

The background features a dark teal color with a faint, light-colored line drawing of three people sitting around a table, possibly in a cafe or studio setting. A sun with rays is positioned at the top center. The text is overlaid on this background.

Groove Garden

Where Musicians Connect, Collaborate, and Grow.

🎵 MUSIC COLLABORATION PLATFORM

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The Problem Musicians Face Every Day

What Musicians Need

- Reliable collaborators who share their vision
- A space designed for music networking
- Direct access to other serious artists
- Visibility beyond likes and followers
- Community built around creative goals

What Currently Exists

- Broad social media not built for musicians
- Platforms focused on content sharing, not collaboration
- Fragmented tools that don't connect
- Algorithms that prioritize going viral over relationships

- ❑ There is a growing demand for niche digital communities that serve specific creative groups in a more intentional way. Musicians want collaborators, not just an audience.

Introducing Groove Garden

Groove Garden is a platform built specifically for musicians to connect and collaborate. It helps artists discover other musicians, build relationships, message directly, and create within a community centered around music, not general social media noise.

Discover

Find musicians who match your style, goals, and creative direction through a smart discovery page.

Connect

Build a connections feed and grow your network with artists who are serious about their craft.

Collaborate

Message directly, share ideas, and start projects with the right people in a focused environment.

Grow

Gain visibility, build your creative community, and take your music career to the next level.

Who Groove Garden Is For?

Groove Garden is designed for emerging and independent musicians who want more than exposure, they want a platform that understands their creative goals and connects them with the right people to achieve them.



Emerging Artists

Musicians early in their careers who need collaborators, visibility, and a community that takes music seriously.



Independent Musicians

Self-released artists looking to expand their network, find producers, and grow without a label.



Producers & Songwriters

Creative professionals seeking artists to work with and opportunities to showcase their skills.



Collaborators

Artists who thrive on co-writing, featuring, and building projects with other musicians.

MVP: Core Features That Matter Most

Groove Garden's minimum viable product is intentionally focused — delivering the features users need most without feature bloat. This keeps the platform useful, community-driven, and scalable from day one.



Discover Page

A curated feed helping musicians find other artists based on genre, location, goals, interests.



Connections Feed

Keeping you in the loop with a personalized update stream from your network.



Search

Powerful search tools to find musicians by instrument, genre, skill level, and collaboration.



Direct Messaging

Seamless in-app messaging so musicians can start conversations and projects securely and efficiently.



User Profiles

Showcasing skills, influences, goals, and collaboration preferences.

Revenue Model

Groove Garden is built on a sustainable, multi-layered revenue strategy. The freemium model lowers the barrier to entry while premium features and partnerships create recurring, scalable income as the community grows.

Freemium Access

The core platform is free — discover, connect, message, and build your profile at no cost. This drives user growth and community density from launch.

Premium Membership

Monthly and annual subscription plans unlock stronger visibility, advanced networking tools, and expanded collaboration opportunities for serious artists.

Additional Revenue Streams

- Promoted Profiles
- Music Brand Partnerships
- Sponsored Opportunities
- Community Events
- Creator Tools & Tutorial

Positioning & Premium Value

Groove Garden will be marketed as a platform for **serious musicians** who want more than just exposure. The premium membership is positioned as the upgrade for artists committed to real growth, stronger visibility, better networking tools, and more meaningful collaboration opportunities.

Free Tier

- Discover page access
- Basic profile
- Connections feed
- Direct messaging
- Community participation

Premium Tier

- Enhanced profile visibility
- Advanced search filters
- Promoted placement
- Priority collaboration matching
- Analytics & insights

 Premium is not about locking out free users, it's about giving committed artists the tools they need to accelerate their creative careers.

Startup Investment: \$80,000

Groove Garden's estimated startup cost of **\$80,000** is allocated strategically across development, design, legal, infrastructure, and launch marketing, ensuring a polished, functional MVP with room to adapt.

Where the Money Goes

The largest investment, **\$45,000**, goes directly into MVP app design and development, ensuring a polished, functional product at launch. Branding, legal, and infrastructure costs are kept lean, while a **\$10,000 contingency** provides flexibility for unexpected needs.

\$45k - MVP Development
App design, fronted, and backend build

\$10k - Operations & Setup
Design/UX, legal, infrastructure, tools, testing

\$15k - Launch & User Acquisition
Marketing, content, initial traction

\$10k - Contingency
Buffer for pivots, bugs, unexpected costs

Revenue Projections

Groove Garden's revenue grows steadily as the user base expands and premium adoption increases. Year 1 focuses on community building and early partnerships, while Year 3 reflects a mature subscription model supported by brand partnerships and premium features.

Market Participant Comparison

As recommended in an interview, we compared our Valuations with Vampr, a similar music-industry networking app that was founded in 2015. Vampr was acquired by Vinyl Music Group in 2023 at a valuation of \$3-3.4M and had raised only \$5.7M before the acquisition.

1M	\$5.7M	\$3.4M
Users at acquisition	Total funding raised	Acquisition Valuation

Our Projections:

\$80K

Startup Investment

Total estimated cost to design, build, and launch the MVP.

\$35K

Year 1 Revenue

Driven by local partnerships - trying to get users and prioritizing engagement first then monetization second.

\$220K

Year 3 Revenue

Recurring monthly subscriptions, expanded partnerships, promoted visibility, and premium features.

Groove Garden Is More Than an App

Groove Garden is a platform built to help musicians find their people, build their craft, and grow within a creative community designed for them. By starting with a focused Minimum Viable Product and building toward a complete platform that generates recurring revenue, Groove Garden has the potential to become a scalable and meaningful space for collaboration in the music industry.

A platform where musicians connect, collaborate, and grow together. Built for the artists who are serious about their craft.



Start Focused

A lean MVP with the features musicians need most, launched with intention and community at the core.



Scale Sustainably

Recurring revenue through subscriptions, partnerships, and premium features that grow with the community.



Build Something Real

A dedicated space where musicians are understood, valued, and connected to other and the right creative opportunities.



Groove Garden, where musicians meet and ideas grow.

A dark teal background with a white line-art illustration. On the left, a man is seated and playing an acoustic guitar. On the right, a woman is seated at a piano, playing. Above them is a simple sun with radiating lines. The overall style is minimalist and artistic.

Groove Garden

Thank you!

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