ZENDEN

PRODUCT LAUNCH BY RIMINI MUSCHAMP

threesixty
ARTIST WELLNESS

ZENDEN CONCEPT

The ZenDen was born out of a need to feel the joyful balance of a retreat to nature in the hustle and bustle of a city centre, in the comfort of your own home or even within a nightclub!

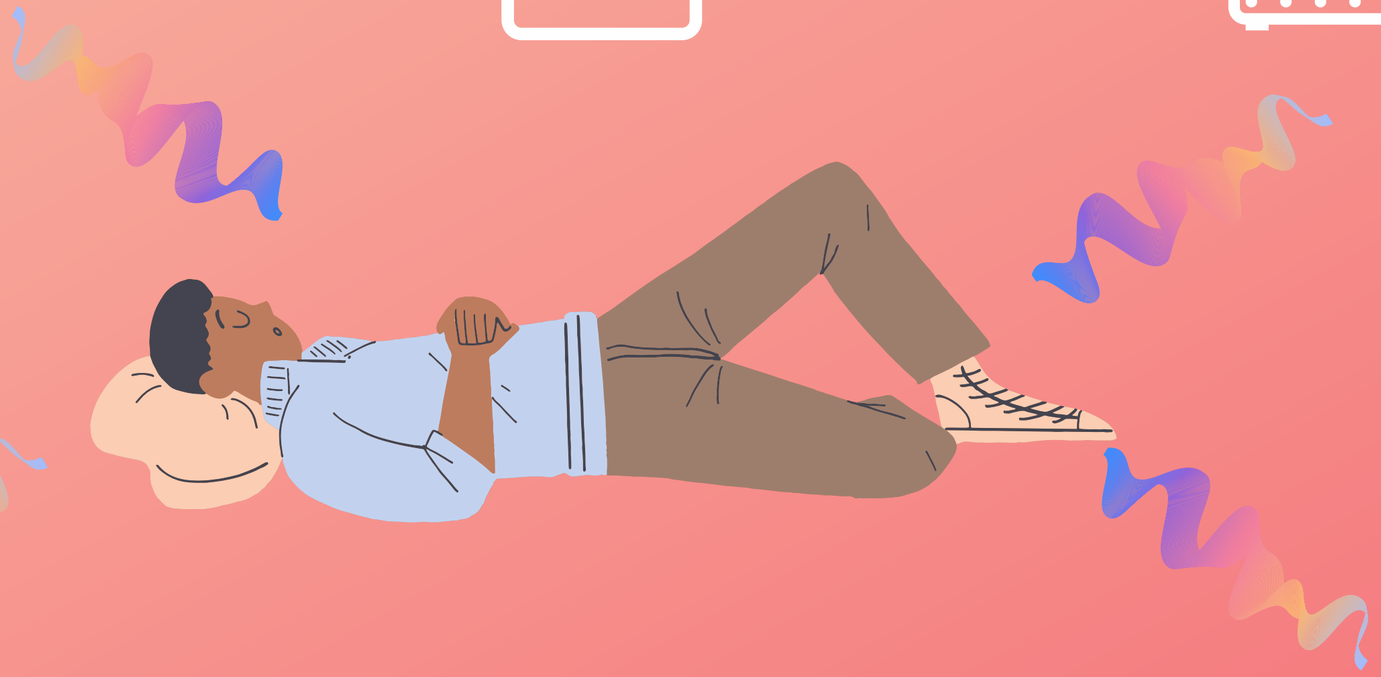
What is ZenDen?

Zenden is a frequency & harmonic distributor, that amplifies the healing solfeggio scale. Using tuning forks the healing resonance engulfs & soothes the listener.

Using either a single tone or multiple tuning fork frequencies to create a binaural effect so not only are you rebalancing your body you also stimulate meditating at the same time.

What is ZenDen?

ZENDEN



CHOOSE THE FREQUENCY OR FREQUENCIES YOU'D LIKE TO USE, HIT THE PUCK AND THEN LAY BACK AND FOCUS ON YOUR INTENTION.

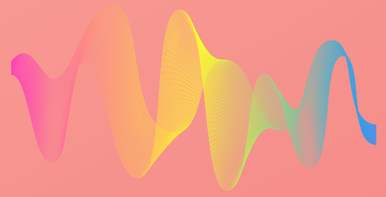
ZenDen Frequencies

Dogood, S. (2022) Music | Positive Energy Binaural Beats 777Hz and the Science of Solfeggio Frequencies. Available at: https://www.everythingneurodiversity.com/post/music-positive-energy-binaural-beats-777hz-and-the-science-of-solfeggio-frequencies.

Sound Therapy & ZenDen

Tuning fork healing is a sound therapy using different frequencies to help balance the body's energy. It is believed that sound waves can stimulate and promote healing on a physical, emotional and spiritual level.

ZenDen is in discussions with dolby Atmos and the leading brand of tuning forks. It also uses an aluminium plates due to its superior ability to conduct sound waves inorder to minimise sound degradation in the amplification process



FIRST TIME YOU USE IT

You can make the most of any Tuning Fork session by paying attention to a few things before you begin.

- In preparation for the session, consider specific areas of tension that you would like to focus on (physically, mentally, spiritually, and emotionally).
- Keep an open mind and believe that sometimes results can be better than you anticipated.
- Each session should have a clear goal and intention.
- The vibrations from the Tuning Forks can trigger self-healing mechanisms in the body, so drink plenty of water afterwards.

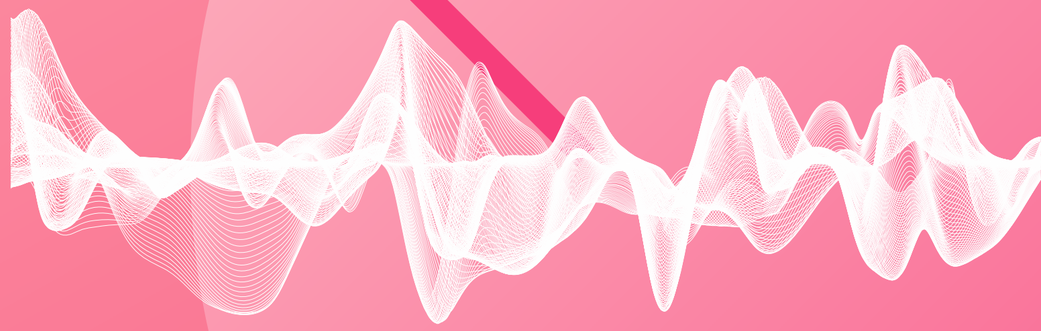
Preparation will allow you to enjoy the session and its results to the fullest.

WHY DO WE NEED THE ZENDEN?

We are electromagnetic beings. When we live in large cities and do not have regular access to nature we build up a charge in our field through constant exposure to EMF that surrounds us daily.

From microwaves, TVs, 5G, electricity and even 440 music. This creates dissonance in our bodies which are experienced as stress, insomnia, sickness, depression and anxiety.

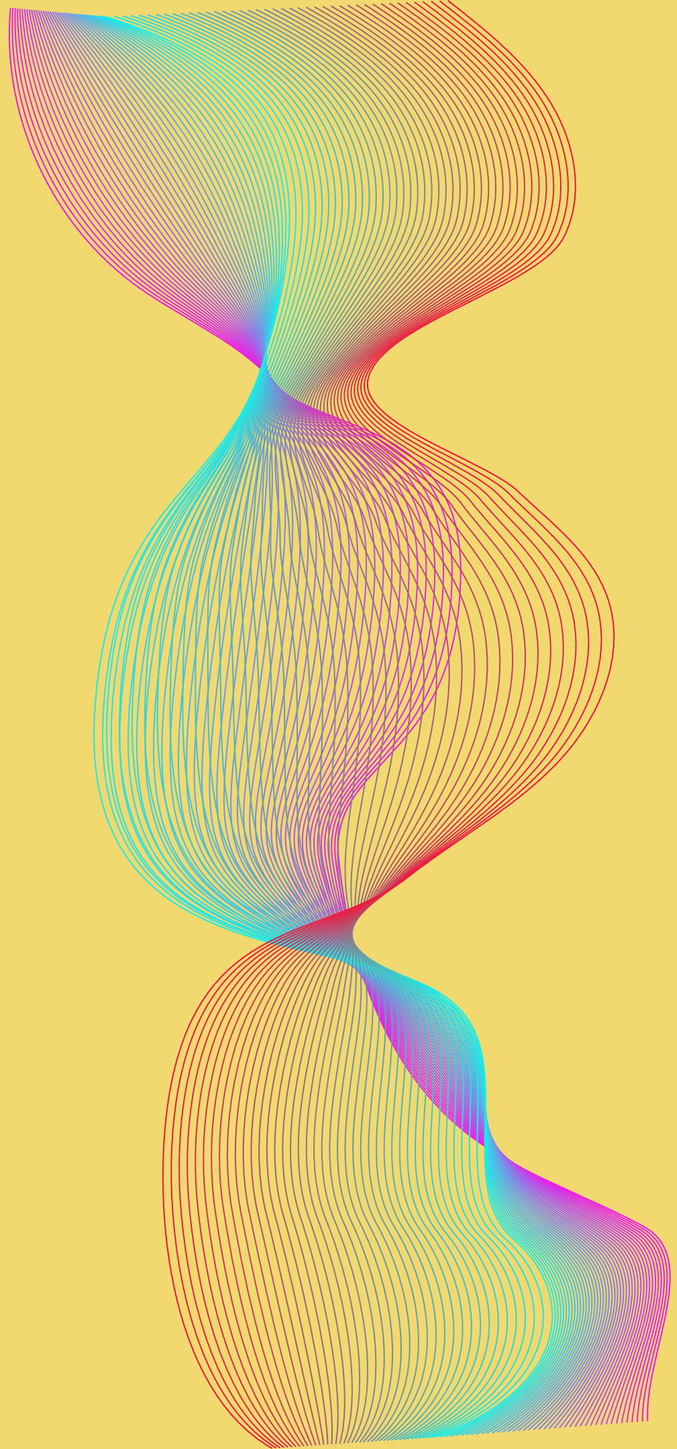
By rebalancing bodies and our electromagnetic field, these symptoms have been seen to hugely reduce.



ZENDEN USP'S

- The ZenDen is designed so that you can become your own sound therapist both inner city or within a retreat.
- Treating the whole body at one time.
- No repeated cost for the therapist
- It also allows you to create your own binaural beats using a combination of frequencies to serve your purpose.
- Can be combined with light to create a full auditory and visual experience
- We are also exploring creating our own pods to host events in
- Can create your own set-up to suit your needs with a variety of tones and amps
- It solves the problem, with traditional sound baths where there is often an uneven distribution of sound, meaning that some people in the room or tent do not receive the full effect of the healing.

ZENDEN



THE BRAND

BRINGING NATURES HARMONY TO YOU

WELL-BEING, INNER ALIGNMENT AND JOY ARE AT THE HEART OF EVERYTHING CREATED. BRINGING WELLNESS TO YOUR COMMUNITY.

CORE AUDIENCE

THE ZENDEN IS FOR BOTH PERSONAL USE AT HOME AND ALSO FOR PRACTITIONERS WHO WISH TO CREATE A HEALING POD WITHIN ENVIRONMENTS LIKE A SOUND BATH, CONCERT OR FESTIVAL TENT.

FOR INDIVIDUAL USE OR B2C, WE ARE LOOKING AT THOSE PEOPLE ON A SELF-EMPOWERMENT JOURNEY WHO ARE KEEN TO RAISE THEIR VIBRATION AND BE IN TUNE WITH THEIR HIGHER SELVES, PERHAPS OVERCOMING SICKNESS OR ANXIETY

THE SECOND B2B MARKET IS WELLNESS BUSINESSES/PRACTITIONERS LIKE YOGA STUDIOS, WELLBEING CENTRES, WELLNESS TENTS IN FESTIVALS, SOUND HEALERS AND EVEN DJ'S AT EVENTS LIKE MORNING GLORY.

MARKET POSITIONING

THE ZENDEN IS GOING TO BE BRANDED IN A WAY THAT MAKES IT RELATABLE AND CREATES AN EASY ACCESS POINT TO WELL-BEING WHILST ALSO MAKING IT FUN.

YOU DON'T HAVE TO BE TRAINED IN HOW TO USE THEM AND WE'LL PROVIDE A BREAKDOWN OF HOW ALL OF THE FREQUENCIES WORK AND WHICH ONES YOU MAY LIKE TO USE TO CREATE BINAURAL BEATS... A BIT LIKE A RECIPE BOOK!

IT IS SUPER EASY TO SET UP AND GET WORKING AND LATER MODELS MAY INCLUDE THE MECHANISM TO STRIKE THE TUNING FORKS SO YOU CAN LITERALLY STAY LYING DOWN.

The Launch Strategy

- BIG kick-off event with named DJ who will start his set mixing tuning fork tones and healing for the crowd -filmed / steamed live
- Festival Tour to create rich content for social media and promote to other sound healers/wellbeing practitioners
- In affiliation with 360 Wellness with put a number of blog articles
- Develop Brand Partnerships with;
  - Yoga Studios
  - Ecstatic dancing events for
  - Wellness retreat centres
  - Wellness and family-focused Festivals
  - Dolby Atmos
  - Biofield practitioners

- Flash Mod Sound healing in kings cross filmed!

TACTIC 2-LIVE

Take the technology on tour...

FESTIVALS

GLASTONBURY

SOUND BATH EVENTS

CONTACT CONSCIOUS DJ'S LIKE SEPPA, TYCHO, PHUTUREPRIMITIVETO KICK OFF THEIR EVENTS WITH SOME HEALING TONES

HOT POD YOGA

TACTIC 3-

Using beautifully shot video content from retreats in Ibiza, festivals and yoga studios promote across the following....

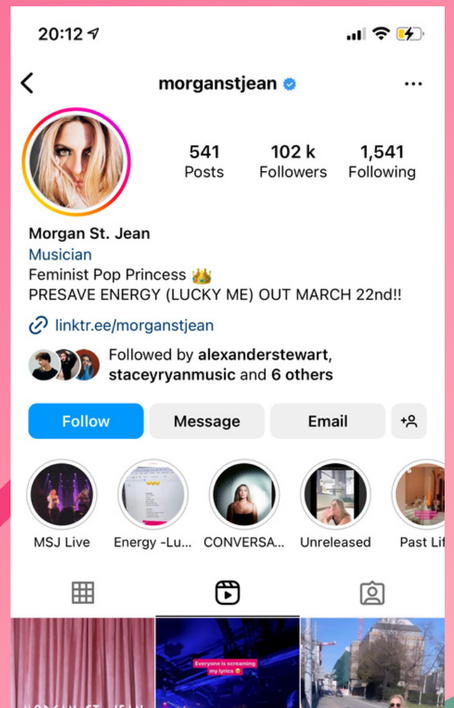
Also product placement with relevant musicians and social influencers like; .

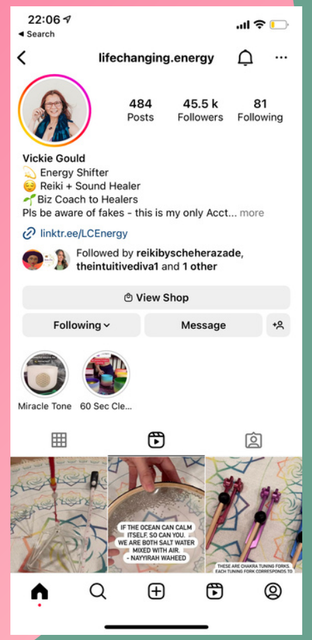
TIKTOK

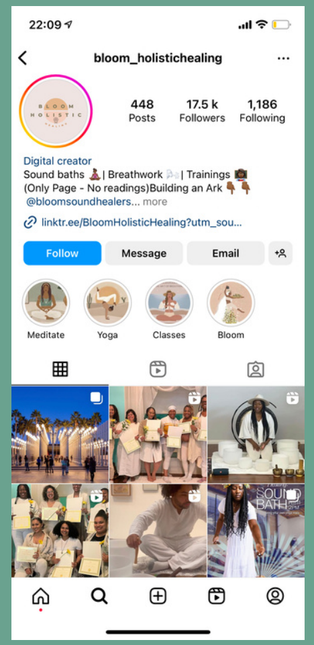
INSTAGRAM

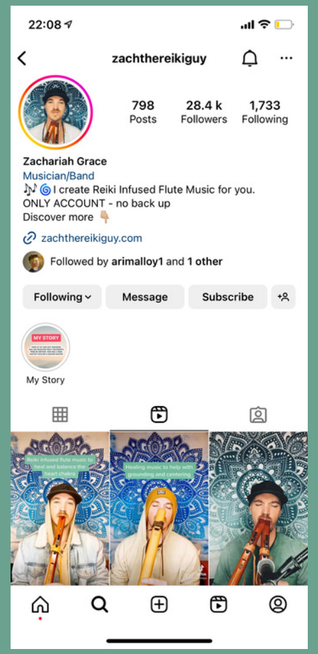
FACEBOOK

PINTREST









TACTIC 3- PR

Tap into the conversation around mental health & wellbeing. Interview charities & celebrity DJs who care about this topic after a session with the ZenDen and also invite them to take part in the creative retreat.

- WOMEN IN MUSIC
- BAPAM
- DOORLY &WILL CLARKE
- MOVE THE NEEDLE
- HELP MUSICIANS
- 360 ARTIST WELLNESS BLOG

COMPETITION

There are tonnes of devices being developed to support humanity's quest for well-being which is declining at a rapid rate with the introduction of a more digitally led way of life.

So whilst that is sad news it also means there is a huge demand for solutions, especially those that actually work,
As the ZENDEN is utilising ancient sound healing technology it has a bit of a head start as its effectiveness at healing has been proven through the ages.
However, we plan on giving it a bit of a facelift and making it less ancient and more relevant in today's terms.

Notable Competitors

Sound healing workships

- reliant on event taking place, and can experience uneven sound, therefore less impact

Normal Tuning Forks -

- cannot reach your own field in an immersive way and or you are paying a therapist per session

Sound healing technology like vibro acoustic therapy

- expensive and can only reach one person at a time so not suitable for a flexible approach

- Love tuner which is great for stress relief and wearable however doesn't have the same level of therapeutic effects across the whole body and is limited to 528hz.... Has a great social media presence, though, and has now sold out.

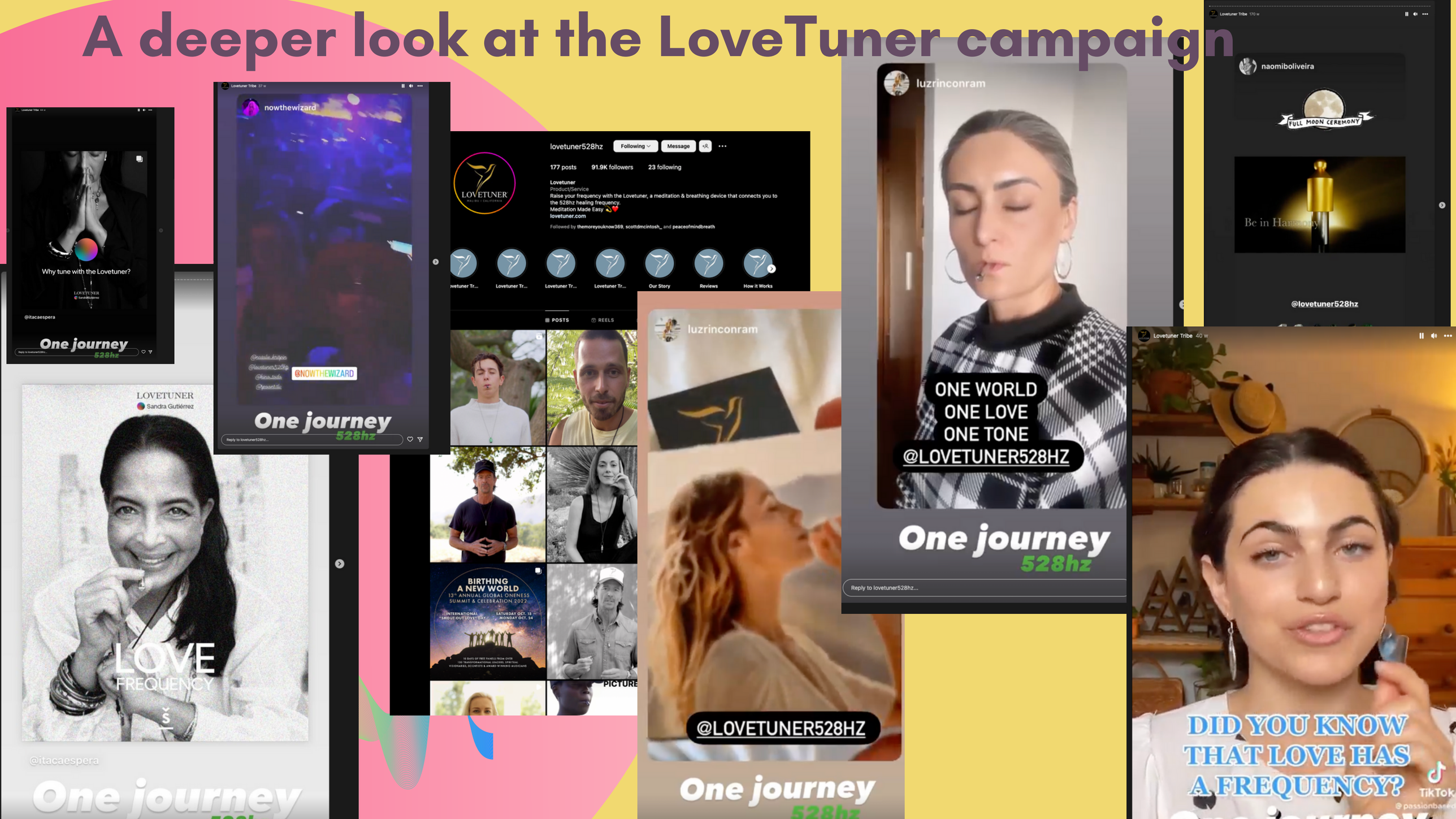
A deeper look at the LoveTuner campaign

I wanted to play on the words 'stay tuned' but it seems that the love tuner necklace is using that in their marketing

- Using a lot of video content of average people using the tuner
- in clubs, on beaches, in the office.
- Lightly Educating on sound resonance
- Use astrological events to promote
- They have made it accessible and easy to use
- Packaged beautifully
- Partnered with both glamourous influencers and more hippy-conscious folk
- They have partnered with conscious summits online and also festivals
- Promote it as a mindfulness and wellbeing tool, also leaning into a community with their slogan

'One World, One Love, One Tone

A deeper look at the LoveTuner campaign



8 Month Launch Timeline

Month -5
Film before and after videos and kick off social media

Month- 4
Send out press pack and protoype

Month - 3
Live Tour Starts

Month-2
Big Flash Mod

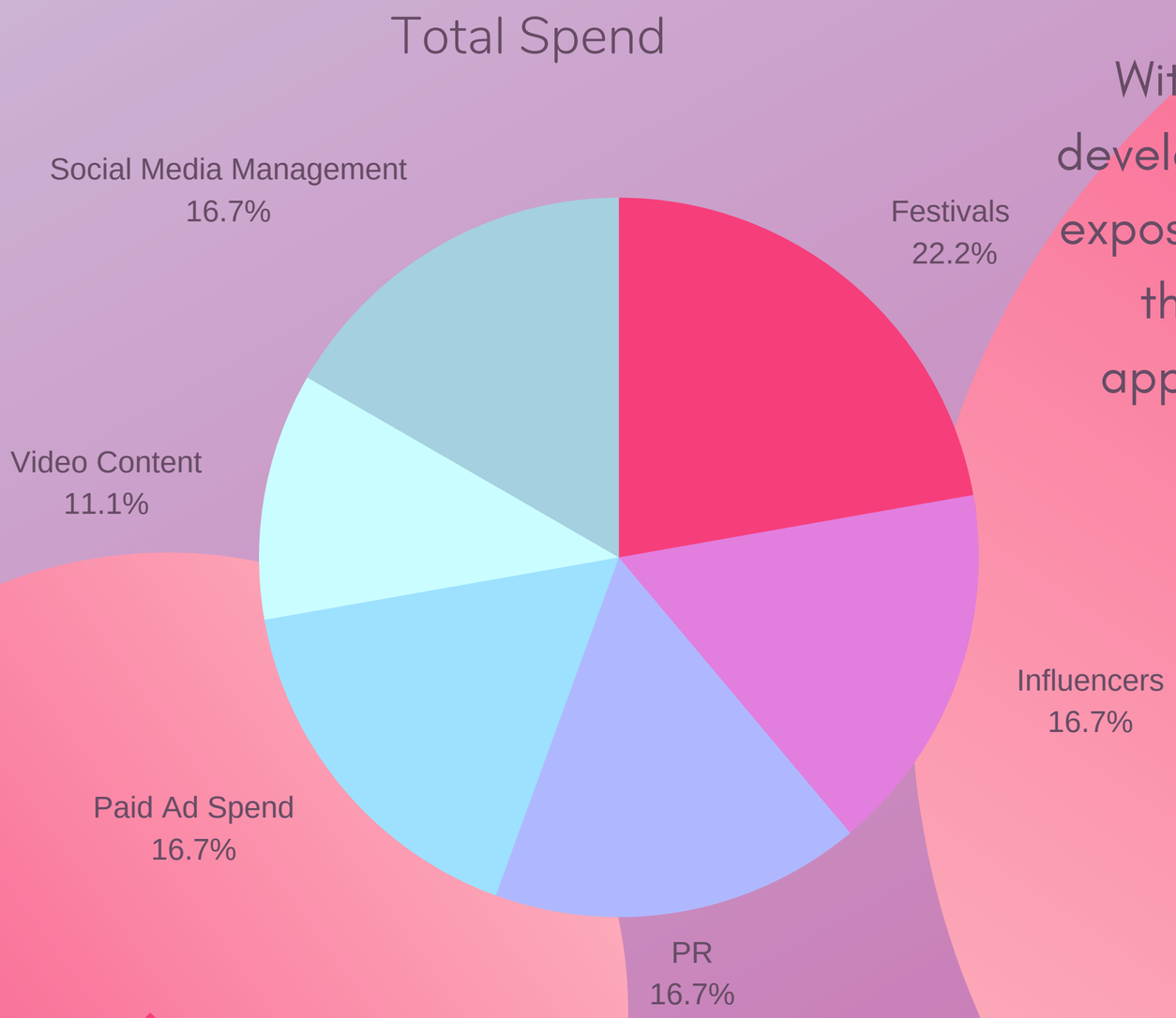
Month-1
PR campaign and partnerships eith wellness and music business and events

Month zero
Paid promotion & Social influencers

Month +1
Big DJ event

Month+2
Competition For most unusual sound bath

THE BUDGET



With partners/sponsorship, we hope to raise £20,000 to develop a full and beautiful prototype and leverage branding exposure with potential partners like Dolby Atmos. £10,000 of that will be spent on securing PR, sending products to appropriate social influencers, developing amazing video content, exhibiting in festivals

Current cost of production

£37 per tuning fork

£2 aluminium plate

£30 per mini amp

£6 guitar lead

Contact £7

£82 - but the aim would be to buy at wholesale or partner up

Due to the various purchase options there would be the different price points.

ZENDEN

ADDITIONAL IDEAS & AREAS FOR FUNDING

In order to create impact and raise awareness, additional funding may be available through Hackney Council. They offer up to 80k for projects that support mental health locally.

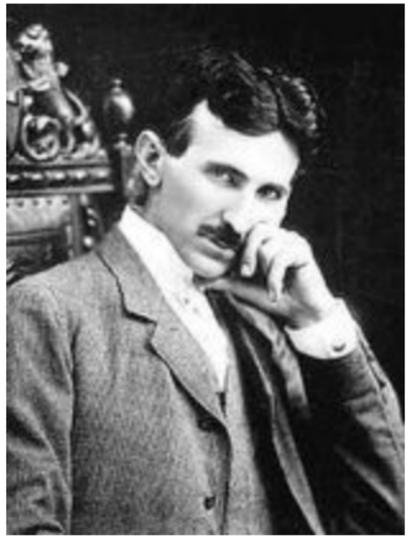
The following companies also support wellness projects and could be approached;

Arts Council

Hackney Council

BAPAM

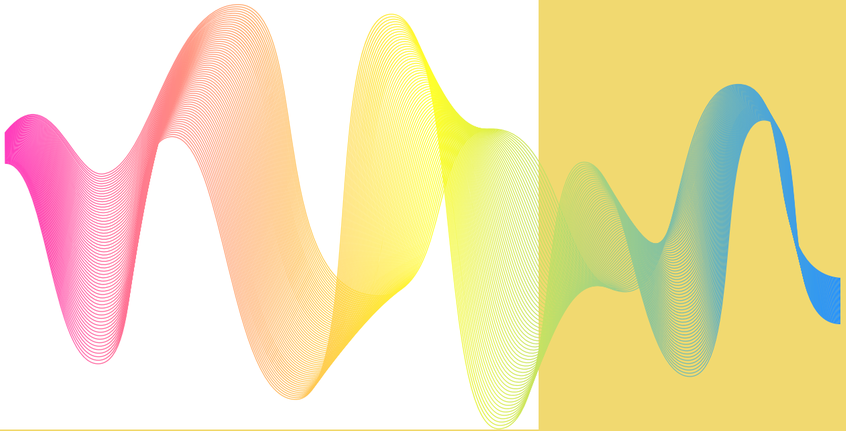
Help Musicians



“If you want to find the secrets of the universe, think in terms of energy, frequency and vibration.”

— **Nikola Tesla**

tags: energy, frequency, vibration



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MuschampR_F1 Presentation Reference List

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