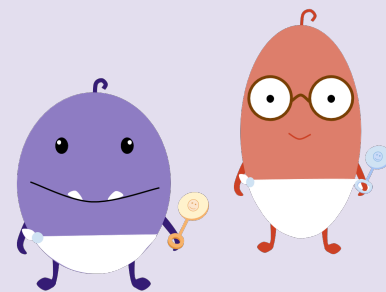




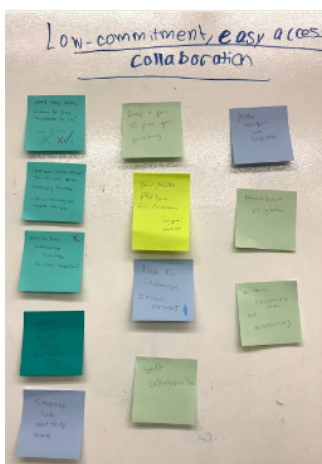
Always Have
A Friend
To Practice With



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

Process



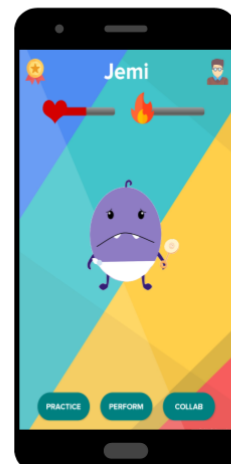
Needfinding



Low-Fi



Med-Fi



Hi-Fi

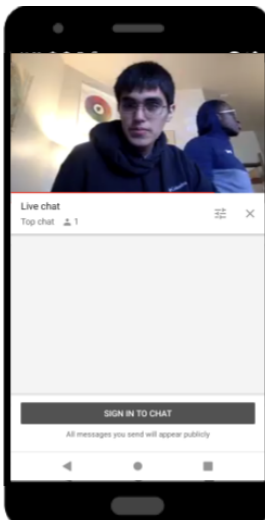
Solution

Pife incentivizes practice, performance and collaboration with other musicians through the reward-based evolution of a personalized character

Key
Features



Practice consistently



Perform in front of others



Collaborate with others



Get rewards and evolve