

moForte, Inc Corporate Background

About moForte

moForte is the maker of **award winning, unique** music creation **products**, **used by thousands of musicians** world wide, with **millions** of video views.

Props

"GeoShred is brilliant- it's a real instrument."
- Eddie Jobson - Roxy Music, Jethro Tull, Frank Zappa, UK

"A fantastic new invention which is going to revolutionize the way music is played, expressed and learned! 'GeoShred' is one of the foremost best musical inventions I've had the pleasure to experience in recent years. Definitely 5 stars out of 5!"
- Patrick Moraz, Yes, Moody Blues

"That's just nuts. You're [Jordan] the best-guitarist-without-a-guitar of all time."
- Joe Satriani

"GeoShred is a breakthrough [musical instrument] for the iPad. Some might think it's the best evidence yet that there has indeed been reverse engineering of alien technology, but if that's the case, then aliens play guitar... and worship Jimi Hendrix."
- Craig Anderton, Harmony Central, Founding Editor Electronic Musician Magazine

"...one of the most innovative, groundbreaking products to emerge in the past twelve months"
- Electronic Musician, 2017 Editor's Choice

Our current mobile product family, GeoShred, is used for recording and live on stage

30% of GeoShred Users are in India

Partnered with Wizdom Music, moForte's flagship product, GeoShred, has sold 19k units (over 3 years) with total gross sales of \$389k USD in 44 countries. GeoShred has a rating of 4.8/5 with 501 ratings. 30% of our customers are in India.



The moForte team includes industry insiders, mobile music innovator Jordan Rudess, keyboardist of the band Dream Theater, and world-renowned audio signal-processing expert, Dr. Julius O. Smith III of Stanford University and CCRMA. The moForte founders also co-founded Staccato Systems, a spin out from Stanford/CCRMA that was successfully sold to Analog Devices in 2001. Staccato was funded with \$6M sold for \$30M.

Nov 18, 2018

moForte, Inc Corporate Background

moForte, Inc. was incorporated in June of 2012. moForte has retained GCA Law Partners LLC of Mountain View, California for representation in corporate matters. In the spirit of Silicon Valley start-up companies, moForte is operating out of a garage in Mountain View, California with staff of Gregory Pat Scandalis (CTO/CEO), Nick Porcaro (Chief Scientist), Dr. Julius Smith of Stanford/CCRMA (part time founding consultant) and Jordan Rudess (publisher).

Product Expansion

Up until now, moForte's products have been targeted for mobile devices. Building on our **success** with mobile devices, **we are expanding our products to higher revenue/margin platforms**, including audio plugins for desktops, and plugins **for own DSP hardware**.



We have identified an **under-served opportunity** with a new generation of **music makers who embrace mobile devices**, and desktop music production tools. Initially moForte will offer these users a programmable, low latency DSP box for desktop or stand-alone stage applications. This box can be programmed from either a mobile device or computer.

A major music retailer has singled out desktop music products, as the **fastest growing segment** of the music creation market.

The Plan, First Year Sales

- Five moForte music creation products for mobile, desktop and moForte's Hardware
- Two 3rd party music creation products for moForte's Hardware
- Net \$3M on \$4.5M in sales.

Market

The electronics category of music creation products, which includes desktop music hardware and plugins, is estimated to be \$3.8 billion dollar market worldwide.

Fund Raising

moForte is currently raising \$3.5M dollars to operate for 2 years, with year one (\$1.6M) for development and year two (\$2M) for first year sales.

Contact

Gregory Pat Scandalis, gps@moforte.com, 650-906-3487
CTO Acting CEO moForte Inc,

Nov 18, 2018