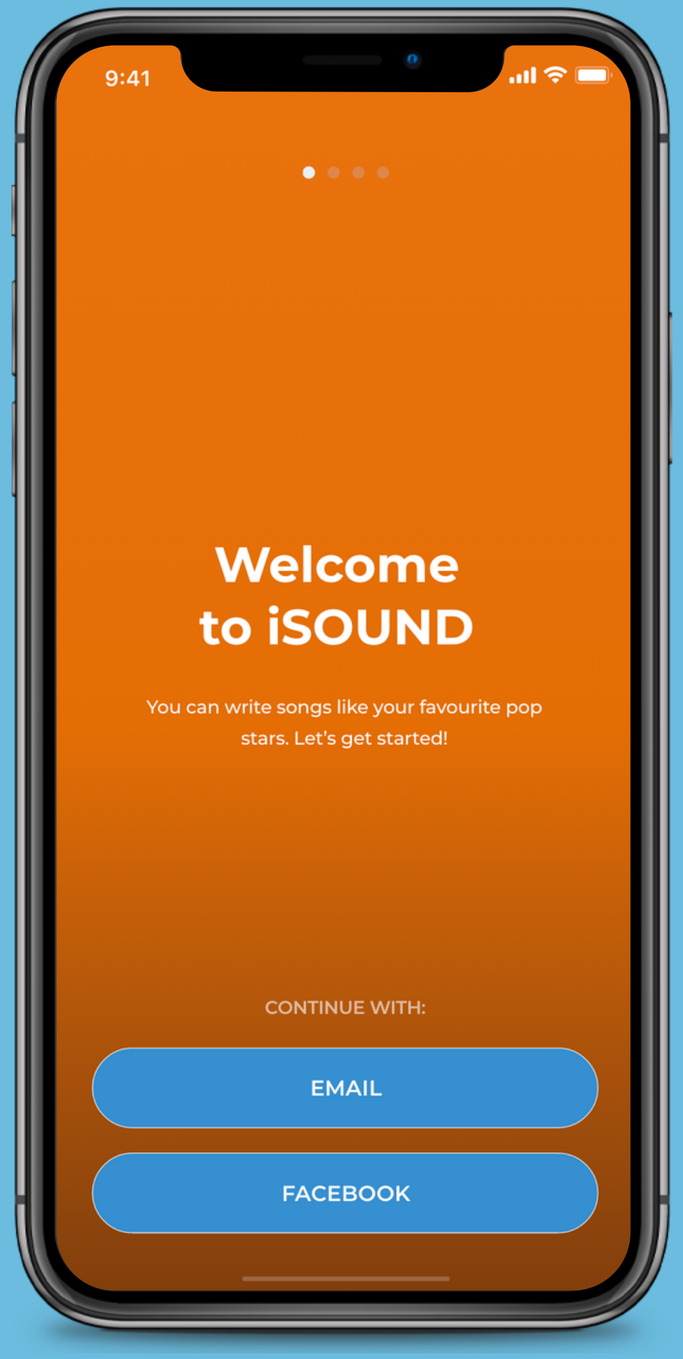

iSOUND

THE APP FOR AMATEUR SONGWRITERS

Justine Perret
2104328

BMTY7004
New Technology in Music and Creative Entertainment
Zohe Mustafa

Amateurs don't play any instruments

Amateurs don't play any instruments

Amateurs write lyrics over existing instrumentals

This limits creativity and prevents individuals from feeling like they have made something of their own.

Amateurs don't play any instruments

Amateurs write lyrics over existing instrumentals

This limits creativity and prevents individuals from feeling like they have made something of their own.

Existing songwriting apps rely on music theory

This is discouraging and restricting to creatives who have no music theory knowledge.

iSOUND makes your dream song come to life

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Your own custom instrumental made from songs you love

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Your own custom instrumental made from songs you love

No music theory or mixing software knowledge required

iSOUND makes your dream song come to life

Your own custom instrumental made from songs you love

No music theory or mixing software knowledge required

Share your creations with a network of other iSOUND users

How it goes

Pick up to three songs from our library and let us create your custom song for non-commercial and in-app use.

iSOUND's Features

Choice of up to three songs to take inspiration from

Pitch and speed adjustments

In-app recording studio with voice effects

iSOUND's Features

Choice of up to three songs to take inspiration from

Pitch and speed adjustments

In-app recording studio with voice effects

Song download in MP3 or WAV format

In-app cloud storage and access

In-app sharing and iSOUND social network

iSOUND basic

free

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iSOUND pro

£4.99

Pitch and speed adjustments

Recording with voice effects

In-app cloud storage and access

iSOUND basic

free

Choice of up to three songs to take inspiration from

In-app recording studio

Song download in MP3 or WAV format

In-app sharing and iSOUND social network

iSOUND pro

£4.99

Pitch and speed adjustments

Recording with voice effects

In-app cloud storage and access

Who is iSOUND for?

iSOUND is for amateurs.

iSOUND is for everybody.

How it works

"Algorithms are machines or programs that make decisions based on the data that goes into them."

(Technality, 2021)

How it works

DRUM PATTERN

INSTRUMENTATION

RHYTHM

PITCH

GENRE

How it works

DRUM PATTERN

INSTRUMENTATION

RHYTHM

PITCH

GENRE

→

iSOUND
SAMPLE
LIBRARY

How it works

DRUM PATTERN

INSTRUMENTATION

RHYTHM

PITCH

GENRE

→

iSOUND
SAMPLE
LIBRARY

→

YOUR SONG

Competitors

Garageband

Demo

Competitors

Garageband

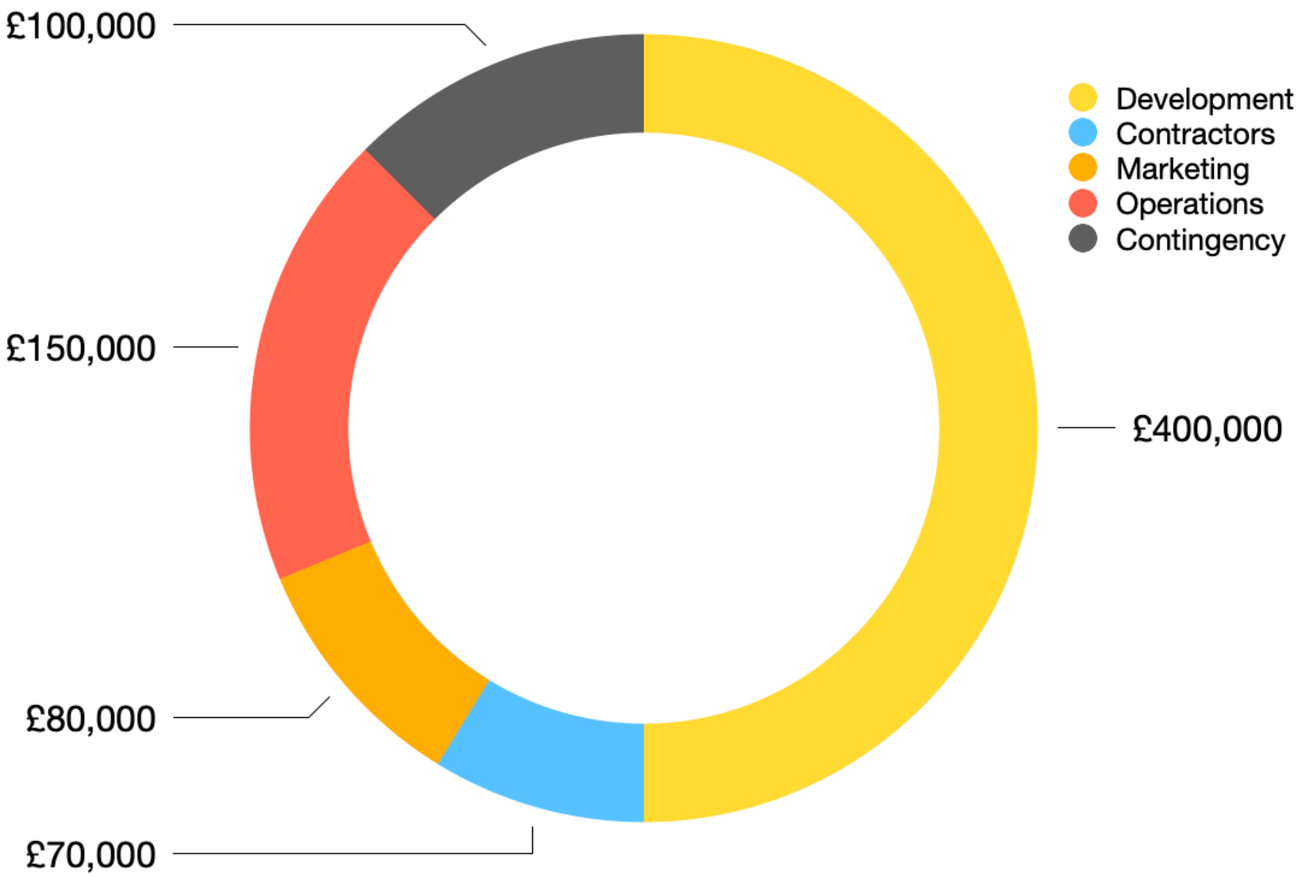
Made for musicians
&
No social dimension

Demo

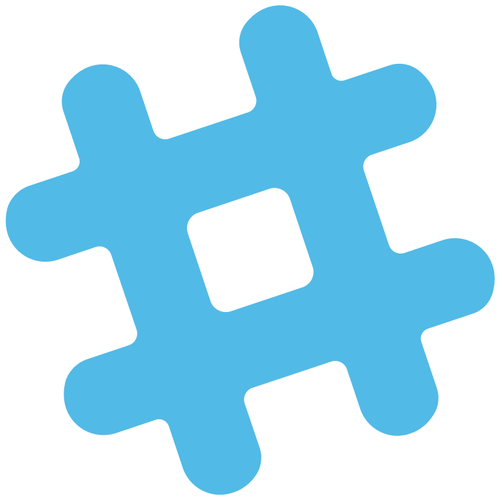
Funding

£800,000

Ad-supported
free version



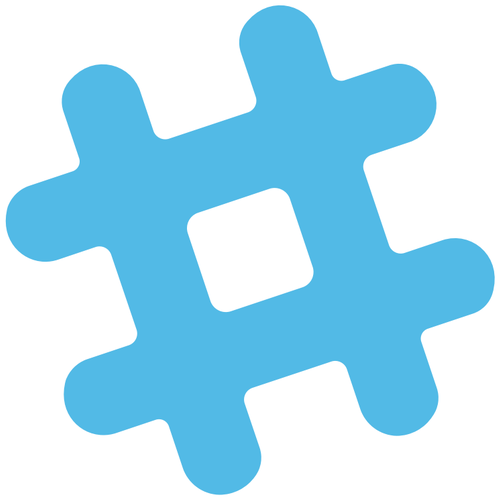
Marketing



"Businesses are making $5.78 ROI for every $1 spent on **influencer marketing**."

(Geyer, 2022)

Marketing



"Businesses are making $5.78 ROI for every $1 spent on **influencer marketing**."

(Geyer, 2022)

Legal considerations

Legal considerations

Non-commercial use

Legal considerations

Non-commercial use

Licensing

Meet Our Team

Project Manager

Meet Our Team

Meet Our Team

Project Manager

Developer & Graphic Designer

UI & UX Designer

QA Engineer

Meet Our Team

Project Manager

Developer & Graphic Designer

UI & UX Designer

QA Engineer

Marketing & Community Manager

Legal Manager

ISOUND

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