

J.I.V.E

# Why What Who

## Gap. Solution. 1/3

““ I want listening to music to be more enjoyable & engaging””

“” The ecstasy wears out once the new track novelty is gone””

Solution...

Jl.VE builds automated gameplay for any music track using AI & algorithms in real time

# Why What Who

## Gap. Solution. 2/3

“” My own music creation cannot stand out in the noise unless I wait for organic growth or advertise””

“” I lack recognition and identity - lost in the crowd ””

Solution...

Create Mixtape\* with SmartConcert\*\* and distribute on any platform

\* Mixtape - Music tracks together with their unique visual gamification data. Mixtape is sharable on any media as a single link

\*\* SmartConcert- Virtual concert in your homes by synchronising Mixtapes with external devices [like lighting, lasers] using IoT

# Why What Who

## Gap. Solution. 3/3

“” I am bored with the one-way 1960's style of 'listen in isolation' “”

“”I am missing virtual mingling with purpose and value””

Solution...

Organise or participate with friends in a SmartConcert\*\* by creating & sharing Mixtapes\*

\* Mixtape - Music tracks together with their unique visual gamification data. Mixtape is sharable on any media as a single link

\*\* SmartConcert- Virtual concert in your homes by synchronising Mixtapes with external devices [like lighting, lasers etc.] using IoT

# Why Now?

## How we listen to music

- Radio - Enjoy randomness
- Vinyl, Cassette, CD - Limited freedom to select
- iPod - Limited song count
- Streaming - Lacks social connect

## How music has been distributed

- Live music - limited reach
- Recording on physical mediums
- Files over internet - Bad UX
- Streaming platforms - Poor visibility for creators

“...streaming platforms have matured to saturation - only cookie-cutter style passive listening, resulting in reduced cognition to adverts and interests...”

So *what's next* - Music listening to become interactive. Creators to enjoy better reach by offering gamified playlists & in-home concert style experience - [that's JI.VE](#)

# Why What Who

## What is JI.VE - Music Listeners

New genre of music - From Passive to Active & Interactive listening

- Play video game on favourite music track, on demand
- Sharable interactive music playlists with friends using Mixtapes
- Create and share Virtual Concert with friends using SmartConcert



# Why What Who

## What is JI.VE - Music Creators

New paradigm in creation - From just music to multi-dimensional music experience

- Provides a means for creator's to gamify their own music tracks and attract larger audience
- SmartConcert- Virtual concert with Millions of concurrent participants in a concert style home environment
- Live concert: Singer adapts stage settings that are imitated by virtual participants



# Why What Who

## How it works - Music Source

- Import from **Music Streaming** platforms like...
  - Apple Music - JI,VE in talks with Apple for Apple Music
  - Amazon Music
  - Spotify
  - Bandcamp
  - Tencent Music
  - YouTube Music
  - SoundCloud
- Includes **80+ licensed tracks**
- **Import music** files like MP3, WAV, FLAC...
- Create your own music - **AI Generated music**
- Realtime music. Live concert



Apple Music



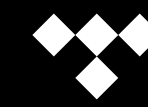
Amazon Music



Spotify



Bandcamp



Tidal



Tencent Music



Youtube Music



Licensed Tracks



Bring your own Music



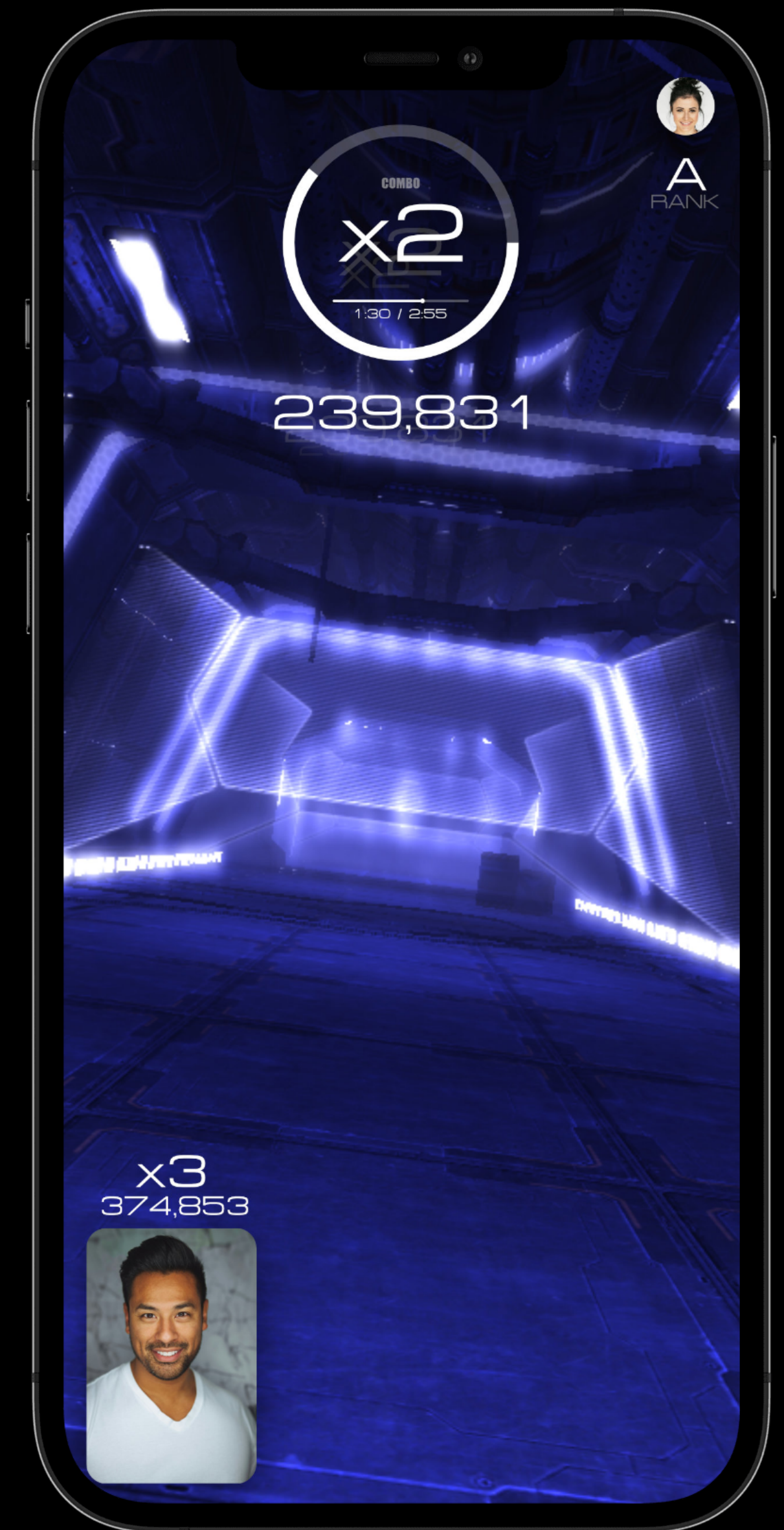
AI Music Creation



# Why What Who

## How it works - Gameplay

- JI.VE builds automated gameplay for any music track synchronised using AI & algorithms in real time
- Play video game on favourite music track, on demand
- Sharable interactive music playlists with friends using Mixtapes
- Create and share Virtual Concert with friends using SmartConcert



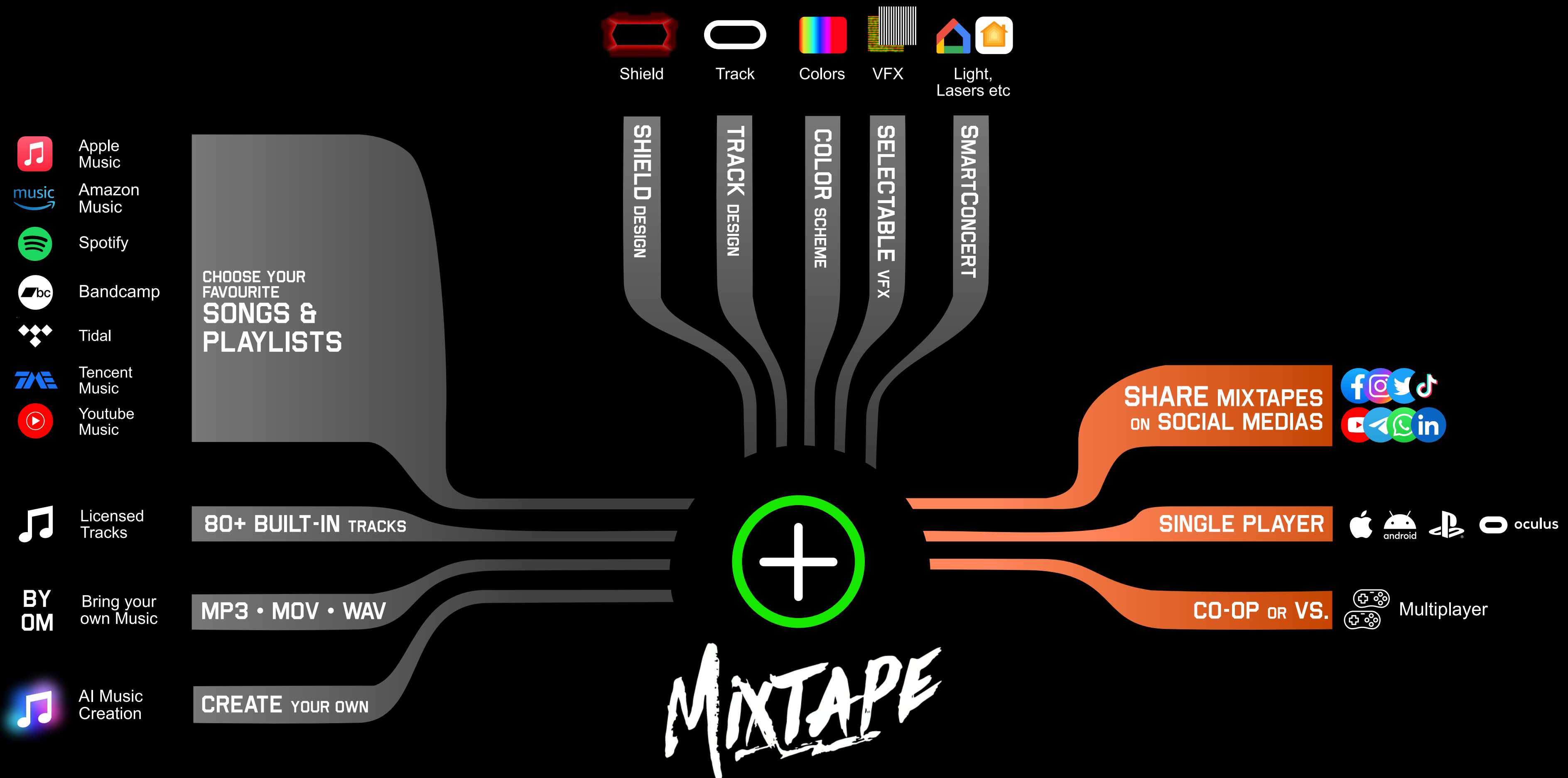
# Why What Who

## How it works - Mixtapes (Playlist+)

MIXTAPE

- Select & sequence
  - Any track from any streaming service, and
  - From your imported music files, and
  - From in-built tracks, and
  - From your AI generated music made in JI.VE, and
- Select visual design, colour and VFX for each track
- SmartConcert - Select Lighting (colour & intensity), Strobes, Lasers, IoT devices
- Share mixtapes as a single link with your friends using social media
- Play JI.VE together, in multiplayer (Like Netflix watch party)

# Why What Who Mixtapes



# Why What Who

## Attributes

- **Single Player** - play on one device, resume on another
- **Online Multiplayer** - see opponent's scores in real time
- Split-screen Multiplayer
- **Workout** to music with Smartwatches, wearables and VR. Single or multiplayer.
- **Mood Elevator** - Music with curated ambience
- **SmartConcert**- Create party ambience synchronised with music. IoT integration
- Create & share Mixtapes
- Social Media- Record videos and stills, share in a tap
- **Localisation**: Languages & local popular music
- **Multiple device** support
  - Mobile - iOS & Android
  - PS5 & PS4 (base consoles), Xbox
  - PS VR 2
  - PC, PC VR
  - Standalone VR devices - Oculus Quest 2 & 3

# Why What Who

## Attributes

### Multiplayer

- **Two or more** remote players, playing off the same playlist
- See each other's score in realtime
- Grab achievements and share in a single tap on Social Media
- **Workout with friends**, synergise remotely
- Split-screen multiplayer - Share screen with your partner and compete

### SmartConcert

- **Liven up your party** ambience. Music synchronised lights, fogging system, water jets and lasers etc.
- IoT integration for synchronised external device control
- **Music synchronised advertising**, billboards and digital panels
- Lift your mood. Just listen to music with party lighting
- **Personal Virtual Concert**. Get the world to play with you

# Psychology

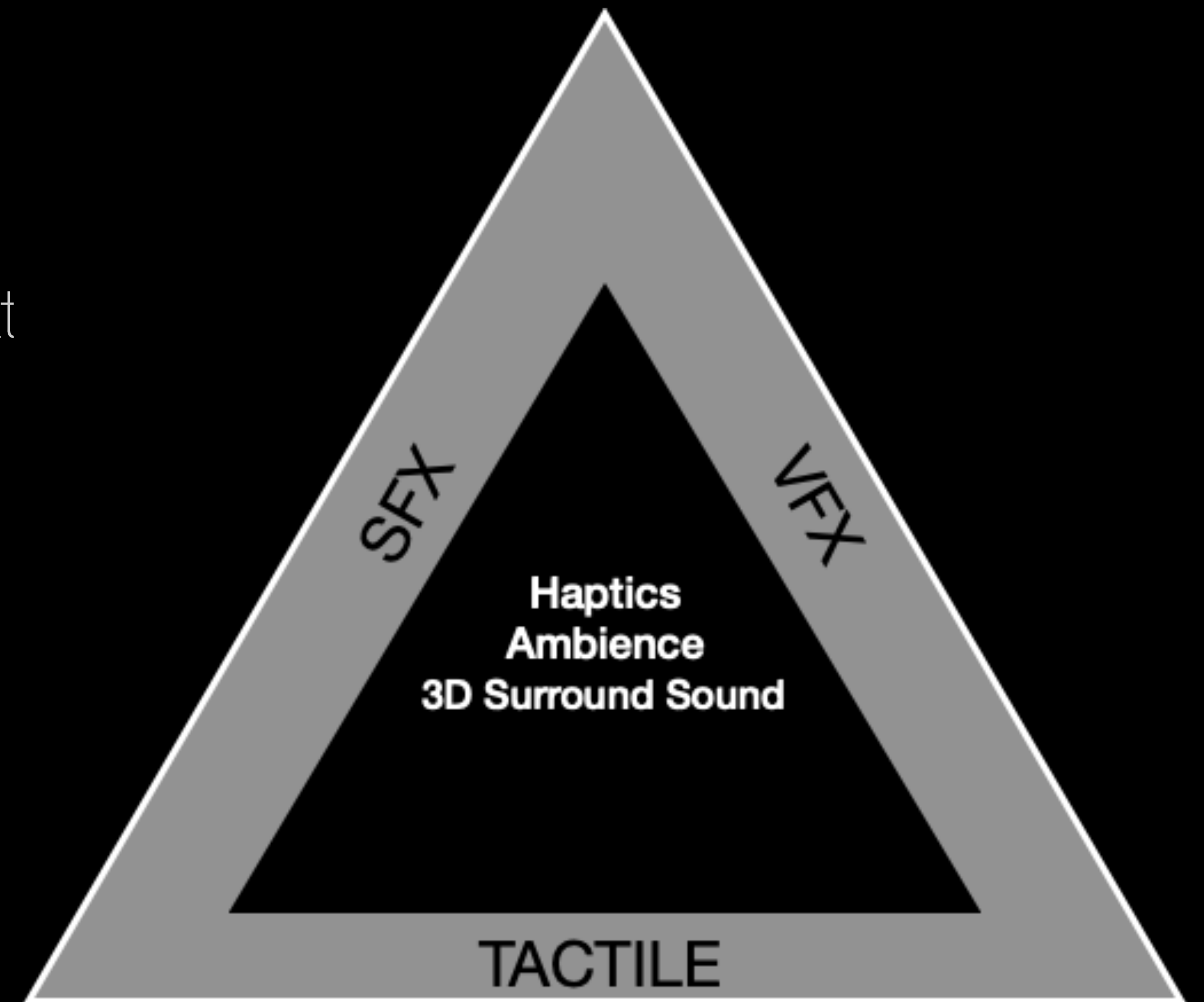
## Attributes

- Reinforcement of interaction -Sense of **joy & gratification** originates from synergetic presentation of favourite song coupled with skill adaptive gameplay & VFX
- Gameplay designed to capitalise on '**sense of good luck**' which promotes engagement. Curated challenges, dynamic scoring algorithm, easter eggs, quick-time events
- **Change in body chemistry** that influences the mood- Lift Dopamine, Endorphins. Curb Cortisol Hormone

# Anchors

## Visual + Aural + Tactile

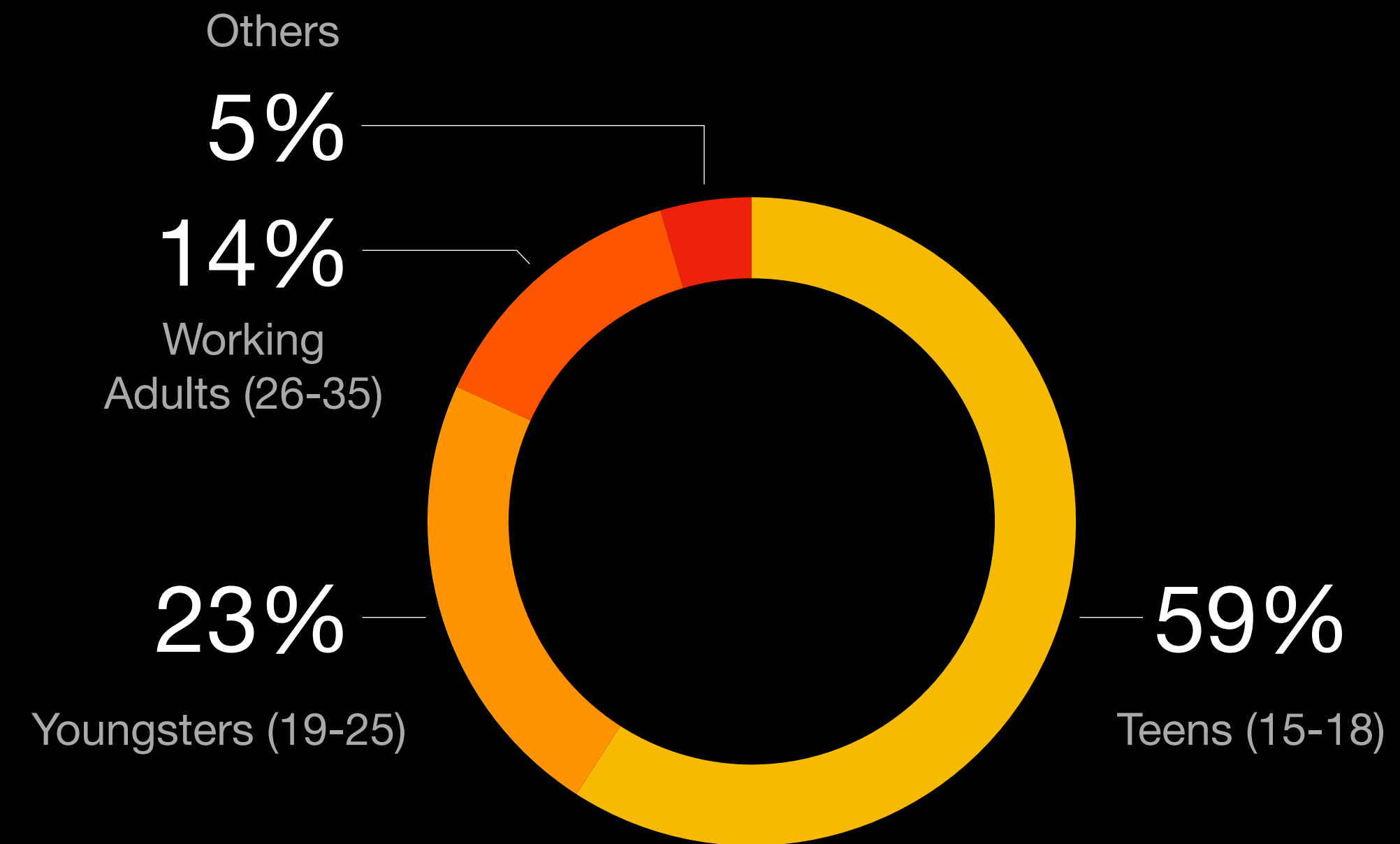
1. **VFX** - Beat synchronised FX & lighting
2. **SFX** - Noise Reduction, Spatial Audio, Amplify beat
3. **Tactile** feedback in game control, game chair, playing device with music customised haptics
4. Adaptive gameplay - Perceived level of challenge matched with skills of the player
5. Virtual Concert - Social cause for involvement



# Why What Who

## Target\*

- Gender: Female - 56%, Male - 44%
- Dominant Age [73%]: 18 - 34
- Timing: Off-work, work breaks, commuting, weekends, holiday, events
- Listening Duration: 30 - 140 minutes
- Languages: English, Korean, Japanese, Chinese, Spanish
- Location:
  - Europe- 28%
  - Latin America- 22%
  - USA- 20%
- Top Artists 2023: Taylor Swift, Bad Bunny, The Weeknd, Drake, Peso Pluma, Reid, Travis Scott, SZA, KAROL G



\* Spotify statistics. Market share of 32%



# Why What Who

## Listener Engagement

- **Adaptive scoring** algorithm based on play duration, skill, speed
- **Create Mixtapes and share** with friends as one link on social media
- Share scores & levels in real time on social media
- Provision of **JL.VE modding tools** for players to build their own gameplays and trade - UGC
- Competitive **multiplayer** gaming and workout
- Provision of **marketplace** for mixtapes purchase
- **Personal Virtual concerts**- Significant social, branding & economic equity as an organiser

# Why What Who

## Creator Engagement

- **Mixtapes** (UGC) as a means of popularising your created music
- **Enhanced visibility** of music tracks due to gamification
- Ability to host **Virtual Concerts (UGC)** with fans - SmartConcert
- Provision of **marketplace** for peer-to-peer trading of mixtapes
- **Professional Virtual concerts**- Significant social, branding & economic equity as an organiser
- Create **personalised workout routines**. Trade on JI.VE marketplace

# Why What Who

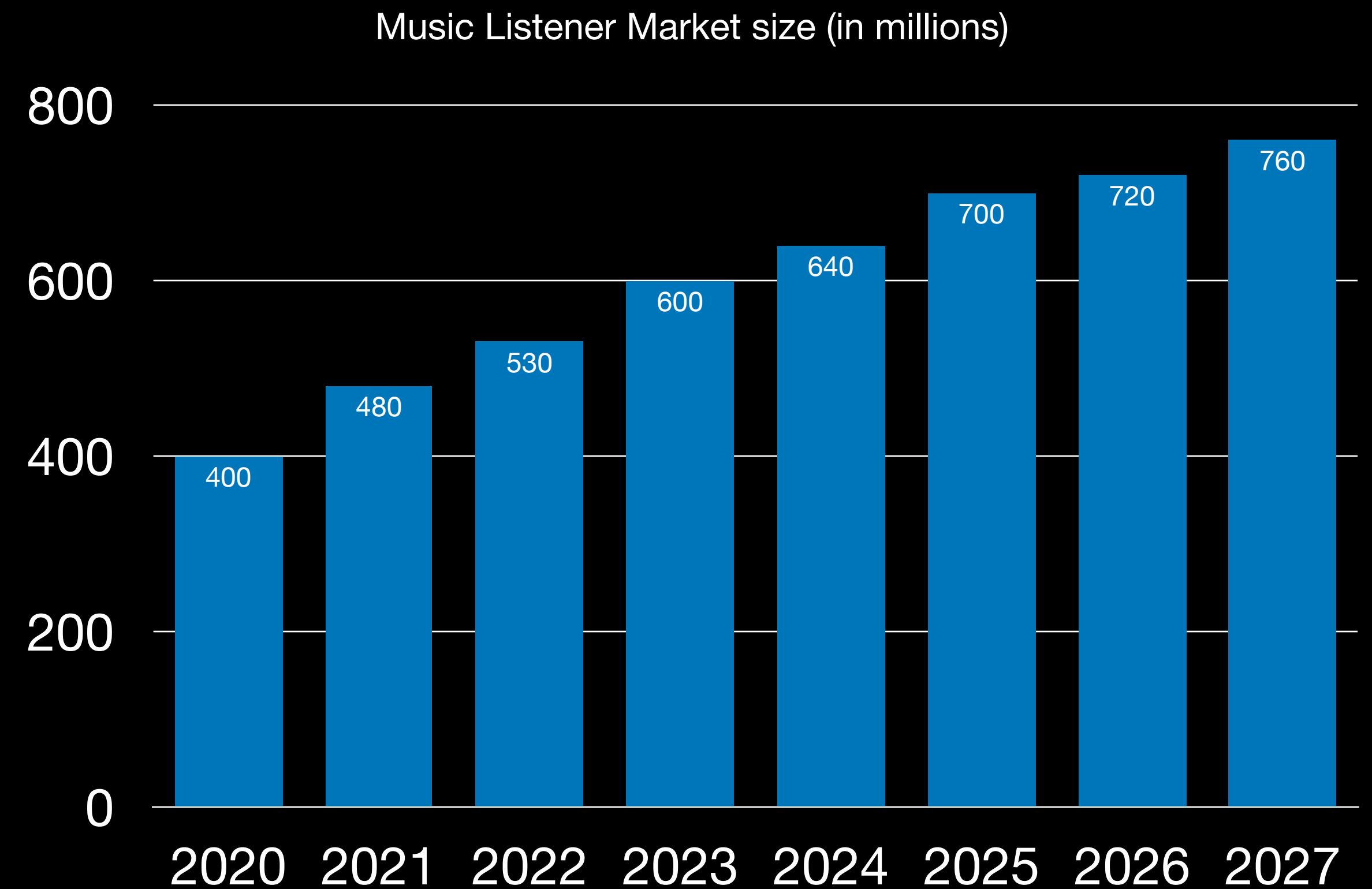
## Product Marketing - Approach

- Social Media - **Short form content** on Instagram reels, Tiktok posts, Youtube shorts
- Advertise on music streaming channels
- **Affiliate** marketing
- **Localisation**- Regional popular music promotion, language
- Gaming: **Exhibit** in PAX, CES, Tokyo Game Show
- Health & Fitness (Workout): Exhibit in HFA Show, FIBO
- Organise **virtual concerts** and workout events

# Marketing

## Market Size - Listener

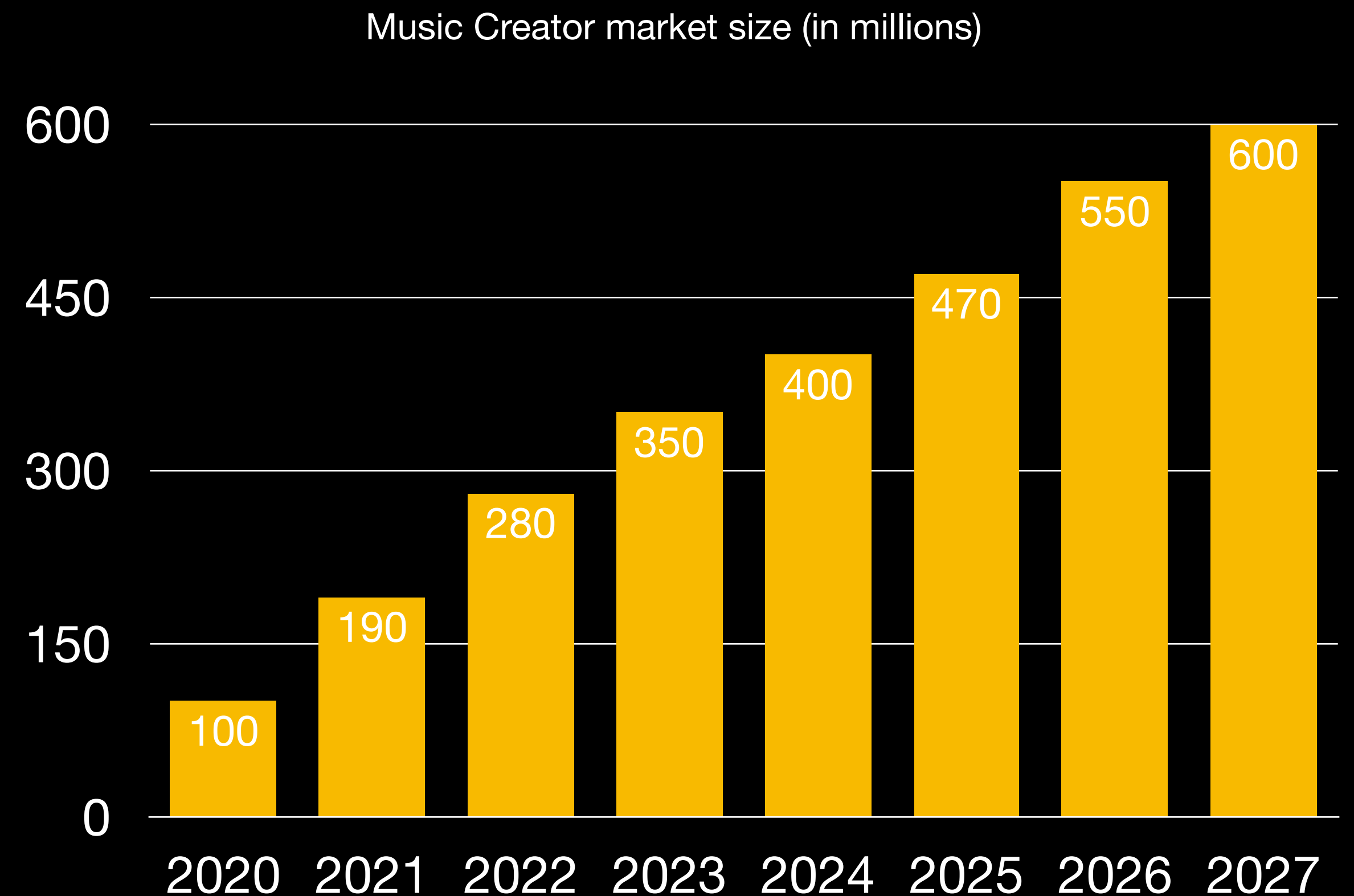
1. Spotify commands 600+ million users, 32% marketshare. Apple Music at 100+ million users with 13.7% marketshare.
2. Mobile is the most used platform for listening & playing games
3. **Play any track** for gameplay - over 10+ million possibilities
4. Mixtapes extends social engagement
5. Listeners wanting involvement, interactive experiences, **social recognition**



# Marketing

## Market Size - Creator

1. Indie Creator Music streaming services like SoundCloud (40+ million creators), Bandcamp - offer poor visibility
2. **Play any track** for gameplay - over 10+ million possibilities
3. Social options to make Mixtapes extends reach
4. Creators wanting visibility, footfall, revenue, & **social recognition**

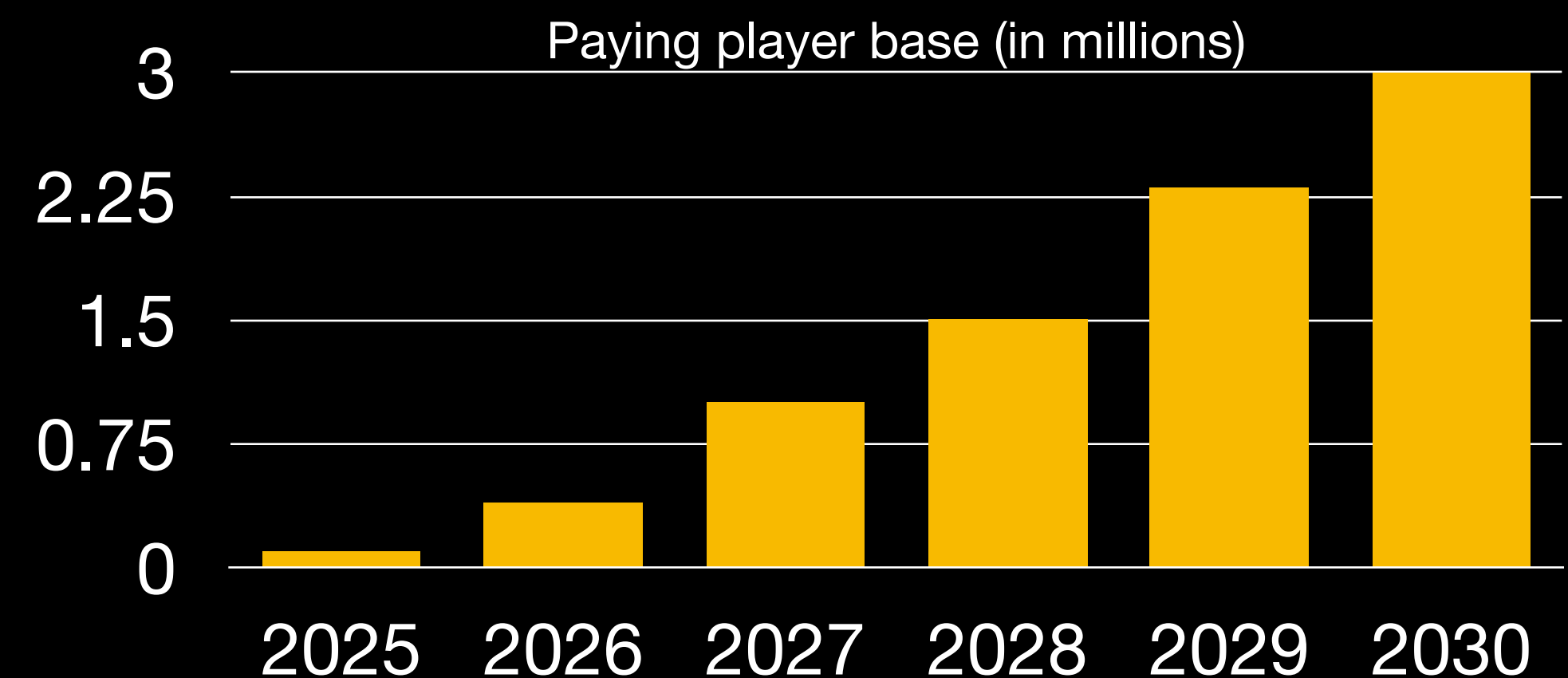
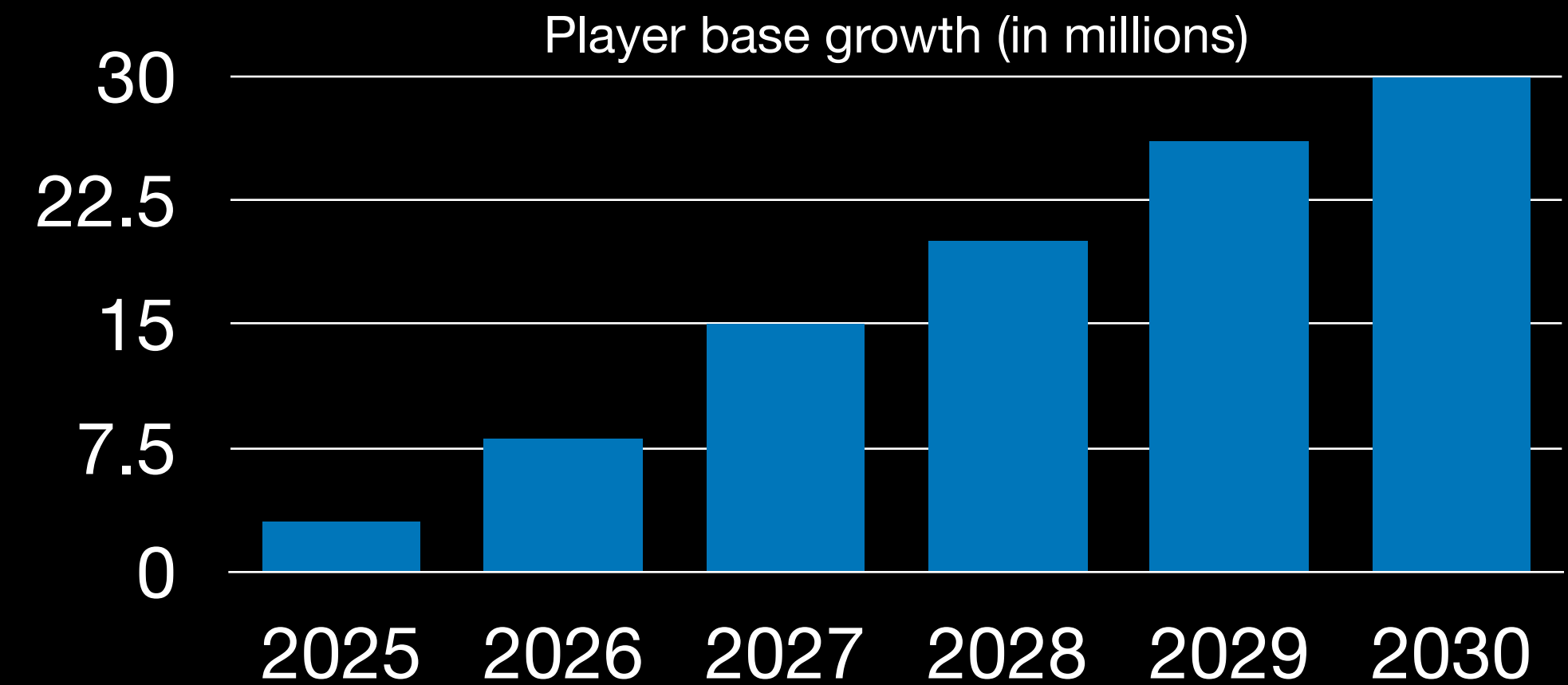


# Marketing

## Paying Audience\*

1. Over 200+ million people using Spotify Premium, paying monthly subscription at \$3.99-11.99 (USD)
2. JI.VE estimate 10-30 million players with **3 million** paying members in 5 years
3. B2B market not accounted

\* Spotify statistics. Market share of 32%



# Marketing

## Competition- No close match

- VR, PC, Mobile...
  - Music Streaming - Spotify, Soundcloud, Apple Music, Bandcamp etc...
  - Mobile game- Beat Star - 15 million downloads
  - VR game - Beat Saber - 4 million downloads
  - VR Workout - Supernatural VR - 250 K downloads
- Streaming services provide passive listening. **Budding creators struggle for visibility**
- Game related competition is based on pre-recorded music
- Sharing of mixtapes - **concept non-existent** amongst both streaming and gaming competition
- SmartConcert & gamified music distribution - **No identifiable competition**

# Monetisation

## Cash flow from Q2-Q4

- B2C: Subscription based
- Advertising revenue
- B2B: SmartConcert (software & hardware)
- Co-branding
- Import Music from streaming services feature is at cost
- Purchase energy (decibel) via \$ or rewards
- Priced DLC (OST and levels) from our marketplace
- Plug-in for modding. Users can trade these on our platform
- Plug-in for users to trade their own music, Mixtapes
- Aerobics software packs at cost
- SmartConcert - Free and paid functionalities



# Economics

## Interactive Listening Only\*

### ADOPTION

- Spotify premium paying customer base = 246 million/year
- Assuming 1% adoption of JI.VE by Spotify premium subscribers = 2.4 million/year

### REVENUE . Year-1

- **Downside:** At Net profit of \$0.5/subscriber/mo, JI.VE annual profit = \$1.2 million
- **Base case:** At Net profit of \$1.0/subscriber/mo, JI.VE annual profit = \$2.4 million
- **Upside:** Assuming 2% adoption in Spotify and 1% (Market share 50%) in rest of the top streaming companies = \$8.20 million

\* Spotify statistics. Market share of 32%

# Readiness

## Proof of Concept

- Conducted closed BETA with 200+ testers
- PoC for Android and iOS mobile phones ready
- JI.VE in talks with Apple for Apple Music and Apple Arcade
- Watch PoC trailers [here](#)

\*All screenshots on website and other mediums taken from mobile and PC

# Ask

## Development. Strategy. Marketing.

- Technical development team - UE5 developer, Level designer, 3D artist, Lighting artist, Server engineer, AI Audio synthesis & segmentation model training engineer, Audio artist (DAW), Platform porting engineers
- Equipment - Computers, audio equipment, development devices
- Detailed Market research - Geography, platforms, buyer persona, pricing, localisation, Esports potential
- Business development guidance - branding, marketing and monetisation strategy
- Marketing team

# Technology

## In-house Technologies

- Binaire IP for 'AFNN' - Quick response AI model for transients determination & resolution.  
Low latency

[AFNN- Research Paper](#)

- Binaire IP for **Discrete Audio Spectral Synthesis [DaSS]** audio engine - music generation & segmentation from elemental level
- Ambience control with beat synchronised lighting, haptics and IoT devices

# Team



We are a team of two founders and three partners who innovate and create together.

Ayush Aggarwal: [LinkedIn Profile](#)

Masters @ TUM (Game Dev), Munich. WWDC 2016, 2017 winner. Worked on AAA games like Last of Us 2, Uncharted 4 multiplayer & Abducted at Sony Interactive Entertainment (SIE US)

AnkushAggarwal: [LinkedIn Profile](#)

B Tech. Experience in Distributed Control Systems, Farm EV design. 30+ yrs in JVs and general management, DNV certified HSE MS expert.

# Startup

Name: Binaire Private Limited

DUNS Number: 878243839

[Binaire](#)

Email: [contact@binaire.app](mailto:contact@binaire.app)

Mobile: +91 98108 93950

Landline: +91 11 4053 2809

Commercial Project: Irix HDR - Photo Editor on iOS, Mac and Windows. 150+K downloads with MAU=95K. [Irix HDR](#)

Research: AFNN, DaSS

Trademarks : IRIXHDR, Voxell, Freznel

Funding raised: USD 170,000

# JI.VE

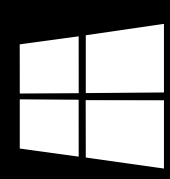
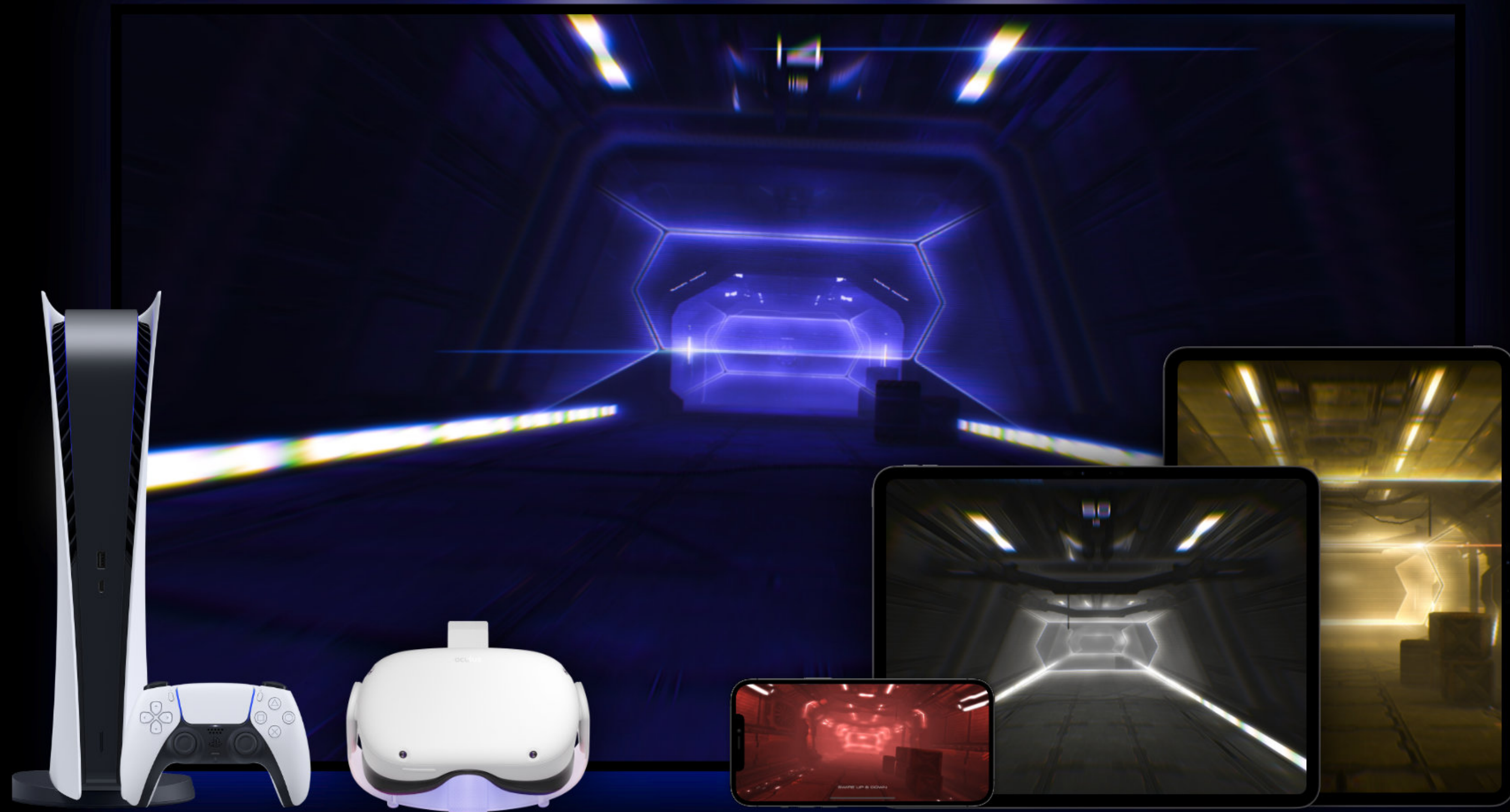
[JI.VE website](#)

[Binaire website](#)

[JI.VE PoC Trailers](#)

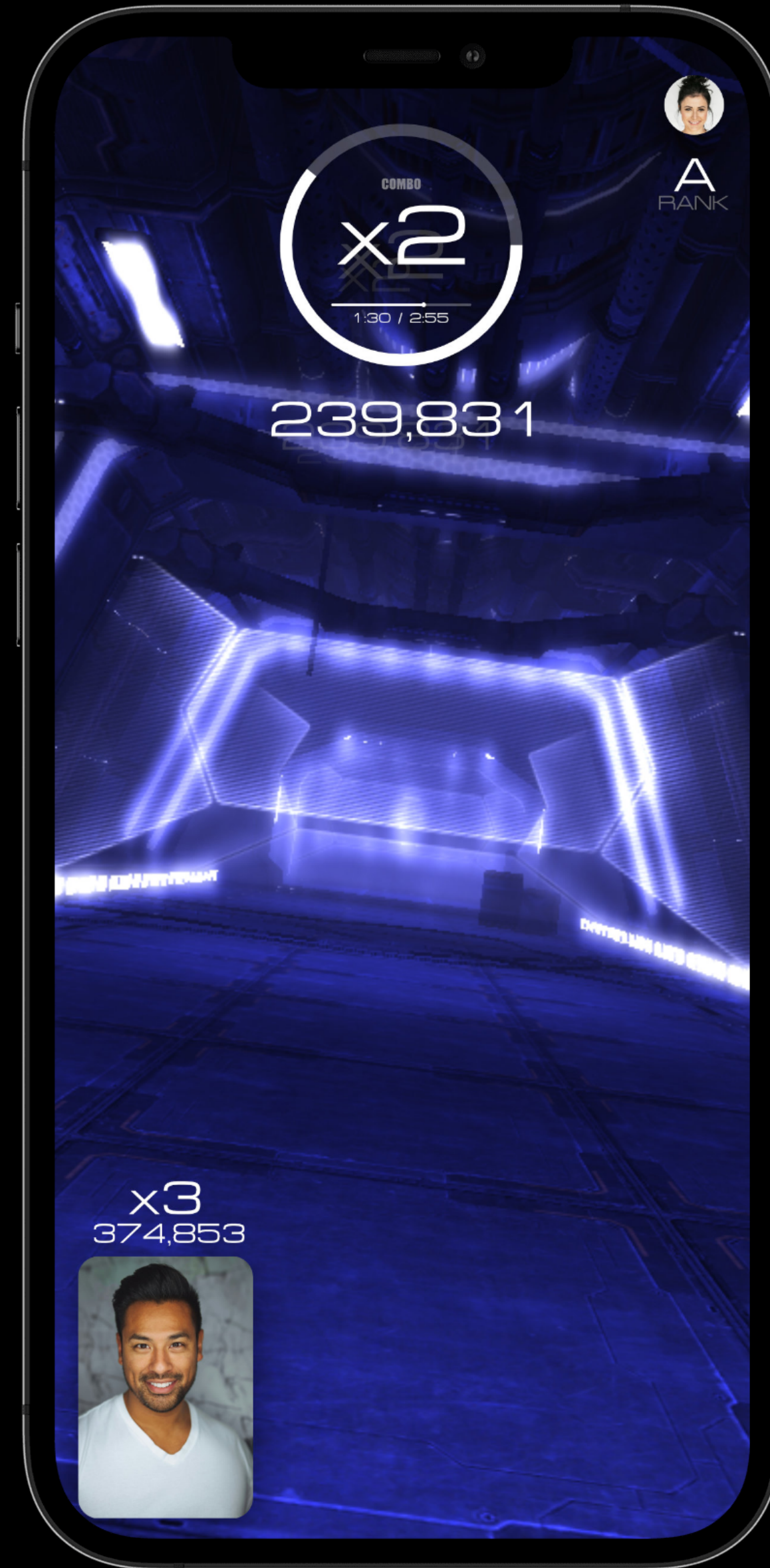
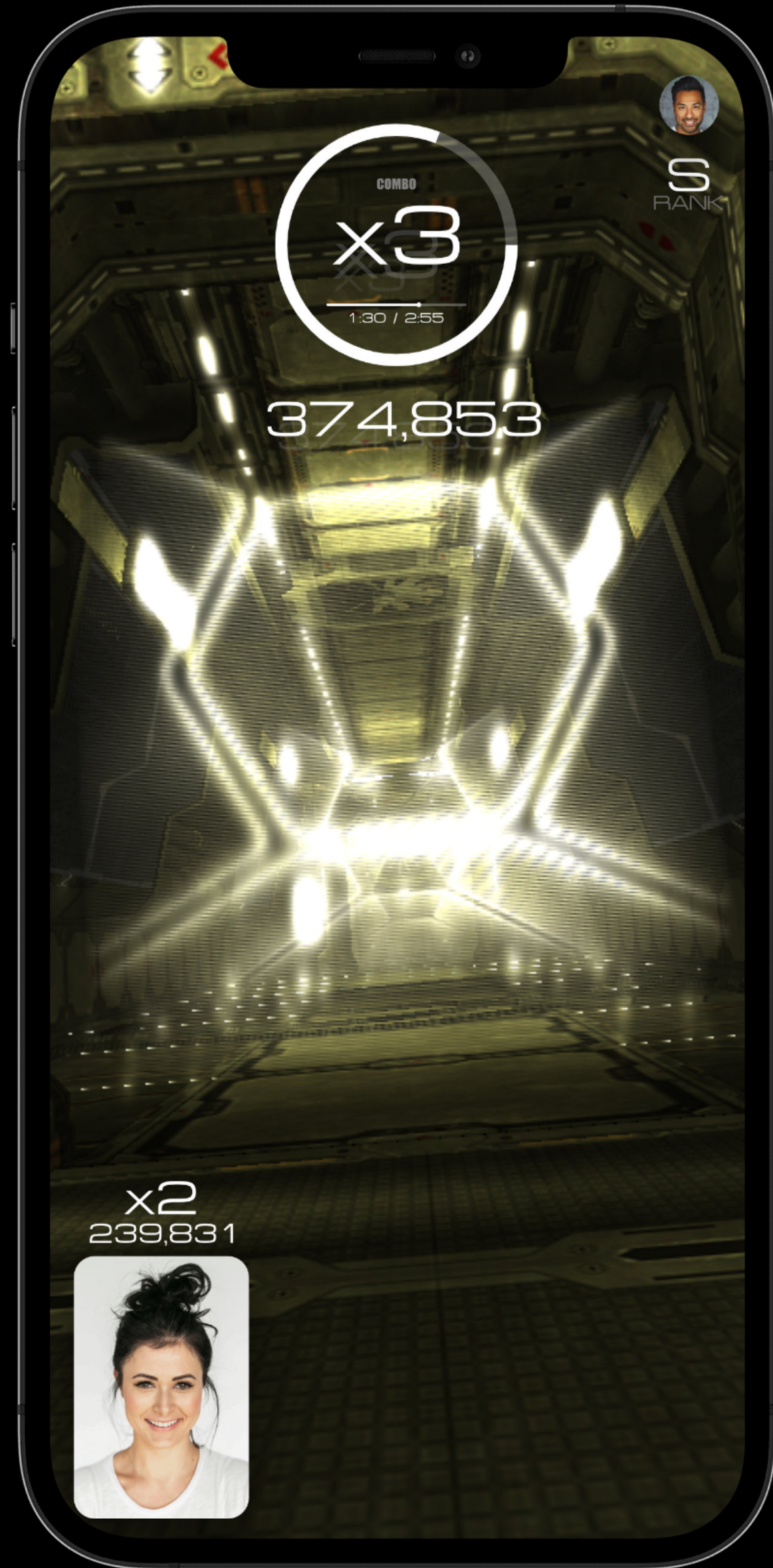
[contact@binaire.app](mailto:contact@binaire.app)

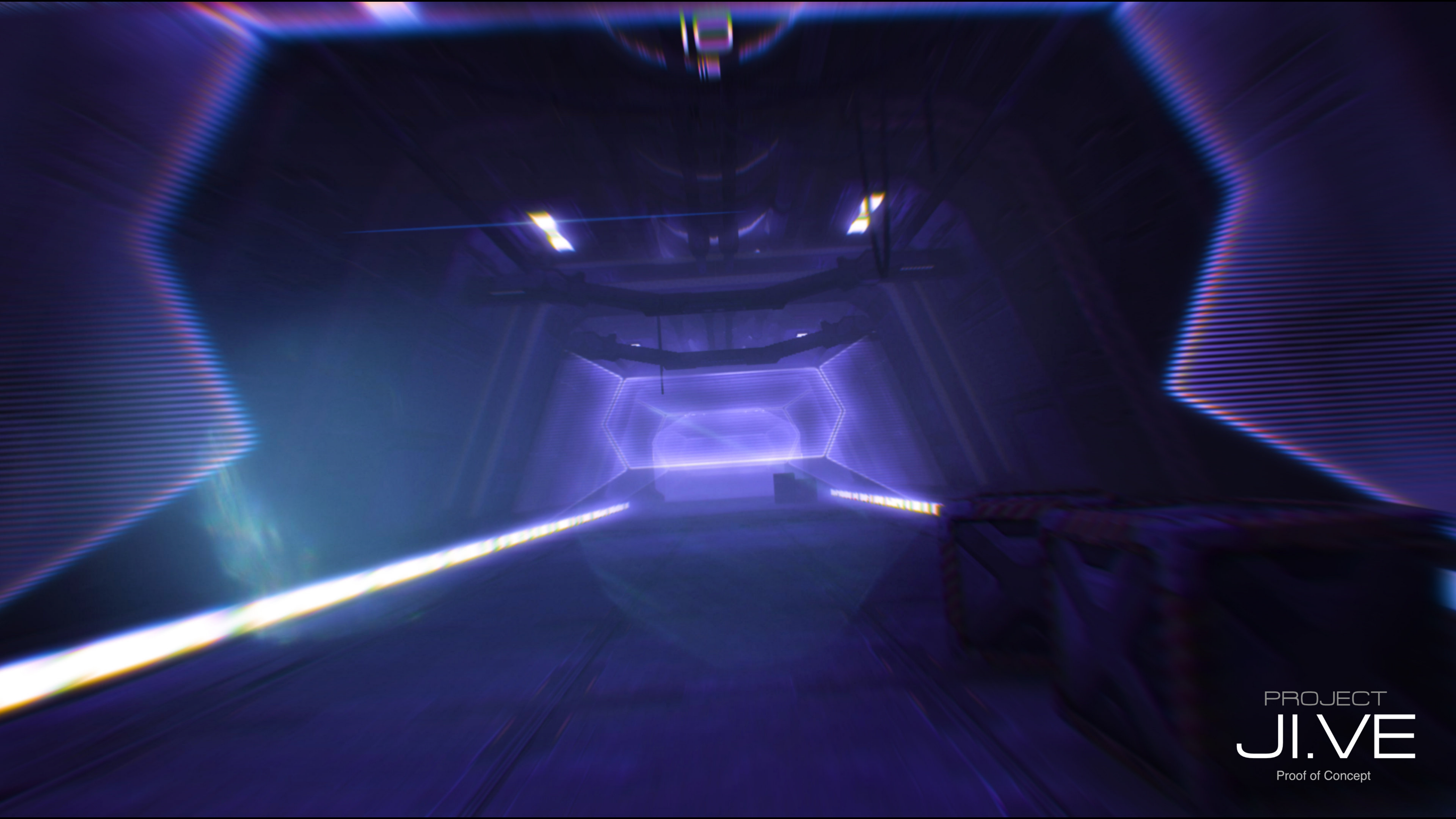
# Device Family



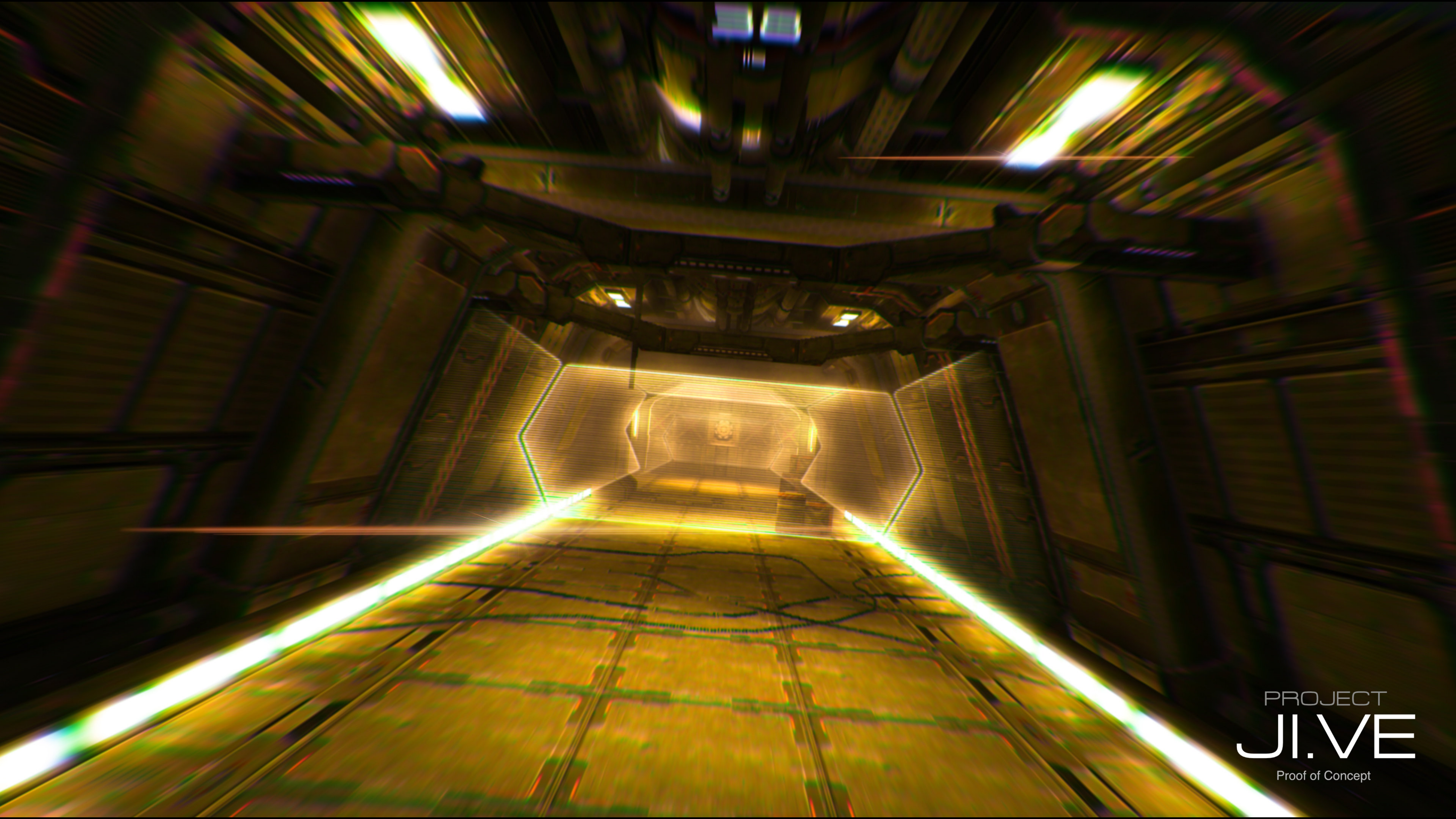


# Multiplayer

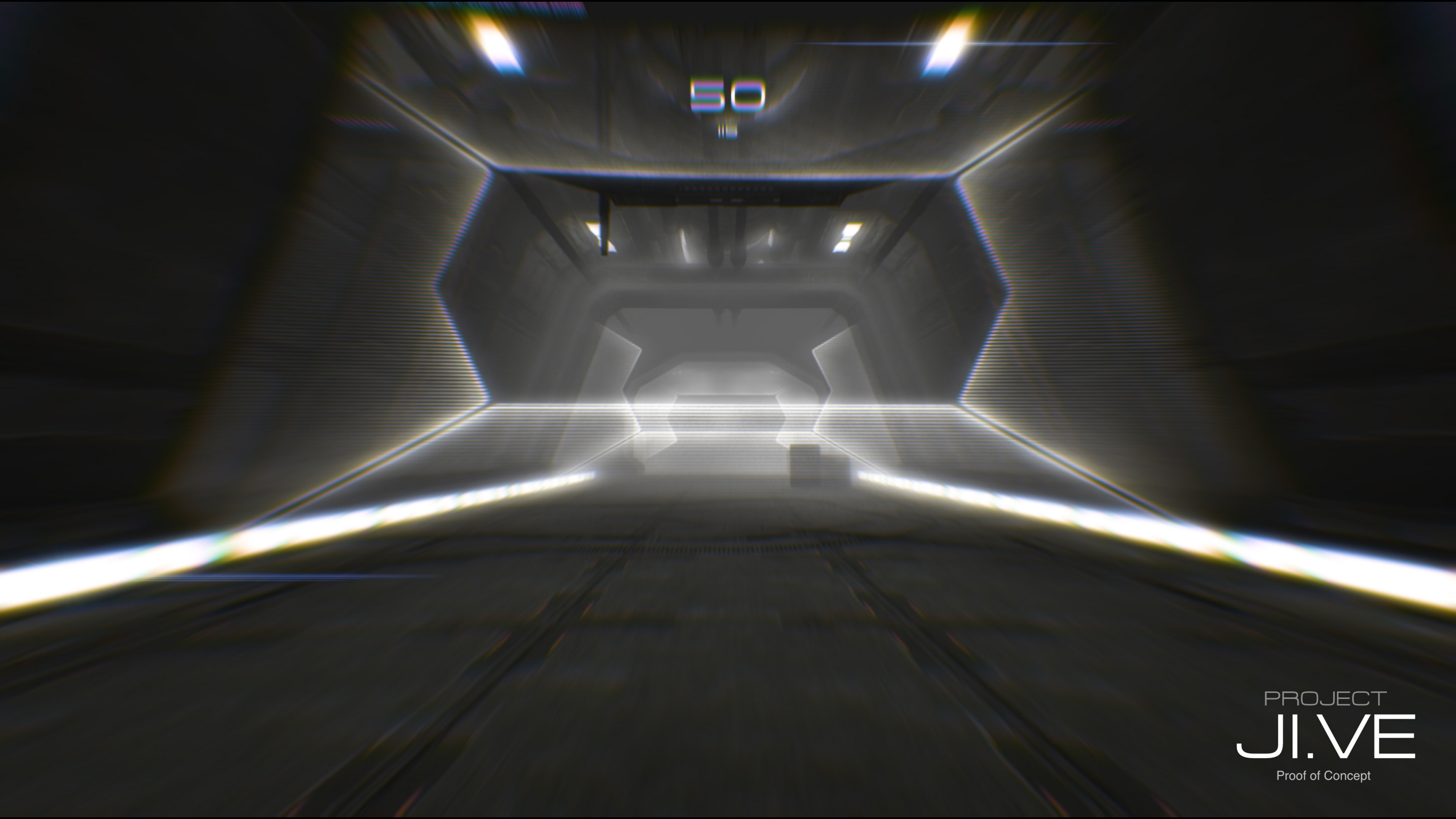




PROJECT  
**J.I.V.E**  
Proof of Concept

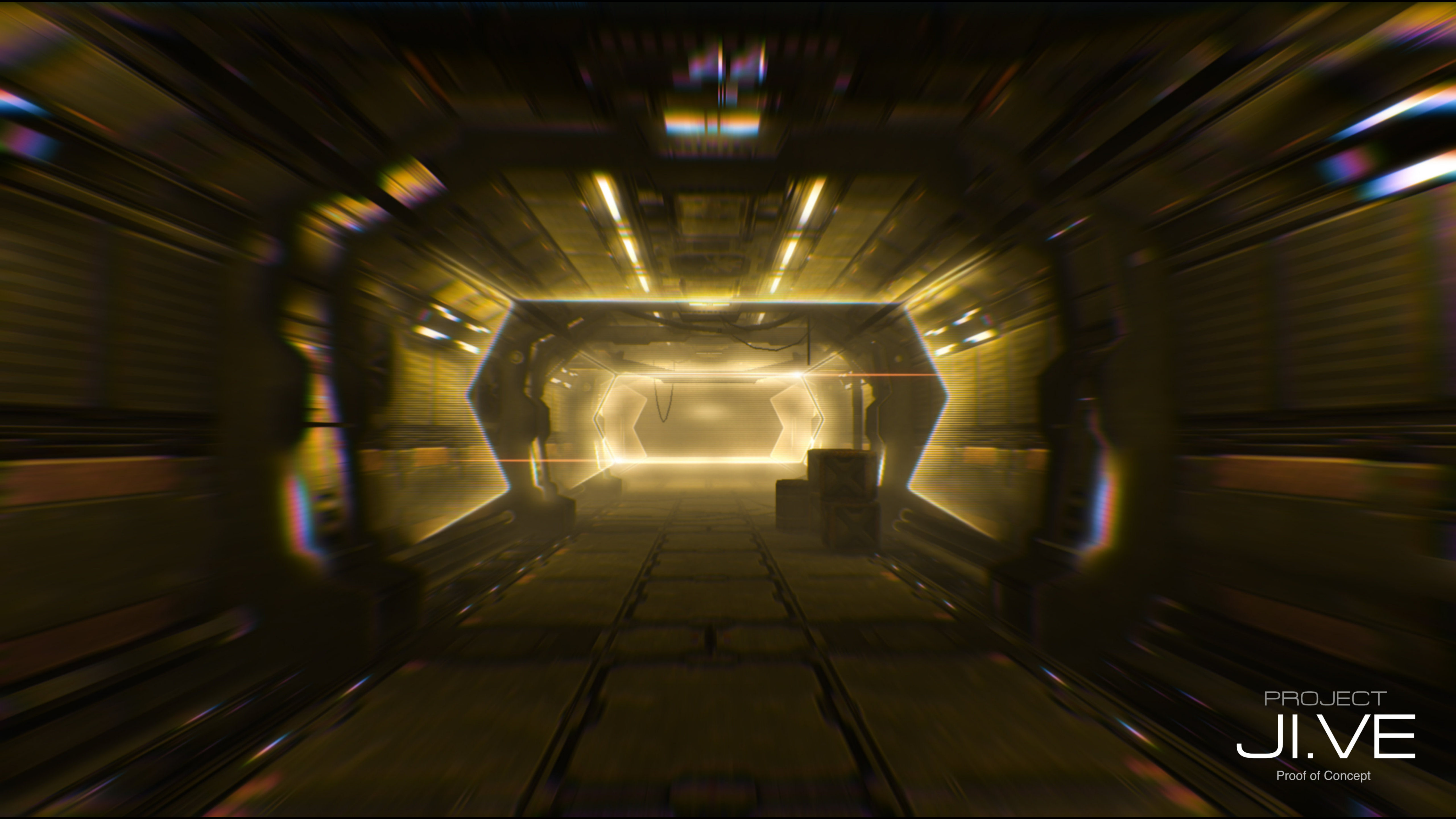


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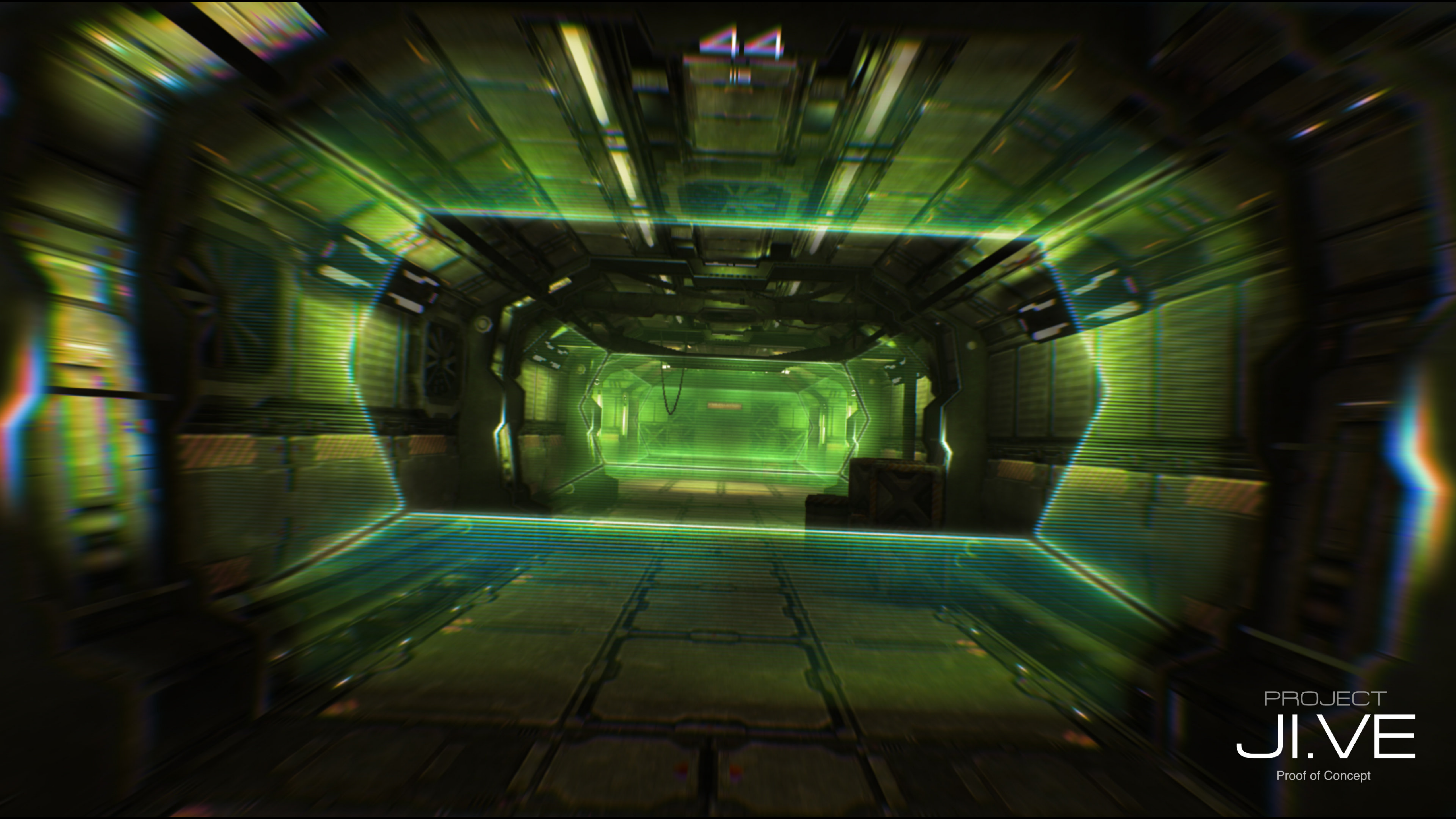


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PROJECT  
**J.I.V.E**  
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