

Summary

JRL: www.m4lti.com
 Industry: Internet retail
 454100
 Sector: Non-store retail via
 electronic media
 Founded: 2016

Market Overview

Researchers have determined that people who are undergoing medical treatment actually show an improvement in their immune system after the music therapy has been introduced to their treatment regimen. This is no longer theory, but is backed up by medical proof. There is measurable recorded proof that people experiencing anxiety actually have a decrease in heart rate, muscle activity, and temperature after the introduction of music therapy.

In a National Business Group on Health/Watson Wyatt Survey (2009), employers cited “employee’s poor health habits” and “under use of preventative services” as the top two challenges to maintaining affordable benefit coverage. Providing music wellness programs invite interest, fun, and motivation to use effective prevention services.

Core Problems Solved

The Company’s programs and products incorporate all music styles - not just soothing music - to relieve stress, anxiety, anger, depression, and grief, referred to as “unsettledness”. M4LT trains people’s instincts with educated wellness responses based upon researched music therapy principles of iso-principle, entrainment mechanism and rectoring. However, existing systems of belief about music and typical listening habits will have to be transformed through in-depth cutting edge branding for the escalating sales of Music 4 Life® programs and products.

Purpose of Financing

Website & App Development, Staff and Marketing
 Target Raise: \$500,000

Disclosure Statement

This Company Overview is provided for background information purposes only, is not an offer to sell securities and is not soliciting an offer to buy securities. Any future offer and sale of any securities of the Company will be intended to be exempt from the securities registration provisions and prospectus delivery requirements of federal and state securities laws and regulations, and any such future offer or sale of securities will be offered and sold only to persons who meet the suitability standards set by the Company.

Business Model

Music 4 Life® Technology, Inc.’s business model consists of the distribution of the proprietary music therapy platform as a clinical and evidence-based use of music interventions to accomplish individualized therapy goals. The Company will incorporate Three (3) revenue streams: (1) Subscriptions, (2) Products and (3) Classes. The end-user will be educated and empowered to relieve stress through a “Mood Exercise Regimen™,” which is also known as a “Mood Sequence Formula™” and “Music Medicine Pill™.” The platform has proven to reduce stress in as little as Fifteen (15) minutes in Eighty-Seven Percent (87%) of cases.

Mission

Music 4 Life® Technology’s mission is to become the leading complementary and alternative medicine global provider and collaborator of self-discovery music wellness products and education programs to help consumers become more productive, energized, happier and peaceful.

Services

Music 4 Life® Technology, Inc. is a multidimensional business that provides exclusive distribution of products and programs specifically designed to benefit those struggling with stress, including Music Therapy, Drum Circles, Music Medicine, and Wellness classes. M4L’s unique platform distributed through Music 4 Life® Technology, Inc., will empower and educate Music Medicine end-users to relieve stress through a “Mood Exercise Regimen™” aka “Mood Sequence Formula™” or “Music Medicine Pill™.” The products and programs are scalable for use in the home, workplace and/or institutional settings through music, books, accreditation programs and self-assessments. The Company’s core competency of this proprietary platform was created by licensed board-certified music therapist, Judith Pinkerton, who is revolutionizing the field of music-based stress management.

Financial Model

Music 4 Life Technology, Inc. 3-Year Forecast Pro forma October 25th, 2016					
	2017	2018	2019	Sub total	By %
Revenues					
Revenue # 1 - Subscriptions	114,304	200,032	300,049	614,385	8.70%
Revenue # 2 - Products	627,757	1,255,514	2,197,150	4,080,421	57.78%
Revenue # 3 - Classes	278,477	696,191	1,392,383	2,367,051	33.52%
Total Revenues	1,020,538	2,151,738	3,889,581	7,061,857	100.00%
COGS	255,134	494,900	816,812	1,566,846	22.19%
Gross Margin	765,403	1,656,838	3,072,769	5,495,011	77.81%
Expenses					
Overhead	83,700	167,400	334,800	585,900	8.30%
Payroll	263,348	460,859	806,503	1,530,709	21.68%
Marketing	236,930	473,859	947,718	1,658,507	23.49%
M4L IP Licensing	102,054	215,174	388,958	706,186	10.00%
Total Expenses	686,031	1,317,292	2,477,979	4,481,302	63.46%
EBITDA	79,372	339,547	594,790	1,013,709	14.35%

Disclaimers:

This summary overview includes forecasted, projected or other types of forward-looking information, including information relating to the Company's future business prospects, sales, number and timing of site launches, new hires, website data, website economics, financial performance, pro forma financial data, liquidity, capital expenditures, capital needs, costs, income and EBITDA (the "Projections"). You should not regard the Projections as an indication that the Company, its directors, officers and members, their financial or legal advisors, or any other person considered, or now considers, the Projections to be material or necessarily predictive of actual future results. The Projections are subjective in many respects and are thus subject to interpretation. While presented with numerical specificity, the Projections reflect numerous estimates and assumptions made by management with respect to industry performance and competition, general business, economic, market and financial conditions and matters specific to the Company's business, all of which are difficult to predict and many of which are beyond the Company's control. We cannot assure you that the Projections will be realized or that actual results will not be significantly higher or lower than projected. As a result, you should not rely on the Projections as necessarily predictive of actual future events. No one has made or makes any representation regarding the information included in the Projections. The Company does not intend to update or otherwise revise the Projections to reflect circumstances existing after the date when made or to reflect the occurrence of future events, even if any or all of the assumptions on which the Projections were based are shown to be in error.

The information contained in this document is not an offer to purchase or sell securities. This document is for informational purposes and are not an offer to sell or a solicitation of an offer to buy any securities in any company, and may not be relied upon in connection with the purchase or sale of any security. Interest in an issue of securities of a company, if offered, will only be available to parties who are "accredited investors" (as defined in Rule 501 promulgated pursuant to the Securities Act of 1933, as amended) and who are interested in investing in the specific issuer company on their own behalf. Any offering or solicitation will be made by an issuer company only to qualified prospective investors pursuant to a confidential private placement memorandum, and the subscription documents, all of which should be read in their entirety by the proposed investor.