

moForte

Introduction

Pat Scandalis (CTO, acting CEO) gps@moforte.com
Dr. Julius O. Smith III (Founding Consultant)
Nick Porcaro (Chief Scientist)
moForte Inc.

10/26/2014

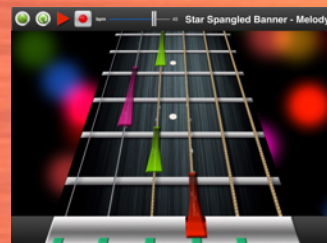
moForte

Apps that empower everyone to make, share and collaborate on creating music, using our interactive audio and social platform



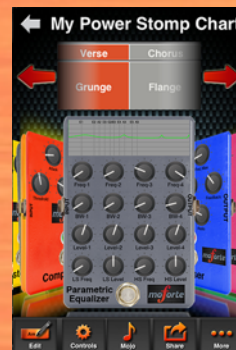
[moForte Guitar](#)

Click to see video demo



[Guitar-Inator](#)

Click to see video demo



[PowerStomp](#)

Click to see video demo



Guitaraoke



moCloud

The Team

- Pat Scandalis
CTO, Acting CEO
- Dr. Julius O. Smith III
Founding Consultant, Professor at Stanford/CCRMA
- Nick Porcaro
Chief Scientist

Former members of Stanford University's Sondius team (1994-1997) formed to create IP around audio DSP inventions

Founders of Staccato Systems, a spin-out from Stanford, sold to Analog Devices in 2001

[BIOs](#)

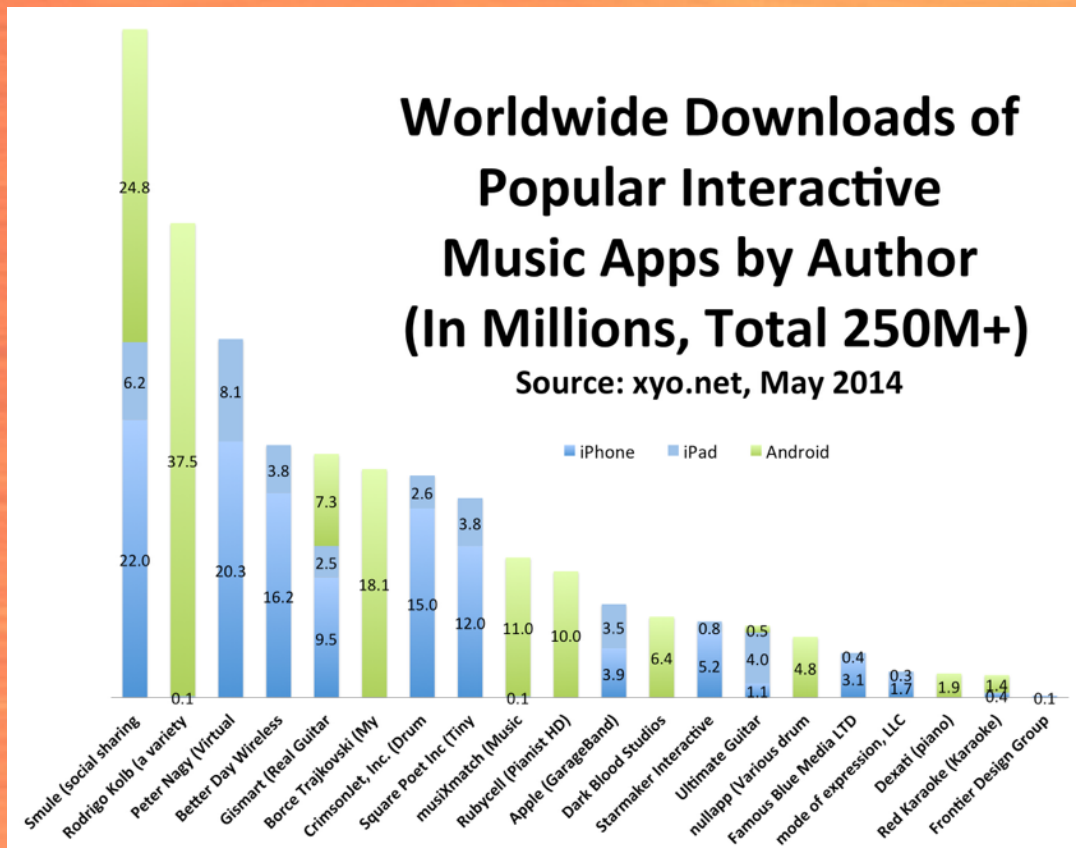
moForte's team is composed experts in interactive audio modeling. Dr. Julius Smith III is considered to be a pioneer in the field.

The Opportunity:

Monetizing a Broad Audience that Desires to Make, Share and Collaborate on Music

- In the US, 100M people play an instrument, 20M play guitar;* **many more aspire to make, share and collaborate on creating music**
- moForte will use apps to monetize the desire to create music
- The short head part of this market has been calculated to be 250m+ downloads

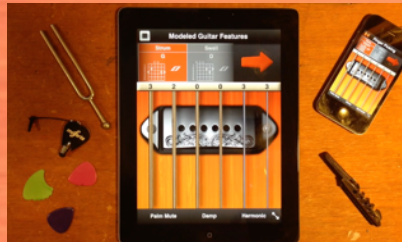
* Source NAMM



The Hook

moForte's Interactive Audio and Social Platform

- moForte's products are designed to enable a broad audience to make, share and collaborate on creating music
- moForte's products are based on interactive audio modeling which offers an emotional performance experience, worthy of sharing with friends

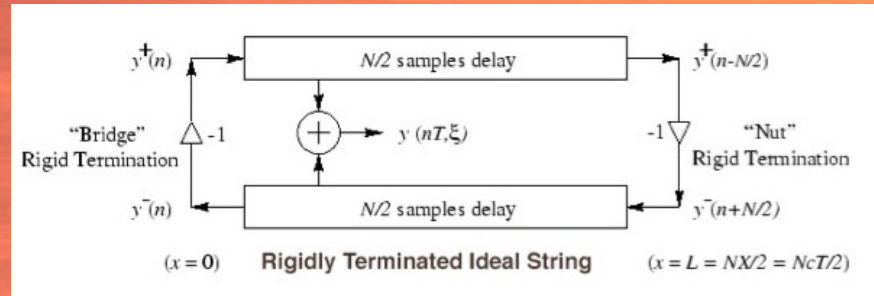


[moForte Guitar Demo Reel](#)

Click to see video demo

In the future everyone will be Jimi ... for 15 seconds

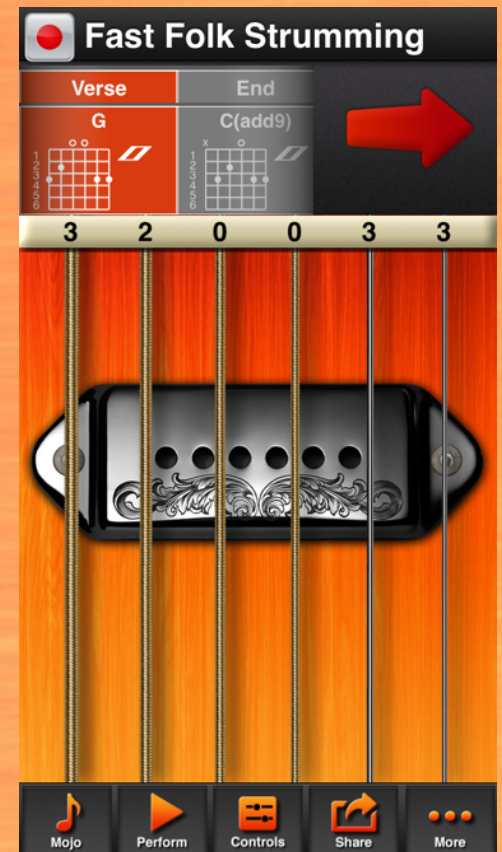
Technology



- moForte's products are based on unique DSP algorithms for interactive audio modeling known as [Physical Modeling Synthesis](#).
- These algorithms make it possible to model the experience of performing music and bring that experience to a **broad audience**.
- moForte has developed techniques and processes based on the founders' decades of experience with interactive audio modeling. This enables moForte to maintain a technological lead over potential competitors.
- moForte is generating new IP to protect its emerging market position (currently 9 potential patent filings identified)

moForte Guitar is in the iTunes App Store

- Used to prove product development execution and test market opportunities.
- Based on user feedback, the code-base is being used to create two interactive musical entertainment products as well as two products for people who play music



[moForte Guitar](#)

Click to see video demo

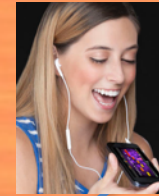
Current and Near-term Products

Guitar-Inator (under development)

- Targeted for ~10M consumers
- Freemium + in-app purchases



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Guitaraoke (under development)

- Targeted for ~10M consumers
- Freemium + in-app purchases



moForte Guitar (R1.6 Live Sept, 2014)

- Targeted for ~1M musicians
- Performance, accompaniment and song writing
- Freemium + in-app purchases



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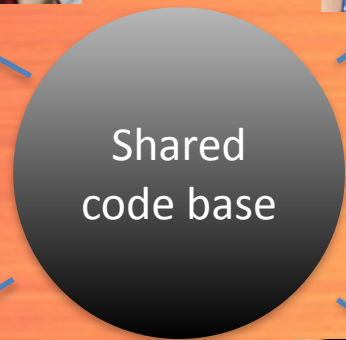


PowerStomp (under development)

- Targeted for ~250k musicians
- Paymium + in-app purchases



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moForte Has a Three Point Plan to Monetize Interactive Musical Entertainment

- **Apps** - A line of apps that empower **everyone** to make, share and collaborate on creating music
- **Musical Collaboration in the Cloud** - A cloud based social platform for musical sharing and collaboration
- **Physical Products** - Add-ons: plastic enclosures, cables, pedals



Gallery of Video Demos



[moForte Guitar](#)

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[Private Demo Reel](#)

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[Using for Accompaniment](#)

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[Guitar-Inator](#)

Click to see video demo



[PowerStomp](#)

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