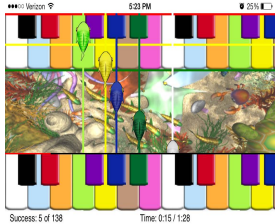


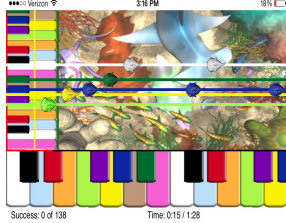
Award Winning Licensed IP, Plus Multiple Groundbreaking Apps Built on New IP



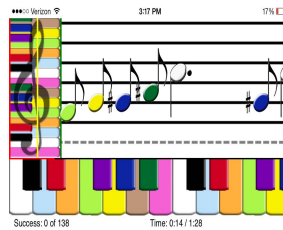
Level 1 Game play starts with tracking with the melody and rhythm of the music.



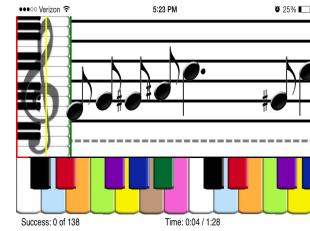
Level 2 Game rotates 90 degree to show how music notation orientates pitch and how piano relates to it.



Level 3 transitions player to color coded music notation, emulating how children speak first, then read words they already know.



Level 4 reading piano notation



Level 5 allows the player to download the pdf of the sheet music they just learned. Amazingly only about 10 minutes for most users to go from raw beginner to playing from sheet music with ease!

Music Play Land Inc. Vital Stats Executive Summary

This is not an offering of securities, which can only be made by directors or officers of the company with full legal disclosure and documentation.

Business Structure	<ul style="list-style-type: none"> C Corporation
Industries	<ul style="list-style-type: none"> Mobile Gaming/ Mobile Edtech/ Brain Training to teach user thru games how to play the piano and fundamentals of music composition. Cloud based apps for single and multi-player.
Strength of Concept	<ul style="list-style-type: none"> "EduTainMent" - Virtually anyone can learn to create and play real music on real instruments through entertaining game play. 100s of positive reviews on core tech (Google "Piano Wizard Reviews") Breakthrough musical game concept correlated to neuroplasticity and cognitive development. Platform engine (Elements of Music App Suite) rich in upsell & cross-sell potential. Cloud Subscription allows parents, teachers, schools and service providers to access breakthrough music learning games providing native language level fluency at a fraction of the time and cost. Customers for Life: Catalog of over 100,000 popular and classic tunes available for download for game variation and enhanced game of play
Company Stage	<ul style="list-style-type: none"> MVP, Market validated. New IP, and key licenses to leverage prior extensive development of IP. Team identified. Positioned to move immediately into sales in current markets.
Company Vision	<ul style="list-style-type: none"> Universal Music Literacy for young and old alike, with profound cognitive benefits of music ed. Teach music as if it were a native language to millions of children worldwide through games. To allow all skill levels to learn to play real music within the game and transfer that skill to real instruments, quickly and easily without cost or frustration of traditional music lessons. To engage and enroll millions of new customers for life, selling new content, songs, sounds, etc.
Capital Required	<ul style="list-style-type: none"> \$150,000 angel bridge convertible note, to complete the first Apps, and bring to market. Series A to follow.
Market Sizes	<ul style="list-style-type: none"> Educational Gaming Market: \$5 billion by 2019 App Gaming Market estimated to be \$35 Billion by 2017 Tween/Teen Market overlaps the above, but they spend \$50 Billion a year on apps and music.
Projected Revenue	<ul style="list-style-type: none"> Year 1: \$294 k Year 2: \$1.4M Year 3: \$5.9M Year 4: \$20.6M Year 5: \$ 75.4M
Strategic Relationships	<ul style="list-style-type: none"> Arms reach opportunities we can pursue include: Licenses with public and private companies, including Fast Track Kids (LOI), Sylvan Learning, Hal Leonard Corp, Disney, Billy Joel, and more
Existing Key Customers	<ul style="list-style-type: none"> Relationships with large Home School groups, early ed consumers, autistic and special needs children.

Marketing Strategy	<ul style="list-style-type: none"> Licensing into strategic partnerships, marketing online and traditional media with a strong integrated PR campaign combined with direct marketing, app stores, Internet, localization
Sales Strategy	<ul style="list-style-type: none"> Multiple License opportunities (Educational, Entertainment, Foreign and Music Channels) Up Sales Through App Store for more songs, sounds, and other musical content Cross Sales to existing customers as each new app is released. Cognitive Assessment and Development program to measure progress, raising by 10x sales price/value
Distribution Strategy	<ul style="list-style-type: none"> Strategic education, entertainment partners & direct marketing, including TV ads, Localization for foreign licenses
Administration	<ul style="list-style-type: none"> Core interim financial/admin/sales team in Boulder, CO Outsource with best of breed vendors for non-core competencies (e.g. Legal, Software, Development, Manufacturing, Distribution)
Management	<ul style="list-style-type: none"> Professional / expert and start up experience including raising capital, building companies, licensing deals, and software marketing and distribution.
Advisors to the Board	<ul style="list-style-type: none"> Professional / expert start up experience including raising capital, building companies, licensing.
Significant barriers to entry — Strengths	<ul style="list-style-type: none"> Technology and interface rapidly adaptable to other platforms, languages and cultures. Multiple recession resistant markets, Education, Entertainment, Mobile Apps and Tween/Teen Accelerated branding and market penetration through strategic partners Exclusive Master License to layered intellectual property protection, (multiple patents, trademarks, copyright, etc. owned by US Company)
- Weaknesses	<ul style="list-style-type: none"> Initial capital needed to leverage strategic advantages, speed to market dependent on development timelines that are sequential yet integrated.
Investor Relations	Contact Chris Salter, CEO • Chris@MusicWizard.com • 813-505-2995

