

[www.voxtrain.com](http://www.voxtrain.com)

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overview

Voxtrain is an online Gym for Singers. We aim to be the leading platform for artist development and discovery.

problem

Voice training is complex, because people struggle to know what to do next.

Voice training is expensive, because vocal coaches can cost anything from 45-70 euro per 45 minutes.

Voice training is boring. because repetition, discipline and stamina is required.

Voice training is exposing, and may fear the embarrassment.

solution

Voxtrain is simple with a clear program and a mobile solution.

Voxtrain is affordable at 10 Euros per month subscription.

Voxtrain is inspiring with exercises set to music, a beautiful interface, blogs and quotes.

Voxtrain is private. A user can train at home or anywhere with a mobile device or personal computer.

competition

We have an in-depth analysis, but basically, competitors are all CD/DVD, book or Youtube based. We’re unique and first with a cloud-based solution.

target markets

(1)Entrants of “the voice”, “idols”, x-factor or pop-stars.

(2) Karaoke and lifestyle singers with a closet dream of singing better.

(3) Home Schooling community. 2,2m US kids are homeschooled with a massive lack of music solutions.

Online Google search shows 5+million annual searches for just “online singing training” without variants on the search, from UK, USA, Germany, Netherlands and Sweden.

current status

Phase 1 (*Training program*) completed; Online course is available and selling in English and German. Payments, and Affiliate management system is developed, tested and running. We are ready to scale.

Phase 2 (*Stickability*) under development; Reward system, Mobile-adjusted responsive redesign, Karaoke option. Feedback for singers.

Phase 3 (*Platform*). Voxtrain becomes a user-generated platform for many courses and exercises, as well as hosting singing competitions among the voxtrain community members.

Phase 4 (*Expansion*) Scaling.

team

Wynand Lindeque - Chartered Accountant, Development Funding and CFO. Ozzy Knox - Architect Developer. Heinz Schrader - Co-Founder, UX Design, Project Management, CEO. Mandy Jean - Co-Founder, Content Development and Voice Coach.

next steps

We are looking for strategic partnership in investment. We want to go global. We have a celebrity artist campaign kicking off in May 2015 in South Africa with the current version while we complete phases 3 and 4. Over the next 12 months, with funding, we can complete Voxtrain as a total singing platform for viral social, voice training, peer-judging, online singing competitions, feedback and karaoke, ready on all devices and operating systems, including Xbox (June 2016).

