



music.match

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Benefits of Music Education

- Improved performance on standardized tests
- Increased attendance rates (93.3% vs. 84.9%)
- Cognitive benefits and improved language processing





Benefits of Music Education

**Higher
confidence**

47%

**Improved
concentration**

42%

**Increased
happiness**

35%

**Self-discipline
and patience**

30%





Music in Chicago

1990

Art
integration
growth



2006


CPS
Department
of Arts
Education



2012

CPS 4 year
Art
Education
Plan
Implemented





2/3

“Strong” or “Excelling”

59%

At least 2 hours of art instruction per week






North

88%

South

51%





**... Instruments
are expensive!**



Average Incomes



Statewide:
\$80,000



Southside:
\$33,000



Northside:
\$87,000





Pain Point

- Students from low-income families are priced out of music
- Lessons and instruments too expensive
- High benefits vs. low access







Students with used Instruments



Middle School Students from the South
Side of Chicago interested in music



Our Process is Easy



Pilot

Trial

Expand





Opportunity

Scholarships

Life Skills





music.match

Free,
accessible
website



Competitors



	music.match	Craigslist	Ebay
Easily Accessible	✓	✓	✓
No Selling Fee	✓	✓	✗
Specific to Music Instruments	✓	✗	✗
Easy Usage and Filtration Methods	✓	✓	✓
Partnered with Schools	✓	✗	✗





Minimum Viable Product



1



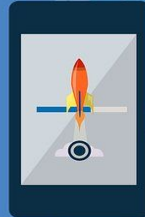
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3

TRIAL

4



5



Key Partners and Channels




Key Partners

- South Side Chicago
- Public Schools
- Nonprofits
- Private Citizens

Channels

- Online Website
- Distribution through School Partnerships
- Private Volunteers





Thanks!

Any questions?

