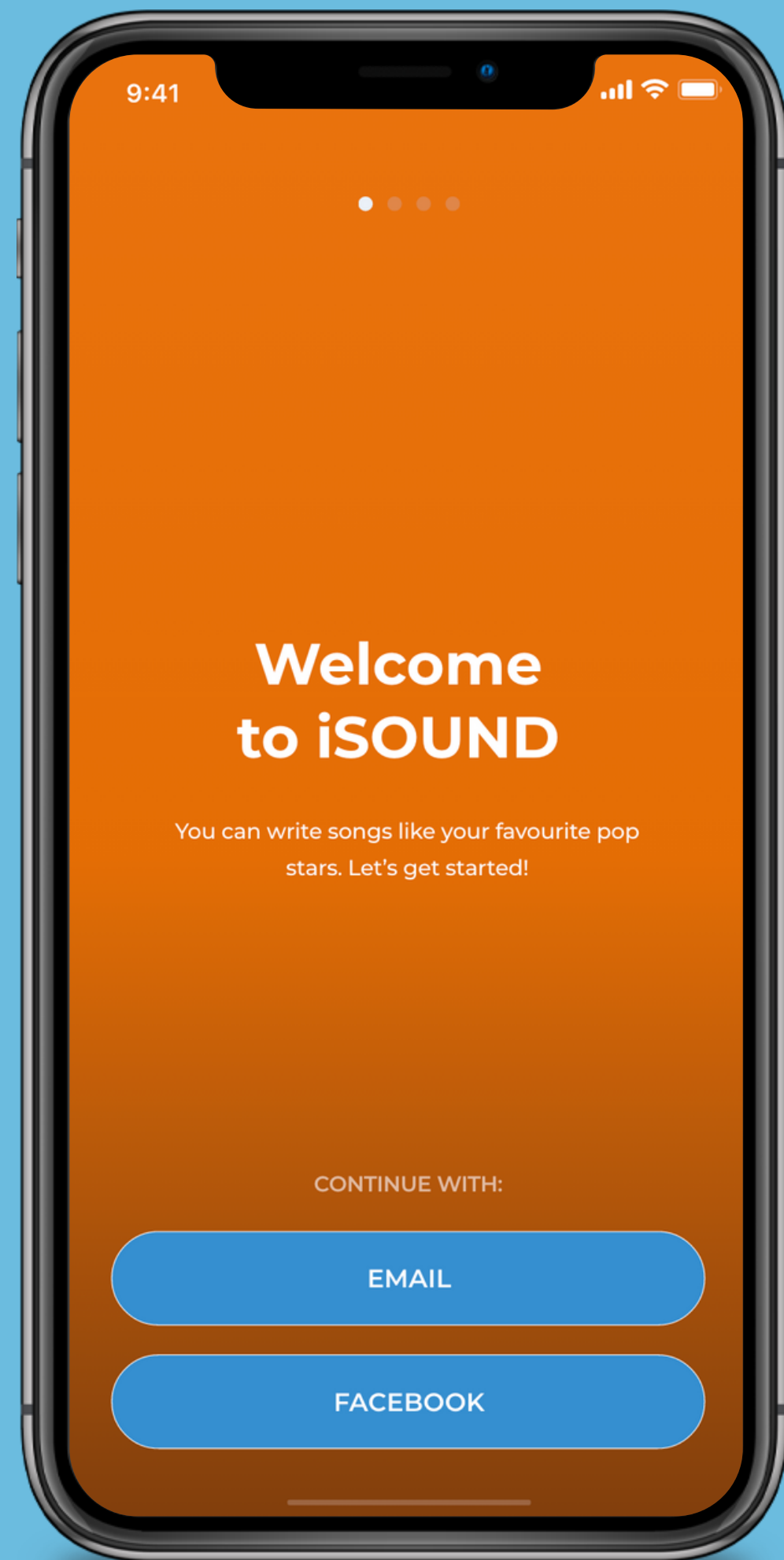




iSOUND

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**

iSOUND makes your dream song come to life



**Your own custom
instrumental made from
songs you love**

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**

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**



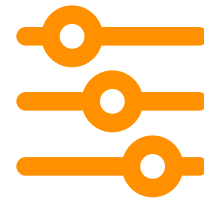
How it goes

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

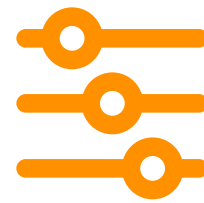


In-app recording studio
with voice effects

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

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 basic

free



Choice of up to three songs to
take inspiration from



In-app recording studio



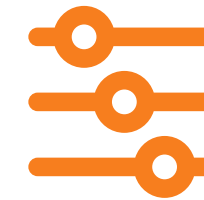
Song download in MP3 or WAV
format



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

iSOUND basic

free



Choice of up to three songs to
take inspiration from



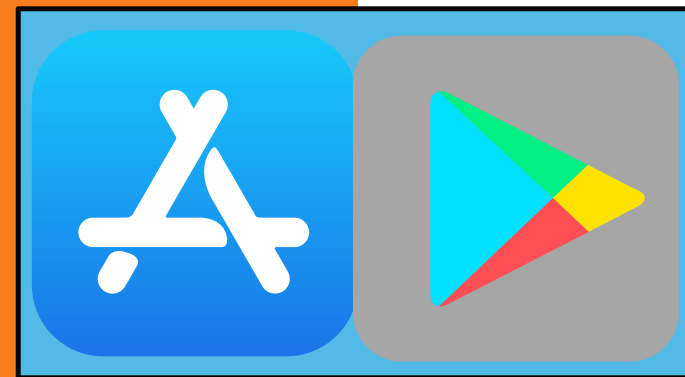
In-app recording studio



Song download in MP3 or WAV
format

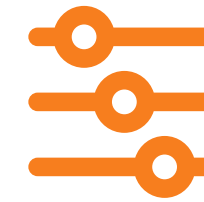


In-app sharing and iSOUND
social network



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

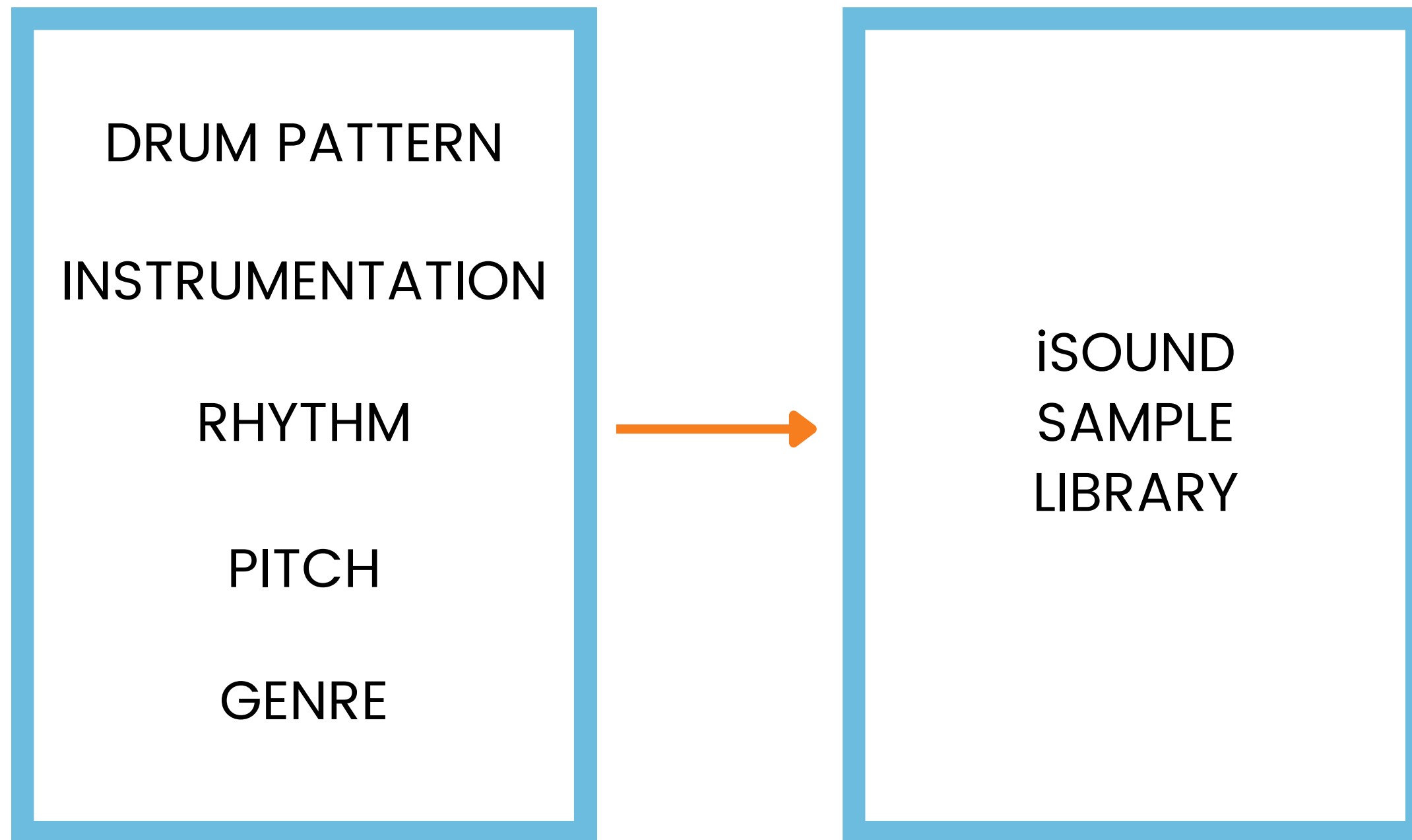
INSTRUMENTATION

RHYTHM

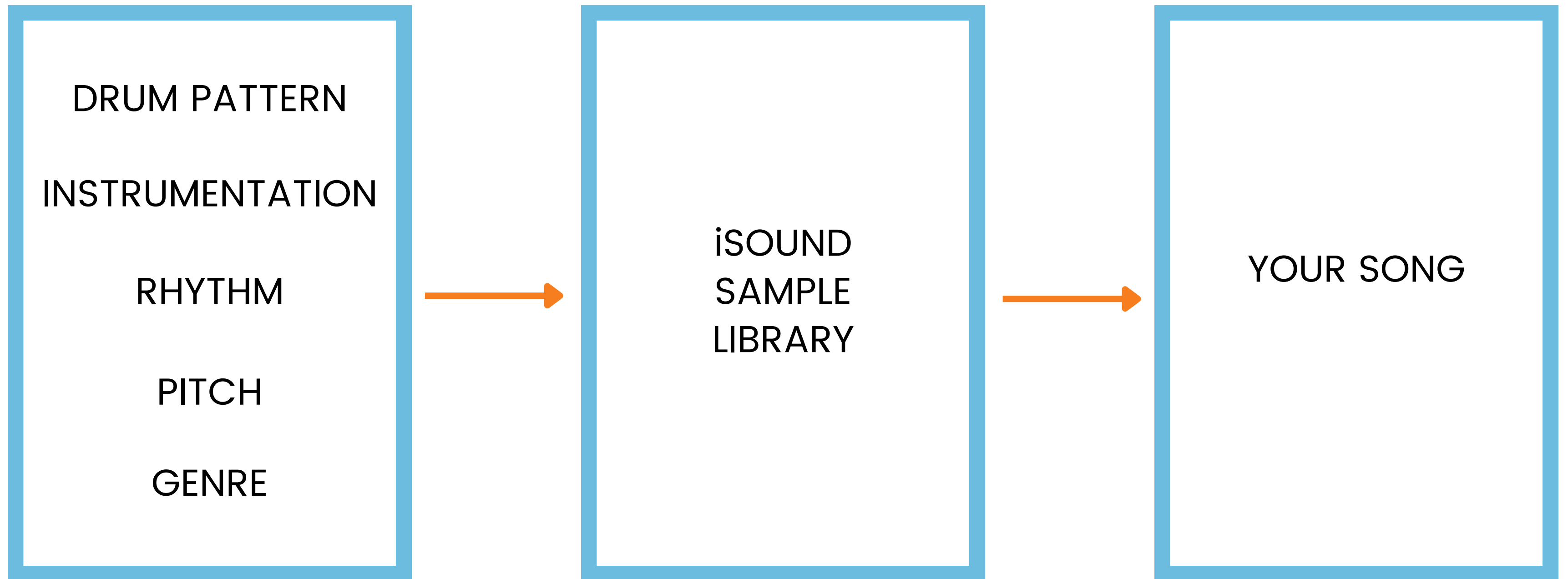
PITCH

GENRE

How it works



How it works



Competitors

Garageband



Demo



Competitors

Garageband

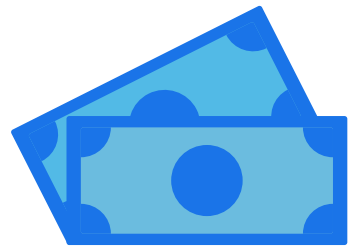


Made for musicians
&
No social dimension

Demo



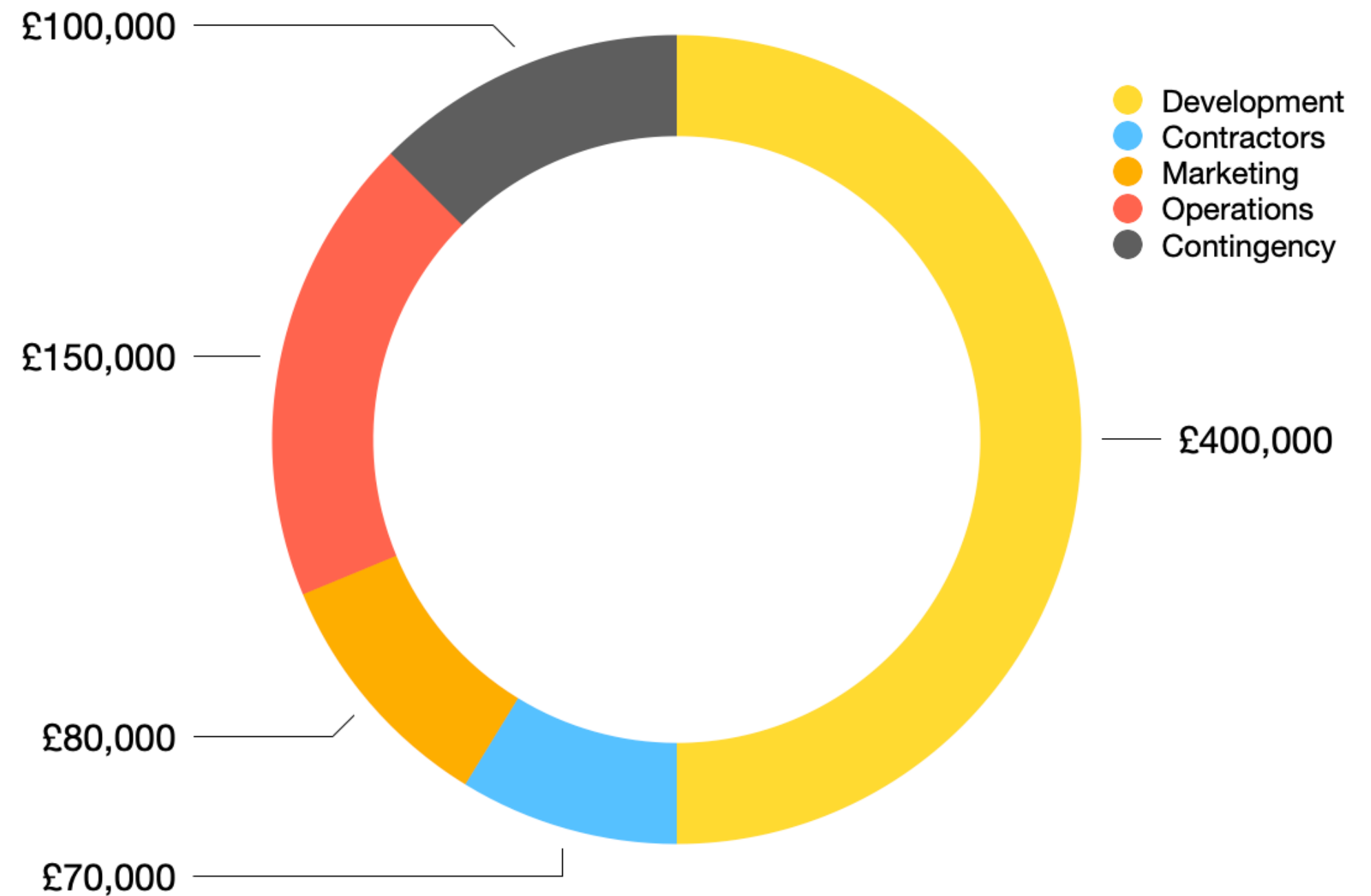
Funding



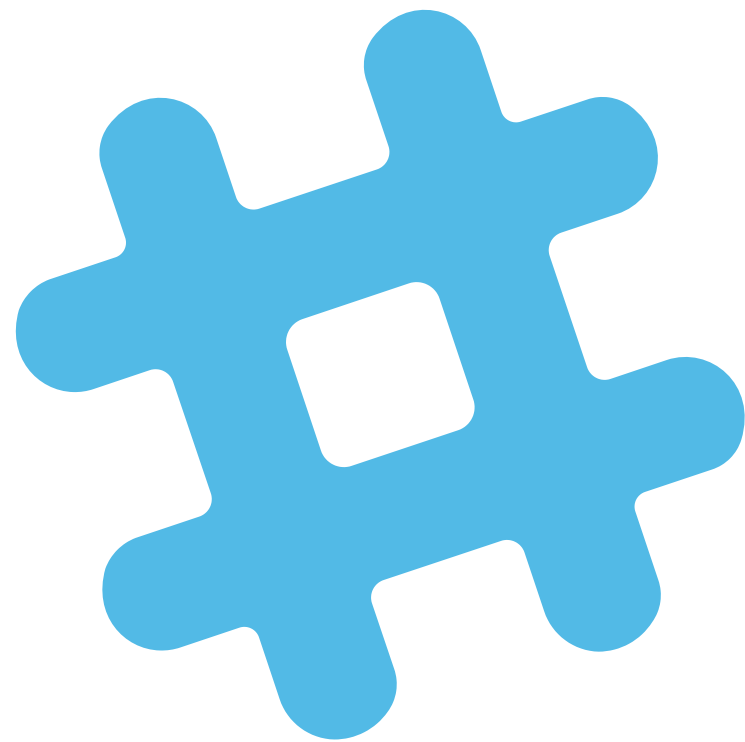
£800,000



Ad-supported
free version



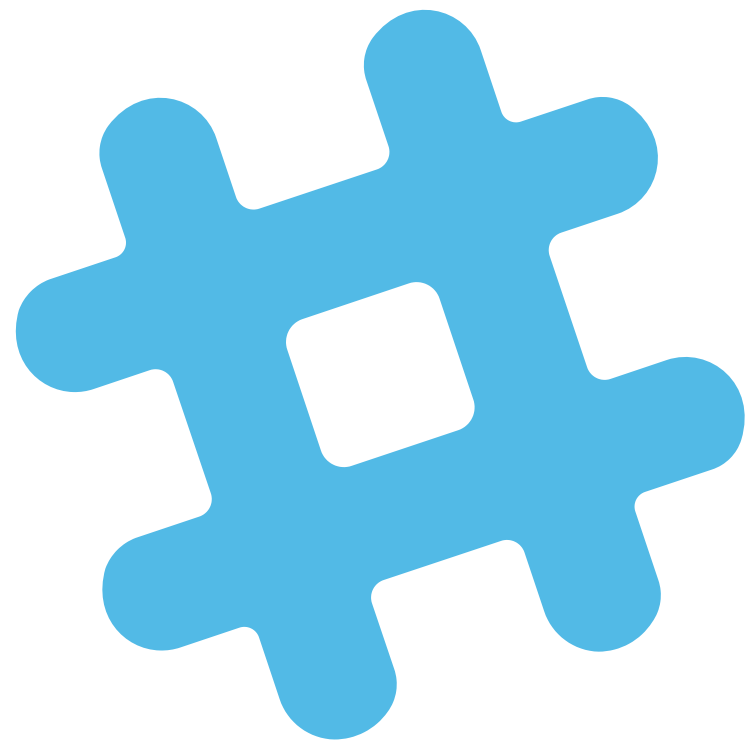
Marketing



"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)



An orange wavy line graphic that starts with a small loop on the left and then flows into a larger, more complex shape that partially encircles the letter 'L' of the word 'Legal'.

Legal considerations

Legal considerations



Non-commercial use

Legal considerations



Non-commercial use



Licensing

Meet Our Team

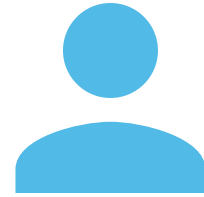


Project Manager

**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

**Meet Our
Team**

ISOOUND

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