)

Marketing Promo



Social Media

- Instagram: Stories demonstrating product | Paid posts;
- YouTube/TikTok: (Short) 15-60 second video highlighting product features;
- YouTube: 5-minute product review/demo (from Indi-creators)
- Commission CAD experts in design/pre & post-production to create brand video
- Self-promotion: Showcase videos

SAVE 40% ON SELECTED PIANO LIBRARIES
ENDS TOMORROW



LOGIN

SPITFIRE AUDIO



PRODUCTS

LABS

COMPOSER MAGAZINE

ACADEMY

ABOUT

FORUM

OFFERS

HELP



QUICK TIP: HOW TO BE SUCCESSFUL SCORING COMMERCIALS

“You can be incredibly successful in this field while you are still honing your craft.”

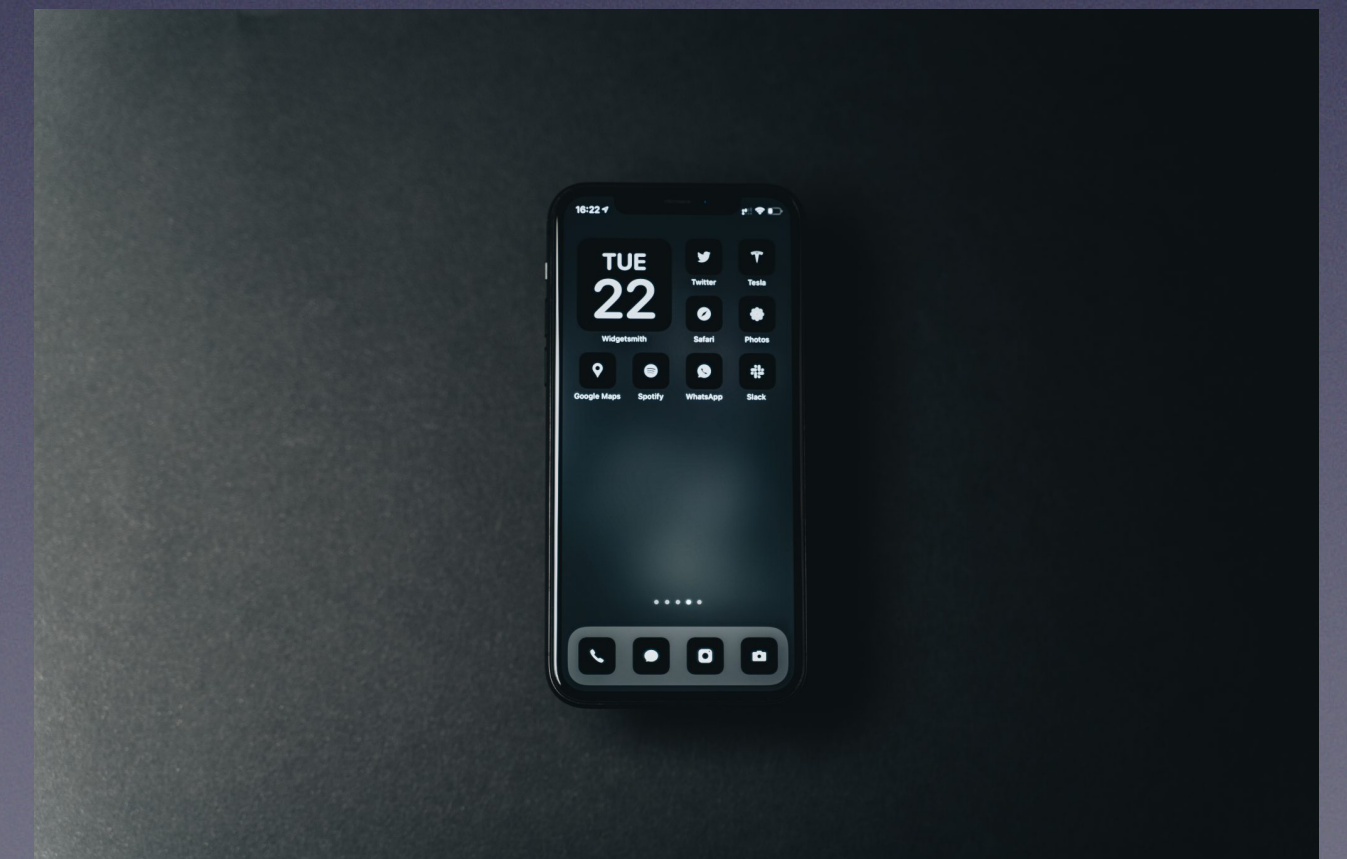
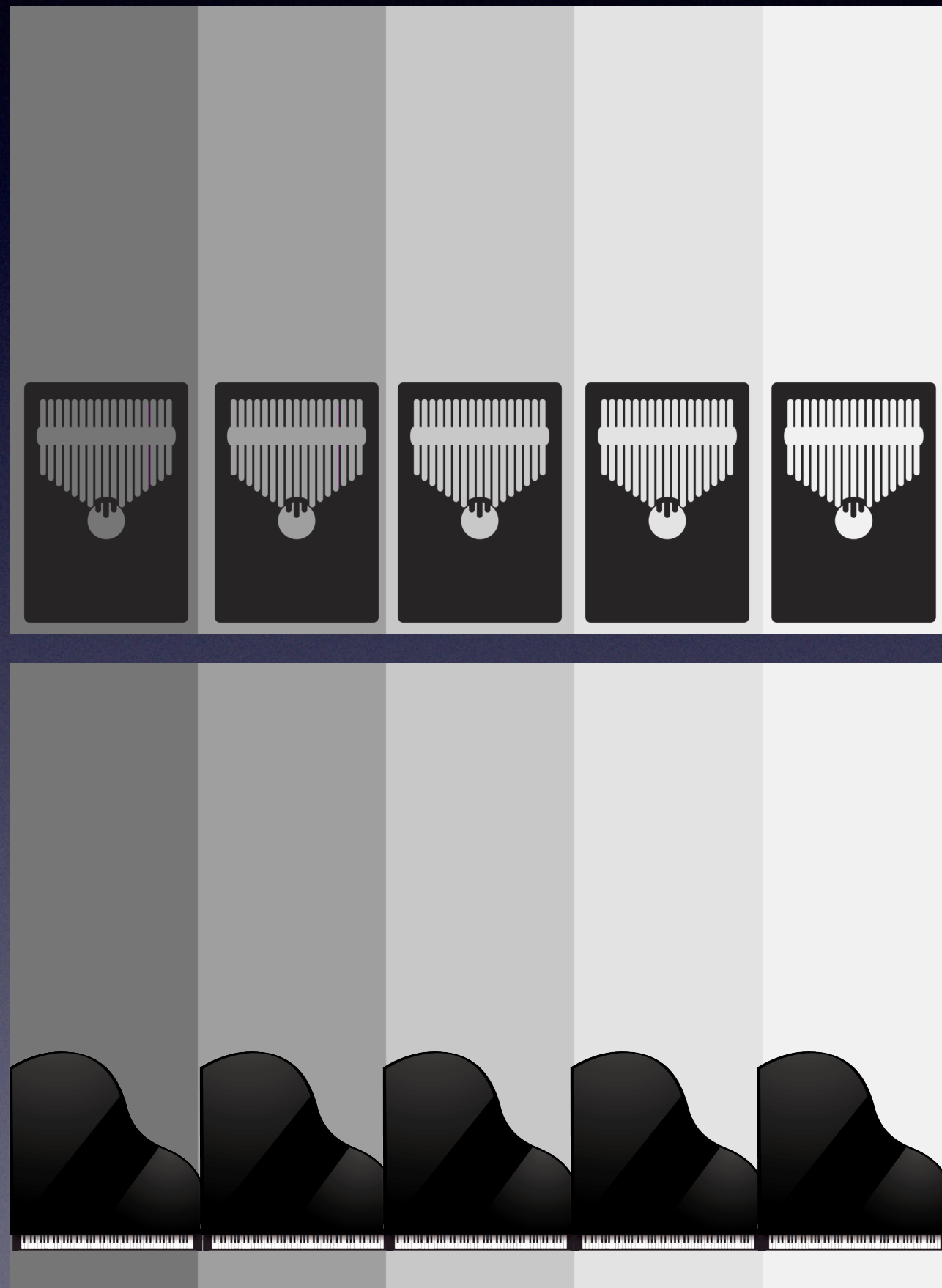
Paul shares some thoughts about how to approach creating successful music for commercials.

Building a Brand

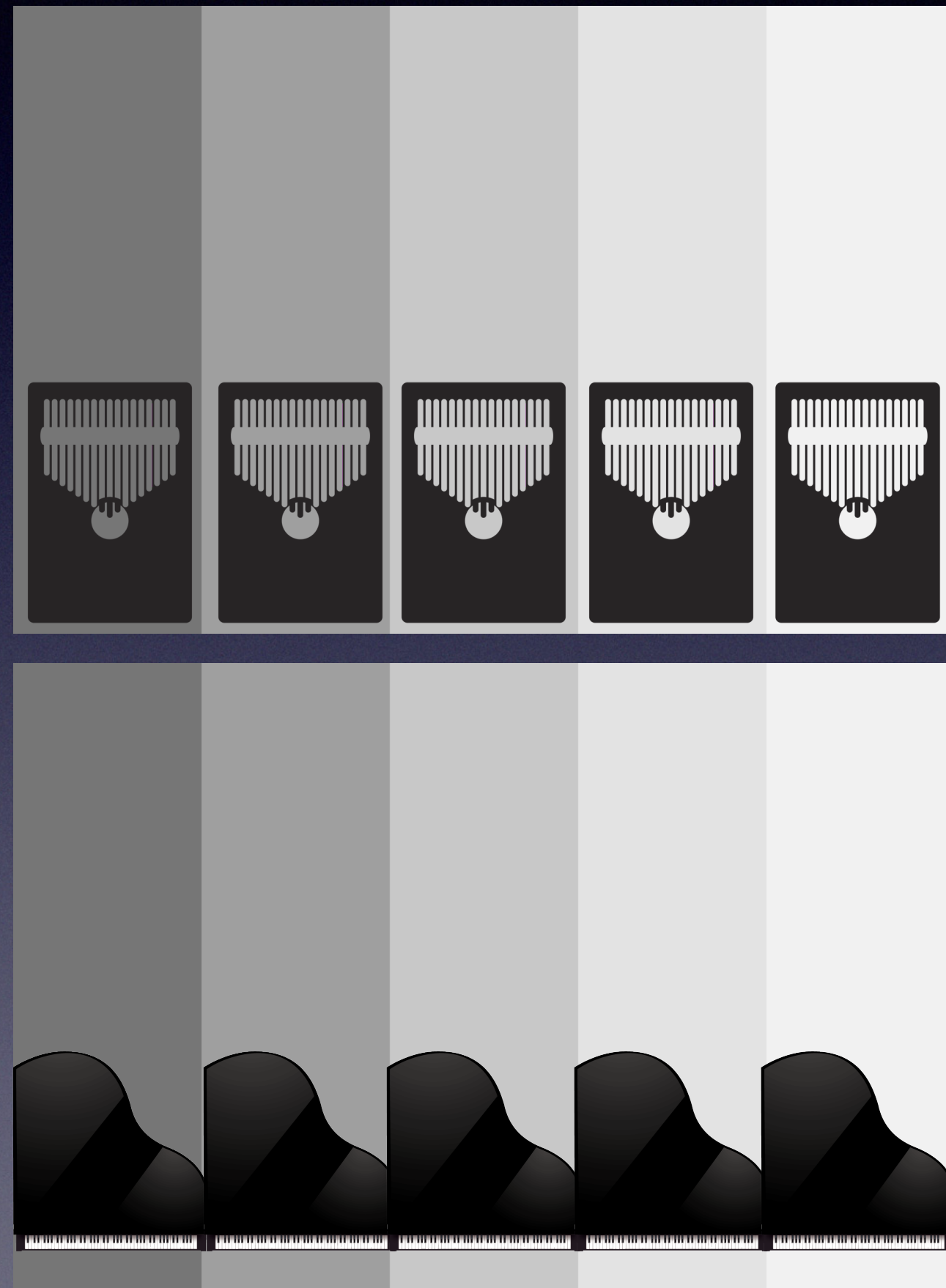
"A brand is an intangible marketing or business concept that helps people identify a company, product, or individual"

- Advantages of Startup: Create aesthetic (Fonts, Logos, Colours)
- Future expansion: Additional Design for Instruments (Graphic Designers)

Future Brand Aesthetics: Mood-board



Future Branding Concepts



Fonts:

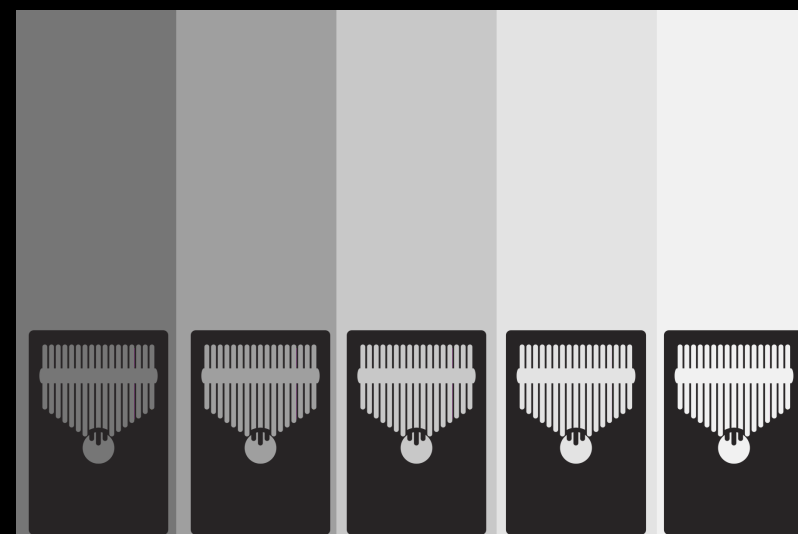
Title: *Avenir (Heavy Oblique)*

Body: *Oblique*

Future Branding Concepts

Software

"The Musician's Friend"



Kalimba

Piano

Importance of Fonts!

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

.itv

penultimate

the spirit is willing but the flesh is weak

schadenfreude

elm street and rt.

the left hand does not know what the right hand is doing.

mailexample.com http www.cufonfonts.com



BBC Reith

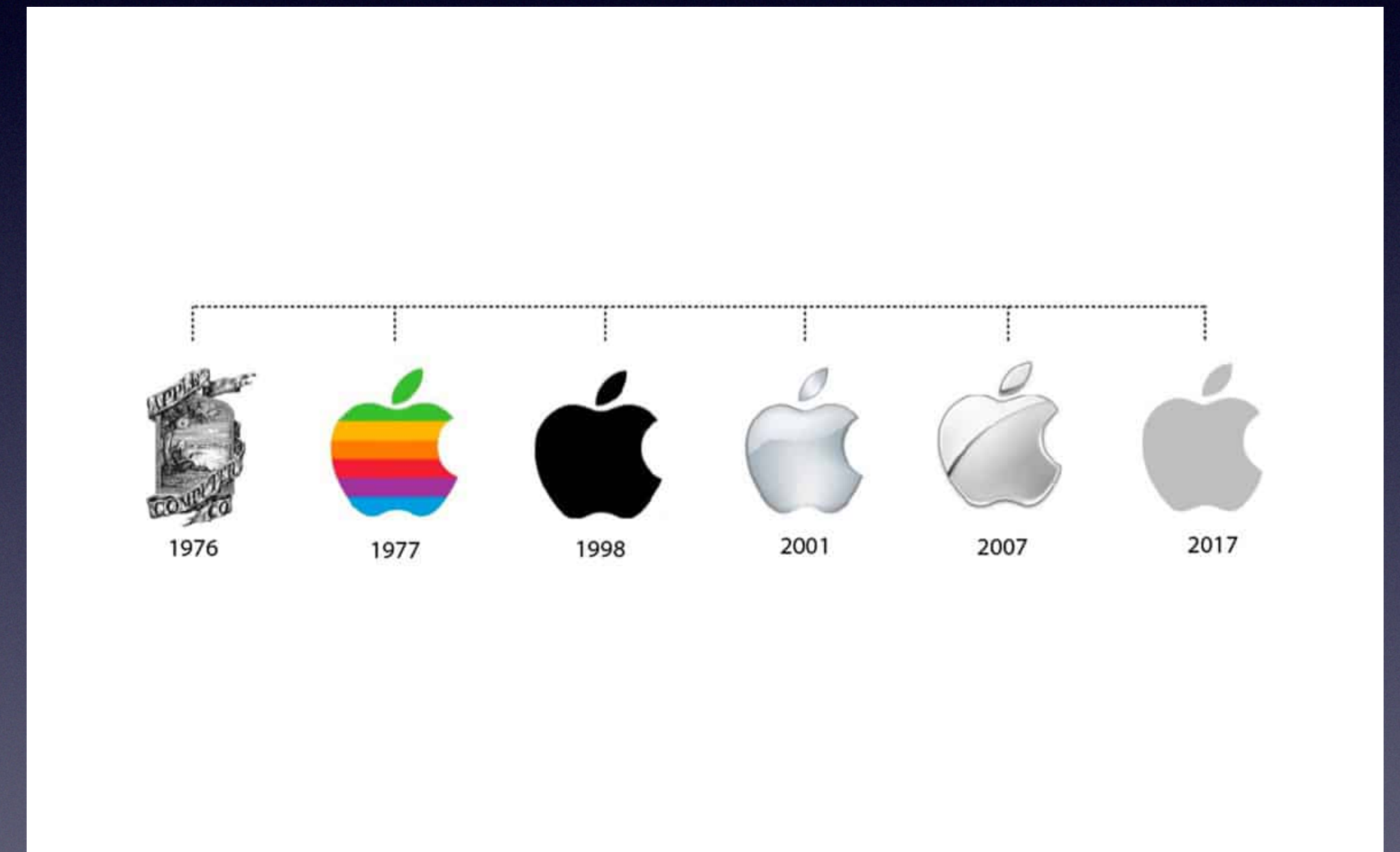
The new face of the BBC

Inform, educate & entertain

fit for all Audiences

LEGIBLE & FUNCTIONAL

Design changes *can* and *do* work:



Budget, Cashflow & Financial Forecasting

Month	1	2	3	4	5	6	7	8	9	10	11	12
Capital	2500											
Revenue	50	70	90	40	60	70	60	50	50	80	90	100
Cash	2550	2570	2590	2540	2560	2570	2560	2550	2550	2580	2590	2600
Marketing	100	100	250	200	200	250	200	200	250	250	200	200
Software Eng	500	500	500	250	200	450	450	500	500	500	500	1000
Adverts	250	300	450	200	200	300	100	100	100	250	350	500
Editors	500	450	450	250	100	250	350	300	250	500	500	500
O365 Tenancy/ Domain	40	40	40	40	40	40	40	40	40	40	40	40
Compliance												40
Total Expenditure	1490	1390	1690	940	750	1290	1140	1140	1140	1540	1590	2280
P/L:	£1060	£1180	£900	£1600	£1810	£1280	£1420	£1410	£1410	£1040	£1000	£320

Month	Action	Current Tasks	Background
1-3	Release of Instrument	Promotion	Marketing
4-6	<i>“Downtime”</i>	Marketing	Pre-production phase for next product
7-9	Build Phase for next Instrument	Marketing	User Feedback
10-12	<i>GM Version</i>	Preparation for Release	CAD Designs & Social Media Publishing

References

- Brand Aesthetic: Oilur Rahman | oliur.com
- “*On-Brand*” Promotion: Splitfire Audio | splitfireaudio.com
- Native Instruments - Kontakt | nativeinstruments.com
- Magee, Tom - Branding/ Experience (*Amazon*)

Questions?