





Róisín Doyle-Bakare: 2105286
New Tech: ZONE Mustafa



**WHAT IS
SINGSHOT?**

I run into trouble
tryna let you go

'Cause I still feel the



and i'll call you when
the party's



BANG

MODES

- Russian roulette
- Hit those notes
- Speed
- Karaoke
- Duet
- Other Languages
- Tag team
- Random
- Drinking / Party



RULES

1. Games must have 1 Player and 1 assassin
2. No cheating!
3. Conditional DISPUTES accepted
4. Final say goes to THE assassin
5. Have Fun!

GAME FEATURES

FREE

- Access to Limited song Library
- Basic mode only
- Ad-supported

PAID

- Dictation software
- Remote Play Feature
- Access to all modes
- Unlimited access to song Library
- No advertisements
- Global rankings
- Access to Fanbase



CEO

Róisín Doyle-Bakare

Creative Director

Anna Trebble

Head of Production

Annie-Mae Clear

Head of Marketing

Katie Holmes

Head of Business Development

Eva McLoughlin

Customer services

Adrian David

MEET THE

TEAM



MARKET

COMPETITORS

Just Dance

SingStar

Heads Up

Lyric Quizzes

Karaoke apps

TARGET AUDIENCE

Millennials

Young Families

UK, Europe, USA

Students / Graduates

Music Lovers





ARTISTS

SINGERS

TV HOSTS

FAMILIES

FRIENDS

GAMERS

INFLUENCERS

KARAOKE BARS

PROBLEM

Boredom

Lack of engagement with song lyrics

Outdated party games

Cockiness

Lack of creative methods
to engage with artists

Loneliness/isolation



OPPORTUNITY

easy to use

extended play options

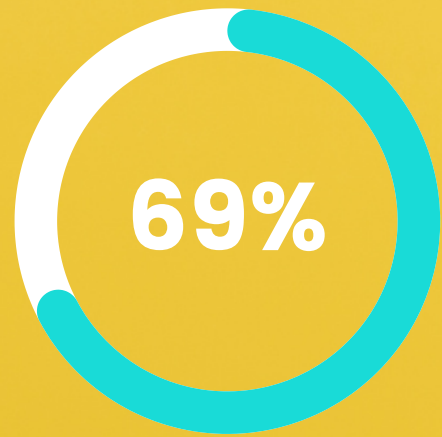
multiplayer/community

challenging and addictive

fun engagement with
artists

increased knowledge of
lyrics

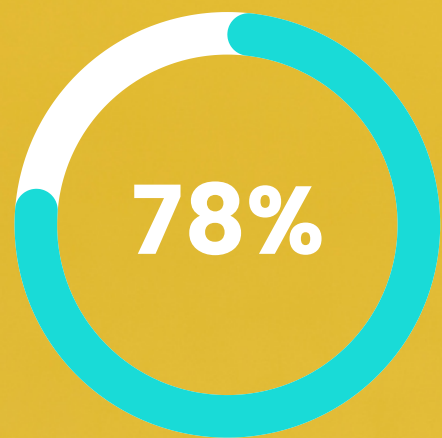
GAMES INDUSTRY



OF gamers using smartPHONE devices

THE revenue OF mobile gaming is

\$85 BILLION



OF DOWNLOADED games are in THE
'casual PLAY' category

THE GAMING
INDUSTRY IS
BOOMING!



THE TECH

Advanced TECH needed For:

- Song database
- Lyric database
- 'HEADS UP' STYLE app
- COMPATIBLE devices
- voice recognition software
- GLOBAL charts / rankings
- ACCESSIBILITY
- Payment



TECH DEVELOPMENT

Partnerships / Usage

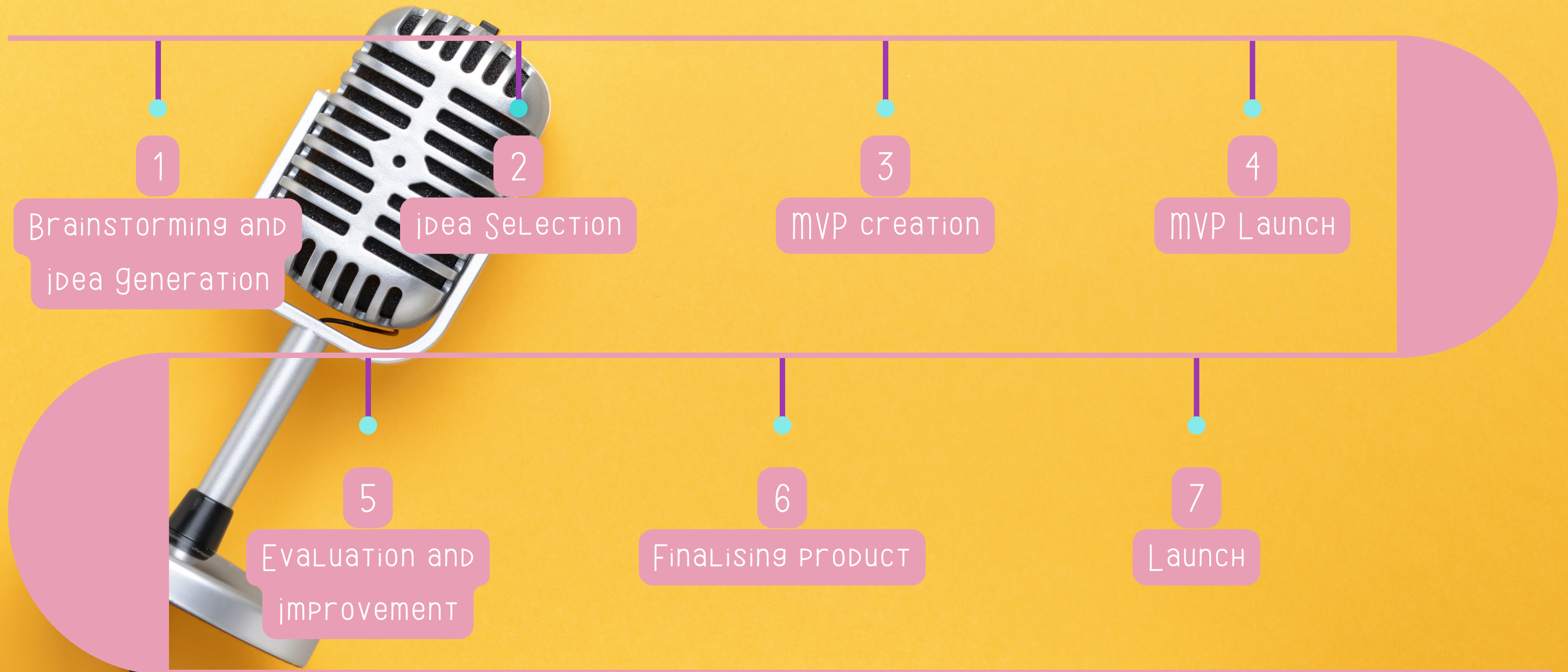
- APPLE Music / SPOTIFY
- Genius Lyrics
- APPLE / Android Store
- Alexa / Siri software

Tech staff

- APP developer
- ACCESSIBILITY Officer
- STRIPE / Payment



ROADMAP





Successful Playtest Trials

Positive Testimonials

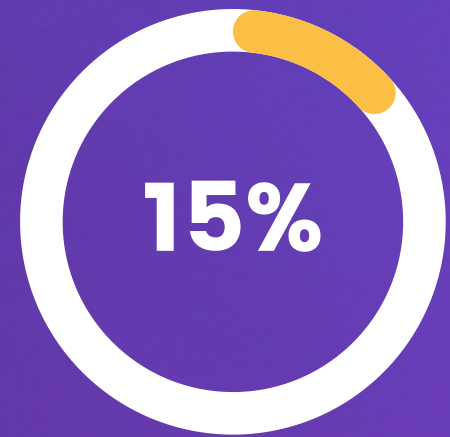
Core Team Acquired

Expressed interest from
industry professionals

CURRENT STATUS / ACCOMPLISHMENTS

INVESTMENT OPPORTUNITY

Proposal: £130,000 investment for a 15% stake



Development



Staff and
consultants



Marketing



Licensing



Administration



Technology







SING

FOR

YOUR

LIFE!

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