



# Online Tutor: *EasyPiano*

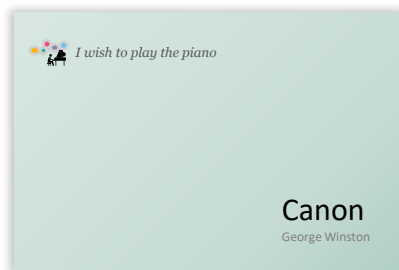
*Social music platform for your practicing*

mediacast

Mediacast, Inc.  
[www.tune-made.com](http://www.tune-made.com)  
[piano@tune-made.com](mailto:piano@tune-made.com)

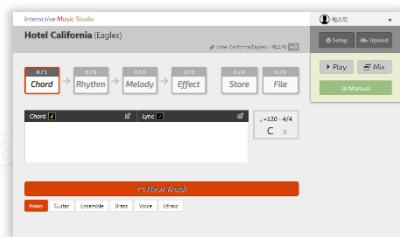
# Products

## Piano Tutoring Content *for Consumers*

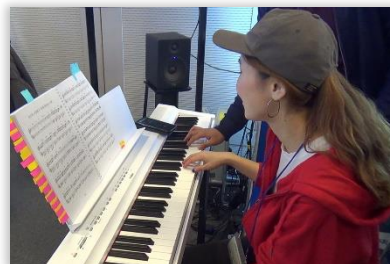


Digital media for sheet music  
Articles · Stories · Testimonials  
Instant tools such as chat-bot

## Content Generation Tool *for Tutors*



## Paid Services *from Tutors*



## Portable Piano *for Practicing*



# Learn how to play the piano at home



Do you wish to play the piano well?

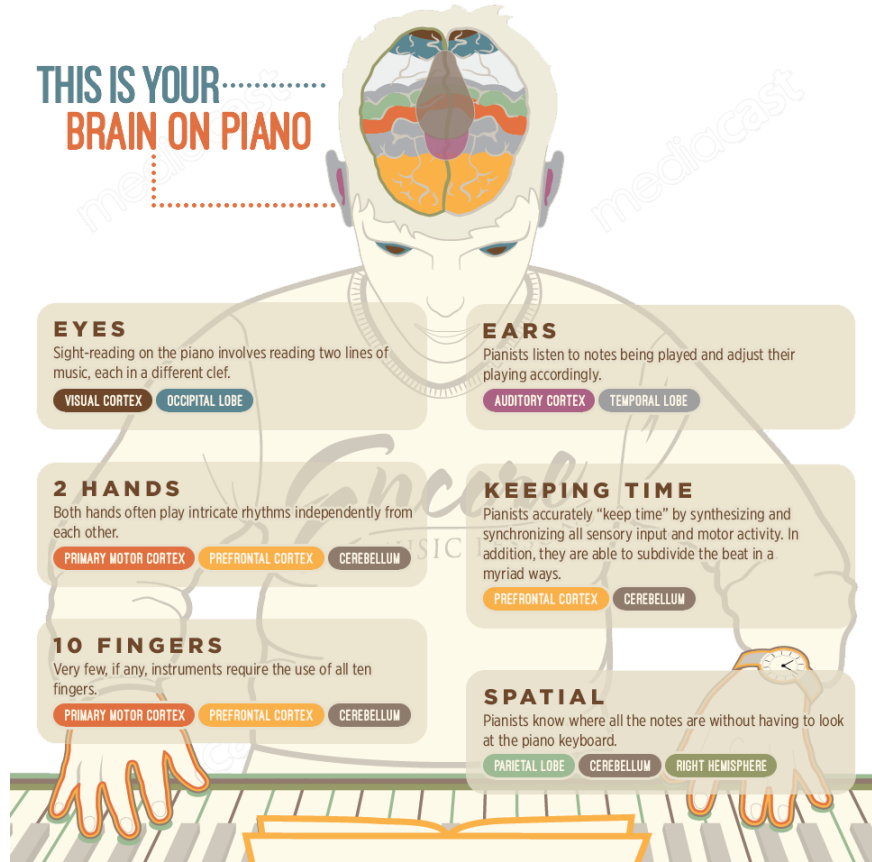
You might think that it's difficult to learn and takes a lot of time.

Those days are over. By subscribing to our newly-developed tutoring system, even a beginner will be able to master any song of his/her choice in just one month and play in front of others. So many people have already had this experience!

# How is the piano played?

Playing the piano is fun!

But there are so many things happening in your brain while you play



In these ways, playing the piano can help develop our brain

# Why is learning the piano so difficult?

The main reasons that lead people to give up learning the piano

- ① Progress is too slow
- ② Instructions are too complicated

85% of people who begin to learn the piano give up within the 1st year.

The most common reason given is time and money but the fundamental reason for lies in slow progress and difficulty in reading sheet music.

A traditional learning method says to practice until you overcome these difficulties. This leads many people to believe that to play the piano, they must practice 4 hours a day for 3 years.

That may be case if you wish to become a classical piano virtuoso. However, most people simply wish to play the piano for their enjoyment. Then there should be no reason to put yourself through such arduous practice.



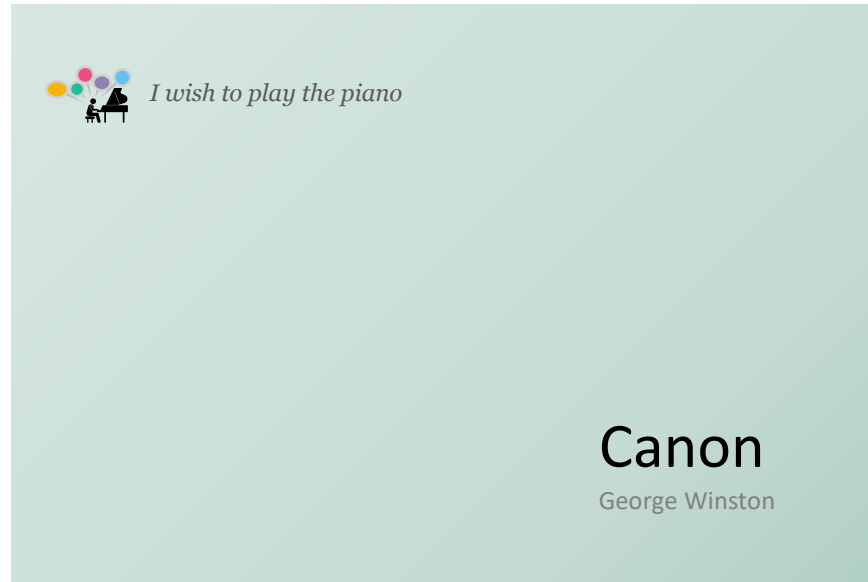
# How can learning piano be made easy?



Practice in steps with easy to read sheet music.

Using your muscle brain, practice the left hand first, then move on to playing with both hands, focusing on right hand melody along with tone and beat.

# Tutoring content system *EasyPiano*



Subscribe to our *EasyPiano* tutoring service and learn to play the piano for 1 year while mastering 1 song every month. By the end, you will be able to play any song that you wish.

# Customer Testimonials



These seniors aging between 50-70 couldn't play the piano but, after 1 month of our tutoring system, succeeded in playing a whole song on the piano.



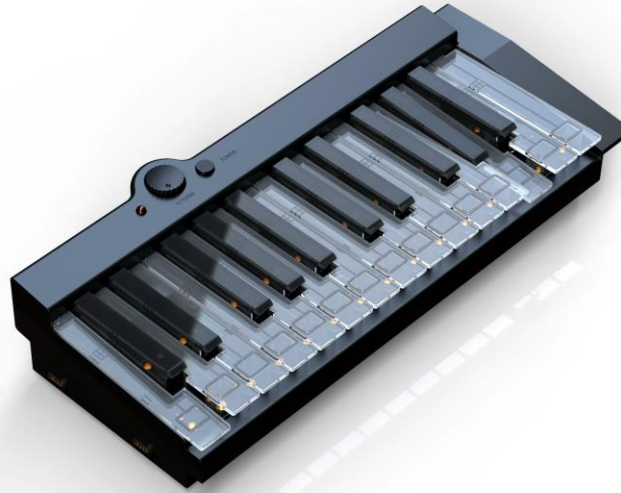


“My lifelong dream of playing hymns on the piano has come true. I am so thankful and happy. I want to play even more songs.” Moon Kim (age: 76)



“I was not able to play the piano but, after just one month, my piano playing had improved to the point where I was playing in ensemble with other instruments.” Joohee Lim (age: 54)

# Do you need a piano?



If you have the desire but don't have the piano to practice, try using our portable piano. With 25 keys, it is perfect for practicing one hand at a time. Small and lightweight, it fits right inside your backpack. When you practice, LED lights inside each key will light up to let you know which keys to press.



It doesn't stop there. By combining two of our pianos, you can get a full piano keyboard of 49 keys. This will allow you to practice both hands at the same time.

# EasyPiano Subscription Pricing

## Online Tutoring Service



\$50 per month  
\$500 per year

Access to online content

Receive specially arranged  
sheet music of any song of  
your choice

## Offsite Group Tutoring



\$100 per month  
\$1,000 per year

Online Tutoring Service

Offsite group tutoring once  
a week through reservation

## Home Visit Tutoring



\$150 per month  
\$1,500 per year

Online Tutoring Service

Tutor visits your home once  
a week through reservation





# Do you want to be piano tutor?



Have you thought about teaching piano?

By subscribing to our *EasyPiano* tutoring system, you can find students in your area and give lessons. You don't have to be amazing at playing the piano. Passion and dedication are the most important things to have in this line of work.

# *EasyPiano* Subscription Benefits for Tutors

## Online Tutoring Service



You can use our Interactive Music Studio to create music easily.

We will sell your unique musical content for you.

## Offsite Group Tutoring



You can make reservations with learners and give lessons.

Tutoring lessons will provide extra pay.

## Home Visit Tutoring



You can make reservations with learners and visit their homes to give lessons.

Tutoring lessons will provide extra pay.



# If you learn to play through *EasyPiano*



There is substantial research suggesting that playing the piano can help prevent Alzheimer's



By using our program, young students can make music together and have logic training



It becomes possible to interact with other people through music and solve the issue of "social pain"

# Appendix



# Business Benefit for Consumers

1. Our revolutionary piano learning method makes it possible for even a grandmother in her 60s to play a whole song in just 1 month with 30 minutes of practice each day
2. We will specially arrange any song of your choice and provide it to you for easy practice
3. An easy-to-use service that allows you to add orchestral sounds to your own playing
4. Even you play just a little, our platform service makes it possible for you to earn money through tutoring
5. A light and portable piano that supplements our learning method

# Team & History



**Seung-taek Yi / Founder & CEO**

Software programmer for > 25years

Seoul National University Computer Engineering BS & MS

Has developed from scratch





mediacast

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