Transforming Music Education

Lorraine Music® ACADEMY

The *Duolingo of MUSIC Learning*

Making the world more musical; bringing Music out of everyone.

Lorraine Aloysius
CKO, Domain Expert

Aubrey Aloysius
CEO, Team Leader



Solving Global Music Learning Problem

Lorraine Music® ACADEMY

99%

Dropout Rate!



Deep Desire To Learn remains Unfulfilled



Health Needs Unaddressed

LMA's Result based Solutions

4%

Dropout Rate!



Tech Enabled Synchronous Model

24x

Retention Improvement

User Profiles / Market Size



4 - 16 Yrs
Children

21- 50 Yrs
Adults

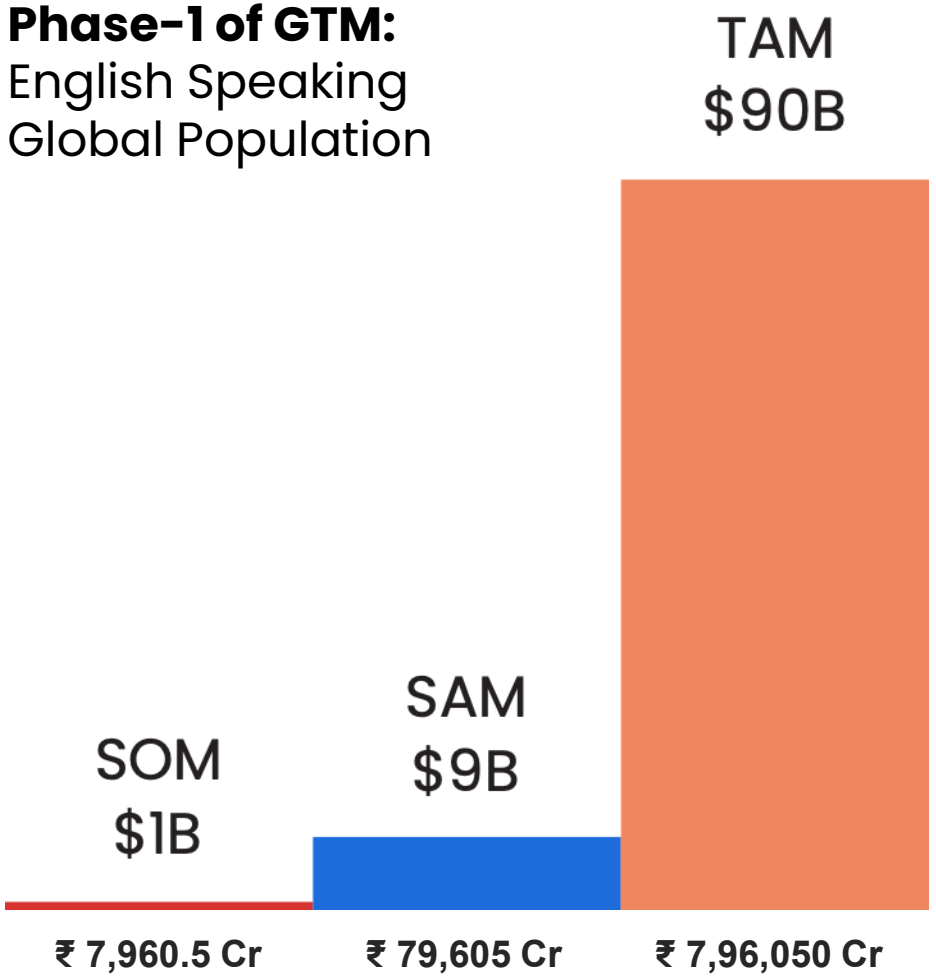
51- 80 Yrs
Grandparents

Accelerates K-12 Music Learning finishing 5-6 years earlier

96% complete the course

30% bring in family members

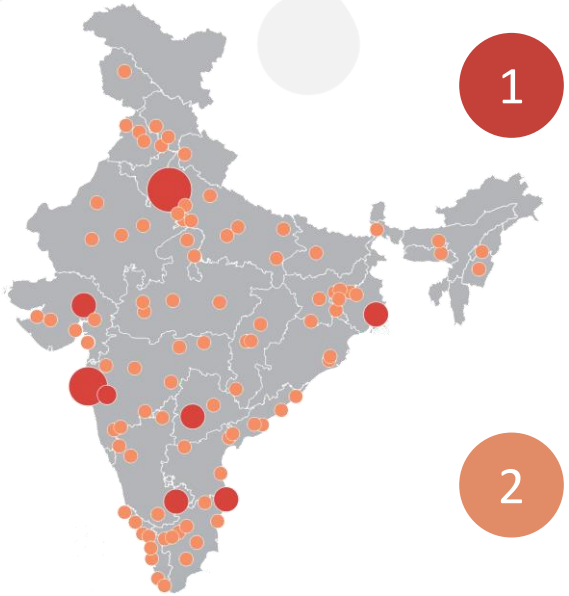
Phase-1 of GTM:
English Speaking
Global Population



India GTM Strategy

Lorraine Music® ACADEMY

Market Expansion



1 **Tier-1 Cities (400 Schools)**

- 8 Cities

2 **Tier-2 Cities (~ 2,000 Schools)**

- 95 Cities

India

SEC A1, A2, A3

Tier-1 Cities	**Tier-2 Cities**
Top 50 Schools	Top 20 Schools
Up-sell / Cross-sell	**Up-sell / Cross-sell**
Family, relatives and friends	Family, relatives and friends

Market Penetration

SEC A1 → SEC A2 → SEC A3 → SEC B1 → SEC B2 →

TEACH MUSIC: Starting with **English, expanding into top 11 languages reaching 89% of India**

*(**Hindi**, Bengali, Telugu, Marathi, Tamil, Gujarati, Kannada, Odiya, Malayalam, Punjabi, Assamese……)*

The Product

Lorraine Music® ACADEMY

Tech Enabled Music Learning

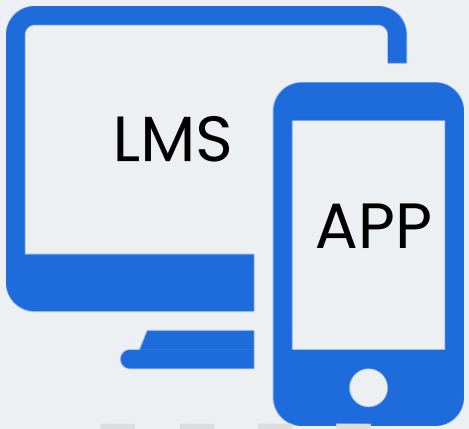
- 244 Product Catalogue (K-12)
- Expanding into Indian Music, World Music, Jazz, Bollywood, Folk

LIVE ONLINE CLASSES (Synchronous)

- Develop interest

PERFORMANCES

- Unleash Students Creativity



GAMES & QUIZZES

- Retain Attention & Interest

POINTS & BADGES

- Gamify Music Learning

Web : INR 75,000 per course*

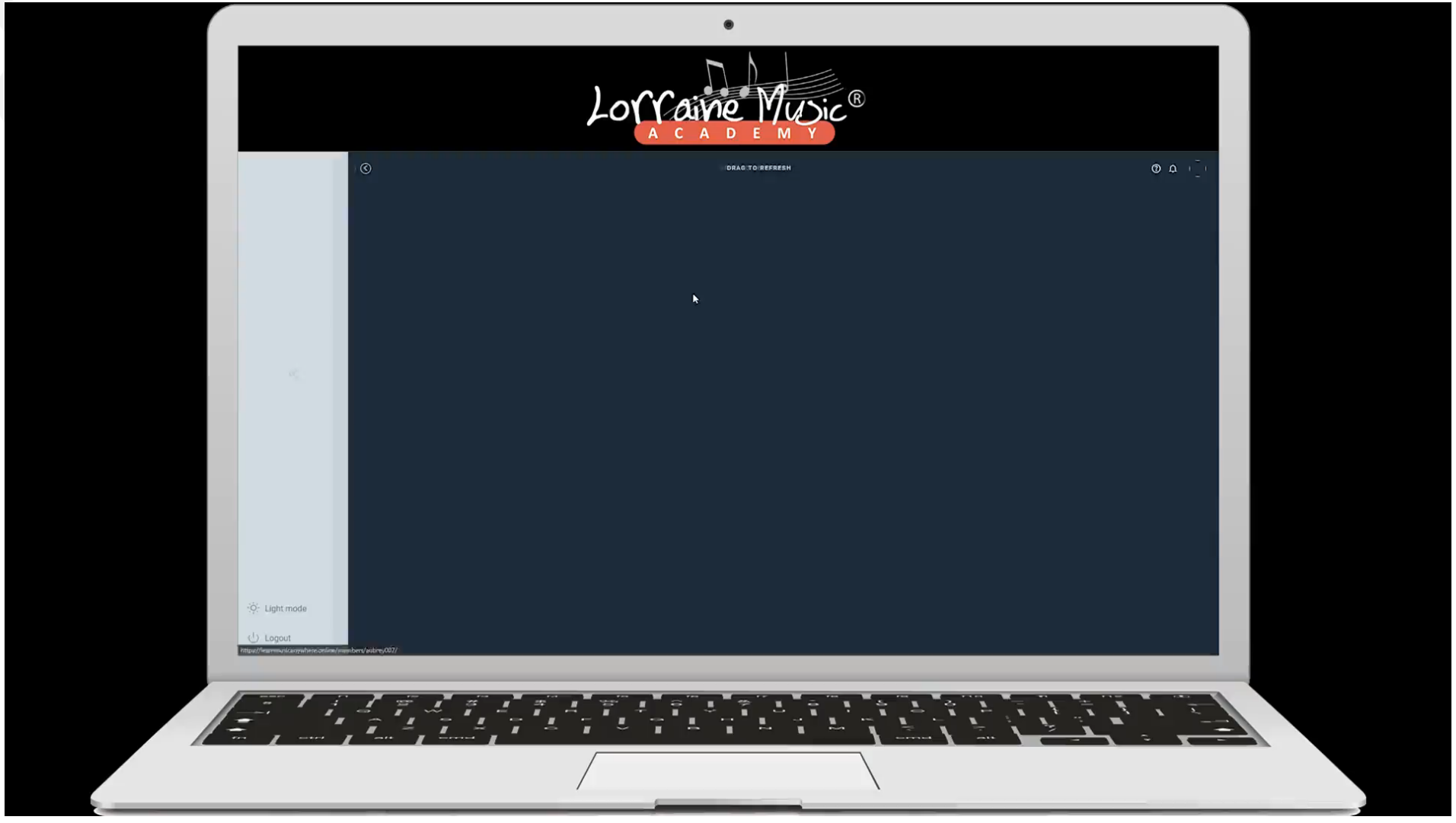
App (in 2023) : INR 15,000 per course*

**9 months course*

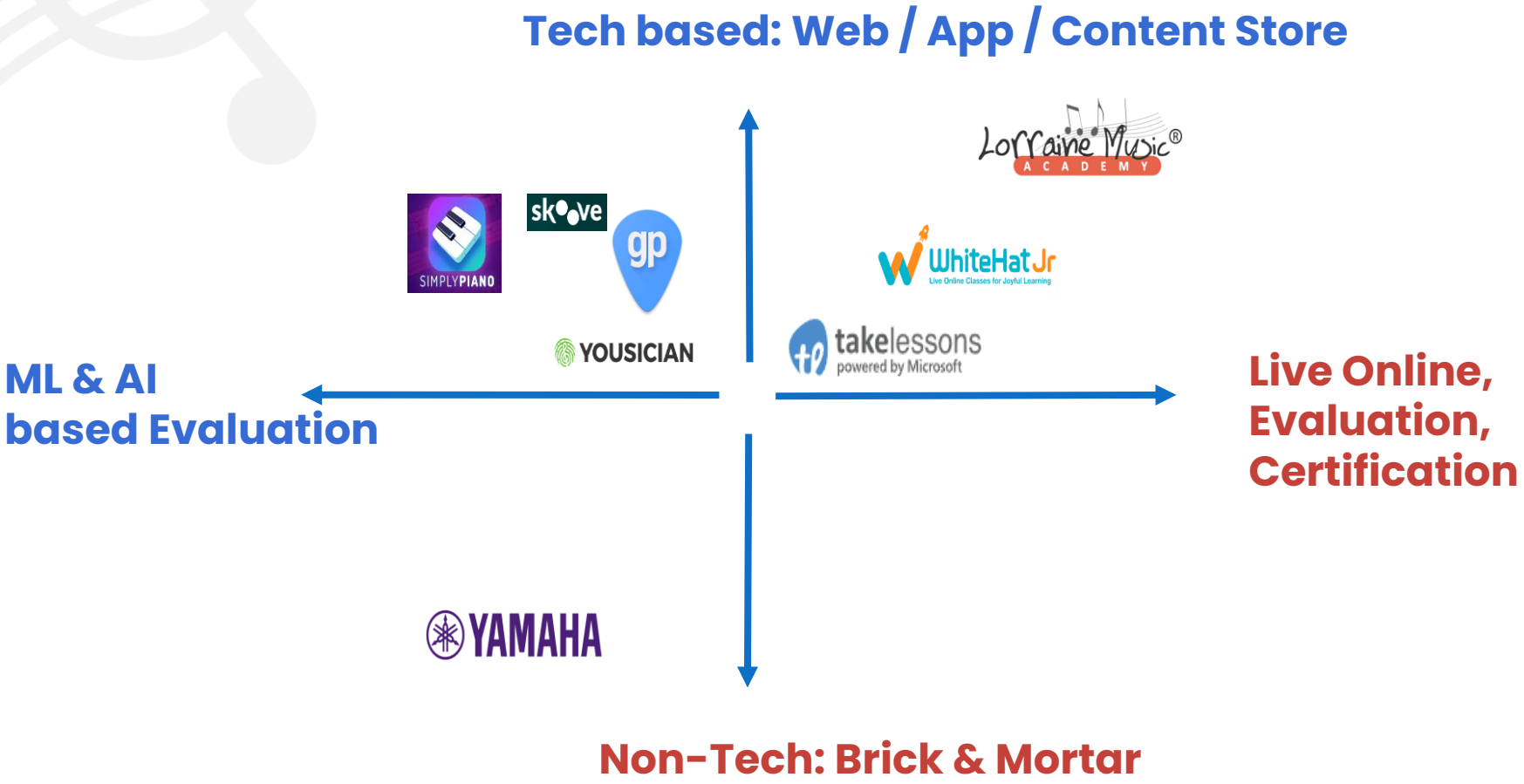
Powered by ML, AI & IA

Learn Music, Any Time, Any Where

LMS & App *(Demo Video)*



Competitive Landscape



Key Differentiators:

- Unique Pedagogy (Globally benchmarked)
- Language Agnostic
- Instrument Agnostic
- Completely Online
- High Retention / LTV / NPS = 100

Business Model (B2C)

Lorraine Music® ACADEMY









Acquisition

Guided, Personalized
& Fast Tracked Course

Revenue

Pedagogy

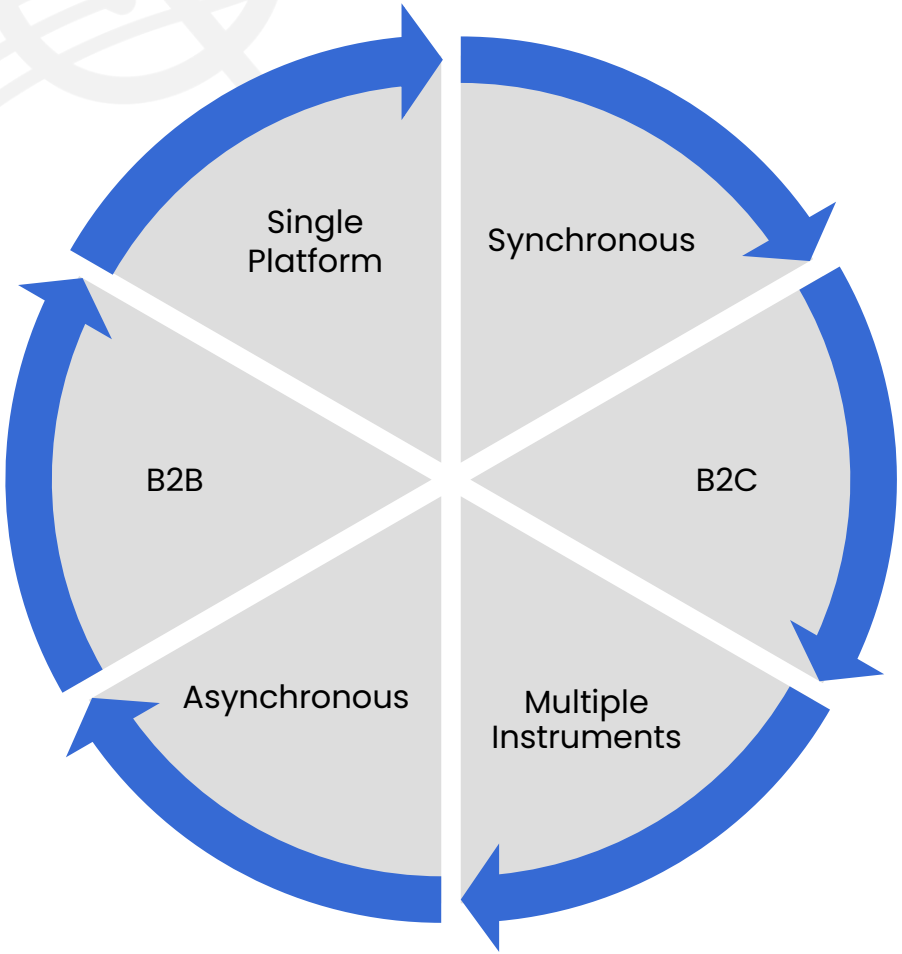
Enables 1 Teacher to
teach 300+ students

Retention

(3.5 Years)
NPS = 100

** USP = 18 months course*

Why will we Grow Exponentially?



Demographics

Beach head → Multiple Instruments → Family → Friends

Accessible & Accelerated

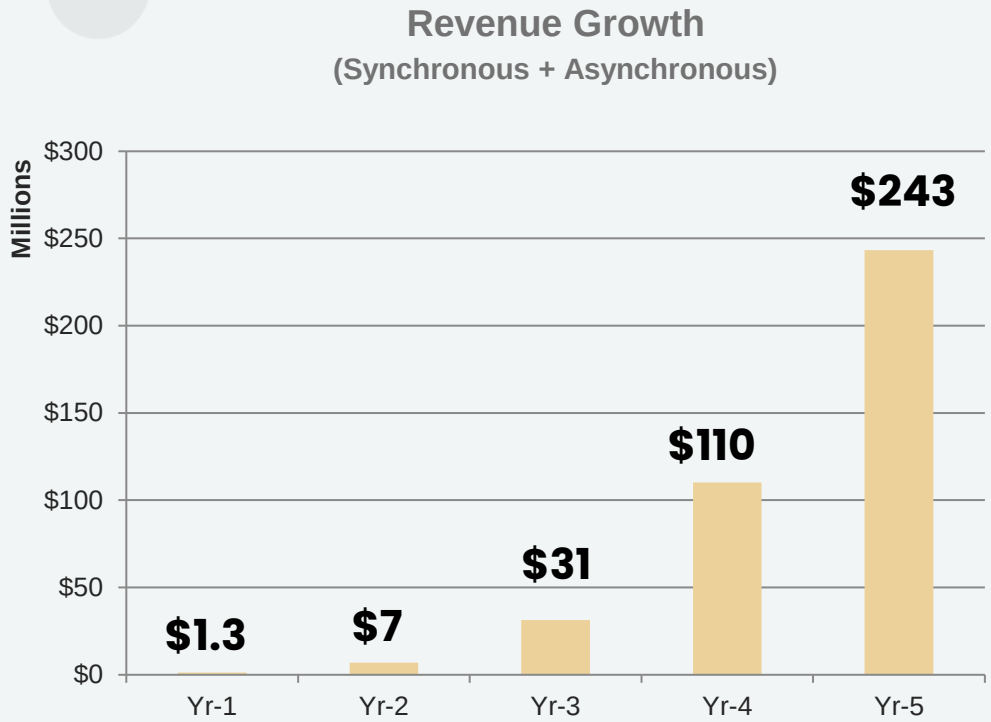
Completely Online → AI/ML : Personalized → Language Agnostic → B2C - B2B

User Retention

96% Retention Rate → NPS 100 → LTV 3.5 Years

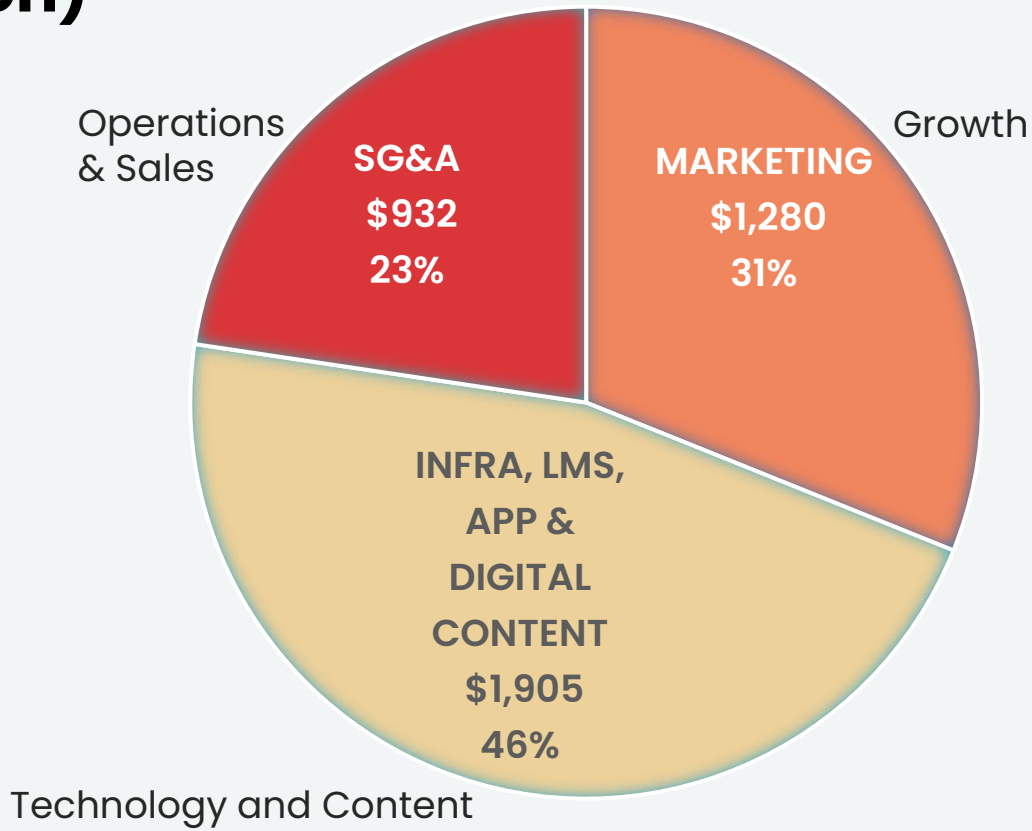
Fund Raise, Use of Funds & Growth

Targeted Fund Raise : ₹ 40 Crores (US$ 5 Million)



	Yr-1	Yr-2	Yr-3	Yr-4	Yr-5
In Crores	₹ 10.3	₹ 55.7	₹ 248	₹ 871	₹ 1920
Growth	11x	5.2x	4.5x	3.5x	2.2x

Fund Use
(in '000s)

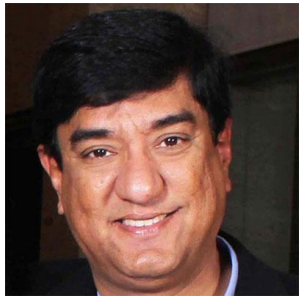


The Right TEAM

Co-Founders



Lorraine Aloysius
CKO, Domain Expert



Aubrey Aloysius
CEO, Team Leader

IIT Strategists



Raj Jaswa
IPO Guru



Dr. R. Sukumar
Tech Marketing Strategist

Founding Team



Sunny Sharma
Creative Head



Akshay Nambiar
Engineering Technologist

IIT Board of Advisors



Charu Rudrakshi
Technology Guru



S. Muralidharan
Strategic Planning Guru

Our Path Ahead

Ask: US$ 5 M : Pre-Series A

Cloud Infrastructure &
Capacity Building,
LMS Platform Deployed



India Market Scaling

USA Market Entry

Making the world more musical; bringing Music out of everyone.

Aubrey Aloysius | +91-99101-43344 | Aubrey@LorraineMusicAcademy.com