

# Online Piano Sparring Partner FIRM PROPOSAL

NEO-S-S-057  
Answer-Guess-Right Team



# Team



**Skye  
Zhou**

Member

Division:  
Marketing



**Jim  
Hou**

Captain

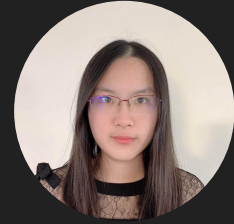
Division:  
Market Analysis



**Sophie  
Zhu**

Member

Division:  
Product & Service



**Wendy  
Cao**

Member

Division:  
Financial Model



# TREMENDOUS Piano Sparring Partner Market Potential

Piano Learning Population

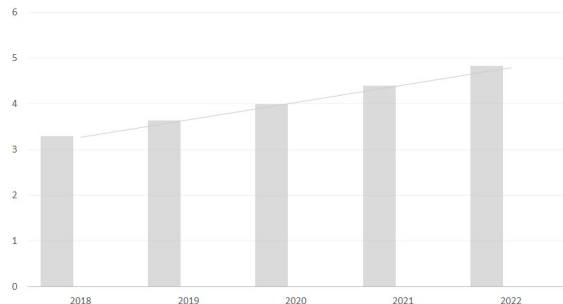
\* Sparring Partner Penetration Rate

\* Class Needed Per Year Per person

\* Average Price =

$40M * 3% * 90 * 75 =$

**89.1 Billions CNY Per Year**



## Our Service ADDRESSES Needs for Stakeholders



PARENT

Time-saving & Education



STUDENT

Enjoy Learning



TEACHER

Gain Profits



INVESTOR

Rapid Returns

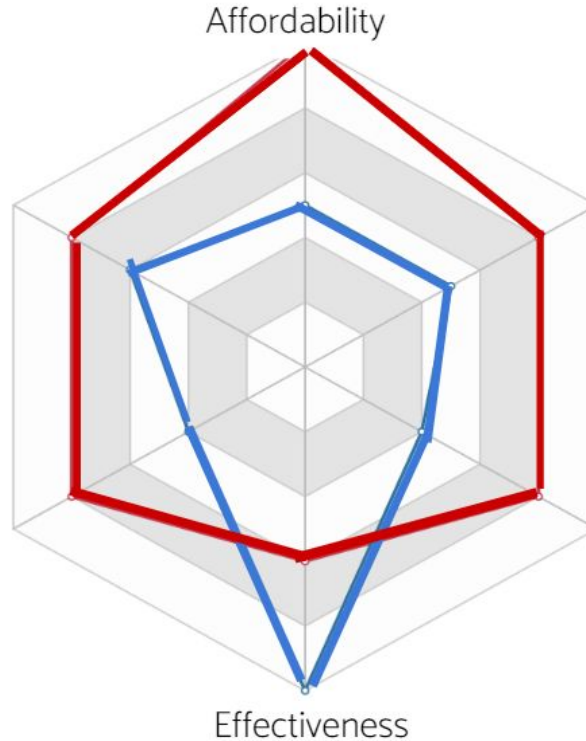
# Online WINS in Most Aspects



Total Score:  
**52**

Accessibility

Reviewability



Convenience

Safety

Effectiveness

Total Score:  
**34**

# Service Competitors Exists



## Our Countermeasure:

**Second-Tier Cities  
(Starting Hangzhou)**

Price **75/class (1h)**

# But there is no existing DEVICE



**CONFUSION  
IN  
KEYBOARDS**



**LOSS  
CONCENTRATION**



**Details  
of Sound**

Platform and distribution channel:  
Wechat Mini Program

Market Analysis

Business Model

Product&Service

Marketing

Financial Model

Team-57





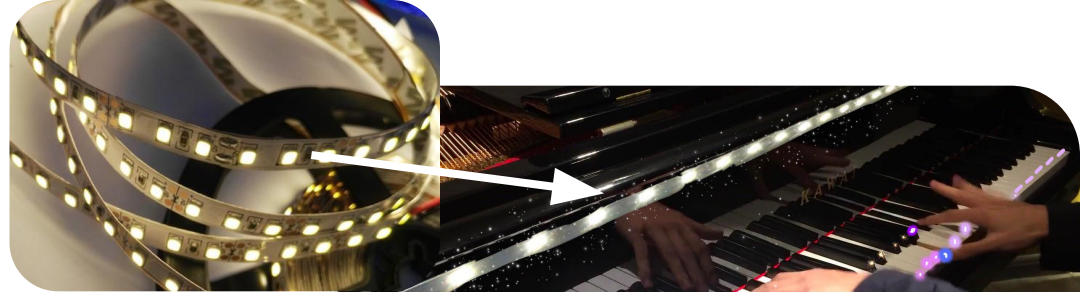
- **Annual wage:**  
300,000+ RMB
- **Expected spending on piano learning:**  
10,000-20,000
- **Parents' level of piano:**  
none~little

> **Busy, Non-professional, Worried Parents.**

> **Discouraged, Unfocused Children.**

# 1 PRODUCT Learner Light Track

- > laser light
- > pressure sensor
- > color change ⇒ Plays and Learns
- > remote reflection



Light + sensor



First Stage Prototype ↑

WE FEATURE OUR UNIQUE **1+3** MODEL

## **3 SERVICES**

Live Lesson Monitoring  
Report: Quantitative + Qualitative  
Free Time Activity

Market Analysis	Business Model	Product&Service	Marketing	Financial Model	Team-57 
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# Strong & Effective Campaign Plans



## OFFLINE LEAFLETS 1

Leaflets with QR Code

## COOPERATION 2

Piano companies &  
Training schools



TIANMU MUSIC



## ONLINE KOL 3

Wechat public account  
Bilibili bloggers  
Weibo bloggers







## LIVE CONCERT

Broadcast live Music concert performed by our employed teachers



## FREE EXPERIENCE CLASS & MASTER CLASS

Live classes of **high professional musicians**

## IN THE NEAR FUTURE...

- Extending our service to elder learners with more professional knowledge
- expanding our company beyond HangZhou and even off line

Market Analysis	Business Model	Product&Service	Marketing	Financial Model	Team-57 
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# We Minimizes The Risks

Stable Connection



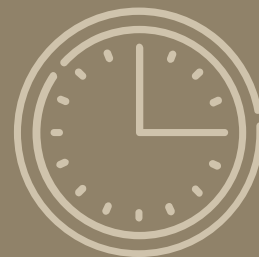
Reliable Servers

Traits Barrier



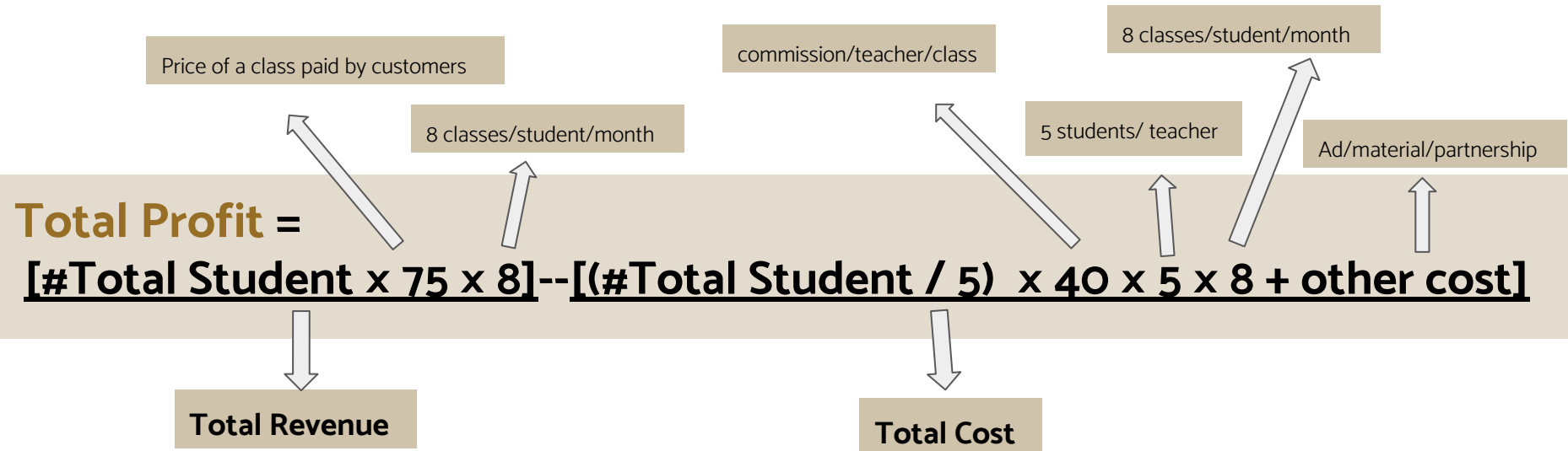
LOGO ON THE KEYBOARD

Canceling/Rescheduling Policy



24 hr before the class starts





**[# Total Student @ month A]**

= [#Total Student @ **month (A-1)**] x Return Rate + [# New Student enter @ **month A**]

**Return Rate:** continues increasing from 50% to 70%

**New Student:** increase at first, then decrease

Month	Total Revenue	Total Cost	Profit
8	N/A	1,000,000	0
9	90,000	248,000	-158,000
10	139,200	73,600	-92,400
11	172,800	91,200	-10,800
12	218,400	215,200	-7,600
1	280,200	148,800	123,800
2	377,400	200,000	301,200
3	539,400	386,400	454,200
4	730,200	388,800	795,600
5	962,400	512,000	1,246,000
6	1,161,600	719,200	1,688,400
7	1,375,800	732,800	2,331,400
8	1,553,400	827,200	3,057,600

# Students **2589**

# Teacher **517**

Break-Even **2021  
Jan.**

Other Cost :

1) Light Track R&D = 250,000 RMB

(#3106) Mass production = 300,000 RMB

2) Mini Program (Course management + promotion) = 100,000 RMB

3) Partnership w/ Online class Platform = 150,000 RMB/Year

4) Advertisement Total (KOL+Partnership+Leaflets) = 200,000 RMB

# Appendix #1

Month	# New	Return Rate	# Return	# Total	Total Revenue	# Teacher	Salary	Other Cost	Total Cost	Balance
0	0	N/A	N/A	N/A	N/A	N/A	N/A	1,000,000	1,000,000	0
1	150	N/A	N/A	150	90000	30	48000	200,000	248,000	-158,000
2	157	50%	75	232	139200	46	73600	0	73,600	-92,400
3	172	50%	116	288	172800	57	91200	0	91,200	-10,800
4	206	55%	158	364	218400	72	115200	100,000	215,200	-7,600
5	267	55%	200	467	280200	93	148800	0	148,800	123,800
6	373	55%	256	629	377400	125	200000	0	200,000	301,200
7	522	60%	377	899	539400	179	286400	100,000	386,400	454,200
8	678	60%	539	1217	730200	243	388800	0	388,800	795,600
9	813	65%	791	1604	962400	320	512000	0	512,000	1,246,000
10	894	65%	1042	1936	1161600	387	619200	100,000	719,200	1,688,400
11	938	70%	1355	2293	1375800	458	732800	0	732,800	2,331,400
12	984	70%	1605	2589	1553400	517	827200	0	827,200	3,057,600