

Musical Training Causes Significant Meta Brain Plasticity

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



Smarter,
Happier
Kids!

Mentally
Stimulated
Adults!

Music Play Land Inc Copyright 2018

PROBLEM

Traditional methods are:

- Expensive:
- Boring (Lots of drills)
- Takes years to play well



- Less than 8% of Adults can Play an Instrument Well

SOLUTION

**Proven award-winning,
patented technology,**

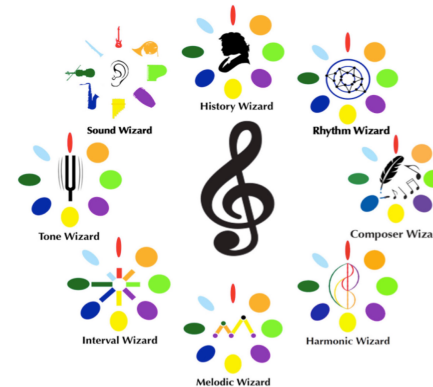
Creates FUN in the learning

Lets users play, master and
create real music on real instruments in minutes

Make it affordable and accessible to all.



Introducing Music Play Land:

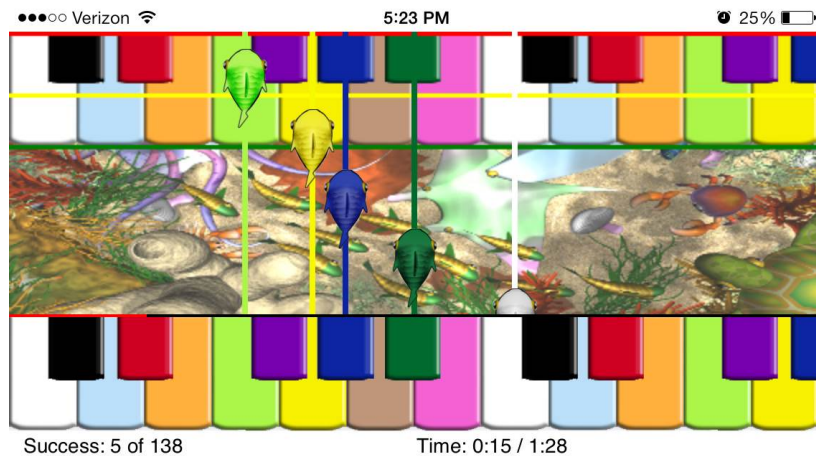


A groundbreaking approach to music education:

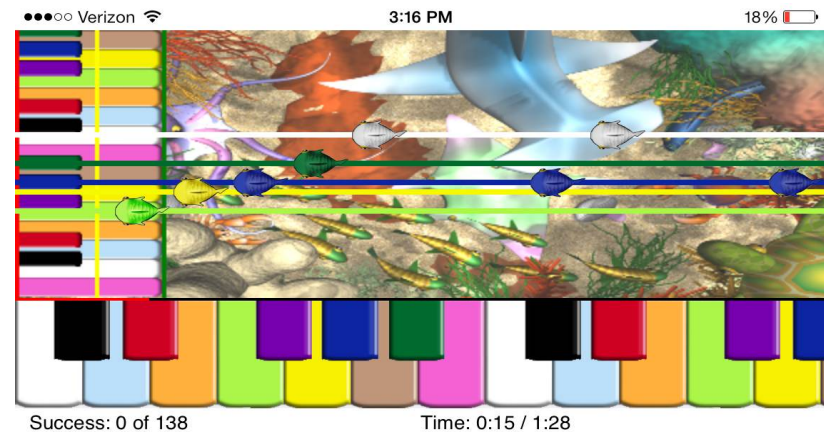
- Dramatically shortened timeline to play, master, and compose real music
- Simple, innovative and incremental learning process uses gamification to engage the student
- This is not a mere App, it's a full music education Platform
- Based on award winning, proven technology

Piano Wizard Touchscreen APP MVP, (iOS and Windows)

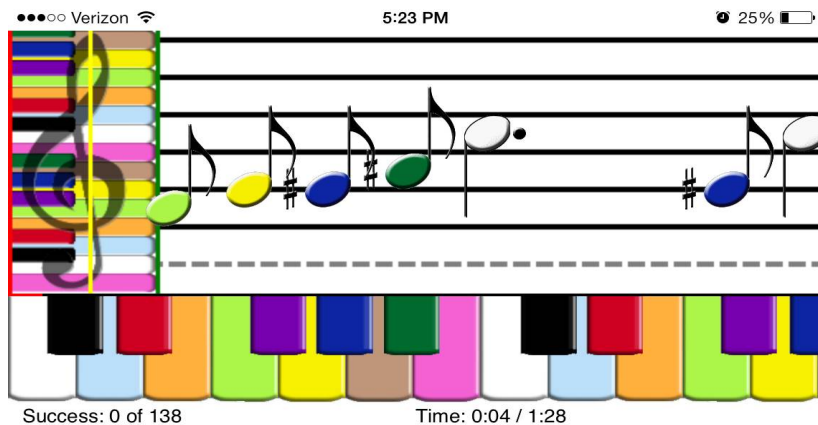
Step 1: Game objects move up, Bottom keyboard played when they touch the Top (target) keyboard.



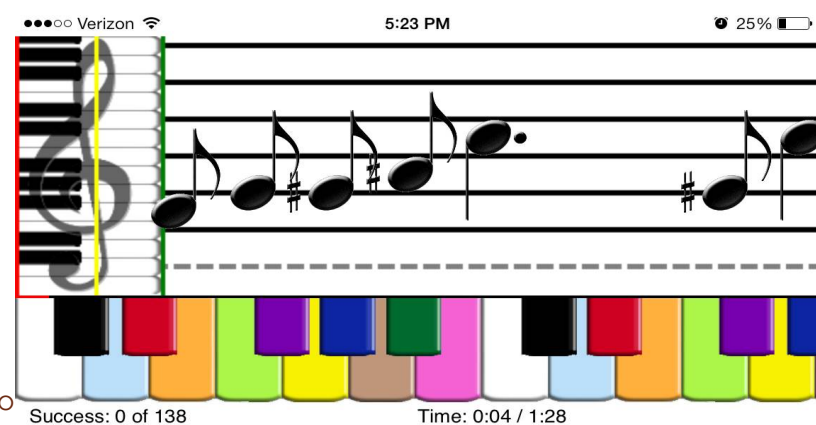
STEP 2: KEYBOARD ROTATES 90°, PLAYER SEES HOW MUSIC NOTATION ORIENTATES PITCH VERTICALLY AND HOW THE PIANO RELATES TO THAT.



STEP 3: GAME OBJECTS BECOME COLOR CODED MUSIC. STUDENT RECOGNIZES NOTATION THEY ALREADY KNOW HOW TO PLAY. . .



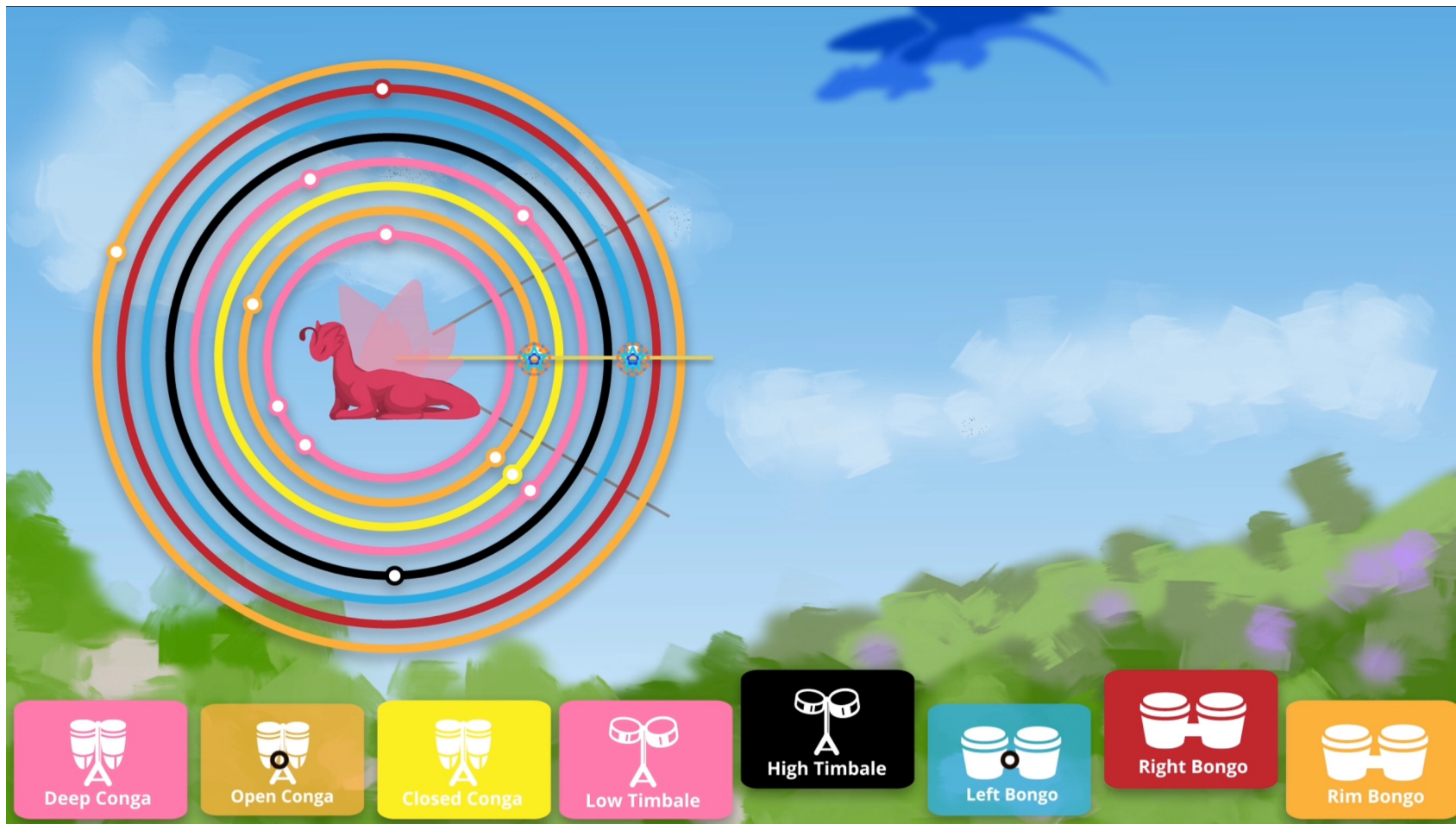
STEP 4: FROM COLORS TO TRADITIONAL MUSIC NOTATION, PLAYER GRADUATES FLUENTLY TO SHEET MUSIC IN LESS THAN 15 MINUTES





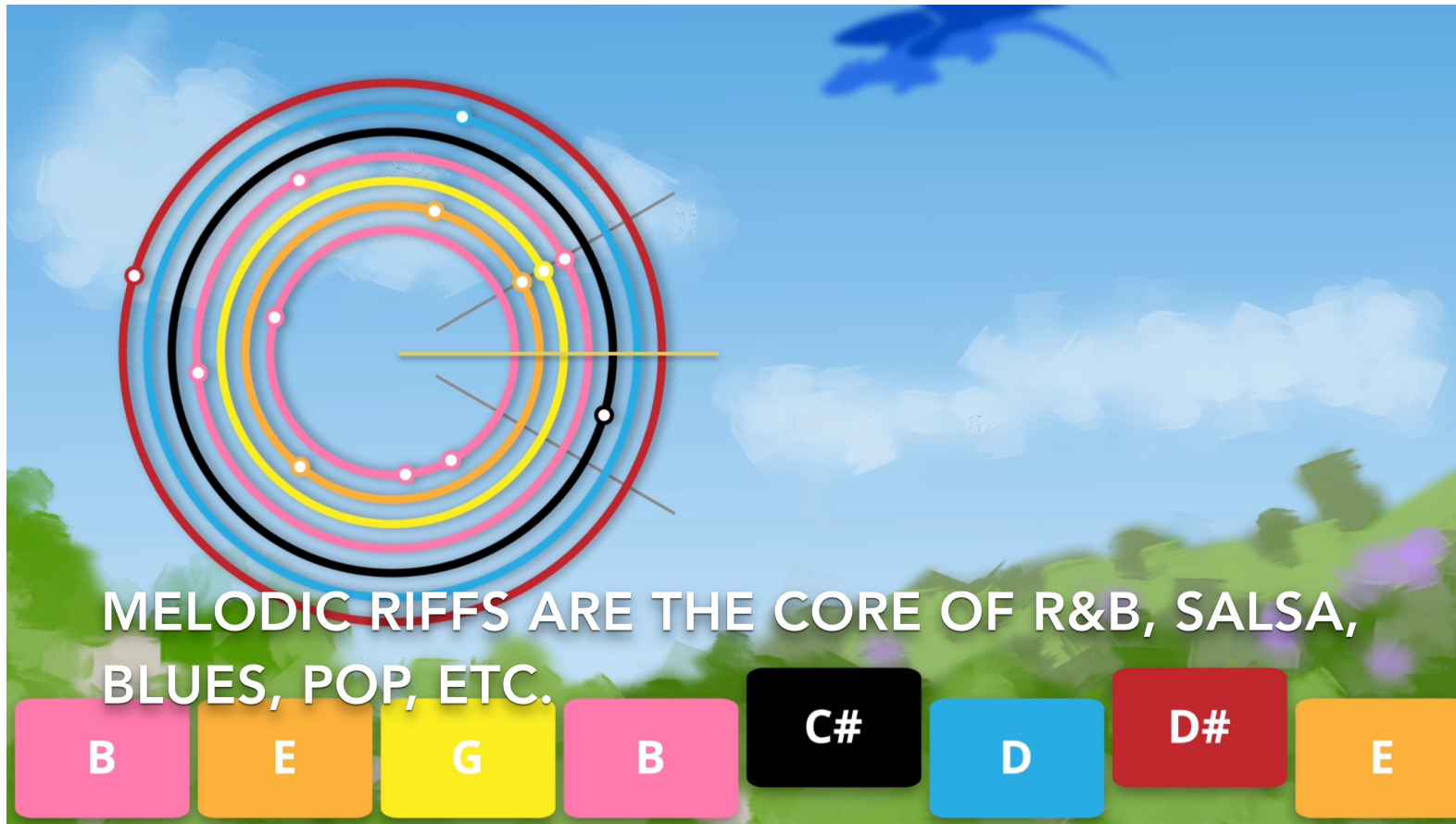
NEXT ON DECK: **RHYTHM WIZARD** TRAIN DRAGONS TO MAKE MUSIC

Music Play Land Inc Copyright 2016



RHYTHM WIZARD TEACHES REAL SKILLS AND UNLEASHES CREATIVITY

Music Play Land Inc Copyright 2016



RHYTHM WIZARD BECOMES A FRAMEWORK FOR COMPOSITION

Music Play Land Inc Copyright 2016

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



Rhythm Wizard



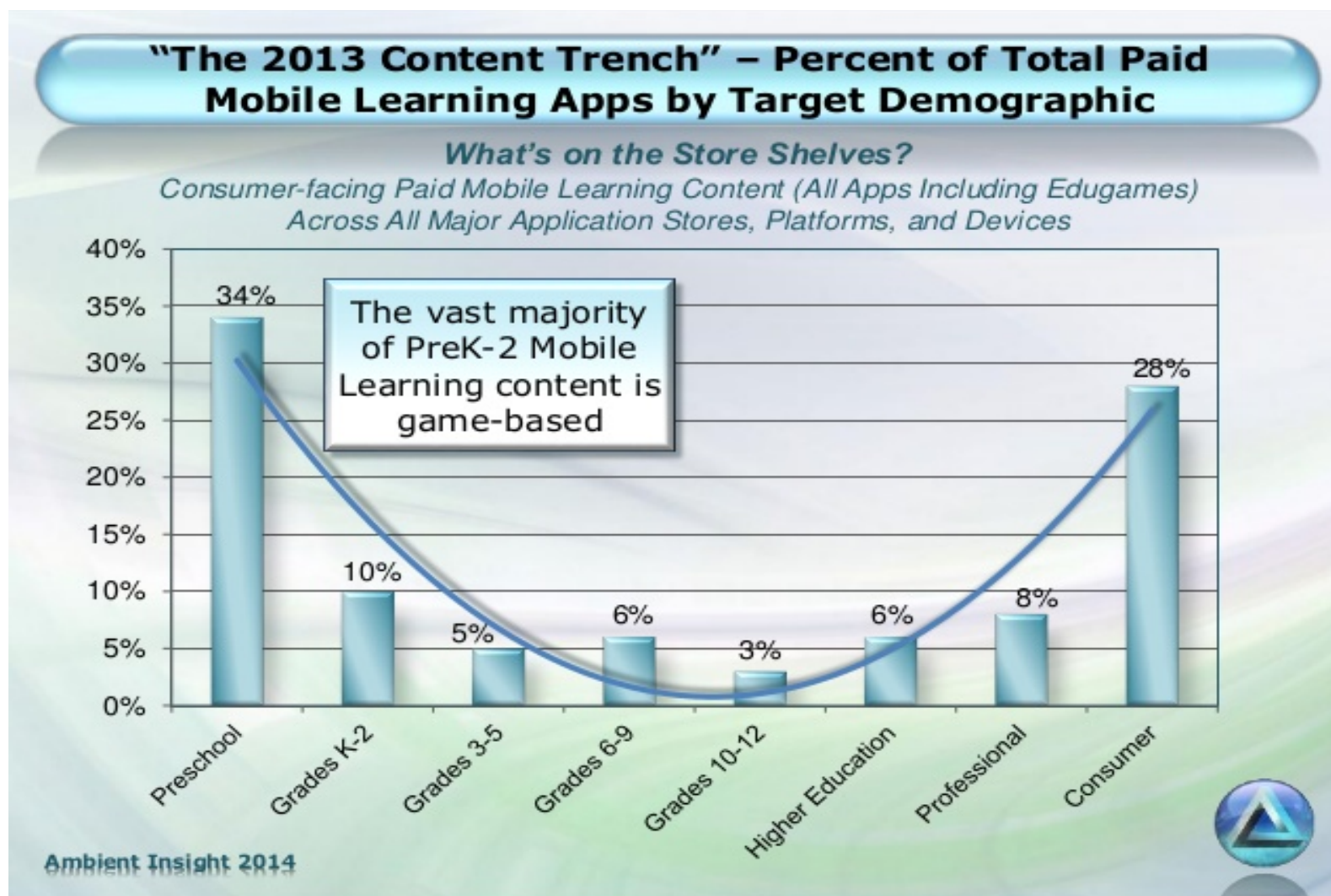
Melodic Wizard



Harmonic Wizard

Allowing even small children to play, master
and create real music naturally,
like a native language . . .

PRE-K MARKET IS 34% OF ALL LEARNING APP SALES CASUAL LEARNING APPS IS ANOTHER 28%

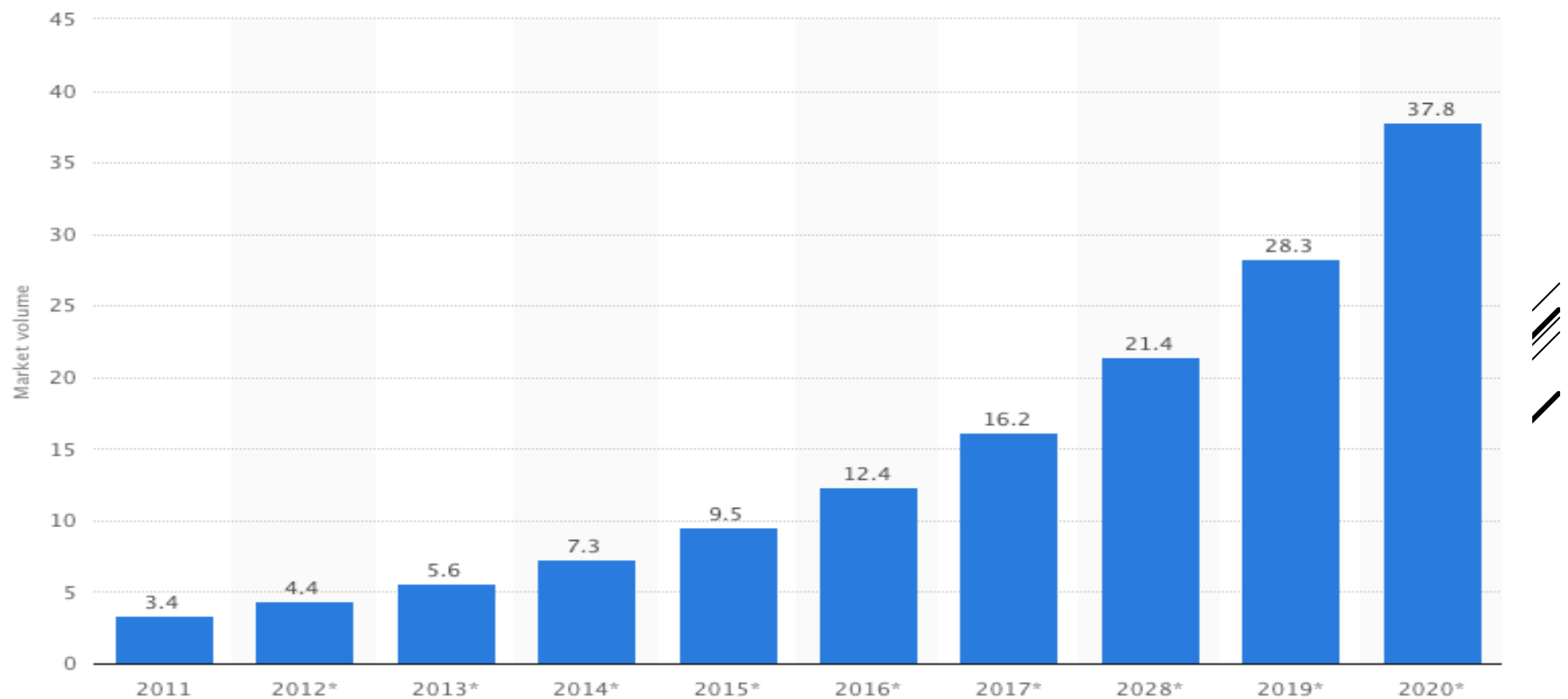


MOBILE GAMING: \$40 BILLION BY 2017

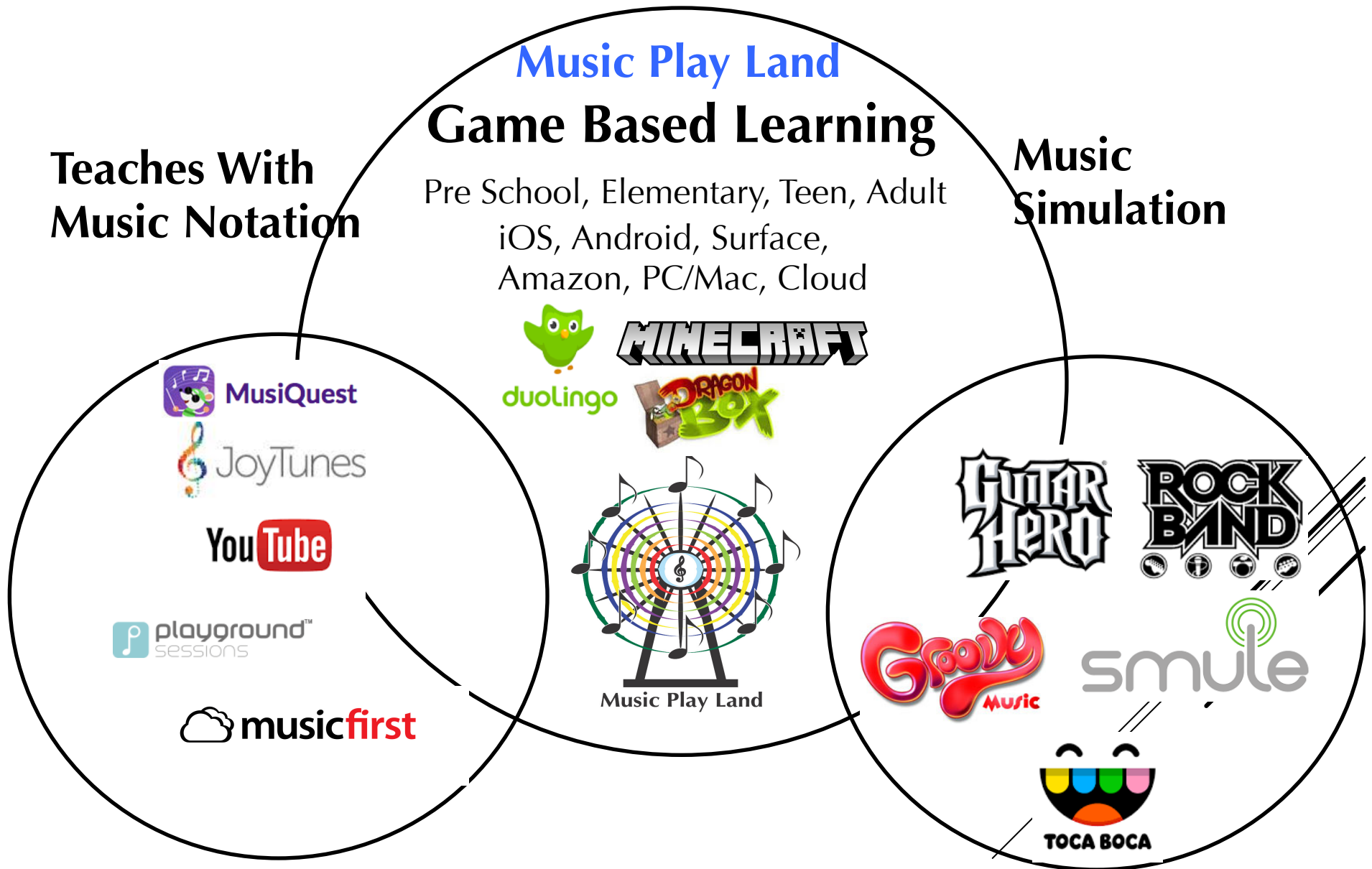
MOBILE EDUCATION: \$37 BILLION BY 2020

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.



MPL COMPETITIVE LANDSCAPE



Revenue Strategy

Starting Point: Build Out App on 5 Platforms



Piano WizardTM

Expand Reach with JV Partners, Localization



Expand Platform



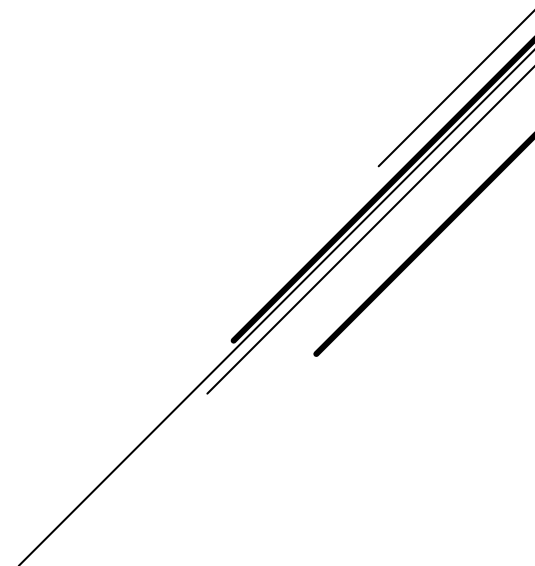
Rhythm Wizard



Melodic Wizard



Harmonic Wizard



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



Branded Sales



Massive Collaborative Cloud Platform

Massive Collaborative Cloud Platform,
“World of MusicCraft”

“MyMusicSpace”

Live TV Events, School Contests,
Live TV Events,

Social Media Sharing

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

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

Timothy Mensch CTO Candidate, Advisor



Technology, Strategy and Management
Expert

30 years game design and programming

Software Architect, “Code Rescue”

experience helps him structure things well from get go.

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 manages sales to retailers and distributors in mass market and online .

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 broad industry 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, Award Winning Junior Symphony Director, Real-time remote control (IoT)

Jim Chapman, Advisory Board, SEC, Mergers, Licensing,



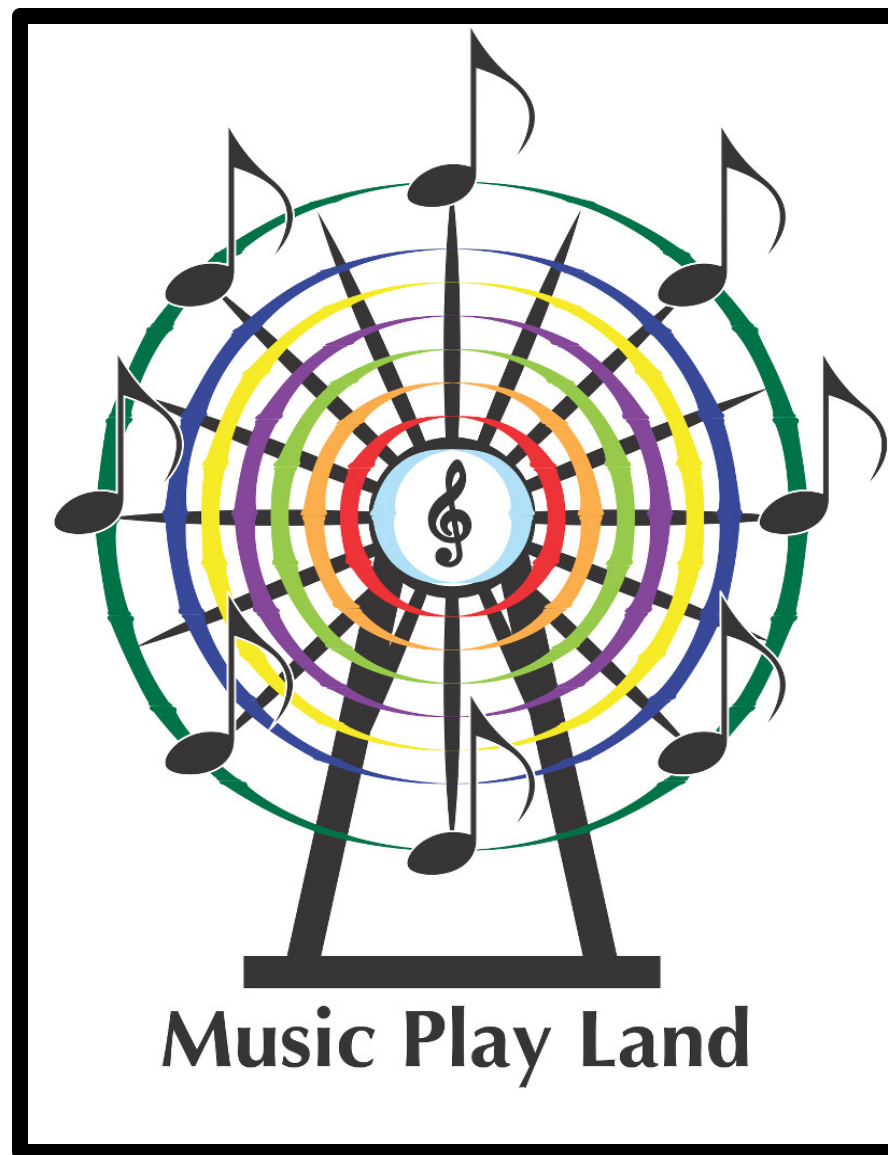
National Lawyer of Distinction 2017

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

APPENDIX



Music Play Land Inc Copyright 2018

Surprising, Inspiring Impact on Special Needs Children



Jed was severely challenged, non-verbal, now plays Beethoven, Bach and goes to school.



Minh is a 15 yr old non-verbal autistic, After just 1 month he played with his friends in a band for Autism Awareness Day.

"Of the 25 children with an Autism Spectrum Disorder, 28% obtained a perfect score of 100% the first day they played Piano Wizard Academy. On their second day playing Piano Wizard Academy, that number leaped to 55% of the children obtaining a perfect score.

Of the students in the HFA/Asperger's group, 55% obtained a perfect score the first day playing Piano Wizard Academy, and 77% reached a perfect score on the second day. In the Limited Verbal Abilities group, 12.5% obtained a perfect score the first day which increased to 33% on the second day playing Piano Wizard Academy.."

Jennifer



"WE TEST MANY PRODUCTS AT COMPUTER TIMES THAT PERFORM WELL AND EARN OUR EDITOR'S CHOICE AWARD. SELDOM THOUGH, DO WE FIND A PRODUCT THAT IS AS EXCITING AS PIANO WIZARD ACADEMY! AS AN EDITOR, EDUCATOR AND MUSICIAN, IF WE HAD MEDALS TO AWARD ALONG WITH OUR EDITOR'S CHOICE AWARD, **I WOULD CERTAINLY PRESENT PIANO WIZARD WITH THE GOLD MEDAL.**"

COMPUTER TIMES

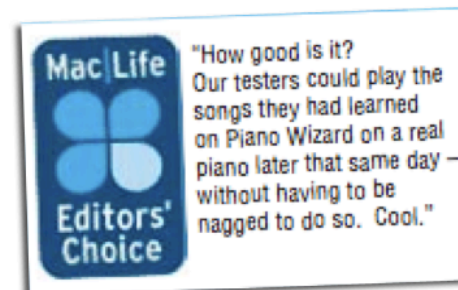
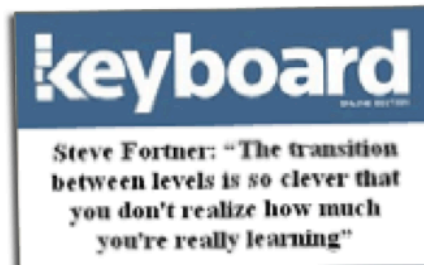
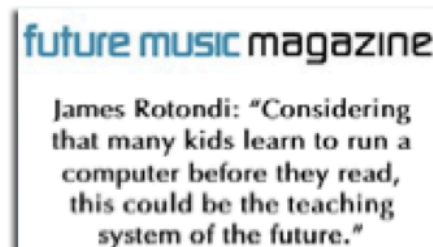
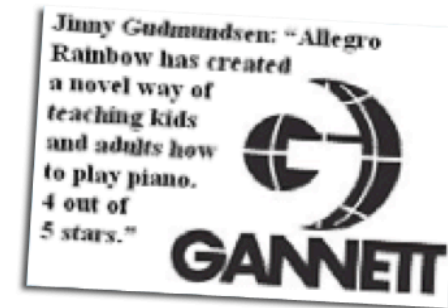
I know Julie in SC and I had been talking about Piano Wizard Academy, and I wanted to share with you ladies what we've enjoyed so far. I bought it for my kids as one of their Christmas presents and IT..IS..AMAZING, PHENOMENAL, MARVELOUS, OUTSTANDING ...and....A JOY & DELIGHT!!!!!!!!!!!!!! Uh, yes, that means we pretty much love it to bits. LOL =o)

Satisfied Piano Wizard Customer

AWARDS



Critical Acclaim



Music Play Land

UNFAIR ADVANTAGES

Fast, Fun, Cheap, yet as Deep as Music Itself.

Kids Can Virally Teach Each Other For More Points.

Based on Proven Approach with Outstanding Results

Scalable on a Global Scale via Apps and Cloud

Unlimited Lucrative Content and Cross Sales



Music Play Land

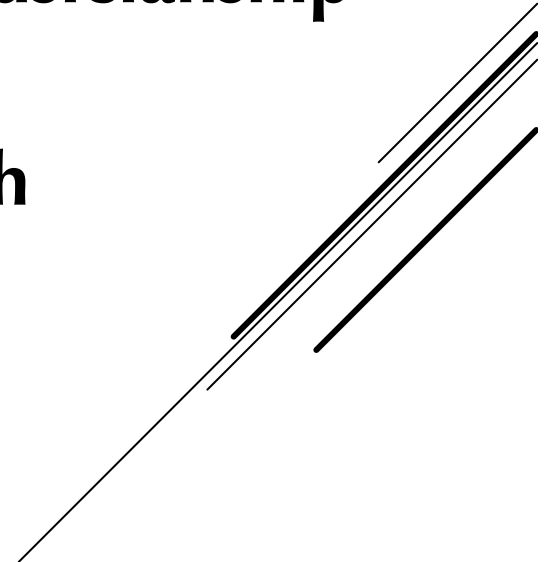
UNFAIR ADVANTAGES

Universal Desire to Play, Create and Enjoy Music

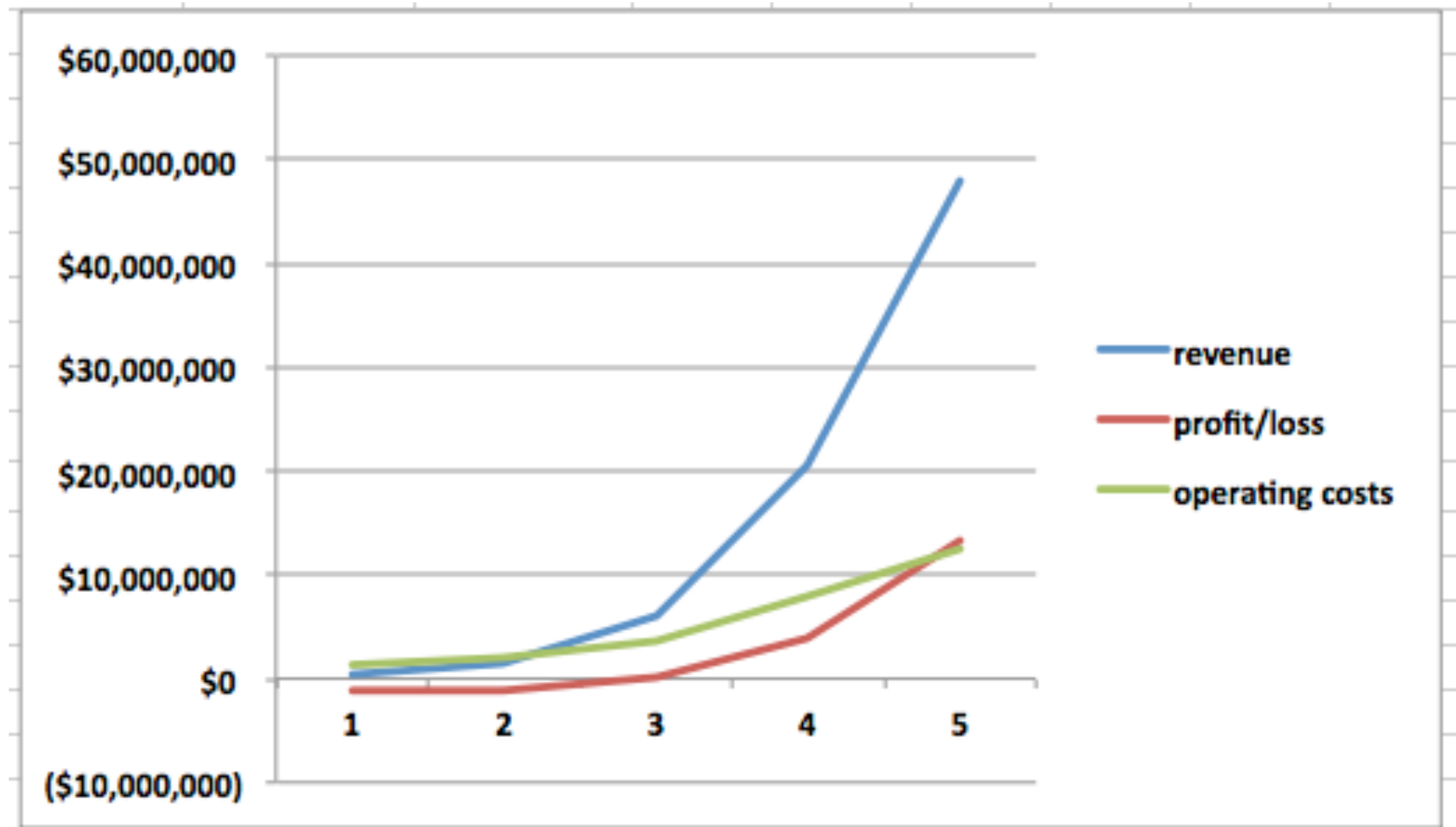
Cradle to Grave: Pre School, Elementary, Teen, Adult

Game Based Learning Teaching Real Musicianship

Natural Language Acquisition Approach



Music Play Land Income Chart



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

COMPLETION OF PIANO WIZARD APP
NEXT 3 APPS DEVELOPMENT
4 PLATFORMS EACH (\$300K)

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

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

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.

USE OF BRIDGE FUNDING (Development)

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)

FULL DEVELOPMENT AND PRODUCTION SEQUENCE

Year 1 Piano Wizard
Rhythm Wizard
Tone Wizard
Sound Wizard
Cloud Song/Sound Content

Year 2 Interval Wizard
Melodic Wizard
Harmonic Wizard
Collaborative Cloud Gameplay

Year 3 Composer Wizard
History Wizard

Year 4 Online Family Targeted Games
Educational School Subscriptions
Global Expansion Latin America, Asia, Europe,



MPL COMPETITIVE LANDSCAPE

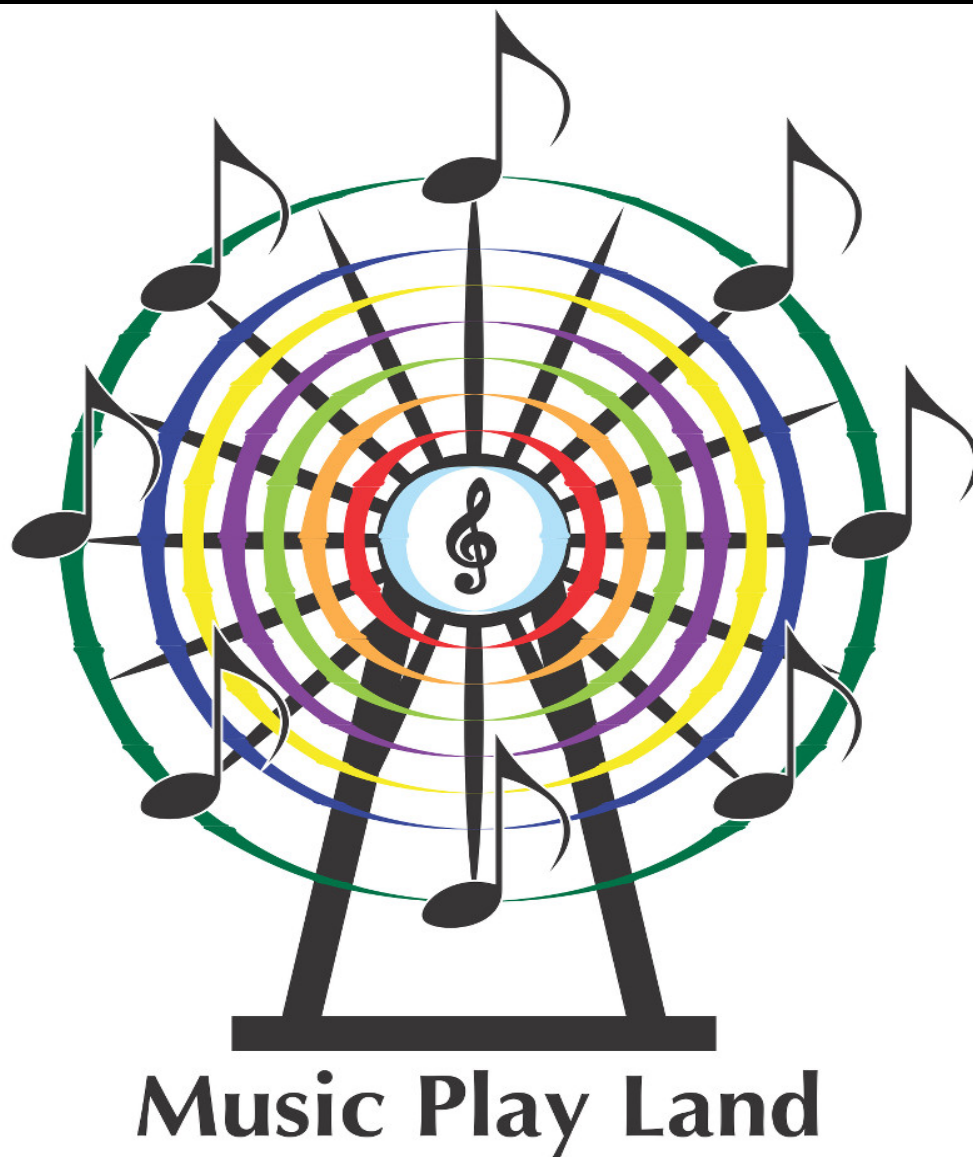
BLUE AREAS = NO COMPETITION, LIGHT GREEN = SCATTERED

Music Play Land Competitive Landscape									
		Music Education					Music Simulation		Not Music
Product Factors	Music Play Land	Groovy Music	Joy Tunes	Edify	Music First	Piano Guy, Playground Sessions	Guitar Hero Rock Band	Smule, Tico	Duo Lingo (Language)
All Genres of Music	✓								
Infinite In-App Content	✓								
Apps/Desktop/Cloud	✓								
Preschool to Adult	✓								
All Elements of Music	✓				✓				
Mass Market	✓						✓	✓	✓
Real Skills Thru Game	✓		Piano Only	Draw Melodies					✓
Elementary	✓	✓	✓		✓			✓	
Tween/Teen/Adult	✓		✓		✓	✓	✓	✓	✓
Game	✓	✓	✓	✓			✓	✓	✓
Music Notation	✓		✓	✓	✓	✓	No	No	Not Music
Piano	✓		✓			✓	Simulated	Simulated	
iOS/Android	✓		✓					✓	✓
Cloud	✓	✓			✓	✓		✓	✓

Strategic Partner/Acquisition Candidates

Digi-Capital™ Games Leaders





"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!"

