EXECUTIVE SUMMARY

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PROJECT DESCRIPTION

If you go to any extraverted environment you will see people not truly connecting with the others by sheltering their true self from society. Connecting with oneself and the other is harder than ever. We are an all-inclusive music cultivator. We have to build a community of people who want to grow personally and spiritually through music.

VALUE PROPOSITION / SOLUTION

We offer mocha a visual, auditory, and physical experience that creates sensory deprivation and stimulation to awaken and relax individuals. Especially targeting college students who want to connect with oneself and the others. Get away from the stress of exams, studying or breaking the monotony of life.

By creating an environment that reduces anxiety and stress. Enhance self-awareness, self-understanding and self-love.

We want to create a pod, a studio or an adobe of sound, mindfulness and positive stimulation
CONTEXT AND BACKGROUND

Our aim is to let you create your own context and bring you to the foreground. Immerse yourself in sound, imagery, ambiance and smells. A space for sound, music, movement and mindfulness. All in one! An intimate space to find oneself and leave their woes behind.

PROTOTYPE / MVP

We are currently designing our prototype. As it involves combining multiple mediums of expression and caters to deprive or stimulate multiple senses we would take time and care in building our prototype.

We envision it to be an enclosed space where we can change the sound, imagery, smells, lighting and ambiance according to one’s taste.

MARKETS & SCALABILITY

We have multiple consumers audiophills, nature lovers, music lovers, college students and individuals looking for sound as a way of relaxation or stimulation.

We are working on creating music blends and intimate enclosed studio spaces that can be used in venues, hotels and transit hubs.
CUSTOMER ACQUISITION

We hope to acquire our customers online, at the VCU storefront project and community of artists in Richmond and Virginia Beach. We look to grow the brand organically and create a following for our sound of humanity.

COMPETITION

We don’t hope to compete. We only aspire to make things complete.

TEAM REFLECTION

As a team we gel well with our interest in music, mindfulness and kindness. This sentence is a reflection of what lies ahead.