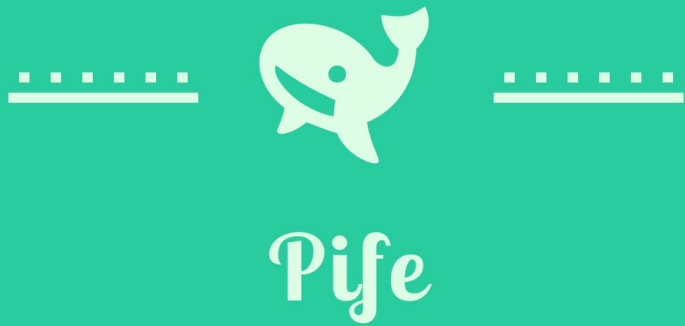


Arts and Culture Studio

Concept Video

Value Proposition



“Always have a friend to practice with!”

Problem

Musicians feel as if they have **nothing to practice** for and **no one to practice with**, which leads to a lack of motivation to practice

Solution

Motivate practice with a **digital pet** whose happiness depends on how much its user practices

Utilize **reward systems** for practice time - rewards include trophies, accessories and games

Facilitate **collaboration & interaction** with other musicians and their digital pets

Three Tasks

Simple:

I want to feel motivated to start practicing today

Moderate:

I want to perform in front of other people

Complex:

I want to align my practice schedule with other collaborators' schedules

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