

Musical Training Causes Significant Meta Brain Plasticity

In Dozens of New Studies, Music Lights Up The Whole Brain



Smarter,
Happier
Kids!

Mentally
Stimulated
Adults!

Problem



2

Solutions



Music Play Land Inc. Copyright 2016

Awards

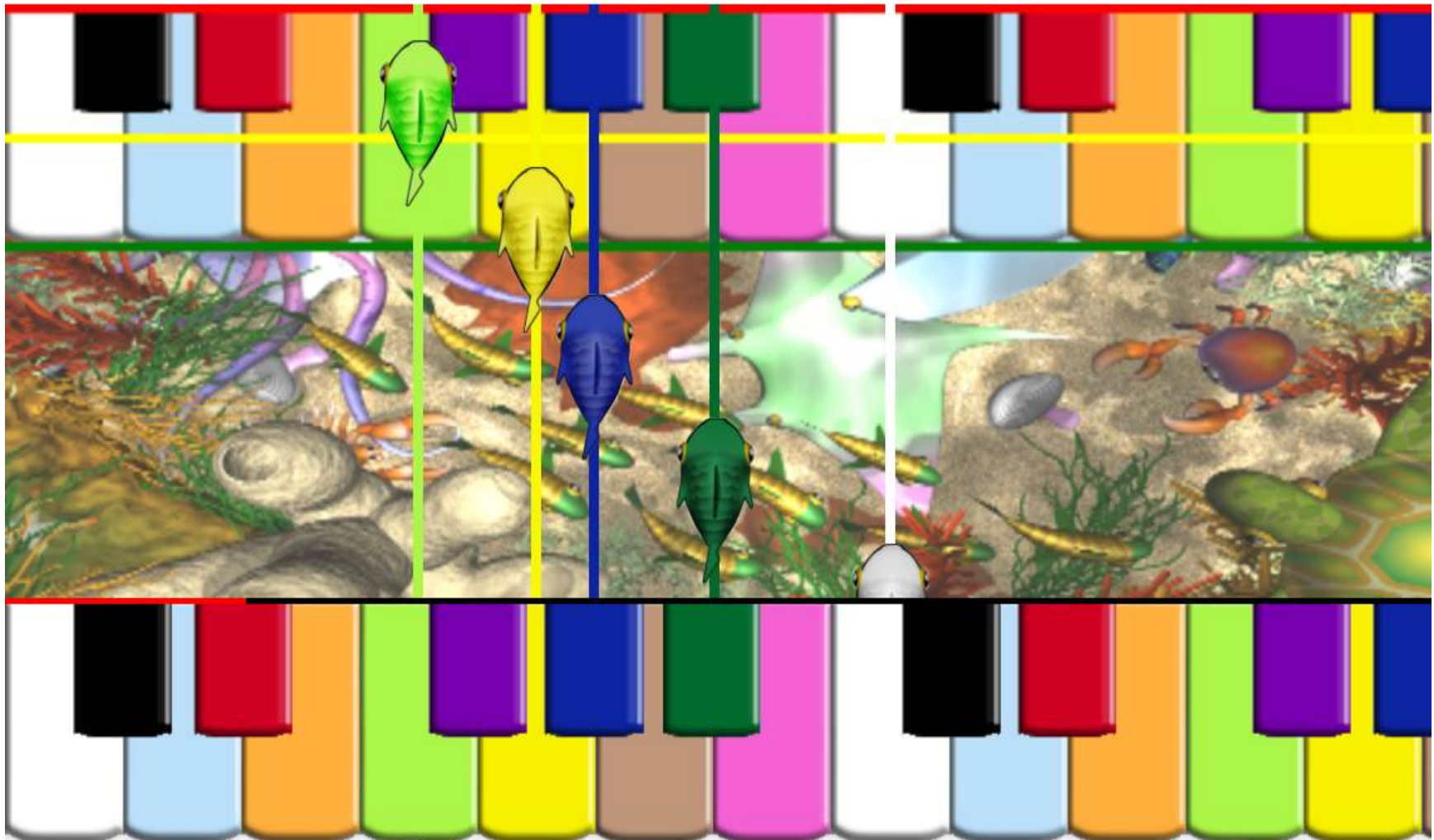


PIANO WIZARD : AN AMAZINGLY SIMPLE GAME TO PLAY AND READ REAL MUSIC IN MINUTES

●●●○○ Verizon

5:23 PM

🕒 25% 🔋



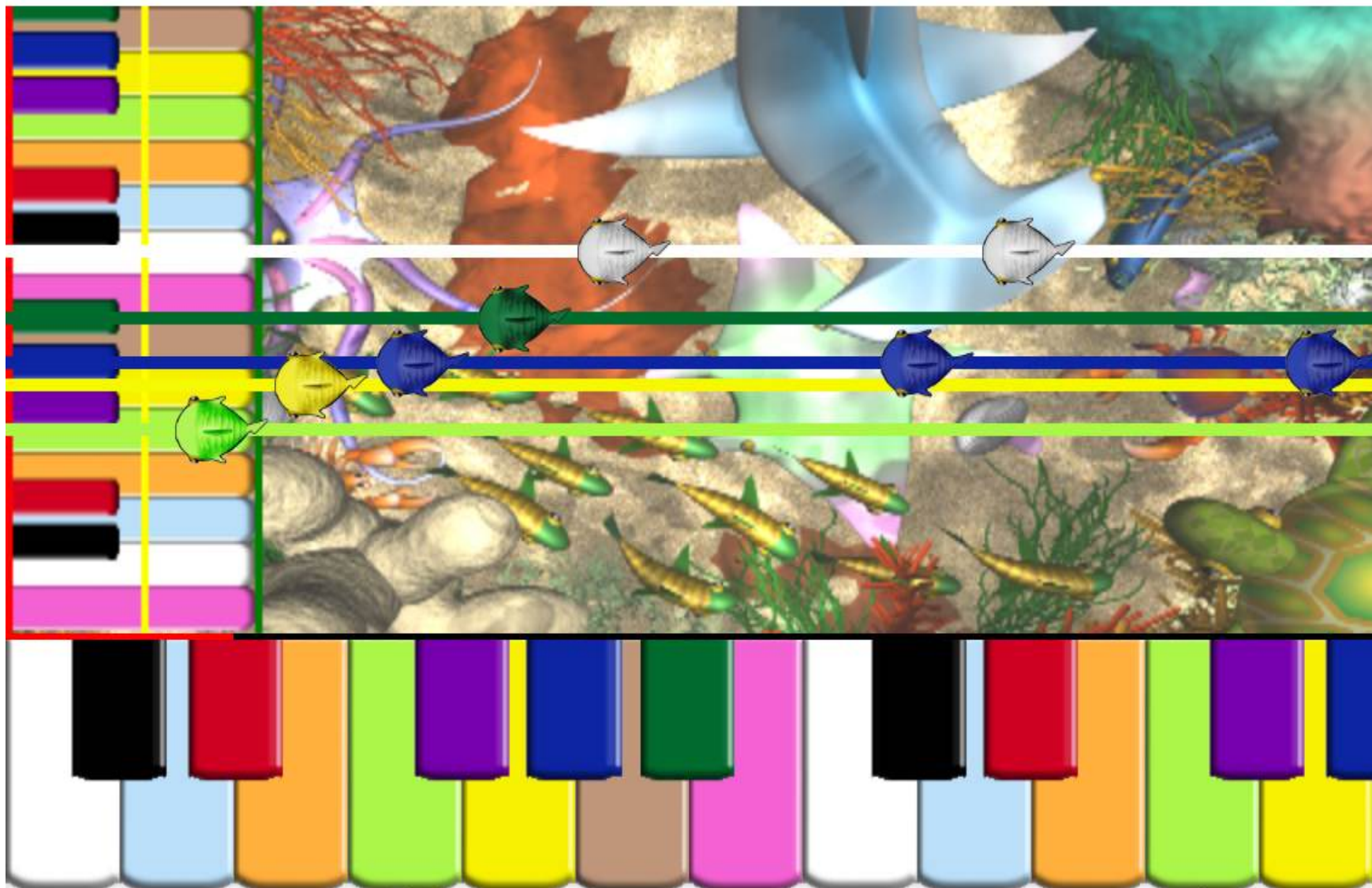
Success: 5 of 138

Time: 0:15 / 1:28

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18% 



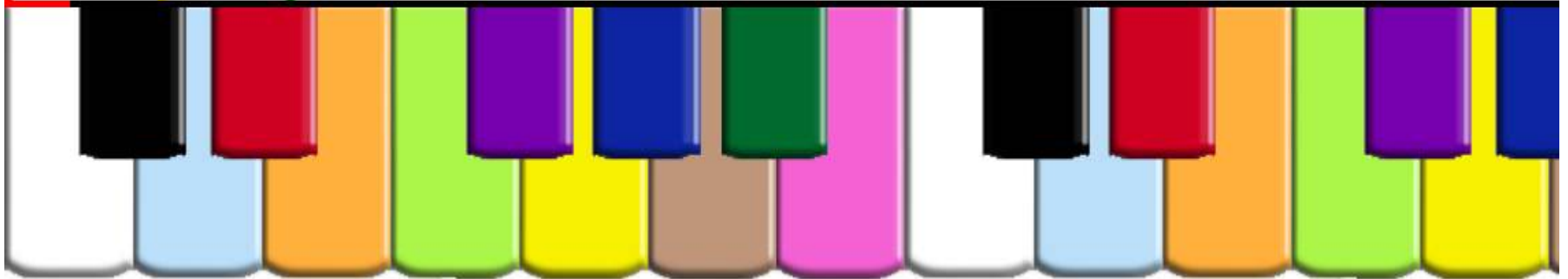
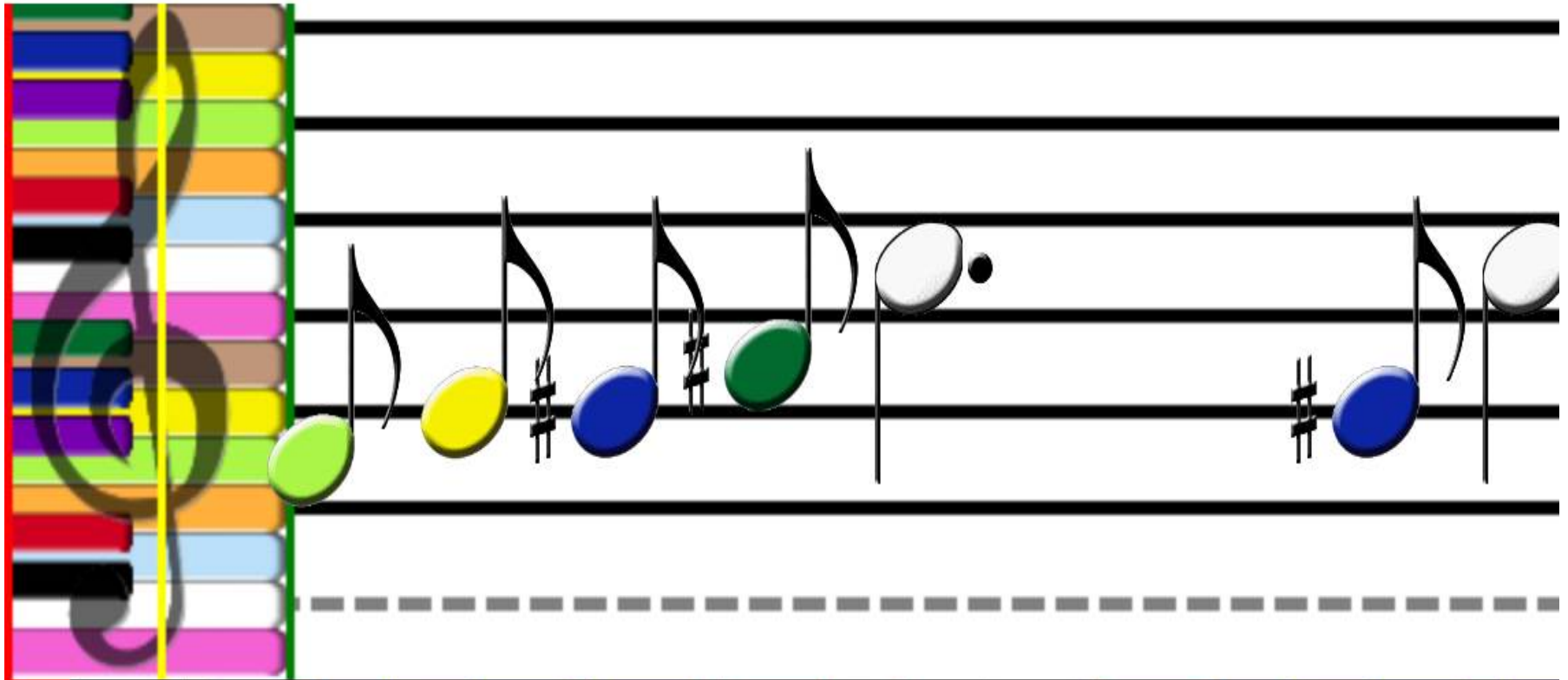
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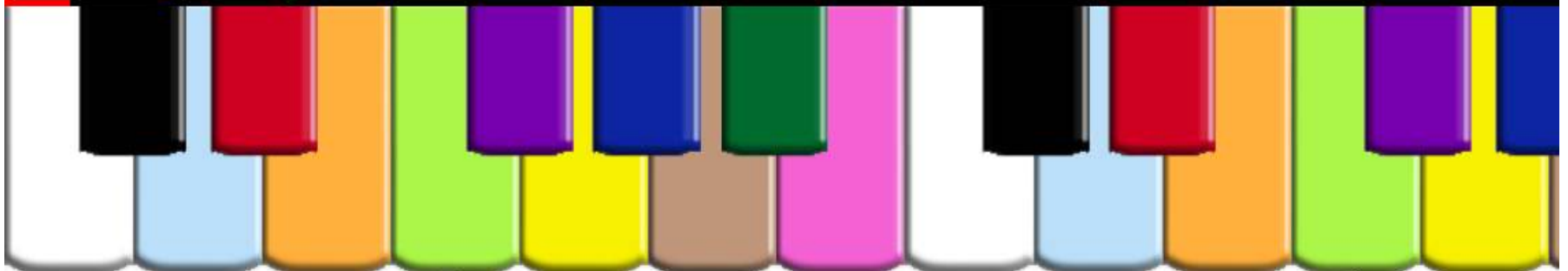
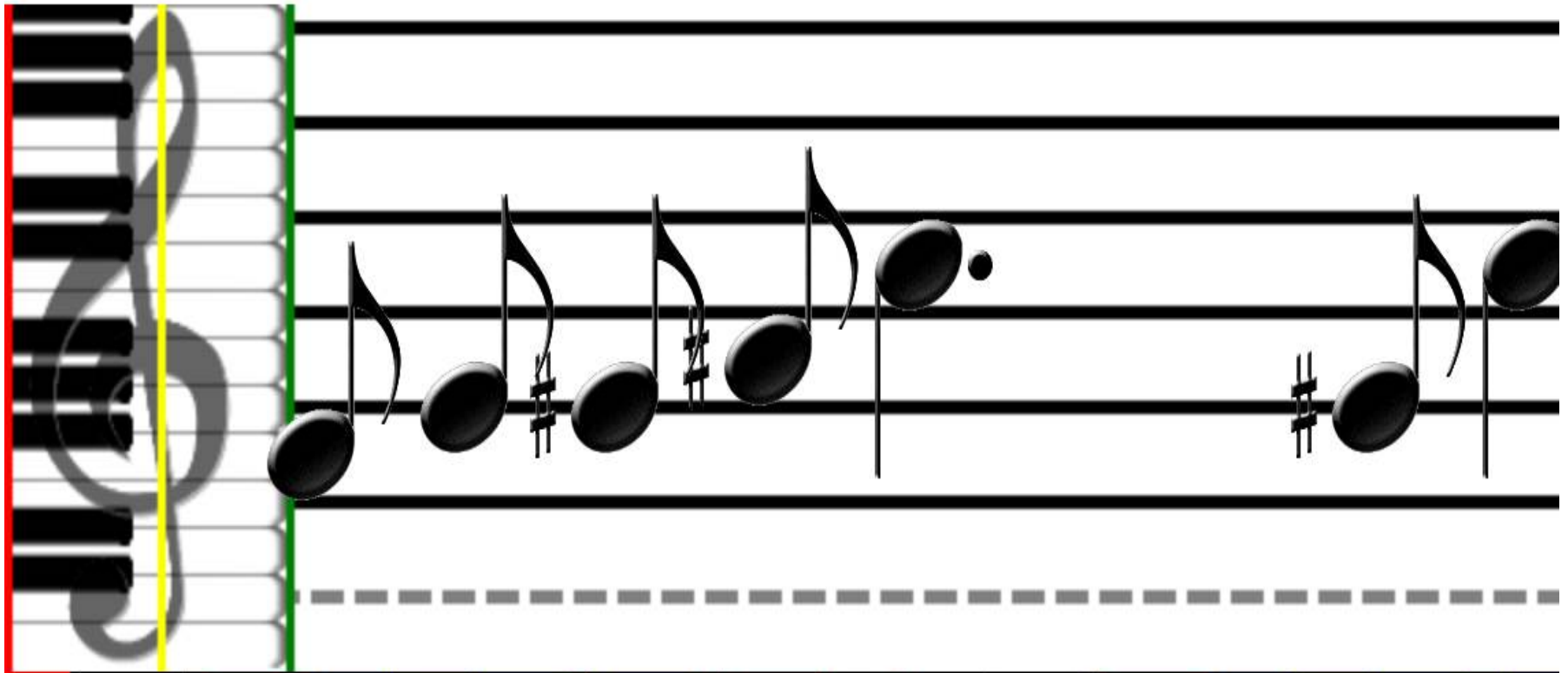
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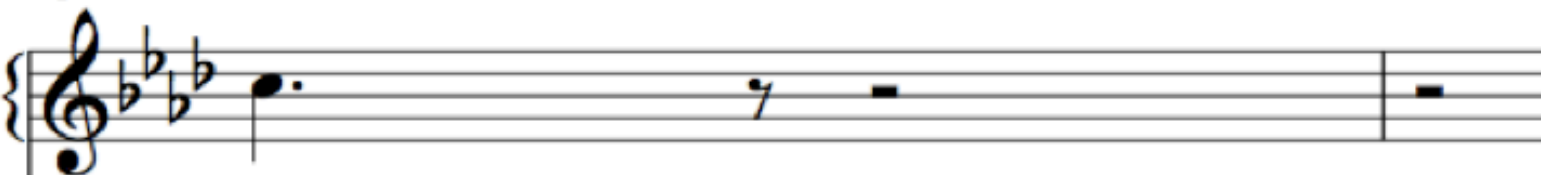



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Swan Lake

25

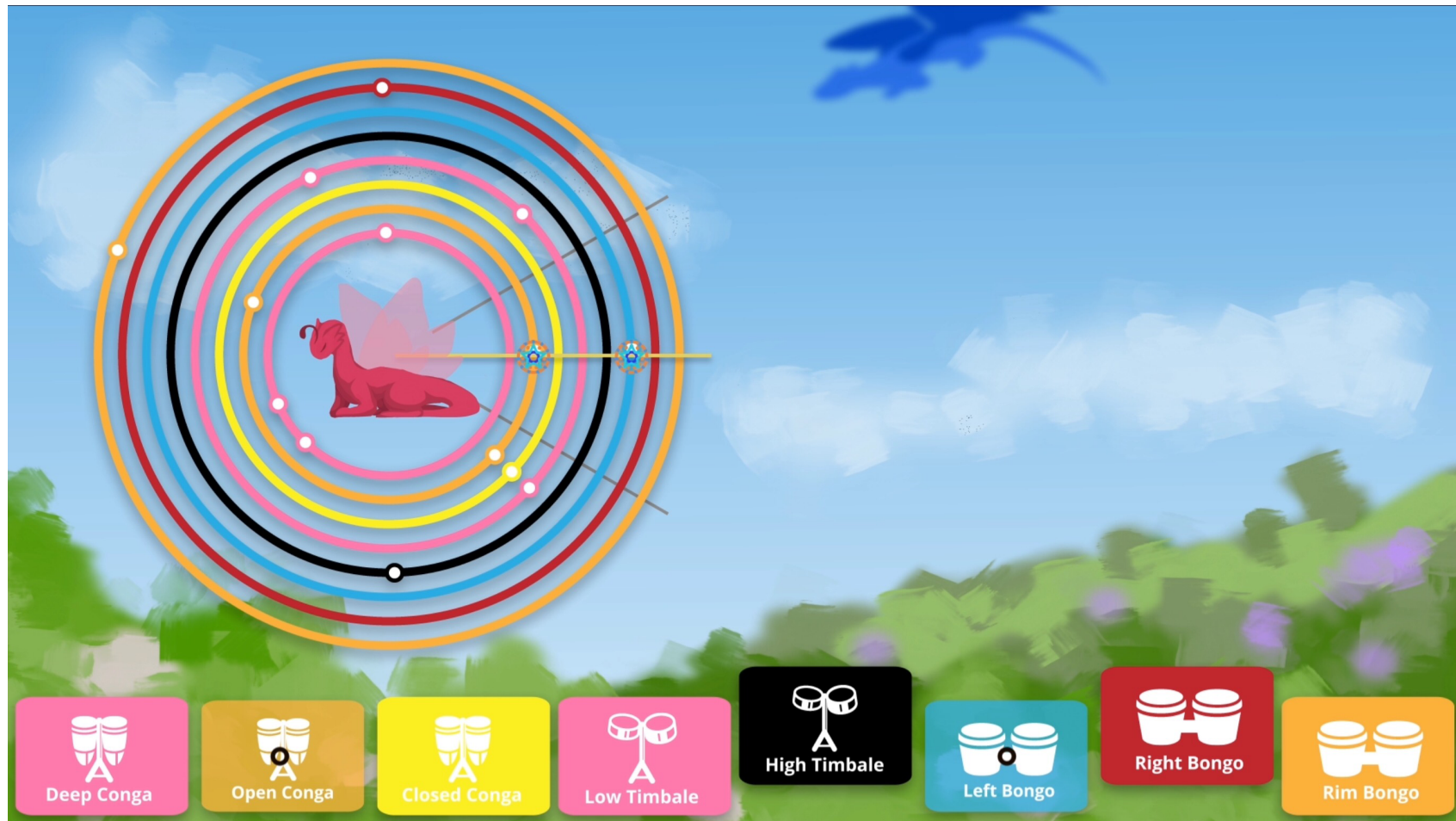
Piano RH { 

Piano LH { 

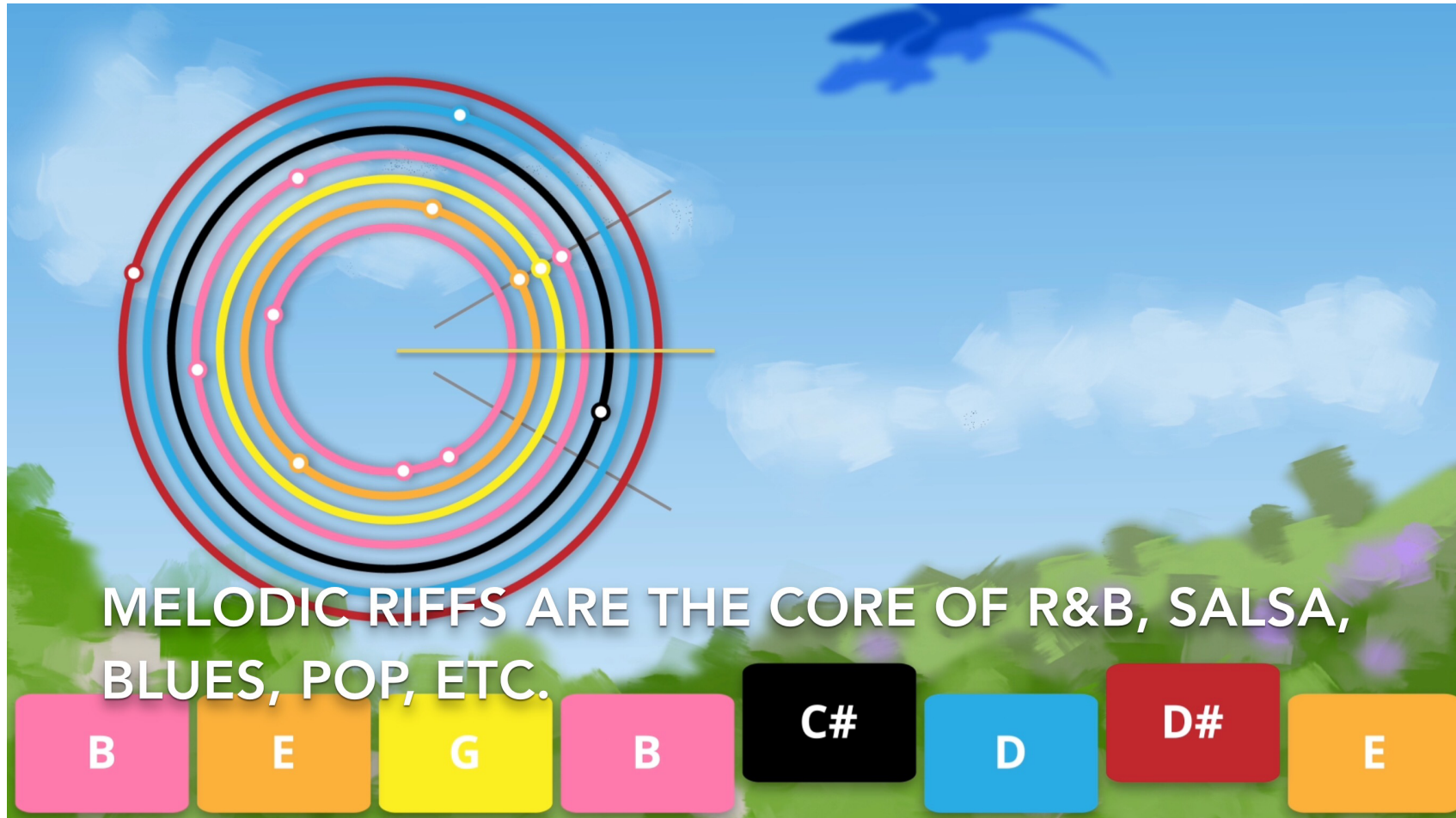
Rhythm Wizard Feeds Creativity



Rhythm Wizard Builds Skills



Rhythm Wizard Creates Melodies



**Next: Imagine color-coded music building blocks,
like musical “Tinker Toys” or “Legos,”**



Rhythm Wizard

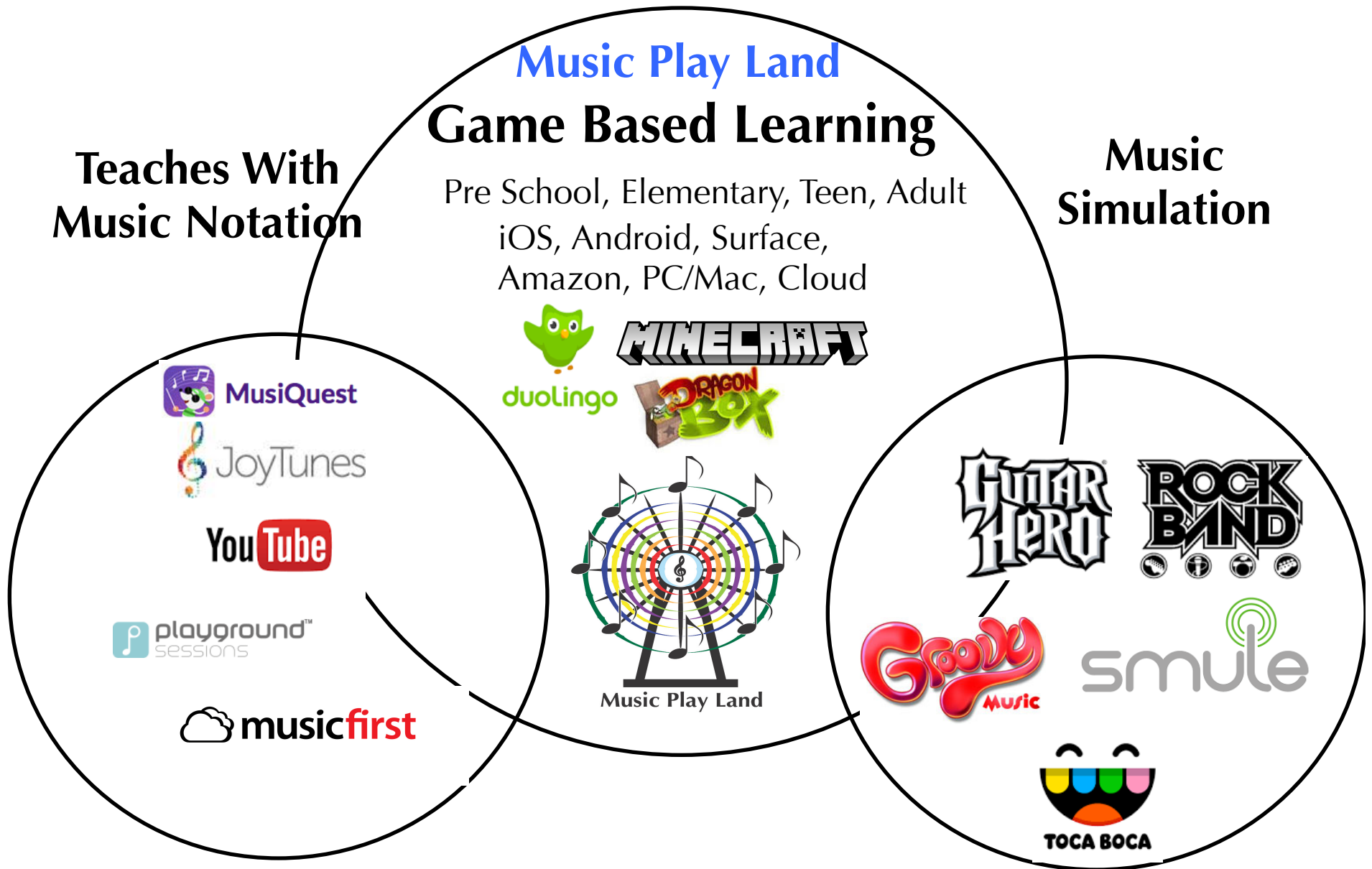


Melodic Wizard



Harmonic Wizard

MPL Competitive Landscape

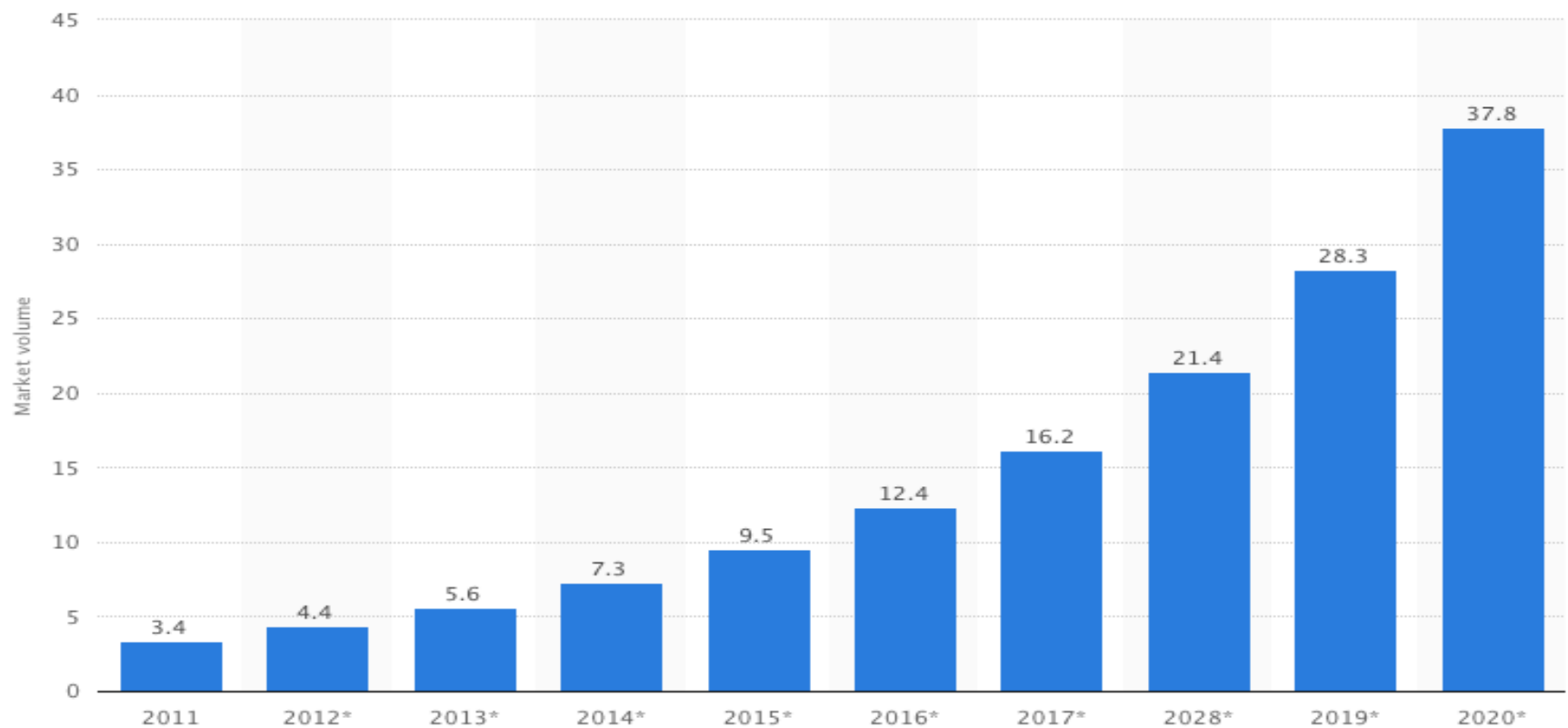


Mobile Gaming: \$40 Billion by 2017

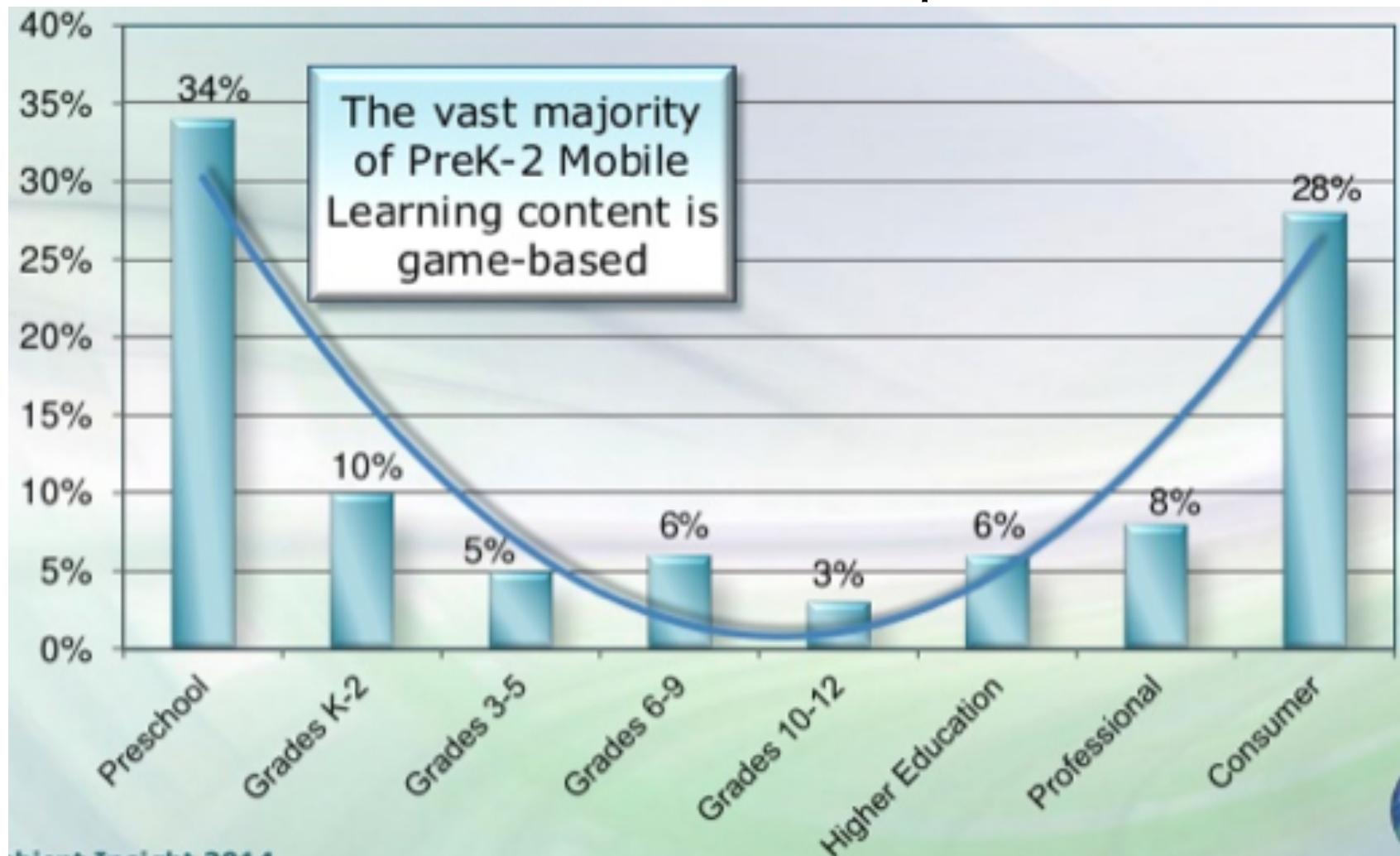
Mobile Education: \$37 Billion by 2020

Global mobile education market volume from 2011 to 2020 (in billion U.S. dollars)

This statistic presents the global mobile education market volume from 2011 to 2020. In 2020, worldwide m-education spending is projected to reach 37.8 billion US dollars, up from 3.4 billion US dollars in 2011.



Pre-K Market is 34% of all Learning App Sales
K-12 is another 24% Consumer Another 28%
86% of the \$37 Billion is Open to MPL



Revenue Strategy

Starting Point: Build Out App on 5 Platforms



Piano Wizard™

Expand Reach with JV Partners, Localization



Expand Platform



Rhythm Wizard



Melodic Wizard



Harmonic Wizard

Upsell Content In-App Purchases

Unlimited expansion with content sales in the form of songs, rhythms, sounds, themes, accessories, etc.



Massive Collaborative Cloud Platform

Massive Collaborative Cloud Platform,
“World of MusicCraft”

“MyMusicSpace”

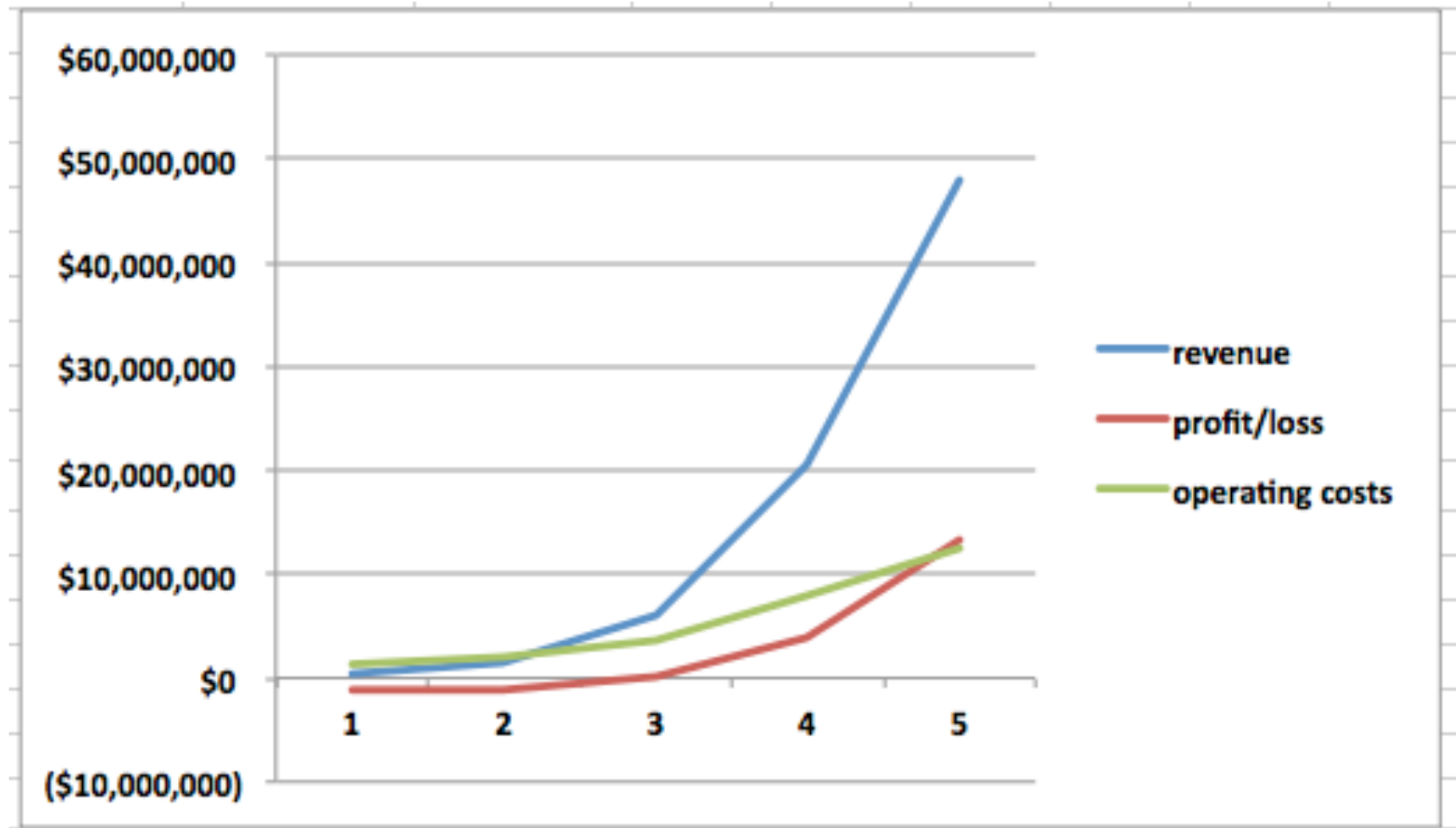
Live TV Events, School Contests,
Live TV Events,

Social Media Sharing

Branded Sales



Music Play Land Income Chart

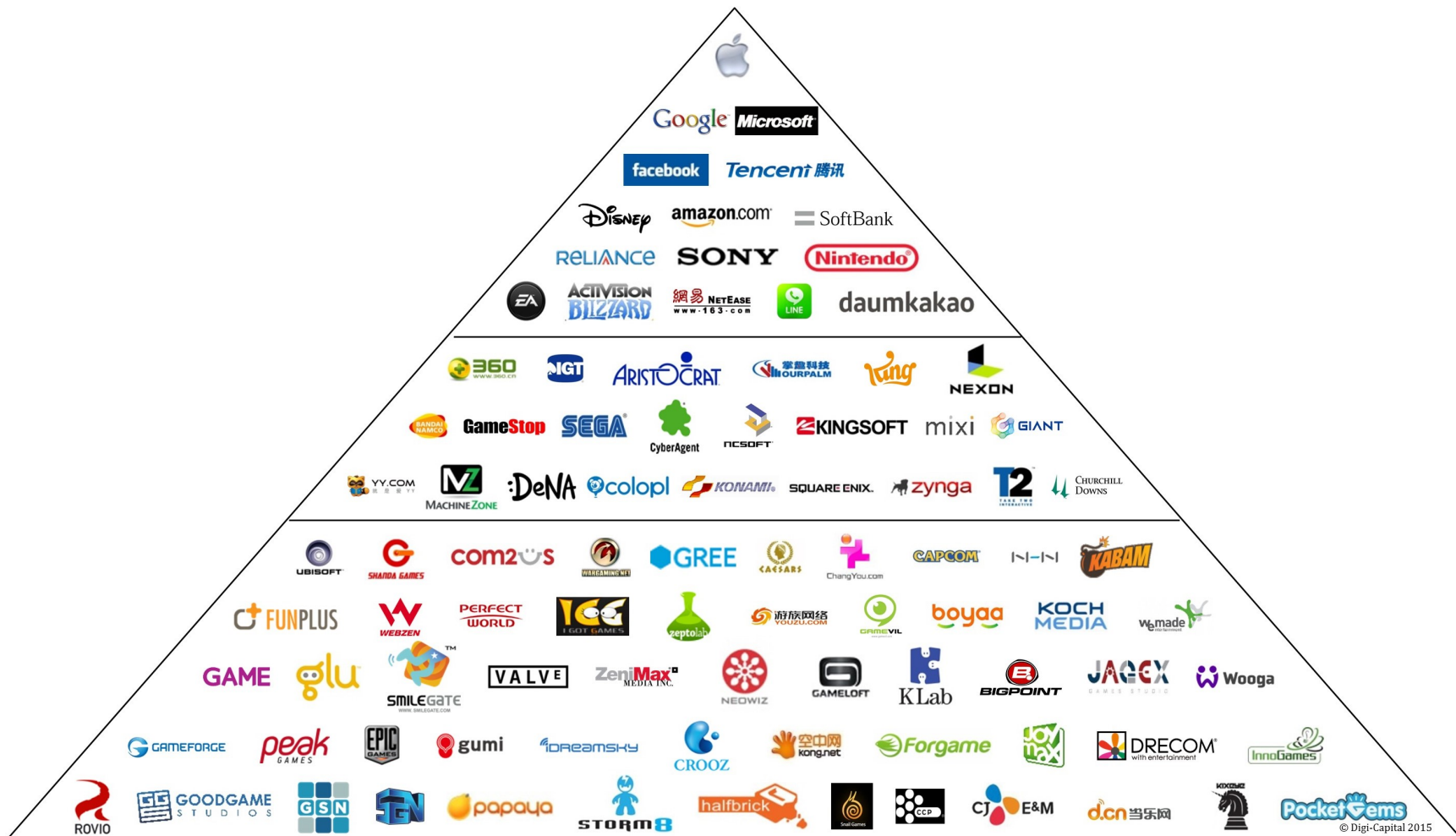


Intellectual Property Assets

- Comprehensive licenses of 4 issued patents, 1 improvement patent, 1 new provisional pending.
- Comprehensive licenses of 14 issued trademarks, including 10 “Wizard” franchise names.
- Software, web, video, and music copyrights.
- Trade secret protection on future products.
- High Level Cloud Security, Lockouts of Additional Content.

Strategic Acquisition Candidates

Digi-Capital™ Games Leaders



MPL Bridge (\$500K min) Use of Funds

Launch of Piano Wizard App

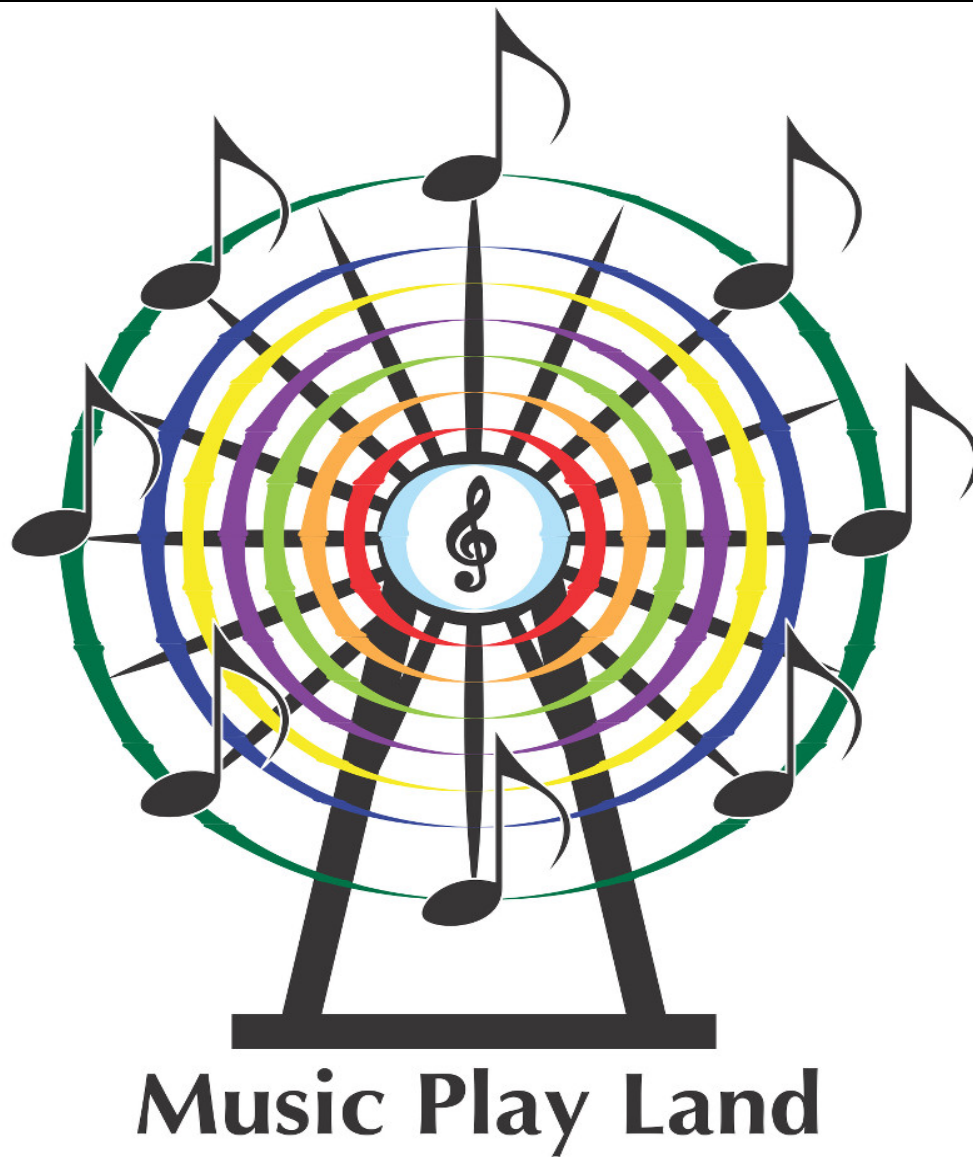
Next 3 Apps Development

4 Platforms Each (\$300K)

Biz Dev, PR, Marketing (\$200K)

Convertible Note with 20% Discount.

Additional round of \$3 Million will complete development of all apps and multi-player cloud version that will sustain us to critical mass and profitability in global markets.



Music Play Land

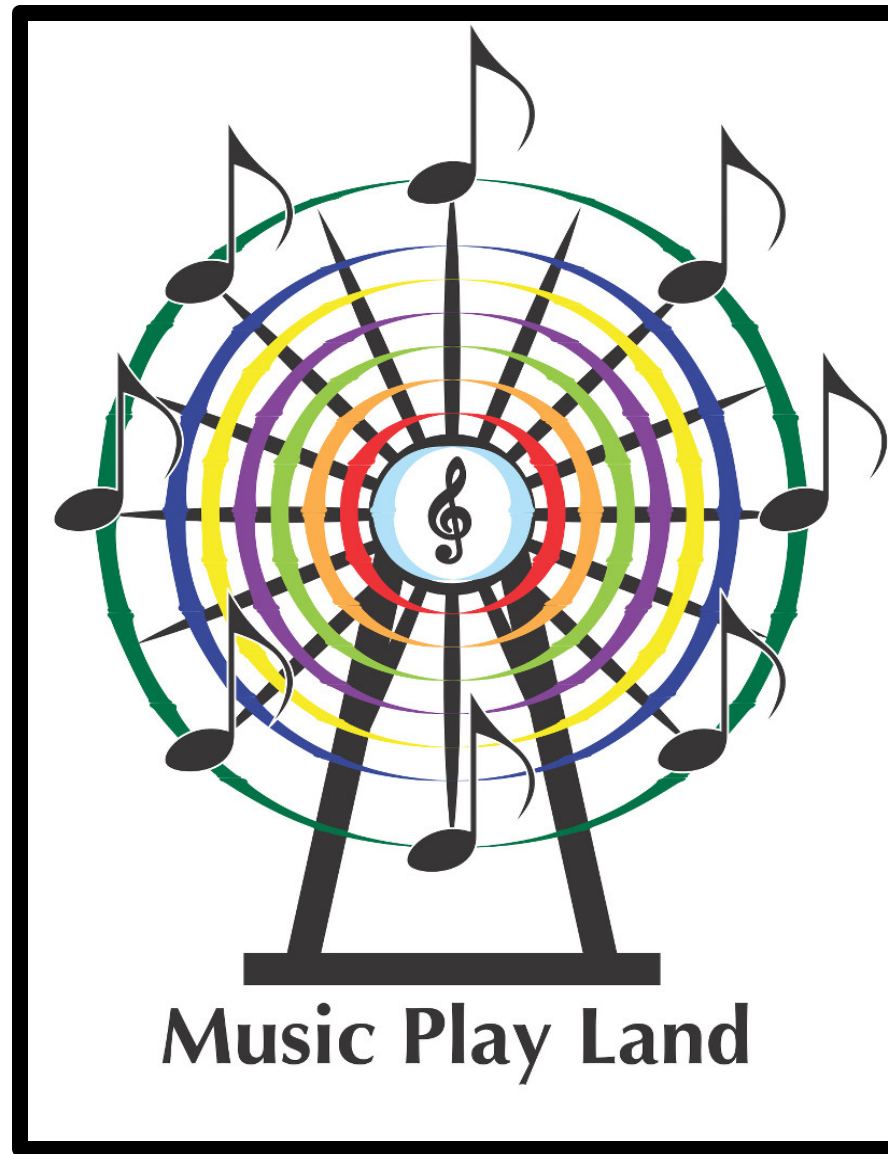
"Virtually anyone on the planet with access to a touch screen can now learn to play, master and create real music **in minutes!**

And enjoy doing it!"



Music Play Land Inc Copyright 2016

Appendix



MPL Executive Team and Board

Chris Salter Chief Creative Officer, Interim CEO



Experienced Entrepreneur

Bridged Linguistics Concepts to Music

Designed award winning Piano Wizard

Architect of “Elements of Music” App Suite

Tim Mensch Advisory Board, CTO Candidate



30 years Video Game Design/Development

Strong Software Architecture Background

Author, Entrepreneur, “Dreamcrusher”

MPL Executive Team and Board

Ted Stokes, Advisory Board,



Strategic Startup Consultant, Author,
30 Years Success with Turnarounds

15 years of Mentoring Start ups

Deep Financial and Operational Expertise

Karen Rands Investor Relations Manager



MBA in Marketing from U. of Florida.

13 years at IBM, 15 yrs. private consultant

Focused on emerging growth companies,

REG D 506c and REG A+ Capital Strategist.

MPL Executive Team and Board

Steve Wilson, Advisory Board, VP Biz Dev Candidate



Sales Director, Previously CEO of an agency specializing in launching new products. Long career with **The Music Sales Group** and **Hal Leonard Corporation** includes increasing revenues more than 400% and directly responsible for sales in excess of \$100,000,000.

Ruth Ann Kraemer C.P.A., Advisory Board, CFO Candidate



Over 20 years of experience as a Financial, Operational, and Compliance Officer in highly regulated industries.

Chief Financial Compliance Officer for a SEC Registered Investment hedge fund.

Instrumental in investor relations and capital raise efforts and postured private entities for the public markets.

MPL Executive Team and Board

Matthias von dem KneseBeck Music Technical Advisor



Technology, Strategy and Management
Consulting

Digital Multimedia for Mobile Devices

Consumer Electronics

Real-time remote control and sensing (Internet of Things)

Jim Chapman, Advisory Board, SEC, Mergers, Licensing



National Lawyer of Distinction 2017

China Investment Attorney of the Year 2017

Best M&A Attorney – California 2016

Focused on emerging technology companies and
the angels, VCs, and family offices that fund them

MPL Team Bios Online

The Engineers:

The engineers are diverse and capable. Our lead engineer has 30 plus years experiences with independent game development, and deep software architecture chops. Another has launched his own educational app in Vietnam with 60,000 viral users, and has the bandwidth with his offshore team to expand with us as we grow. Matthias has award winning experience as a music educator and cutting edge audio tech skills as well.

Tim Mensch, CTO Candidate,

<https://www.linkedin.com/in/timmensch/>

Dong Nguyen, Tech Advisor

www.linkedin.com/in/dong-nguyen-b6a79427 (saolasoft.com)

Matthias Knesebeck, Music Tech Advisor

de.linkedin.com/in/matthias-von-dem-knesebeck-291b948

MPL Team Bios Online

Executive Team Candidates (Currently Advisors)

I have worked with and known most of these people for years, and they are amongst the most capable and solid I found anywhere. All are open to a larger opportunity as funding, growth and development permit and require.

Ruth Ann Kraemer, CFO Candidate

www.linkedin.com/in/ruth-ann-kraemer-b3757b14

Mary Babiasz, COO Candidate,

<https://www.linkedin.com/in/marybabiasz/>

Steve Wilson, VP Business Development

www.linkedin.com/in/stevenwilsonmusicpublisher

Ted Stokes, Strategic Advisor www.linkedin.com/in/tedstokes

Karen Rands, Investment Relations

www.linkedin.com/in/karenrands

MPL Team Bios Online

Advisory Board and Special Teams

These people are very resourceful friends and colleagues who can be engaged for special projects as needed, with wide powerful networks and unique skills and experience.

Tom Folenta, Advisory Board,

www.linkedin.com/in/tom-folenta-55a2b9

Lori Cheung, Advisory Board, Biz Dev

www.linkedin.com/in/loricheung

JR De Souza, Advisory Board, (Disney, Dreamworks, Samsung, Tivo) www.linkedin.com/in/jrdesouza

Randolph Craft, Planning Strategist,

<https://www.linkedin.com/in/randolph-craft-b9515337/>

Lydia Sugarman Advisory Board Online Marketing

<https://www.linkedin.com/in/lydiasugarman>

Joel Wissing, Advisory Board, SEO,

<https://www.linkedin.com/in/joelwissing/>

MPL Team Bios Online

Legal

Lawyers even investors and entrepreneurs can love. Tested, proven and tenacious, with deep subject matter experience.

Jim Chapman, SEC/Licensing Legal

www.linkedin.com/in/jimchapman1

Maria Speth, Trademark and Copyright IP,

<https://www.linkedin.com/in/mariacrimispeth/>

Jason Webb, Patent Attorney

<https://www.linkedin.com/in/jason-webb-030ab81/>

MPL Team Overview Video

<https://youtu.be/Oa07BZ4AfsM>

MPL Seed Development Use of Funds

Piano Wizard (\$60K, iOS, Android, MS, Amazon)
(2 months to Beta, 4 months port and testing)

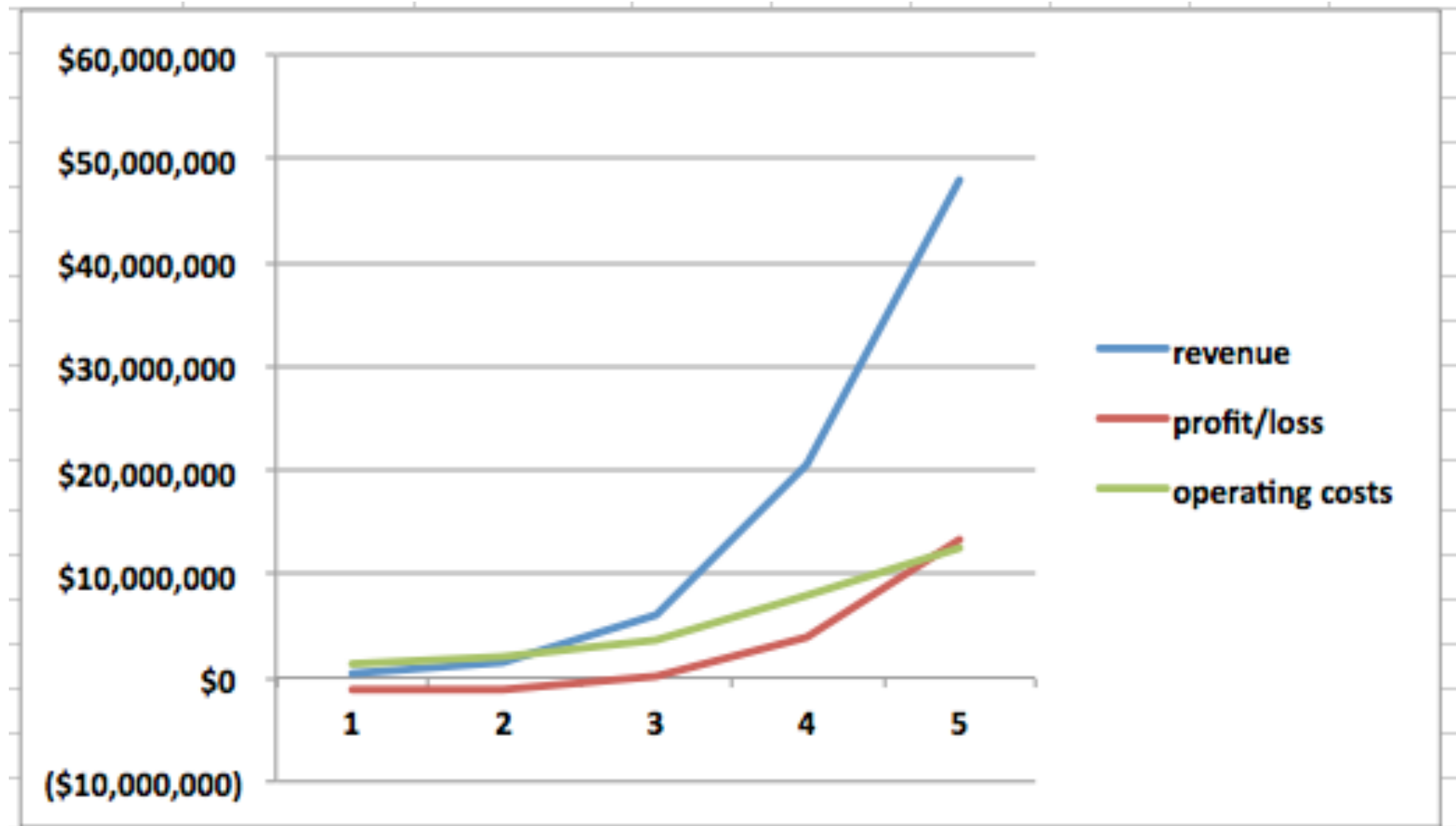
Rhythm Wizard (\$70K, 4 Platforms)
(3 months to Beta, 3 months port and testing)

Tone Wizard (\$70K, 4 Platforms)
(3 months to Beta, 3 months port and testing)

Sound Wizard (\$70K, 4 Platforms)
(3 months to Beta, 3 months port and testing)

Flexikeys and Cloud Song Content (\$30K)

Music Play Land Income Chart





Full Development and Production Sequence

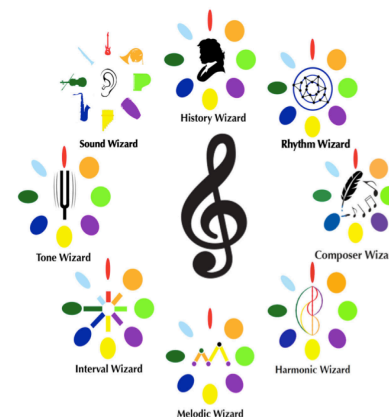
2018 Piano Wizard

Rhythm Wizard

Tone Wizard

Sound Wizard

Flexikeys and Cloud Song Content



2019 Interval Wizard

Melodic Wizard

Harmonic Wizard

Collaborative Cloud Gameplay

2020 Composer Wizard

History Wizard

2020- 2021 Online Family Targeted Games

Educational School Subscriptions

Global Expansion Latin America, Asia, Europe,

Music Play Land Income Statement

Music Play Land, Inc.

Projected Income Statement, Balance Sheet & Cash Flow

5-Yr. Income Statement Projections					
	Year 1	Year 2	Year 3	Year 4	Year 5
Total New Customers	48,986	228,676	785,313	2,449,125	6,079,029
Flexikeys Revenue	\$0	\$900	\$36,150	\$84,750	\$238,500
Apple iOS	\$256,184	\$1,019,117	\$3,275,983	\$10,281,438	\$22,644,483
Android	\$27,800	\$271,971	\$1,217,117	\$3,823,405	\$7,880,624
Microsoft Surface	\$9,442	\$78,682	\$210,922	\$565,417	\$3,752,724
Amazon	\$1,258	\$37,091	\$496,535	\$992,617	\$1,782,597
Cloud/Downloads		\$44,077	\$176,924	\$529,530	\$607,907
Collabrative Cloud Gaming		\$0	\$0	\$1,655,522	\$3,039,534
International Sales			\$541,363	\$2,689,902	\$7,989,274
Total Sales	\$294,683	\$1,451,837	\$5,954,994	\$20,622,581	\$47,935,644
Growth Rate	100%	393%	310%	246%	132%
Cost of Goods Sold	\$98,714	\$476,335	\$1,895,210	\$6,450,271	\$14,811,995
Gross Profit	\$195,969	\$975,502	\$4,059,784	\$14,172,310	\$33,123,648
Gross Margin	67%	67%	68%	69%	69%
Operating Costs					
General & Administrative	\$646,134	\$1,254,659	\$2,098,642	\$2,502,972	\$3,020,018
Marketing	\$501,697	\$497,574	\$1,077,004	\$4,388,972	\$8,220,285
R&D	\$190,833	\$357,083	\$561,000	\$1,084,063	\$1,210,065
Total Operating Costs	\$1,338,664	\$2,109,316	\$3,736,646	\$7,976,006	\$12,450,368
Pretax Income	(\$1,142,695)	(\$1,133,814)	\$323,138	\$6,196,303	\$20,673,280
Cumulative Income Tax Shield	(\$1,142,695)	(\$2,276,509)	\$0	\$0	\$0
Income Tax Expense (0-35%)	\$0	\$0	\$113,098	\$2,168,706	\$7,235,648
Net Margin	-388%	-78%	4%	20%	28%
Net Income (Loss)	(\$1,142,695)	(\$1,133,814)	\$210,040	\$4,027,597	\$13,437,632

Music Play Land

Recent Game Company Exits

2016: \$2.5 billion Acquisition of MineCraft by Microsoft

Record \$24 billion in game-company exits in 2014

\$15 billion of the total from acquisitions,

\$9 billion came from IPOs, which Asia dominated.

Digital Capital forecasts 100 Billion Revenue by 2018

Asia is the No. 1 game market, set to hit \$45 billion

Educational Game market to hit \$6 billion by 2020