
Sustainable music for businesses

IMPRESSION A.I.

BMTY7004

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ZOHE MUSTAFA

IMPRESSION A.I.

A fully automated music-making machine bound to revolutionise the way businesses, shops, and public spaces access sounds.



**PLAYING COPYRIGHTED MUSIC
IS EXPENSIVE**

PROBLEM

- **Playing copyrighted music in shops requires a licence**
 - **PRS licensed over 350,000 establishments to play copyrighted music**
 - **Not having a licence means risking a fine**
 - **Most businesses need to find “clean” versions of songs to avoid swearing and obscene lyrics**
 - **Some businesses don’t have access to the internet**
 - **“Elevator music” (or royalty-free music) is often boring and repetitive**
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**BETTER AND CHEAPER MUSIC =
MORE TIME SPENT IN STORE =
MORE SALES**

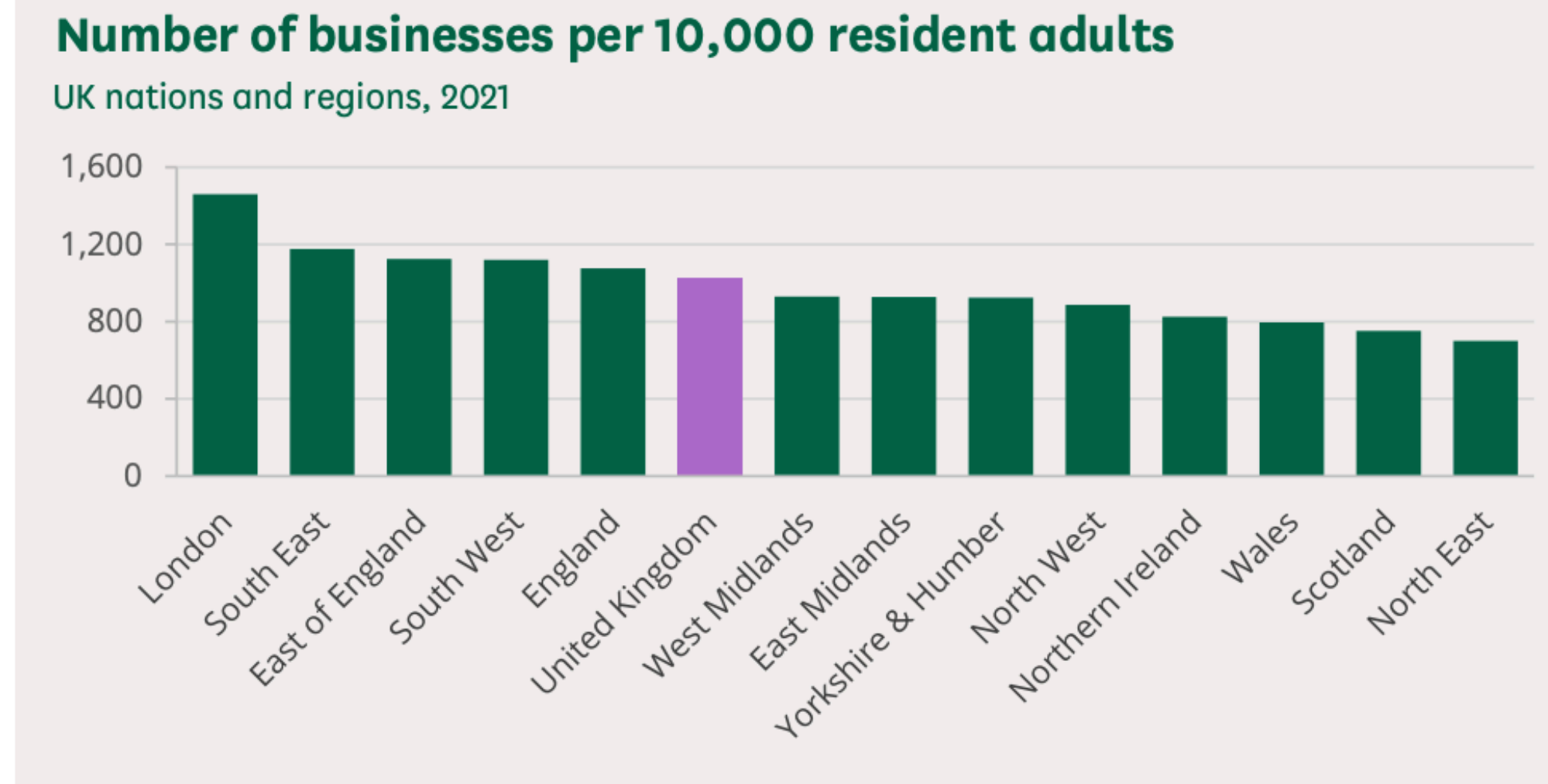
SOLUTION

- **Impression A.I. makes royalty-free music (no licence required)**
 - **Music can be configured through the app**
 - **The A.I. generates engaging music tailored to the type of business**
 - **No ads, no swearing, no compromising music**
 - **Zero subscription fees**
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MARKET SIZE

- **London is home to over 220k retail shops**
- **Only 350,000 establishments in the UK have a music licence**
- **Over 500,000 shops already use royalty-free services such as Mood Media**
- **Impression A.I. can start covering 20% of the London area to later expand in other European capitals**

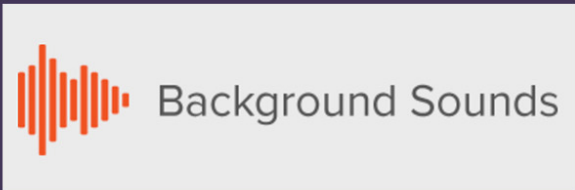


Source: BEIS, [Business Population Estimates](#), 2021, Table 8

BUSINESS MODEL

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
	KEY RESOURCES		CHANNELS	
Manufacturers Musicologists	Providing royalty-free music services to shops. Regularly updating libraries and A.I. recognition of moods.	Providing cheap and quality music to retail shops and businesses that require to play music in public spaces or employees staff rooms. No hidden fees, no subscriptions, just a one-time payment to purchase the A.I.. Regularly updated A.I. technology to provide music that is up to date, catchy, and tailored to each shop.	Monthly newsletter with updated features. App. Chatbox and assistance services.	Retail shops Restaurants Grocery stores Spas and beauty shops Offices Agencies To be later expanded to public transport, airlines, airports, etc.
COST STRUCTURE		INCOME STREAMS		
Machine and A.I. software App and website development Marketing activities		Sales of Impression A.I. Sponsorships		

MORE CONVENIENT



MORE EXPENSIVE

LESS EXPENSIVE



LESS CONVENIENT

UNDERLYING MAGIC

- **One-off payment**
- **Keep all your music**
- **Fresh music created ad hoc**
- **Machine learning**



GO-TO MARKET

- **B2B**
- **Influencer marketing among businesses**
- **Online advertisement**
- **SEO practices**

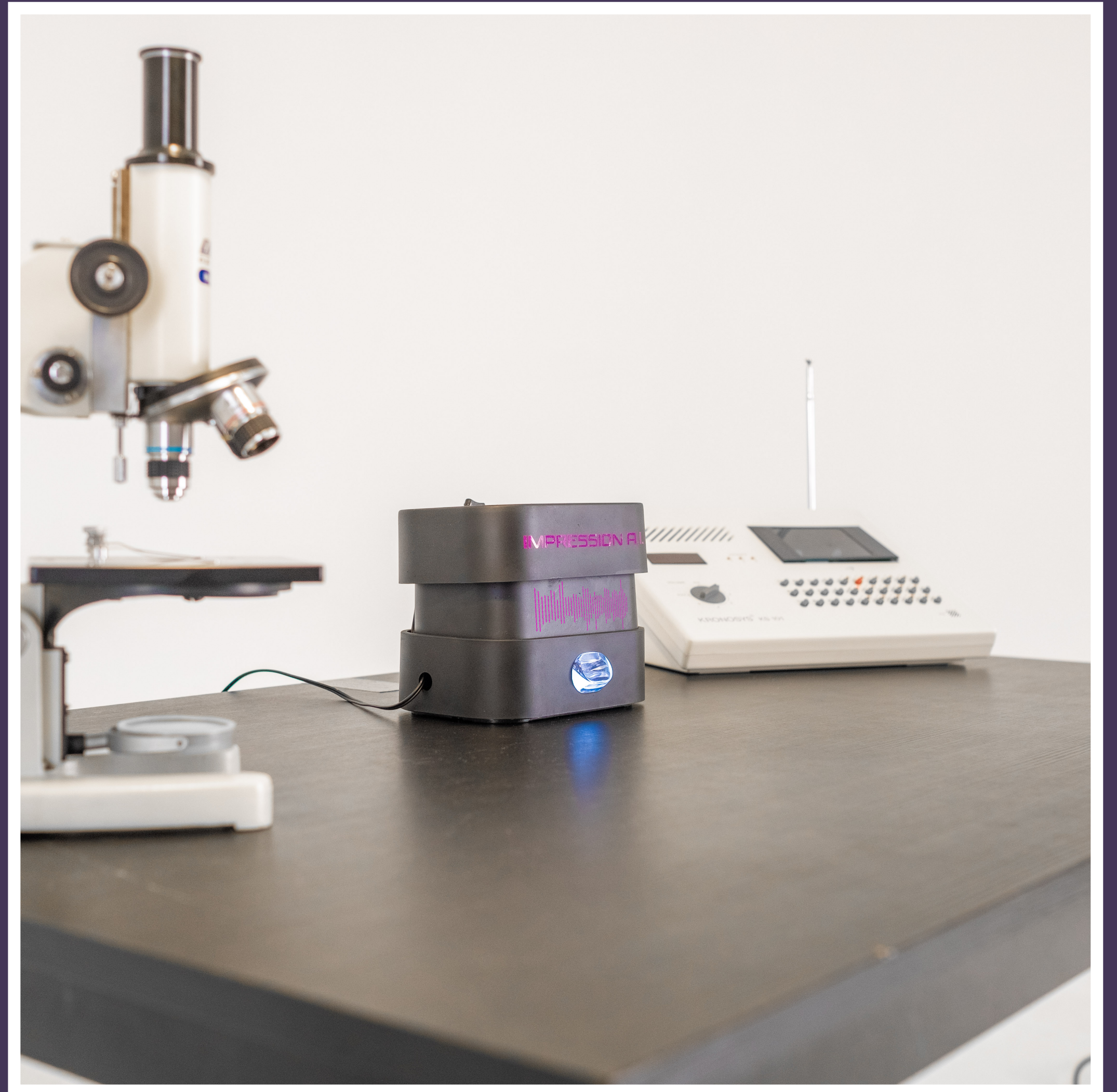


TEAM

- **CEO**
- **Technicians**
- **Musicologists**



THANK YOU!



REFERENCES

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 - <https://pplprs.co.uk/get-themusiclicence/>
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