Cherryokee™
Business Plan
v1.3 In Progress

New Sections:

• **Latency document integration**

OWNERS

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Executive Summary

[Forthcoming]

What Is Cherryokee?

- Cherryokee is the modern reinterpretation of the classic Karaoke business model.

- Our business will take advantage of all communication hardware and software to give performers the chance sing Karaoke wherever they are.

- Cherryokee will target clubs, DJ's, homes, and mobile users.

- Cherryokee will replace bulky machines, outdated software, legalize song purchases, and make the world of karaoke .

- This venture is currently being developed by TWIN MONOLITH, LLC.

Why Create Cherryokee?

The industry of karaoke has been suffering significant revenue losses due to song and software piracy. CEO of SoundChoice Kurt Slep, one of the prominent karaoke song providers has indicated that his company's entire library of 100,000 songs is sold on the black market for $300, none of which goes to his company.

Given this climate and what we know of the Napster era of illegal music downloads, it is our strong belief that the time has come to address the offering of karaoke using a legal method to acquire the music an experience this pastime in a way that will stimulate growth.

We also believe that a fair amount of pain is being endured at the karaoke club and DJ level. As well, we believe that customers leave frustrated that this service hasn't been brought into the home as iTunes brought home the music store. For these reasons, we have created Cherryokee.

After careful planned, Cherryokee can be realized with using virtually all off the shelf tried and true technologies to develop and deploy each area of development. This cost to risk ratio is uniquely low due to all these factors. Cherryokee is an obligatory product that will be developed by the industry. We have the chance to be that company.

Products and Services

Cherryokee is divided into four offerings:

- Karaoke Club
- Karaoke DJs
- Karaoke Home
- Karaoke Mobile

Karaoke Club

Cherryokee allows a club to remove all their bulky machinery, remote controls, outdated song books, and replace them with a single television per room, with a central array of inexpensive servers to download services from the cloud. Customers will be able to download a free mobile application via their respective platform, check into their room, and begin singing in no time.

The advantage to the Karaoke Club is a reduction in operational overhead and knowhow. All rooms are made equal in terms of song choices and overall performer experience. In Phase III of our product line, the clubs will have the ability to generate revenue from our service, possibly zeroing out their subscription fee generating a positive cash flow in the end.

Karaoke DJ

Cherryokee allows a professional karaoke DJ to download free software from the cloud, subscribe to our service for a nominal fee, and begin hosting a karaoke event with all the songs we provide on the first day. Their customers will download a free mobile application from their respective mobile stores, check into the DJ's location, and begin performing immediately.

The advantage to the DJ is that their song choices are immediately complete. They no longer have to manage a waiting list manually. The incoming song requests are immediately searched by the mobile app reducing time searching. The DJ can setup Karaoke Blocks™ to orchestrate their entire event based on the preferences of the venue where they are performing. In Phase III of our product line, the DJ will have the ability to generate revenue from our service, possibly zeroing out their subscription fee generating a positive cash flow in the end.

Karaoke Home

Cherryokee allows the home based customer to download a free application to their platform of choice (PC, Mac, PlayStation, XBOX), pay a one time fee, and host a karaoke party at their home. All the participants will download a free mobile application via their respective platform, check into their room, and begin singing in no time.

The advantage is that individuals unable to get away from home will be able to host rewarding home parties with friends and family, as well as practice karaoke using our vast library.

Karaoke Mobile

Cherryokee is a mobile application at its core. Once downloaded, we will update the application automatically through the normal certified channels. As the ability to video record oneself

becomes available, the customer will be able to perform LIVE anywhere in the world and have that performance saved to their phone in raw form, or upload their video to our serves for an amazing visual transformation.

Core Technologies

The Cloud

The magic behind Cherryokee resides in the cloud. To date, no karaoke service exists to take advantage of cloud to mobile to venue delivery. We will create a series of applications to run on the venue computers and in the hands of our customers to marry their experiences. Once linked, we will be able to remove metric tons of hardware from these destinations and increase the overall quality of the experience.

Technologies used to create cloud services:

• Apache - web server
• MySQL - database logic
• Java - encryption and APIs
• PHP - web page logic
• HMTL / CSS - web page layout

The cloud software will:

• Authenticate and Login
• Handle customer subscriptions and one time fees
• Downloading song libraries from partners
• Distribute encrypted songs to subscribers
• Composite all incoming video previews
• Composite all outgoing video purchases
• Handle room services API
• Handle mobile services API

Desktop Software

The Club, DJ, and Home software offerings can be developed on both Windows and Macintosh operating systems. This software can be deployed via cloud web servers and immediately linked back to our central subscription systems for setup. The clients will be very small in terms of size, and able to download limitless amounts of encrypted karaoke song files for immediate use.

Technologies used to create desktop software:

• Microsoft Windows C#
• Apple Objective C

The desktop software will:

• Introduce our product with an out of box movie
• Help the customer create an account with our service
• Present the customer with subscription options
• Download select music files
• Allow the customer to configure rooms, venues, or home setups

Sunday, June 1, 2014

- Start singing
- Record performances
- Up sell all services

Mobile Software

The Cherryokee mobile app can be downloaded directly from either the Apple Store or the Google Store. Once installed, the application will take the customer through a quick tour to setup an account with our service, begin looking up songs, and finding a venue in their area of performing.

Technologies used to create mobile software:

- Android Java / C++
- Apple iOS 7 / 8 Objective C

The mobile software will:

- Introduce the product quickly
- Help the customer create an account with our service
- Help them check into a particular venue
- Tour the customer through searching for songs
- Send the selected songs to their location
- Monitor their position in the queue
- Preview lyrics and songs
- Monitor lyrics during LIVE playback
- Record performances
- Up sell all services

Game Console Software

Both the PlayStation 4 and the XBOX LIVE units released in 2013 are perfectly suited for use with Cherryokee. Both systems support cameras, remote microphones, and internet connections to purchase items and process high-end videos of their performances. Ultimately, the Home market will be the largest market once Cherryokee is fully understood.

Technologies used to create game console software:

- Microsoft XBOX XNA
- PlayStation C/C++

The game console software will:

- Introduce our product with an out of box movie
- Help the customer create an account with our service
- Present the customer with subscription options
- Download select music files
- Allow the customer to configure rooms, venues, or home setups

- Start singing
- Record performances
- Up sell all services

Initial Development Protocols

To speed up the initial rapid prototyping phases, standard JSON can be used to ensure that all the data documented is correct and complete.

Final Communication Protocols

All Cherryokee software will be developed using binary dictionary systems for all non-media level communication. Binary will allow us to optimize the communication pipelines to use a naturally compressed form of data transfer that will work well on mobile, and allow the customers to stay in contact with our servers using standard off the shelf hotspots should they lose their standard connections.

All song files and uploaded media will be transferred using standard FTP protocols to ensure the best possible data integrity.

Song Encryption

In order to lure our karaoke song partners into a Pandora style distribution deal, we must offer to protect their assets as iTunes does MP3s.

| lyric playback data |
| time code data |
| sound data |

Scrambled Binary

Raw Karaoke File   **Encrypted Karaoke File**
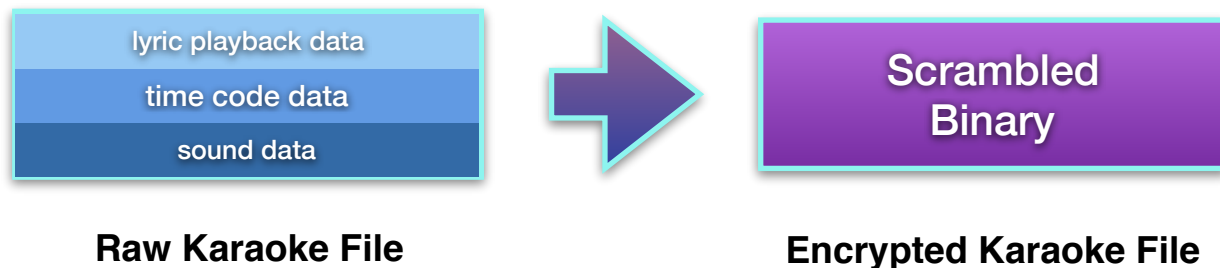
Only our software will be able to decrypt the internal data of the files protecting the song vendor.

Room Checkin Using QR-Code

We want customers to have the lowest barrier to entry at any venue. QR-Code technology provides a perfect means of instantly scanning a location without user input of complex alphanumeric codes.

Initial mobile customers use one of the provided monitors.

Post Checkin QR-Code System

Late arrives can scan any mobile user's screen in the room.

Video Story Technology (Phase III)

The Venue must install a camera with good lighting projecting against blue or green and provide a LAN internet connection to facilitate quick uploads

Camera

Performer On Green Screen

File

Uploaded Preview To Cloud

A minimal portion of the video is uploaded to the cloud for test the purchase potential.

Using green or blue screen technology, we can rotoscope out performers to be inserted into pre-existing theatrical video composites for purchase.
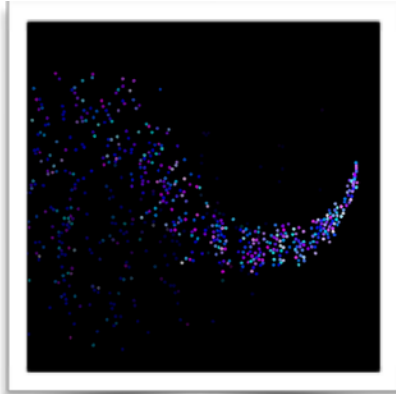
Particle System

Color Filters

Pixel Filters

Using dynamic particle systems, color filters, and pixel filtering techniques, each performance can be uniquely created.
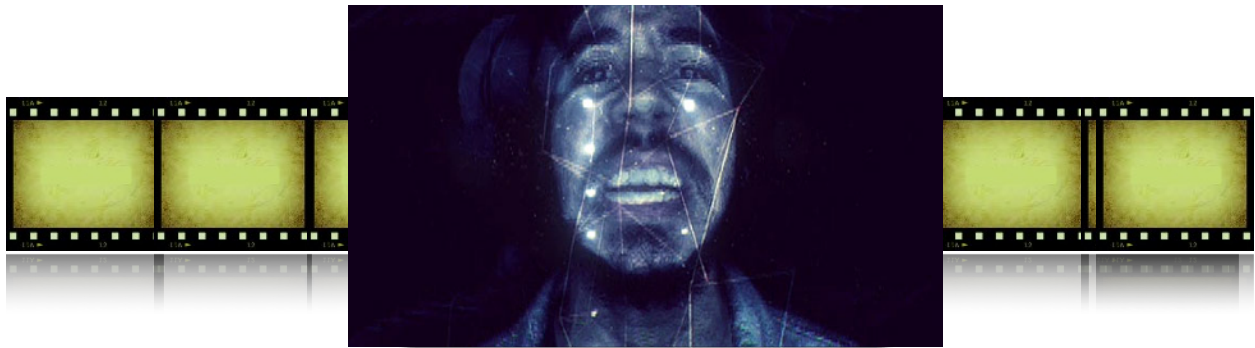
The customer is presented with a short preview of the video at a peak moment in effect and hook to entice them to make the purchase instantly.

Full Upload To Cloud

Should the performer want to purchase their video, the complete video file will be uploaded to the cloud for processing and purchase download.

Hardware Configurations

Club Hardware

The Clubs using Cherryokee will be able to use off the shelf hardware to all requirements.

Switch Connects Rooms

Rooms Servers

Rooms Servers

Main Club Server Feeds Switch

Cherryokee Feeds Cloud Server
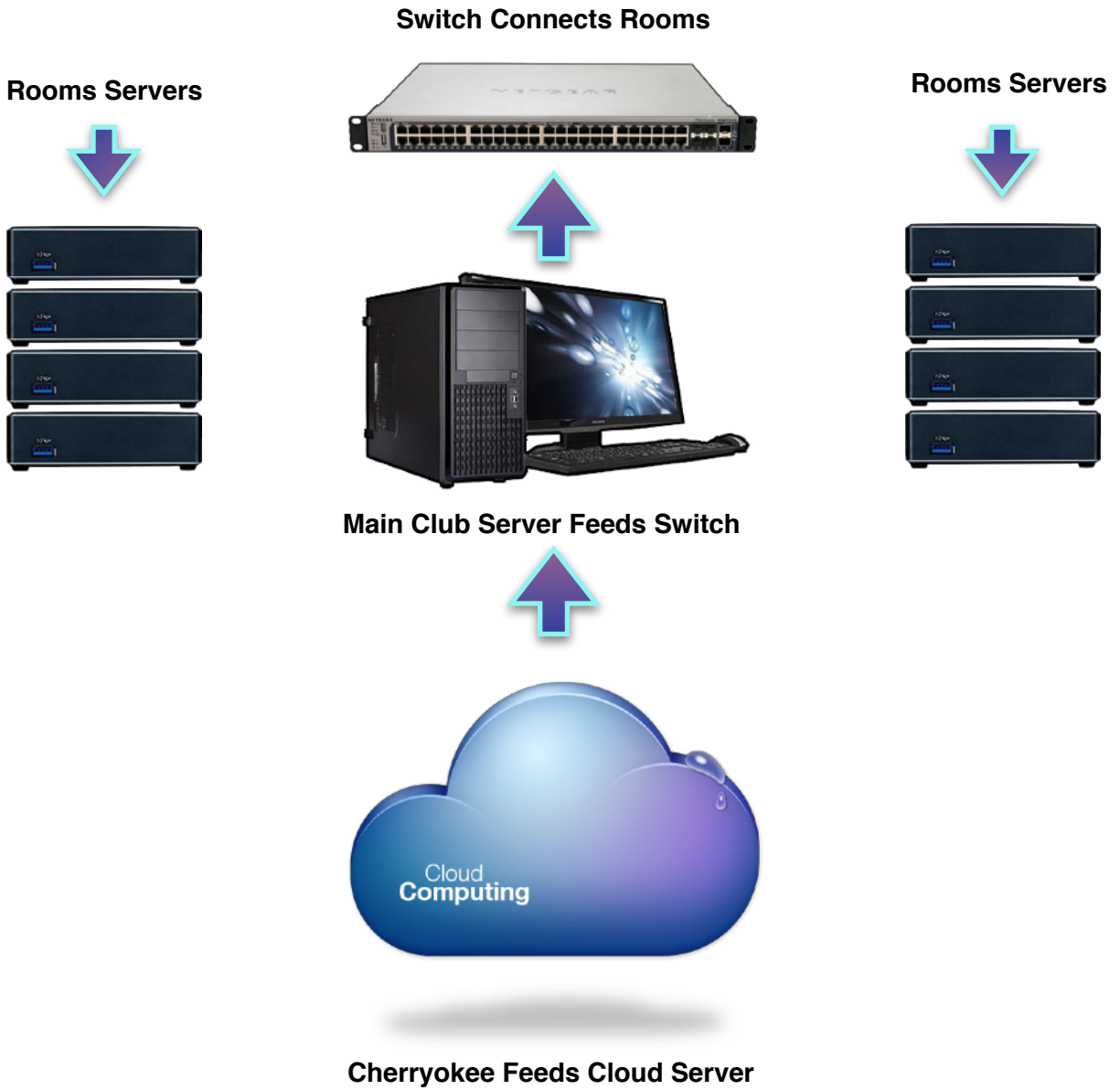
DJ Hardware

The DJ using Cherryokee will be able to use off the shelf hardware to all requirements. It is assumed they'll continue using their existing equipment until we up sell something superior.

Local Wireless Router

**Mobile Hotspot
For Portable**

External HD Optional

Dedicated Video Upload   **Main DJ Server Feeds**

Cherryokee Feeds Cloud
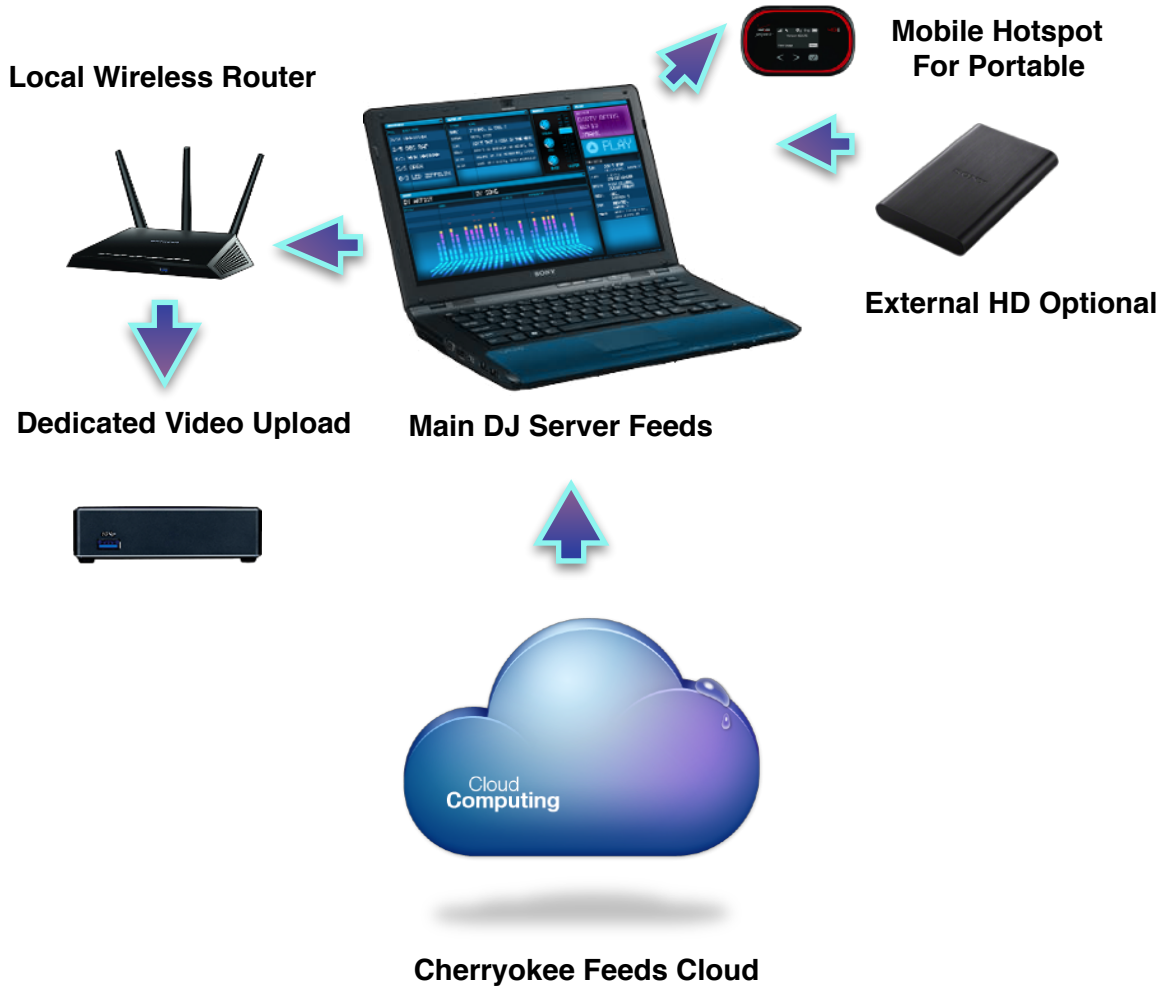
Mobile Hardware

The mobile client apps will connect directly to the local networks via a wireless connection or via the Cherryokee cloud.

Latency Considerations

Given that Cherryokee is going to survival on internet and local area network (LAN) connections, it's imperative that we ensure that latency issues do not pose a threat to the overall feature set or experience for the customer. This section will outline all known issues of latency and make note of areas that need to be tested early in the process. It is our position that latency issues will be well within tolerable levels.

Areas Not Affected By Latency

The following areas of software communication will not rely on any level of latency concern:

- Cloud to partner communication
- Cloud to Cherryokee
  - Login
  - Repository management
  - Subscription management
  - Song library management
  - Parent to Child connections (club room computers)
- Cherryokee to sound system (output)
- Cherryokee to video monitors

Microphone System To Cherryokee

The typical setup is to have the wireless microphone unit plugged directly into the PA system, and not into the karaoke software. However, during Phase III of Cherryokee, a feature will be introduced to record the the audio in conjunction with incoming video, and composite that with the Cherryokee cloud to create purchasable performances of varying levels.

The microphone's latency can be tested in a very simple manner, by measuring the input frequencies verses the output frequencies of the music. Given that the software knows exactly what it's outputting, it should be possible to measure the time it takes to return back to the sound input. As an example, the intro to a sound is coming out of the computer sound outputs, and fed right back into the mic inputs (albeit at a reduced volume). The computer should be able to study an amplified version of this signal during setup to establish the overall latency, and correct for this when saving the audio signal to a local file.

Video Camera To Cherryokee

Cameras are not a typical piece of hardware when it comes to karaoke performances. The latency testing of the camera to the audio could be established by either using a camera that support audio or by creating a synchronization method by which the camera could film the monitor and use a white flash on screen to establish a one time latency with the computer. As long as the computer isn't burden with too much processor consumption the latency shouldn't fluctuate significantly after start. However, an audio signal coming in with the video could allow the video to be directly synced with the master audio track in post processing automation.

Computer To Phone LIVE Lyric Playback

One of the key initial modules for sale is the LIVE playback of lyrics during a performance. This will most likely be very forgiving in terms of millisecond delay, but we should endeavor to make it as accurate as possible.

Luckily the mobile app and the venue or room computer will have the ability to PING the mobile app for their average latency, and queue the onboard lyrics to playback at a very accurate pace. It is possible that we could continue a pinging process over the course of the song to ensure that it remains accurate, but save a phone call or other processor intensive task being executed on the mobile device, it should stay well within acceptable limits for the direction of a single playback.

Economics

Potential Market

Karaoke is a market celebrated in every region of the world globally. The joy of singing is what fuels this industry. The potential of developing that skill to professional levels inspires tens of millions to sign weekly at their favor venues.

Our Potential Share

The current market is very segmented in method. There are multiple karaoke machine vendors, software vendors, and song providers. Cherryokee will be the first cloud, software, mobile offering to tie all of these traditional services into a single out of box experience that continues to pay off wherever the customer experiences our solution. We believe this unique and simple approach will dominate every avenue of the karaoke market and promote wide spreading of this genre of entertainment.

Recent Piracy Downfall

According to NAMM statistics, the karaoke industry has been gutted by piracy. A 100,000 song library valued from $100,000 to $150,000 can be purposed on the black market for $300. This leaves the karaoke song creators with serious motives to find a solution and quick.

Total Karaoke Market

	Retail
2010 Summary	-4.13%
10-Year Trend	-81.28%
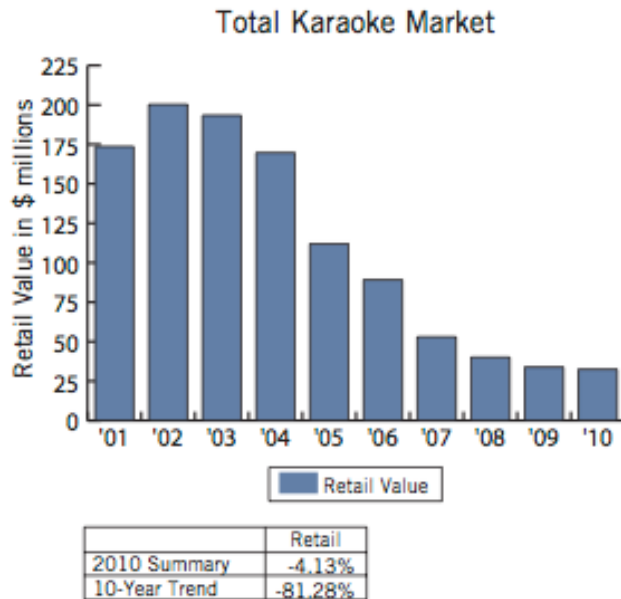
Solving The Piracy Problem

Cherryokee is poised to step in with the only complete solution for this problem. As in the scenario with first iTunes and then the iPod, Apple was able to create a viable legal option to buy music, and to play that music on a device that could hold 1,000 songs. Cherryokee offers

the ability for a song vender to stream their content to clients over a service that compliments and builds their industry back up to its previous levels.

Existing Karaoke Song Purchase Model

Right now the karaoke song providers sell each song from $.99 to $1.99 depending on their popularity in the market at the time of purchase. This translates to a karaoke club or DJ spending $150,000 on average to own their entire catalog in English spoken songs. This obviously excludes virtually all customers who feel the need to have songs on demand legally due to the inapproachable costs. This is most likely the chief reason for the piracy spreading as widely as it has.

Cherryokee Song Model

Our business model puts all the songs in the hands of the vendors instantly without ever selling the songs outright. The venues would lease all the songs for the time of their subscription, and in exchange would get a complete catalog including all newly released material. The song provided would have two options for payment from Cherryokee.

Option One:

Per play payments. This model is based on an auditing system similar to BMI licensing for radio stations. Every time a song is played, the song vender gets a royalty for the performance.

Option Two:

Flat-rate commission per subscription. This model is based on a percentage of all monies earned from the Cherryokee subscription revenue.

Reviewing Song Model Revenue

There are a limited number of songs requested in a single night with many duplicates across a multi-room venue. Taking this into account, we have summarize the normal revenue streams to the song creators verses our subscription based model.

Existing Club Model (will convert to visual chart)

Number of hours open * minutes in an hour / average length of song = total number of possible songs played per room per club * total number of rooms reduced (due to ownership model) for average song duplication.

Existing DJ Model (will convert to visual chart)

Number of hours open * minutes in an hour / average length of song = total number of possible songs played per room per club * total number of rooms reduced (due to ownership model) for average song duplication.

Customer Pricing

Our pricing model is based on the legal download of all karaoke songs based on a subscription fee. Cherryokee will pay a flat fee to our karaoke partners for this feature.

The initial Cherryokee subscription fees are:

	Karaoke Club	Karaoke DJ	Karaoke Home
Basic Subscription	$999/month	$199/month	$9/hour
Karaoke Block Module	included	$9.99/month	$.99/hour
Lyric Preview Module	included	$9.99/month	$.99/hour
Song Preview Mobule	included	$9.99/month	$.99/hour
LIVE Lyric Module	included	$9.99/month	$.99/hour

Karaoke Club Pricing

Our club pricing is based on two factors: experience and a reduction in cost to keep the legacy machines running, the song books up to date, the remote controls functioning, and the overall staff knowledge required to keep the business running at maximum levels. The clubs will able to redesign their rooms with more space given the lack of machine being present, reduce cleanup times, and ensure that all their customers can always find the song they want. As mentioned, Phase III of our product will offer the club the ability to up sell products to generate subscription credits towards their monthly fee.

Karaoke DJ Pricing

Our DJ pricing is based on two factors: experience and ease of use. The DJ's are plagued with being a one-man show with several logistical in order to ensure the event goes off well, and that the venue that is paying them an hourly rate is happy with their performance. For the price of a couple hours of performing at a venue ($100 to $300 per hour typically), the DJ can not only reduce operational steps using the base package that handles song choices from customers, and waiting list management, but augment their package to include Karaoke Blocks™, lyric previews, song previews, and LIVE lyric playback inside the mobile phone. As mentioned, Phase III of our product will offer the club the ability to up sell products to generate subscription credits towards their monthly fee.

Home Pricing

Our Home pricing is based on two factors: experience and accessibility in the home. Our Home customers are trapped in their dwelling with limited options for going out and experiencing clubs and other karaoke venues. Cherryokee solves this problem by bringing them a premium karaoke experience directly into their house. Using standard home computers or gaming consoles, our software is downloaded for free, and using the wallet systems on either their console, or a simple one time fee, they can activate the software like a movie rental from iTunes. They buy hours at a time, and based on their experience can continue until the Sun

comes up. If they choose to connect a video camera, they will have the ability to engage our video service offerings in our store. If purchased, we can credit the Home account for future purchases.

Mobile Pricing

If the customer engages any of the mobile services, fees will be per transaction, and yield no credits.

Design And Development

Cherryokee is designed to minimize all barriers to entry using simple interface standards. Every step of the way the goal is to get the customer into the experience as quickly as possible. We believe we have achieved this goal unanimously. It this simplicity that will ultimately assist the sales staff in closing direct sales with high-end club clients, and ensure that DJs and Home users will orient themselves quickly and start engaging subscription services effortlessly.

Deployment Strategy

Cherryokee is blessed with its own unique approach. The industry as a whole hasn't seen anything like it, and similar to iTunes, will instantly captivate the world of karaoke performers by its simple approach.

Our sales strategy will be to leverage the most probable clients into the software, which we believe will anchor in the area of DJs and Home markets. Clubs will have to be hand sold using traditional face-to-face sales tactics to ensure the product and its benefits are entirely understood.

Ultimately, the best club up sell will be to create our own club in each major city highlighting its benefits to the public. These could be permanent installations or temporary based on viability of such a concept once launched.

Software Development

The current design for Cherryokee is based entirely on tried and true off the shelf technologies that lack excessive development costs. It is our goal to develop virtually all avenues simultaneously to ensure the quickest path to market. Where dual platform solutions are necessary, the dominate platforms will be developed first, then ported to the secondary, i.e, Windows before Mac, Android before iOS respectively.

Club Software Flowchart

```
┌─────────────────────┐
│  Introduction Movie  │
│     (one time)       │
└─────────────────────┘
          │
          ▼
┌─────────────────────┐
│ Login / Account      │
│ Creation             │
└─────────────────────┘
          │
          ▼
┌─────────────────────┐       ┌──────────────────────┐
│ Choose Subscription  │─────▶ │    Automatically      │
│                      │       │ Download Library      │
└─────────────────────┘       └──────────────────────┘
          │
          ▼
┌─────────────────────┐       ┌──────────────────────┐
│ Setup Room Computers │─────▶ │    Automatically      │
│                      │       │ Lookup Room Computers │
└─────────────────────┘       └──────────────────────┘
          │
          ▼
┌─────────────────────┐
│ Monitor Club Status  │
└─────────────────────┘
          │
          ▼
┌─────────────────────┐
│ Lock Screen w/Visual │
└─────────────────────┘
```
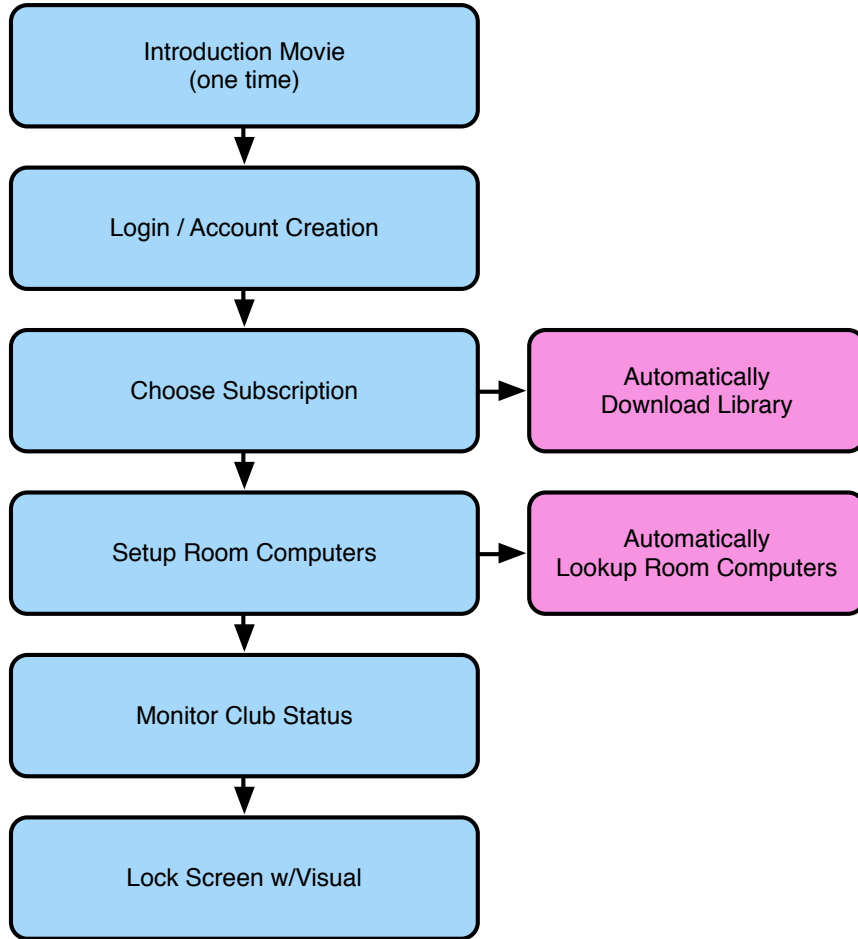
Karaoke King: Club Experience Flowchart

DJ Software Flowchart

```
┌─────────────────────────┐
│    Introduction Movie    │
│       (one time)         │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│  Login / Account Creation │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐        ┌──────────────────────┐
│    Choose Subscription   │──────▶│     Automatically    │
│                          │        │   Download Library   │
└─────────────────────────┘        └──────────────────────┘
            │
            ▼
┌─────────────────────────┐        ┌──────────────────────┐
│ Setup Peripherals Computers │────▶│ Automatically Lookup │
│                          │        │      Peripherals     │
└─────────────────────────┘        │ (mic, video, hard drive) │
            │                       └──────────────────────┘
            ▼
┌─────────────────────────┐
│       Setup Venue        │
└─────────────────────────┘
            │
            ▼
┌─────────────────────────┐
│        Host Event        │
└─────────────────────────┘
```
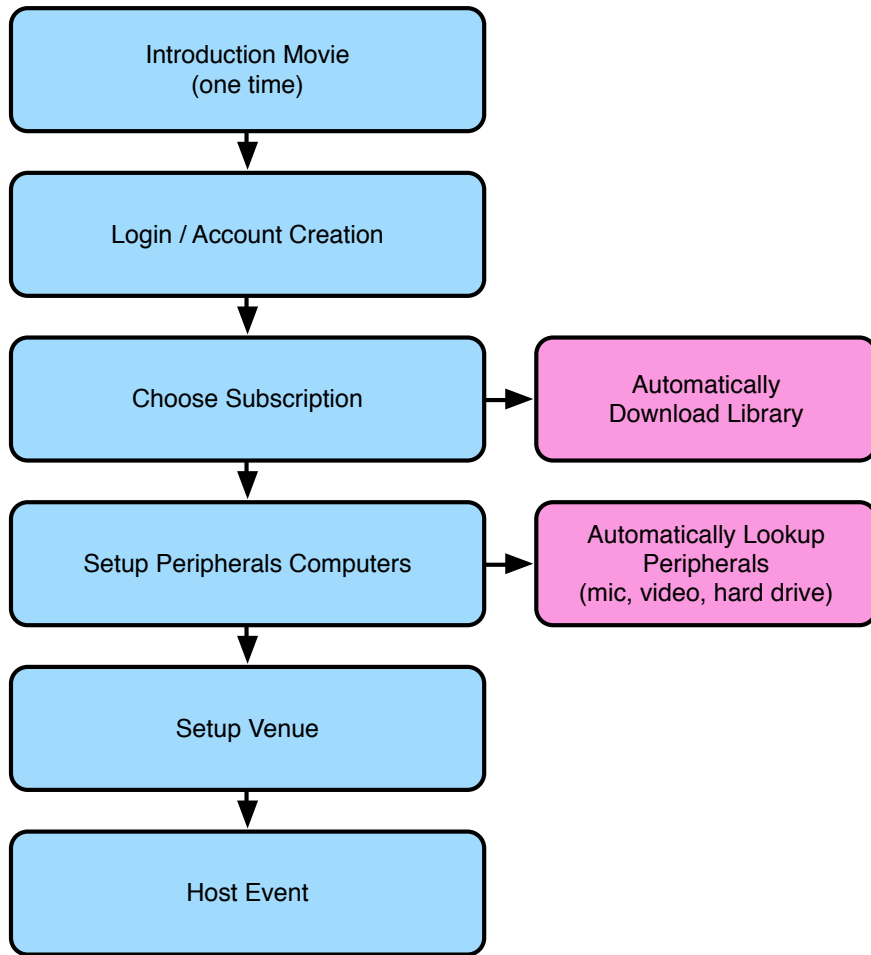
Karaoke King: DJ Experience Flowchart

Mobile Software Flowchart

```
                    ┌─────────────────────┐
                    │  Introduction Movie │
                    │     (one time)      │
                    └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │ Login / Account     │
                    │     Creation        │
                    └─────────────────────┘
                              │
                              ▼
┌───────────────┐   ┌─────────────────────┐   ┌─────────────────────┐
│ Locate A Venue│ ◄─│  Check Into Venue   │◄──│ Automatically       │
│               │   │                     │   │ Download Customer   │
│               │   │                     │   │ Song Lists          │
└───────────────┘   └─────────────────────┘   └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │  Manage Song Lists  │
                    └─────────────────────┘
                              │
                              ▼
┌───────────────┐   ┌─────────────────────┐   ┌─────────────────────┐
│ Capture &     │ ◄─│ Monitor Venue Status│──►│ Send Song List To   │
│ Promote Media │   │                     │   │ Venue Server        │
│(photos/video) │   │                     │   │                     │
└───────────────┘   └─────────────────────┘   └─────────────────────┘
                              │
                              ▼
                    ┌─────────────────────┐
                    │ Purchase Items From │
                    │       Store         │
                    └─────────────────────┘
```
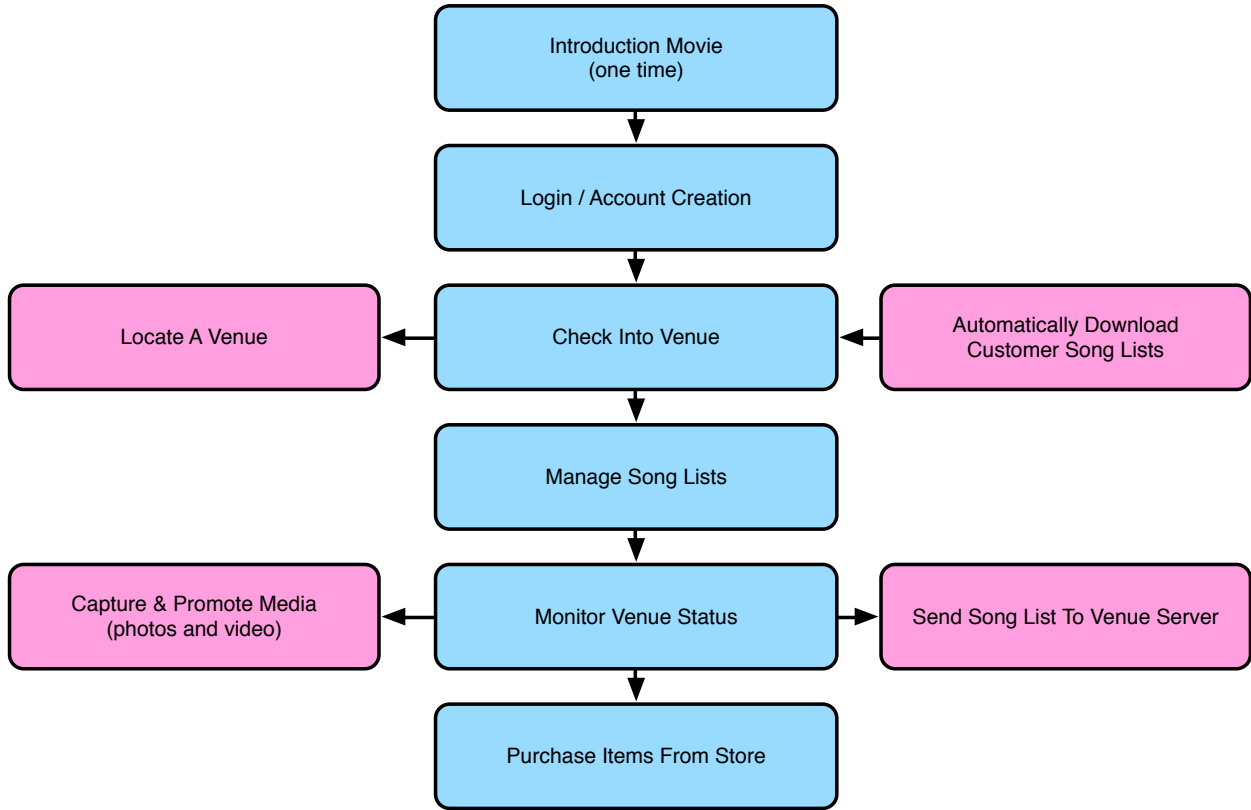
Karaoke King: Mobile Experience Flowchart

Marketing Plan

How To Spread The Word

Cherryokee will be promoted from numerous channels both direct and indirect. This product has several viral elements to its design that will assist in spreading the word, and forcing venues to upgrade to our service to stay relevant.

Promotional Strategy

Cherryokee will be targeting karaoke clubs, DJs, and personal homes. The largest burier to entry will be in direct proportion to the amount of expense and hardware required to becoming a customer. We therefore believe that the approach will best be executed in the following order to shake the bugs out of the system and test user acceptance:

- Karaoke DJ's
- Karaoke Homes
- Karaoke Clubs

The karaoke DJ will be able to download free software and immediately sign up for a subscription giving them all the features of our software. Once inside the domain of the DJ, the customers attending the DJ events will be forced to download the mobile app, and begin choosing their songs. Once installed, that customer will become available for internal promotions to download home software to have experiences within their own home.

Once the uptake on the customers has reached a level of acceptance and excitement, the clubs can be lured into taking over the premium experience by providing drink and food in an exciting environment that will also be ready for our Phase III features relating to premium video recording.

At all times the features for the clubs and DJs will be kept strategically more attractive than sitting at home. Once the ecosystem of clients distributes, these restrictions can be leveled off, because each business type will have enough customers to keep their businesses deep in the profitable region.

Celebrity Promotion

One of the core partners of Cherryokee is the multiplatinum recording artist James Todd Smith aka LL Cool J. Mr. Smith has led one of the most prestigious careers in Rap and Hip Hop, is recognized as an outstanding actor in both film and television having starred on NCIS LA since 2009. If deemed appropriate and viable, Mr. Smith will use his love for music and notoriety to create a launch event that is respected by his literally millions of fans around the world. The exact details of such an event are yet to be determined.

Distribution Channels

Cherryokee will benefit from a purely web based distribution channel. This channel will sub-divide into online stores as promoted by the various platform vendors: iOS (Apple), Android (Google), Microsoft (XBOX), Sony (PlayStation), and direct web sales.

Our traveling salesforce will enjoy the benefits of online site demonstrations using either the internet or portable RAM drives to drop our entire product line onto the potential customers desktop computers. Once uploaded, a quick internet connection will allow the customer to quickly create an account, download music, and see the product run. As well, our software is designed to run on very inexpensive micro computers that can fit in the sales staff carry on, and be delivered for an in-house demonstration.

It is possible that Cherryokee could offer an independent affiliate program for any freelance sales person able to up sell or product using perhaps certified affiliate code system. All sales using this method would have to be verified by human staff members until all potential violations could be secured.

Direct Sales

Clubs

Cherryokee will be targeting all major cities for both clubs and DJs. The larger the installation requirements, the more Cherryokee will rely on human sales staff to market the benefits of our product. Sales staff will visit the venues, create pitch packages, then revisit with hopefully the deal the venue can't refuse. Reductions in hardware, software, and staff training will be the overall arc of each sales pitch.

Cities to be targeted in the initial push:

- New York
- Los Angeles
- San Francisco
- Dallas
- Chicago
- Miami

DJs

DJs can be marketed to using traditional online ads, and hopefully word of mouth press promos. The goal is to strategically place ads within the avenues most traveled by DJs looking for karaoke software, hardware, songs, both stolen and legal. The press will be to host karaoke legally!

Cross Promotion By Partners

Given the distinct financial benefits to our partners to promote the license and sales of their libraries via Cherryokee, direct ad promotion of our software and experience could be baked into any agreement that is signed. In return, Cherryokee will prominently promote the source of all songs within the software both before and after a song plays.

Direct Sales To Homes

The home market for Cherryokee will borrow from several sectors. The download customers from the club and DJ market will be marketed to directly from the mobile app itself. Assurances have to be made to the premium clients that this home offering will not compete with their premium experiences. The overall position of the home service is to create a family experience for those who don't have the ability to spend the evening inside clubs or venues due to obligations to family etc.

Once Cherryokee has an offering on home gaming consoles, the direct sales through store promotion becomes a factor. Given the struggling market for home gaming consoles, it is quite possible that the manufactures themselves might give us front-page promotion in their stores to promote the sale of their machines. Sony and Microsoft are very unsure about their new models competing with mobile app distractions, so our leverage in these channels is strong.

As well, the Apple Store could also promote Cherryokee as a way to utilize the camera systems in their desktop iMac machines, and mobile app recordings.

Internet Ad Sales

The ability to direct market to individual demographics has been greatly improved by offerings such as Facebook and YouTube. The vendors of these services have opened up very inexpensive alternatives to the normal ad placement agencies to craft ads that specific attack specific genders, age groups, and areas of interest. Daily ad quotas can be establish to control costs.

Social Media

Aside from pay-to-play ad systems, the referral traffic from viral promotions of customers has become a mainstay of product placement and promotion. Cherryokee will be released with several options to promote photos, videos, and other features into the social media channels. All materials will be watermarked with Cherryokee promotional logos to ensure that all who see these promotions are encouraged to find the source of the experience.

Application Stores

Customers worldwide look to their software store of choice via the internet to satiate their need for entertainment. Cherryokee will strive to get front-page or Editor's Choice placement in the following areas:

• Apple App Store (desktop / mobile)
• PlayStation Game Store
• XBOX Game Store
• Web (PC)

Barriers To Entry

Our main requirements for launching Cherryokee is the two fold, developing the software solutions on all respective platforms, and promoting the solution to the clubs, DJs, and customers at home.

Promotion

Marketing Cherryokee can rely on internal resources for flash promotion events to stimulate interest and traditional low cost direct marketing through internet ad placement. A dedicated sales staff will be necessary to promote club conversions at first. It is our belief that once clubs begin to convert and experience the lower cost superior offering that competing clubs will have to follow or be left with lower customer revenue.

Resilient Market Boom OR Bust

We believe that karaoke is a "go to" source of entertainment for all demographics involved. Regardless if the economy is booming or busting, karaoke is one of the last dollars spent in anyone's entertainment budget. For those who club, they can reduce their spending to DJ hosted events. If going out to restaurants and bars is too demanding on their budget, performing at home with our equal offering can supplement this need.

Product Lure

From our customer's point of view the hassles associated with karaoke are removed. The unknowns about clubs are removed. The fear of not being able to operate the legacy machines, the remotes, or perhaps bad eye site for reading huge song books is gone forever. The customer can download the Cherryokee app from wherever they are, review the simplicity of the product, and immediately look for a venue in their area.

Our Customers

Karaoke is most traveled by the 30+ crowd with a strong secondary audience of 18 to 29 patrons. With television programs such as American Idol and X-Factor grabbing members from all walks of life due to their performing abilities, the ecosystem of those seeking fame is everlasting.

Our customers are also global. The United States is far from the number one karaoke headquarters of the world. Cherryokee is perfectly positioned to move into global markets once the benefits can be localized and understood by those specific regions. From a risk assessment position, Cherryokee must refine its features before diluting into foreign markets.

Competition

There are hundreds of products on the market that cater to the karaoke industry. However, none have brought all the solutions together in a way that Cherryokee proposes. All concepts have started from traditional solutions, and worked within that mindset. Cherryokee breaks down those preconceived notions and starts fresh using state of the art technologies that are already honed to perfection.

High Level Product Overview

This section will cover a high level overview of all of the core services within Cherryokee. This is meant to drive conversation at a core design level, and not meant to act as a guide for developing the actual software itself.

I. **Software Overview**
    A. **Cloud Software**
        1. Partner Services
            a) Partner feed system
                (1) Create new RSS feed
                (2) Service existing RSS feed
                (3) Nightly song check
                (4) Automated song downloads
                (5) Song parsing
                (6) Song encryption
                (7) Client notifications
            b) Client Services
                (1) Login Manager
                (2) Subscription Manager
                (3) Song Manager
            c) Room Services
                (1) Registering room
                (2) Creating QR-Code
                (3) Sending GPS data
                (4) Room Manager
                    (a) Add Karaoke Block™
                    (b) Add song list
                    (c) Add song
                    (d) Remove song
                    (e) Add user
                    (f) Remove user
                    (g) Lock room
            d) Mobile Services
                (1) Login Manager
                (2) List Manager
                (3) Module Services
                    (a) Lyric preview
                    (b) Song preview
                    (c) LIVE lyric playback
            e) Billing Services
                (1) Gather billing information
                (2) Charge client
                (3) Run nightly billing
                (4) Store all transactions
                (5) Transaction Manager
    B. **Club Software**
        1. Subscription Manager
            a) Account setup

  b) Payment setup
  c) Room setup
  d) Module setup
  e) Song setup
 2. Login Manager
  a) Club authentication
  b) Room authentication
 3. Repository Manager
  a) Automated RSS feed checker
  b) Automatic download
  c) Automatic distribution to rooms
 4. Room Manager
  a) Login Manager
  b) Room setup
  c) Karaoke Block™ setup
  d) Roll-check
  e) Song Manager

C. DJ Software
 1. Subscription Manager
  a) Account setup
  b) Payment setup
  c) Module setup
  d) Song setup (if we don't support all songs)
 2. Login Manager
  a) Authentication of DJ
  b) Authentication of Room (QR-Code)
 3. Repository Manager
  a) Automated RSS feed checker
  b) Automatic download
 4. Venue Manager
  a) Karaoke Block™ setup
  b) User checkin (reports GPS of user to DJ)
  c) Song Manager
   (1) Add
   (2) Remove
   (3) Order
  d) Waiting List Manager
   (1) Add
   (2) Remove
   (3) Publish
 5. Video Manager
  a) Setup
  b) Record
  c) Preview upload
  d) Full upload

D. Home Software
 1. Subscription Manager
  a) Account setup
  b) Payment setup

        c) Module setup
        d) Song setup (choose which songs to download)
    2. Login Manager
        a) Authentication of Home
        b) Authentication of Room (QR-Code)
    3. Party Manager
        a) Karaoke Block™ setup
        b) User checkin (reports GPS of user to DJ)
        c) Song Manager
            (1) Add
            (2) Remove
            (3) Order
        d) Waiting List Manager
            (1) Add
            (2) Remove
            (3) Publish
    4. Video Manager
    5. Social Media Manager
        a) Take photo
        b) Take video
        c) Share photo
        d) Share video

E. Mobile Software
    1. Account Manager
        a) Setup
        b) Configure
    2. Login Manager
        a) Authentication of Home
    3. Room Manager
        a) Event notifications
        b) ?
    4. Song Manager
        a) Create song list
            (1) Add
            (2) Remove
            (3) Order
        b) Remove song list
        c) Submit song list to room
    5. Media Manager
        a) Take photo
        b) Take video
    6. Social Media Manager
        a) Share photo
        b) Share video

Full Technical Breakdown

The following is a detailed all inclusive breakdown of the features within Cherryokee.

I. Cherryokee Cloud
  A. Database outline
    1. Song Partner Services
      a) Feed Management Data
        (1) Name of song partner
        (2) Partner description
        (3) URL to RSS song feed
        (4) Time interval to pull new content (mins, hours, days)
        (5) Destination directory for content storage
        (6) Date of last pull
        (7) Download status (complete, partial)
        (8) Date created
      b) Feed Item Management Data
        (1) Artist name
        (2) Song name
        (3) Song genre
        (4) Song lyrics (if available)
        (5) Location of song on server
        (6) Date of last pull
        (7) Date created
      c) Song Manager mechanics
        (1) Original song parser
        (2) Encryption mechanism
    2. Service system data
      a) Name
      b) Description
      c) Module ID (embedded in client software)
    3. Subscription system data
      a) Name
      b) Description of services
      c) Cost in USD
    4. Subscription to Service Connector data
      a) Subscription ID
      b) Service ID
    5. Login / Authentication Services
      a) Create account
      b) Receive login credentials
      c) Return login token
    6. Client Services
      a) Client system data
        (1) Name (50 characters)
        (2) Description (1000 characters)
        (3) Location (billing level information)
        (4) Date joined
        (5) Email (50 characters)

       b) Client Billing system data
         (1) Type (reoccurring, one time)
         (2) Method (Credit Card / PayPal)
         (3) Subscription ID
       c) Client Billing Records system data
         (1) Date charged
         (2) Subscription ID billed for
         (3) Charge amount
         (4) Status of transaction (paid, pending, other)

B. Services
  1. Client Notification Manager
     a) Authorize client to download new content
     b) Generate RSS feed for client to download
  2. Room Manager
     a) Accept request for room authorized by client machine
     b) Generate QR-Code
     c) Return QR-Code to client machine
     d) Accept check-in request by client machine
       (1) Create blank room on server (memory object)
       (2) Send room confirmation to client machine
       (3) Notify client machine of room occupants
     e) Accept incoming user song requests
     f) Notify room of events as they happen
  3. Mobile Request Manager
     a) Accept login credentials (user joins Cherryokee)
     b) Accept room QR-Code check-in (user joins venue room)
     c) Connect user to room at venue via Room Manager

II. Cherryokee Client Parent Software
A. Play out-of-box introduction movie
B. Account Setup Manager
  1. Allow the user to login
  2. Allow the user to create a new account
     a) Gather all "Client system data"
     b) Present user with list of subscription options
       (1) Club (all inclusive)
         (a) All songs
         (b) All modules and services
         (c) Five room base package (adjustable prior to launch)
         (d) Option to add additional rooms
       (2) DJ (modular)
         (a) All songs
         (b) List Manager
         (c) Karaoke Block™ Manager
         (d) Optional modules and services
           i) Lyric Preview Module
           ii) Song Preview Module
           iii) LIVE Lyric Playback Module
       (3) Home (restrictive fixed package)
         (a) All songs

           (b) List Manager
           (c) Optional modules and services
               i) Karaoke Block™ Manager
               ii) Lyric Preview Module
               iii) Song Preview Module
               iv) LIVE Lyric Playback Module

3. Allow user to setup a payment method
   a) Gather all "Client Billing system data"
   b) Charge for services
   c) Confirm transaction
   d) Begin downloading song library
      (1) Prioritize most popular music
      (2) Secondary priority for ancillary music
4. Allow the user to download room "child" software
   a) Downloaded via web URL
   b) Launch after download
      (1) Start Room Manager (local)
      (2) Start fishing for Child computers
   c) Confirm all required hardware is present
      (1) Monitor connection (output)
      (2) Audio system is working (output / input settings)
      (3) Video camera is working (input - optional)
   d) Child software goes into "listen" mode on LAN
5. Automatically connect children computers to parent computer via port sniffing
   a) Report PING rate
   b) Select child configuration from Parent computer
      (1) Begin downloading songs that are "ON DECK" (slowest)
      (2) Allow children computers to host all songs locally (fastest)

III. Cherryokee Client Child Software (Room Specific Computers)
  A. Establish connection with Parent software
    1. Listener on a specific port begins the discovery
    2. Parent computer finds the Child computer on the network and shakes hands
    3. Child closes down discovery mode until Parent is disconnected
      a) Fresh boot
      b) Power outage
      c) Network outage
  B. Liaison with Parent for subsequent notifications (Parent MUST stay informed)
    1. Continually validate Child with Parent (per hour)
    2. Updating song library
    3. Fetching QR-Codes for check-in
    4. Checking users into the room
    5. Locking room check-in
      a) Mobile clients are given a NEW QR-Code (to ensure new arrivals only get in via sitting shoulder to should with existing members)
      b) Forbids outside people from hacking into the rooms
    6. Receiving user submitted requests
      a) Submitting song lists
      b) Submitting individual songs
      c) Removing request from room

    d) Sending text message to other user in room (chat)
    e) Rating user performance
    f) Submitting media to the room scrapbook
7. Broadcasting notifications to users via Parent computer
    a) ON DECK list of upcoming performances
    b) Changes to room configuration (Karaoke Block™ order)
    c) Updates to song counts with Karaoke Blocks™