



EASY GUITAR

Real Guitar Hero



easyguitarplay.com



Giray Songul

Founder

- MSc Management at London Business School
- BSc Electrical and Electronics Engineer, METU
- Winner of Star Academy on one of national TV Channels (won with 50% of viewer votes)

Orhun Tekeli

Hardware & Software

- BSc Electrical and Electronics Engineer, Bilkent University

Berker Yasar

Business Development

- MSc Energy, Trade & Finance, CASS Business School
- BSc Electrical and Electronics Engineer

Tugce Gurbulut

Sales & Marketing

- 2 years of experience at Project Development and Government Funds

Mentors

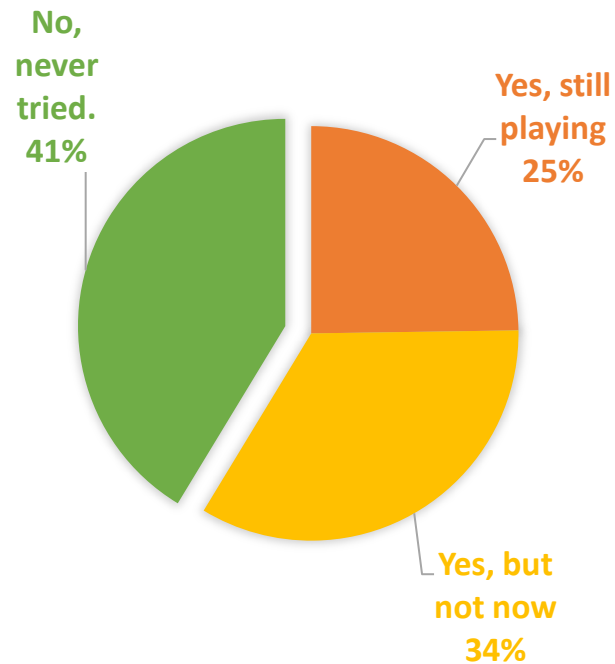
Mehmet Özgür ERINMEZ

- Founder of ES Engineering & Consultancy

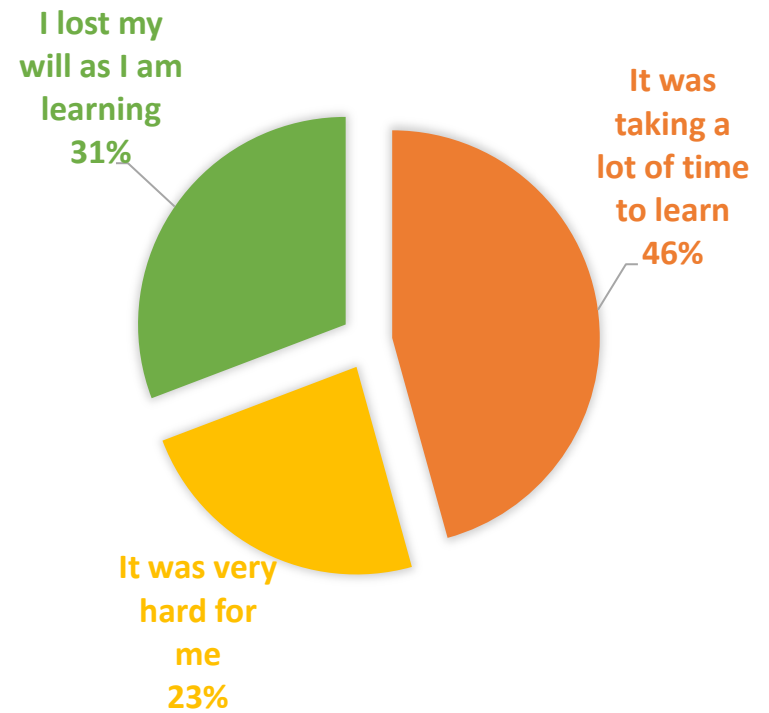
Mehmet S. SANLI

- Co-Founder of Girişim Evi

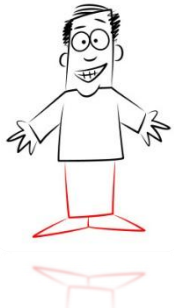
HAVE YOU EVER TRIED TO PLAY GUITAR?



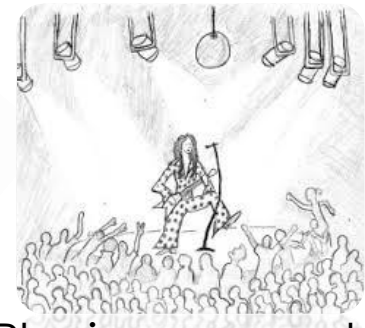
WHY DO YOU THINK YOU STOPPED PLAYING?



SOLUTION



A person wants to play the guitar



Playing a song to an audience



Note Sheets



Expensive Lessons



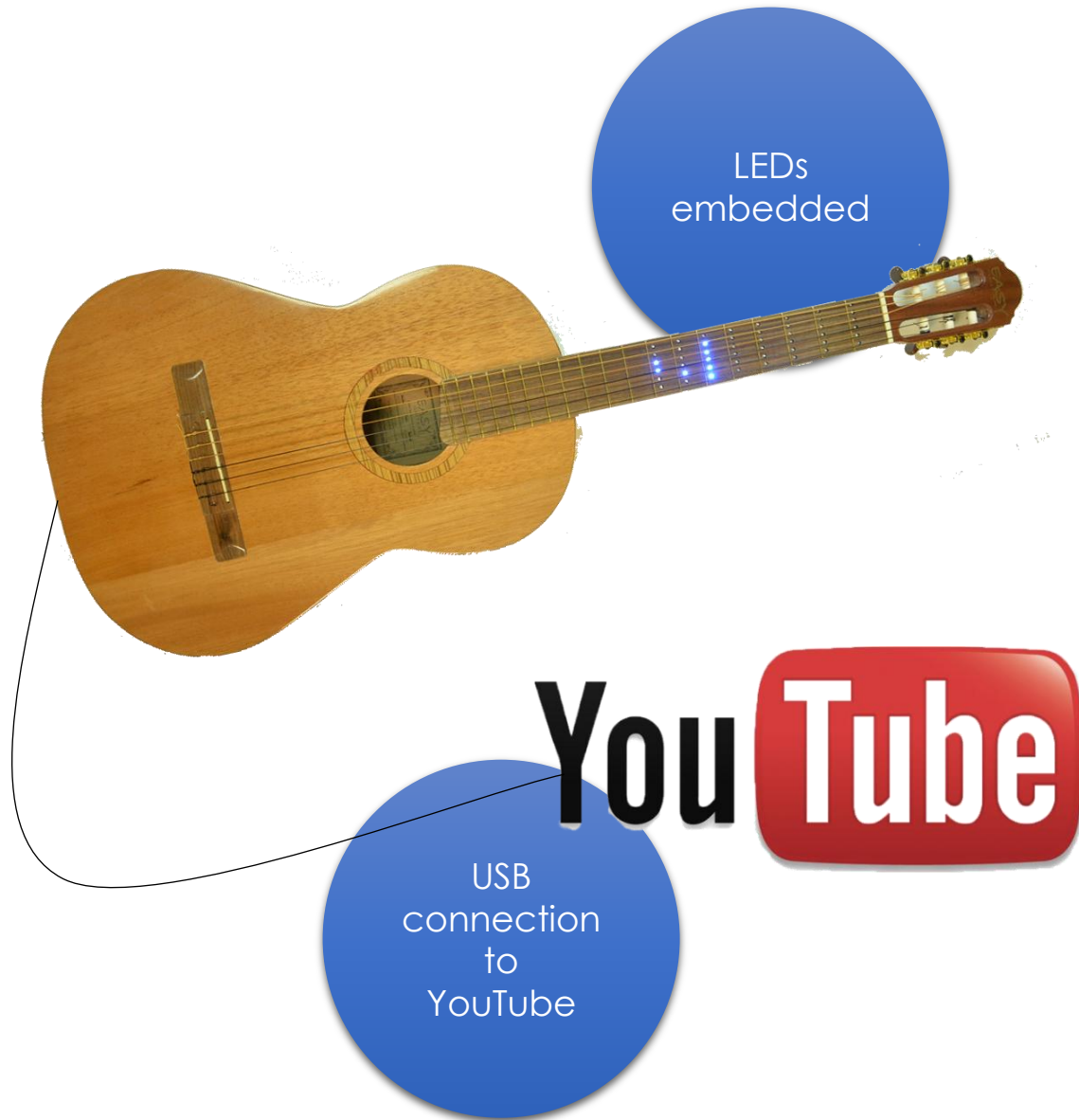
Complex Software



Time Consuming Exercises

Conventional Way


SOLUTION



 Tweetia  Paylag

Metallica - Nothing Else Matters Difficulty:



 Synced by: **molto** (Artist)

Easy Guitar Connection

- Chrome App Started
- COM:
- Guitar Connected

Time Shift

-1 -0.5 0

la minor

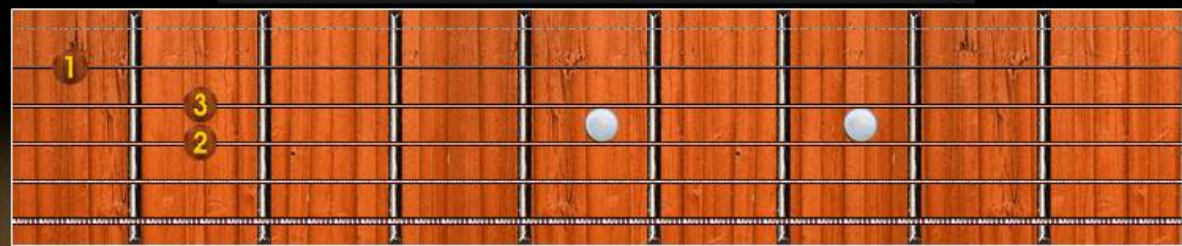
Am

Chord Progression


A B C D G **Am** Em

Transpose

◀ 0 ▶



Only Registered users can like videos and post messages

Register 

2 Comment

 **montona** (Guitar Master) 2014-05-31 16:07:51
just look and play so good :)

 **anlva** (Star) 2014-05-31 16:07:51
This site make easier playing guitar

 **Metallica - Mama Said**
Difficulty:  Metal

 **Metallica - Turn The Page**
Difficulty:  Metal

Eagles - Hotel California

Difficulty: ★☆☆☆☆



Half Speed Full Speed

11



1s delay 0.5s delay No delay

↓F↑ ↓T0↑ MyChordBook

Bm Fd

On a dark desert highway, cool wind in my hair

A E

Warm smell of colitas rising up through the air

G D

Up ahead in the distance, I saw a shimmering light

Em

My head grew heavy and my sight grew dim

Easy Guitar Connection ?

For USB connection add Easy Guitar Chrome Plug-in

Add to Chrome

or install manually

Bryan Adams - Everything I Do
Difficulty: ★☆☆☆☆
Slow

Bryan Adams - Heaven
Difficulty: ★☆☆☆☆
Slow

Frank Sinatra - Strangers In The Night
Difficulty: ★☆☆☆☆
Slow

Deep Purple - Soldier Of Fortune
Difficulty: ★☆☆☆☆
Slow

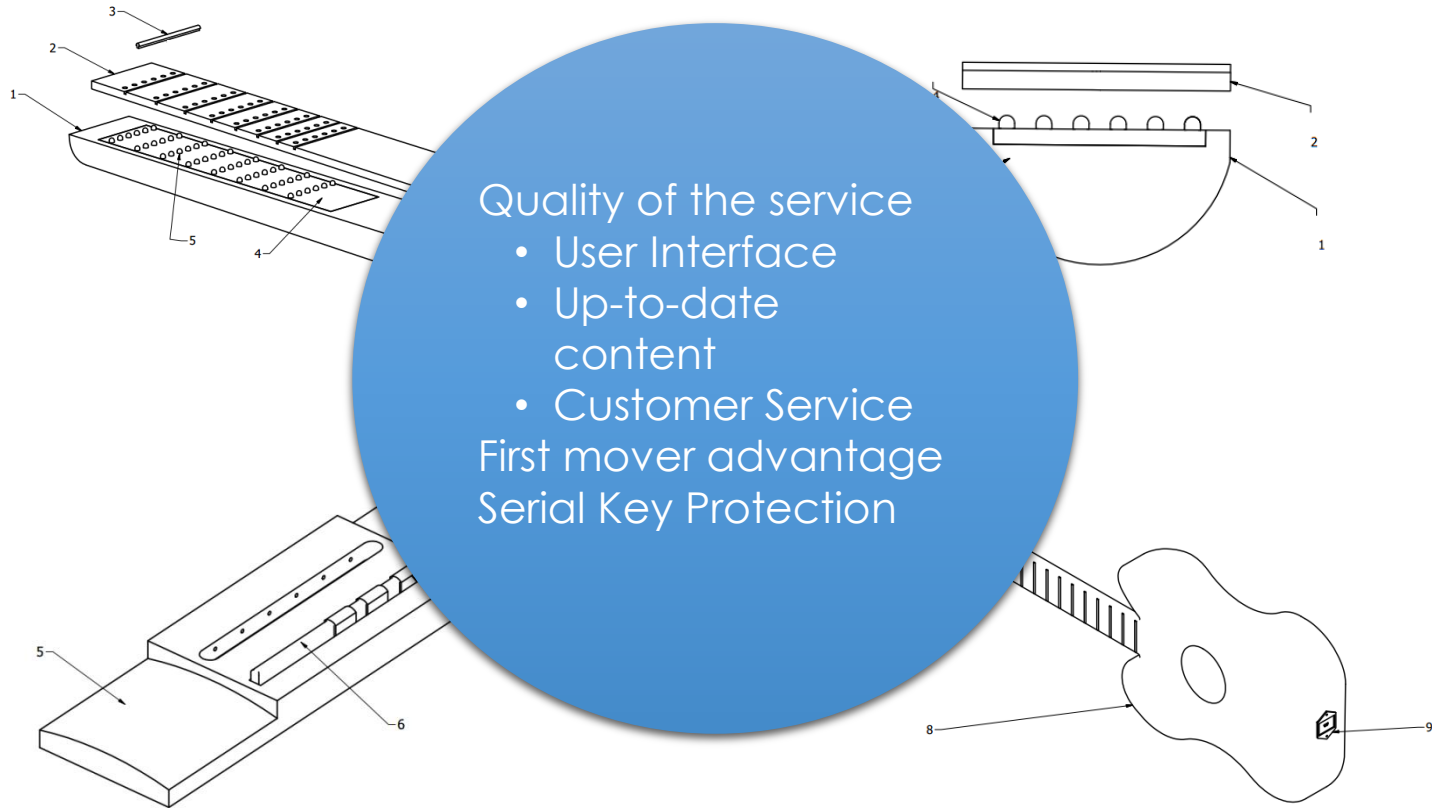
The Rolling Stones - Angie
Difficulty: ★☆☆☆☆
Slow

Tried on mobile?



INTELLECTUAL PROTECTION

Patent Pending Technology



- ✓ COMPLETED BETA
- ✓ MANUFACTURING
- ✓ EASY GUITAR PARTNERSHIP PROGRAM

❑ NEW DESIGN

❑ WIRELESS

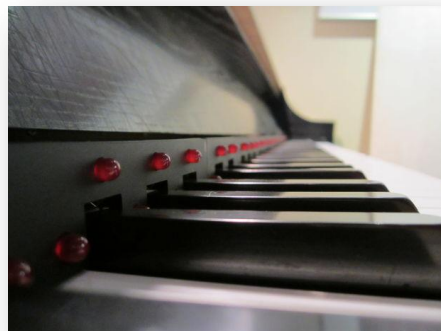
❑ TABLET & MOBILE

❑ DISTRIBUTION

- Distribution deal with manufacturer for China
- Distribution deal with Turkey *Zuhal Music*
- Distribution deal with Portugal & Germany

❑ KICKSTARTER

EASY
PIANO



EASY
DRUM



EASY
VOCAL



\$2.2 B +2.2% growth

MARKET



\$75 M 300.000 guitars

Rivals



Competitive Advantage



No software installation



Social Platform



Online & Free Lessons



Up-to-date content

FINANCIAL MODEL

COST (\$/unit)

Manufacture	8
Electroni	
Shipm	
Cu	
T	

Profit (\$/unit)

Price	
Profit	142
Profit Margin	

\$199

57% Wholesale Profit Margin

\$4 M

NPV for 5 years

MARKET NPV (5 years, \$)

	Year 1	Year 2	Year 3	Year 4	Year 5	Growth
Market Size	2,300,000	2,300,000	2,402,858,421	2,402,858,421	2,402,858,421	2.2%
Market Share	0.030%	0.030%	0.2400%	0.4800%	0.4800%	100.0%
EG Market Share	675,300	675,300	56,860	11,787,462	11,787,462	
Price			145	131	131	-10%
Unit			2	90,281	90,281	
Wholesale Price				93	93	-10%
Revenue				8,411,154	8,411,154	
Digital Revenue				325,773	325,773	100%
Personel & Opex				-156,022	-156,022	5%
COGS(unit)				39.92	39.92	-10%
Total COGS	-2	-2	-2	-3,603,765	-3,603,765	
Total	167,4	167,4	167,4	4,977,140	4,977,140	
After tax	133,932	133,932	133,932	3,981,712	3,981,712	
Cost of capital	0.20	0.20	0.20			
NPV				4,068,083		

\$310 000

23% Share

A N Y Q U E S T I O N S ?

Please visit easyguitarplay.com

- to check all features of Easy Guitar
- to watch our trailer



<https://www.facebook.com/easyguitarfanpage>



<https://twitter.com/EasyGuitarTwitt>



Giray Songül

Founder of Do Major

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