

The Vento Project - a startup initiative/proposal

- A great business opportunity based on breakthrough technology
- Bring a music-product INVENTION to the world
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- Let us start a company in order to
 - build new unique highly innovative products and related Internet services in the field of music technology / consumer electronics...
 - and... market them around the world!

Background

- Hugo Masias, the project leader
- Vento -- 26 years in the making
- Extensive portfolio - patent; prototype; NEW concepts and techniques
- Demo songs available - video and audio material

What it is - brief product description

- A modern-day computer featuring a gorgeous LARGE multi-touch display; no keyboard, no mouse
 - You play 2 hands on top of the screen; all 10 fingers may play
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- Revolutionary musical TOUCH software "inside" turns the Vento touch computer into...
 - a new kind of musical instrument
 - a unique computer-based instrument... capable of emulating any real-world conventional instrument... and more
 - a complete music making machine - creating, recording, mixing, producing SONGS
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- A special unique highly innovative foot pedal board
 - Play both your feet; control your musical performance like never before possible

The Musical Computer - TMC for short - the ultimate SONG MAKING instrument

What is new; main features

1) A new dimension - large screen + computer graphics + multi-touch

- Large touch screen; imagine the musical possibilities at hand
 - A 32'-size computer display means plenty of space to play
 - You can use all fingers, move around; both hands can play music
 - Action! touch, slide, swipe onscreen; one or more fingers; one/both hands
 - Play/perform UNIQUE musical instruments onscreen; the musical possibilities are striking
 - Control the system directly and interactively... through touch
- And... thanks to modern computer graphics
 - You interact with touch objects of all types onscreen; play and control all kinds of NEW musical devices with ease

- Your actions (finger play activity) produce stunning results. Touch or slide on objects onscreen in real time. Objects use shapes, colors, labels, animation effectively. Dynamics: instant screen scene changes will amaze you
- This dynamic environment opens up extraordinary musical possibilities

2) A new kind of musical instrument

- Like piano, guitar or drums, the TMC is a musical instrument per say
- The main instrument is wide-scope in nature; it combines features of the piano keyboard and string instruments
- The TMC main instrument is powerful and flexible in its own right
- What is more, TMC main is your “entry point” into special PLAY OBJECTS onscreen
- These special Play Objects enable you to
 - Play and mimic ANY real-world instrument, be it acoustic or electric
 - Perform music written for ANY instrument perfectly; that includes the world of wind as well as percussive instruments as well
 - Play Objects are EASY to perform with; they allow music lovers (not just pro musicians) to play all kinds of musical instrument voices very well
 - Therefore, you can play the ENTIRE song yourself; perform all parts -all tracks- in a song with ease
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 - Play Objects also enable you to play music in new ways: Play multiple voices (multiple tracks) LIVE; produce new sound shapes and musical phrases no natural instrument is capable of
- NO NEED to learn to play traditional instruments like piano, guitar, drums, or anything else anymore
- Learn to play the TMC instead; you WILL be able to do MUCH MORE musically speaking; you will be far more productive

3) A universal musical machine; a comprehensive music making system, a complete solution

- You can do anything and everything with the TMC; you do NOT need anything else
- The TMC is the ONLY product you will need to buy...
- in order to make music all the way: Create, arrange, record, edit, mix, produce any song, any type of music
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- Amazing TOUCH musical systems onscreen, including
 - synthesizer - sound-shape performance control like never before
 - LIVE music notation/sequencer - read/write music made easy
 - recorder - record and play back your songs instantly
 - mixer - create and mix multiple tracks your way - audio/MIDI
 - studio gear - effects, audio processing tools - complete
- Total integration; a single beautiful system; the “look and feel” is the same system-wide
- You got it all in one place: TMC musical instruments + TMC music making tools

4) A vocals instrument, a fantastic new kind of instrument

- The TMC can “play” vocals too. You steer/drive/control a singing voice, any singing voice LIVE
- A special VOCALS instrument enables you to perform vocals in real-time... and control the sound in flexible ways as you play... you can even change the melody in real time if you wish
- Now YOU are the vocalist; this is exciting!
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- The source is any ordinary audio recording material at hand
- You can buy vocal recordings in our TMC music-trade portal too
- Choose among thousands and thousands of titles...
- All types of popular tunes... sing-play Elton John, The Beatles, ABBA...
- This is fantastic; now your songs are REAL; your songs are COMPLETE

Finally... stand-alone musicians and composers can create their own beautiful songs at home... with the TMC. This is fantastic!

- **The TMC - The Song-Making Instrument - the ultimate musical machine, indeed**
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Basic business guideline - concrete ideas, facts, concepts

Products

- Regarding the TMC the size of the display is paramount; the larger the better
- For practical purposes, for our products, meaningful screen size range is 23' - 55' inches diagonal
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- **Our first product line**
- The Pioneer Series - based on “average PC computer electronics” inside and a standard flat-TV display monitor
 - two models
 - Large is 42' in size
 - Compact is 32' in size
- The TMC foot pedal board - supplements the main instrument
 - features 1 full-size foot pedal and 8 pad pedals

Services

- Organize our own Internet music-trade portal; TMC home website is the marketplace for buying and selling vocals -digital audio tracks- as well as complete song arrangements
- The goal is...
 - to support TMC users and foster TMC widespread use
 - to offer quality musical stuff; highly useful musical material to our customers
- We will publish great stuff - made by dedicated professionals
- and... we will charge a percentage on each buying/selling transaction made in our Internet site

Sales, revenues, profits - what investors can expect to happen... with confidence

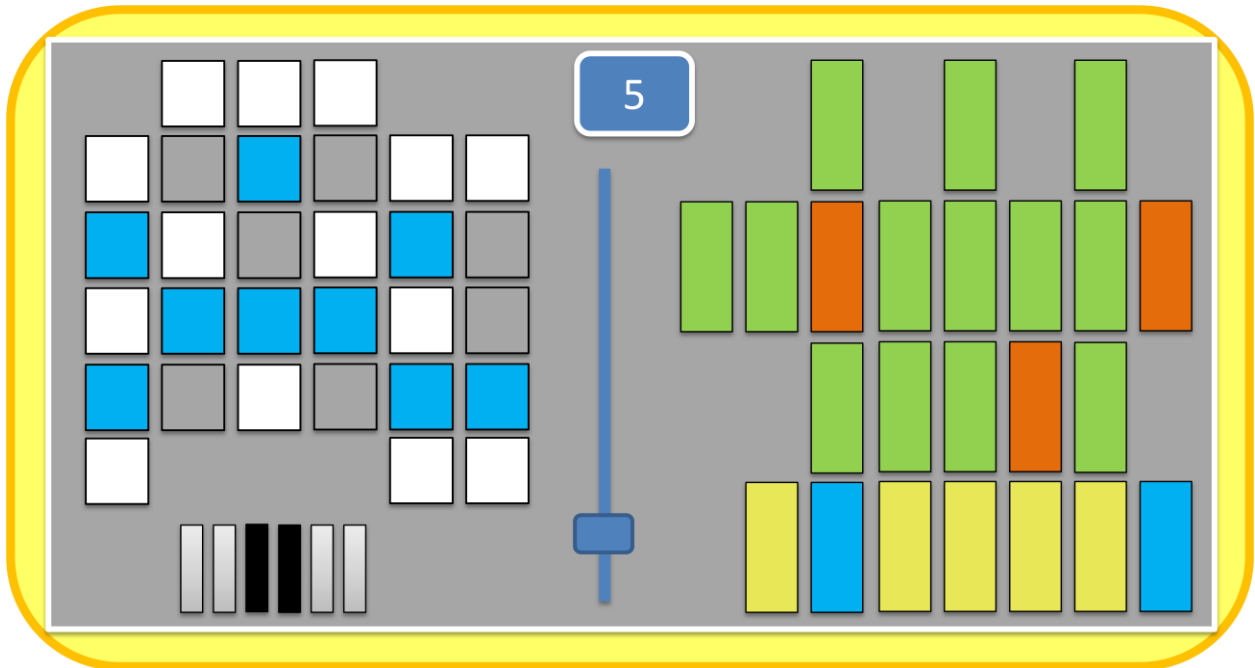
- Business can be thought about in the following terms
- The Pioneer Series retail prices US \$ 1,495 for 32' TMC US \$ 1,995 for 42' TMC
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- **MINIMUM selling figures** - these rather speculative figures are based on real market size and my own expectations - the tremendous potential behind Vento products
 - Key markets - North America, Western Europe, Japan/Australia
 - Selling 5,000 units model 42' TMC a year globally will generate 10 million dollars in revenues
 - Selling 15,000 units model 32' TMC a year globally will generate 22.5 million dollars in revenues
 - Together, a total of 32.5 million dollars in revenues on worldwide sales may be achieved on an "average" year
 - At that company income level, a healthy 10% net income will translate into 3.25 million dollars a year in profits
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- The foot pedal board product will bring in/make money as well
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- A third source of income is represented by our Internet music-trade portal; if the "buying/selling songs" concept -as outlined earlier- works well, Internet revenues may turn to be substantial
 - Just imagine people downloading Elton John, The Beatles, ABBA original vocals audio stuff for US \$ 1.00 dollar a song; this can turn... massive; popular... a cool new hobby for many

Investment issues

- Investing in Vento products is investing in hard & software development
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- **Hardware**
- Our hardware products are not "difficult" or "expensive" to design and produce
- Parts and components are widely available; we can make the right choices
- We do not need to invest in in-house assembly or mass-production. Think outsourcing, third parties, providers
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- **Software**
- A practical example of how much does it cost to produce software follows next
 - A 4-member engineering/programming team working normal weeks may cost us US \$20,000 per month - in those world regions where we can find them - Western Europe, North America
 - A TMC featuring "the basics" may take us 10 months time to accomplish
 - Hence, the TMC in its initial incarnation, may cost us a US \$200,000 dollar figure
 - Now it is too early to say, and forecast, how many additional months will take for us to produce the full scope of Vento software...
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- **A savvy strategy on investing - invest US \$20 - 30,000 dollars in prototyping**
 - We buy and use ordinary PC-related products available in the market as prototypes - carry out software development work

- We start “small”; hire say two experts only; let them work normal days and weeks
- We create an initial “core” version of Vento software in 2 months time; a prototype
- Then... present THE RESULTS to investors; do some test marketing; eventually go back to work
- Do this until... the software, that is, the TMC really shines; the NEW product is, in fact, so impressive that...
- investors - actually everyone involved - will see and appreciate its REAL VALUE clearly
- At that point, investors will invest generously; no doubts, no fears
- Success is GUARANTEED... now they will invest with confidence in Vento (!)

The Musical Computer - The SONG-MAKING instrument



The Foot Pedal Board... for the TMC !

