

pBuzz | pBone | pTrumpet | *just play!*



Our Vision

the world's greatest musicians of the future will start their musical journey with us

+ pBuzz -- igniting the growth for Brass Instruments

- ❑ Conceived as instrument by Musicians
- ❑ Endorsed by Educators
- ❑ Embraced by Parents
- ❑ Loved by Children



+ Executive Summary

– pBuzz is

- Complimentary for Band & Orchestra Dealers
- Targeted at pre-Band offer for ages 3+
- Gateway to build Trombone & Trumpet Players
- Award-winning and best-selling products
- Industry-leading community engagement and social reach
- Designed, developed and manufactured in the UK



Why plastic instruments began?

- Trombone officially an “endangered-species”
(UK Government)
- A generation of musicians was being lost
- Plastic offered unique opportunities to make things easier



+ The musicians behind pBone & pTrumpet and now pBuzz

- British musicians and parents passionate about music-making
- pBone: Designed and developed in the UK from 2007-2010
- pTrumpet: Designed and developed in the UK from 2012-2014
- pBuzz: Designed, developed and manufactured in the UK 2016
- Branislav Zivkovic joins as Chief Commercial Officer & President, North America in 2016



+ Why are we here?

- Great Endorsement as Musical Instrument
- Massive potential Toy Product
- pBuzz offers unique experience & revenue stream for partners
- Bridge and leverage local Elementary & Band Director Relationships
- Case Studies, lessons plans and curriculums being developed across the globe by progressive, innovative educators.

+ What do we provide in return?

- A dedicated and committed team
- High volume, high margin product
- First-mover advantage on new product innovation
- Industry leading quality and service for your customers
- A **pre Band** complimentary instrument to grow the market
- 1.4m people engaged monthly on social media

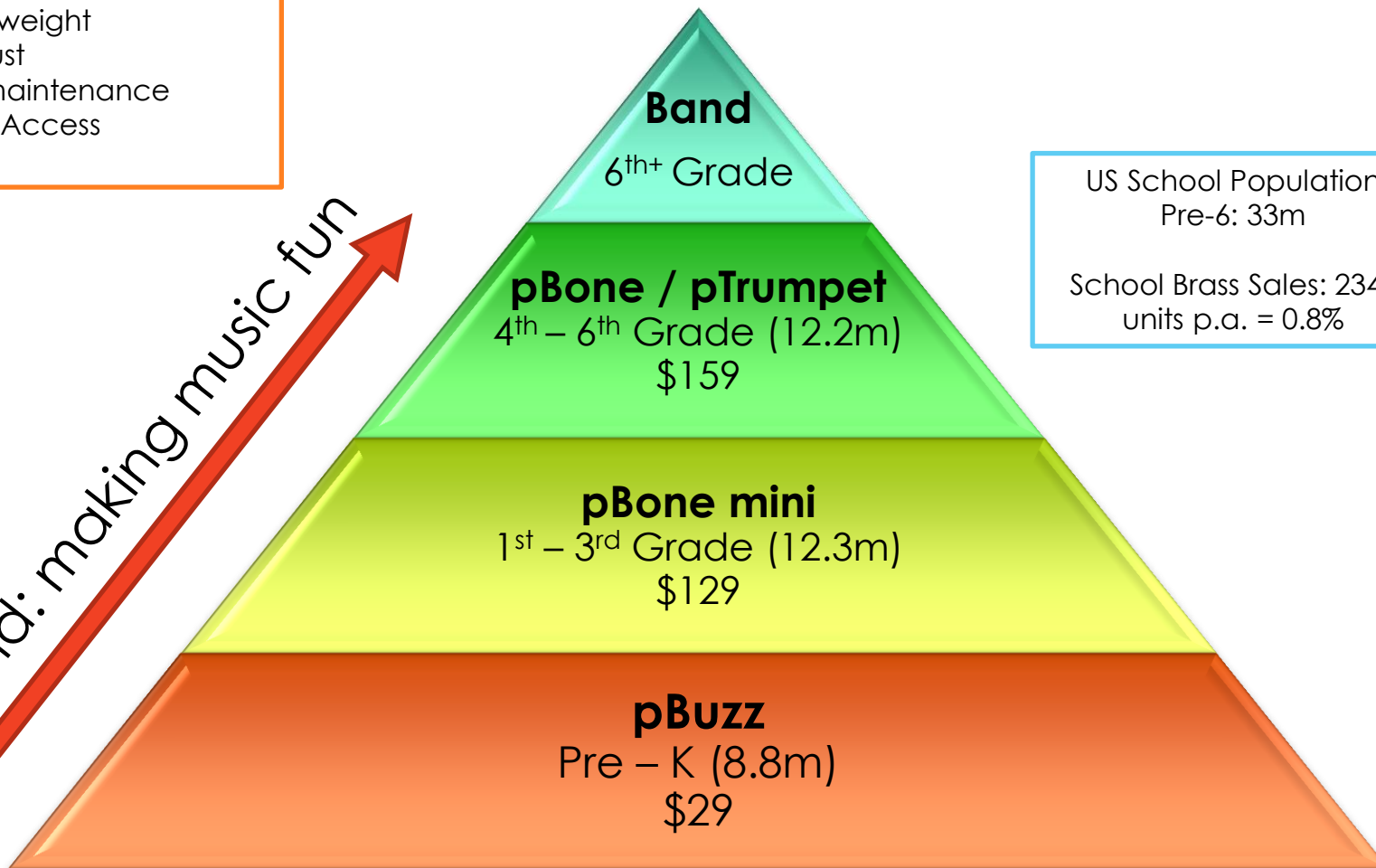
+ Growing the market for incumbents

Pre Band
Base Growth

pBand ideal for pre-Band

- Low cost
- Lightweight
- Robust
- No maintenance
- Easy Access
- Fun

pBand: making music fun



+ What customers asked for?

- Musical Instrument for 3+ year olds
- Discover the joy of music in seconds
- Learn to Play in Minutes
- Enjoy a lifetime of Music





What we wanted to solve?

- Beginner instruments are often limited to recorder and harmonica, traditional and restrictive choices
 - Effortless creation of the first sound
 - Focus on buzzing
 - Ability to learn and play notes
 - Design suitable for young children
- Increase the number of Musicians and potential of future Brass Players

+ Here is what we gave them

- Accessible instrument
- Very tough and robust
- Rests effortlessly in your hand – large or small
- Maintenance free
- Clear hand positions
- Patented technology delivers unbeatable sound quality
- Industry leading product quality
- Low cost
- Colorful and fun!



+ What is pBuzz?

➔ Easy & Fun way to learn Music

A musical instrument:

- Introduce buzzing to make a musical sound
- Ability to play six notes
- Slide the bell towards you to create a high note and away from you to create a low note



+ Compared to our competitors?

1. pBuzz demonstrates the core musical fundamental learning of pitch and length
2. Authentic method of sound production
3. Recorder has complicated fingering to move by one whole tone
4. Unique offer – recorder is very staple and boring
5. Recorder is not engaging in a fun way, vuvuzela is not musical
6. pBuzz can be used in existing Orff lessons (unlike vuvuzela)
7. Little fingers can't always work a recorder, or cover the finger holes
8. Support all types of learners



Vuvuzela

Plays only “one” “poor sound quality, no mouthpiece, lead pipe or bell flare -- not a specific length for a pitch



Recorder

Increased complexity
More difficult to advance
Boring limited discovery effect
Is not authentic transition to flute/clarinet



pBuzz BREAKS category record:

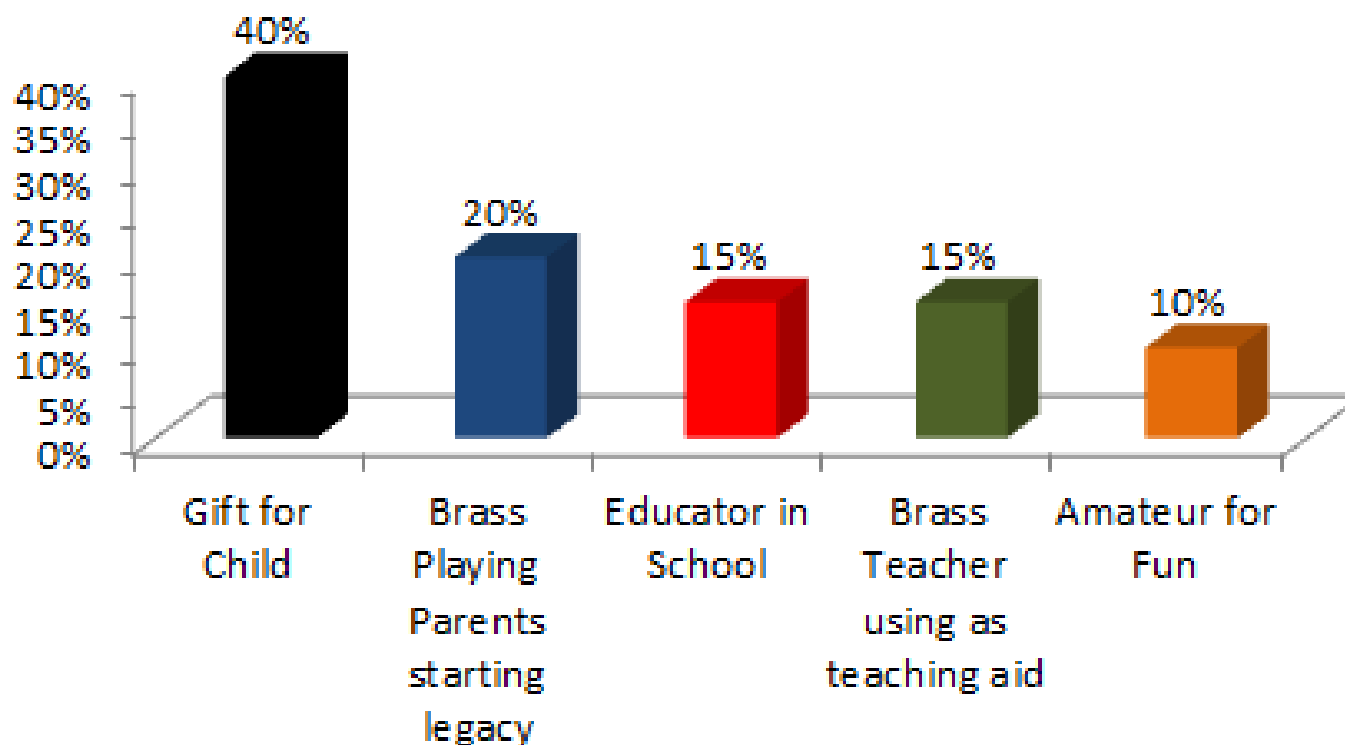
First 4 month in the UK 8,000 units sold, here is what we are learning...

Key Data Point	Implication
✓ 68% purchases are as gifts for children	➤ Messaging needs to focus on parents and/or grand parents
✓ 58% of sales were driven by social media	➤ Increase pBuzz awareness/visibility with digital advertising campaign on social media
✓ 94% of pBuzz are used every week	➤ Product has longevity of appeal
✓ 81% of buyers would recommend pBuzz to a friend	➤ Create referral opportunities and mechanisms



+ Who is buying ?

Pbuzz sales



+ Target Groups and Channels

Target Group	Gift for Child	Brass Playing Parents starting legacy for children	Educator in School	Brass Teacher using as teaching aid	Amateur for Fun
Use case	I want to prepare my young child for a lifetime of music education.	As a Brassplayer I want to start our family legacy.	I want children in school to discover the joy of music.	I want my students to start with correct embouchure practising BUZZING first.	I want to make music at an event.
Pbuzz sales	40%	20%	15%	15%	10%
Primary Channel	Online & Mass Market	Music Retail & Online	Education Supplier	Music Retail & Online	Music Retail & Online

Surprise: pBuzz is used as teaching aid

About 15% are Brass Teachers starting Students of 12 years of age with a pBuzz in 3 to 5 introductory embouchure lessons before moving on to a Brass instrument.

+ Favorite Quotes when asked:

How would you describe pBuzz to a friend?

“A fun, great quality plastic instrument - ideal for introducing young children to a brass instrument in a bright and appealing way!”

“The perfect starter instrument for encouraging young musicians. A cross between a trumpet and a trombone, made of plastic (so lightweight) and simple to use”

“An easy way to start kids off playing brass instruments-- a rival for recorder as a beginning instrument!”

+ Mass Appeal

Scalable &
Expandable

Timmy Trumpet (DJ) – 757k FB likes, 200m YT views



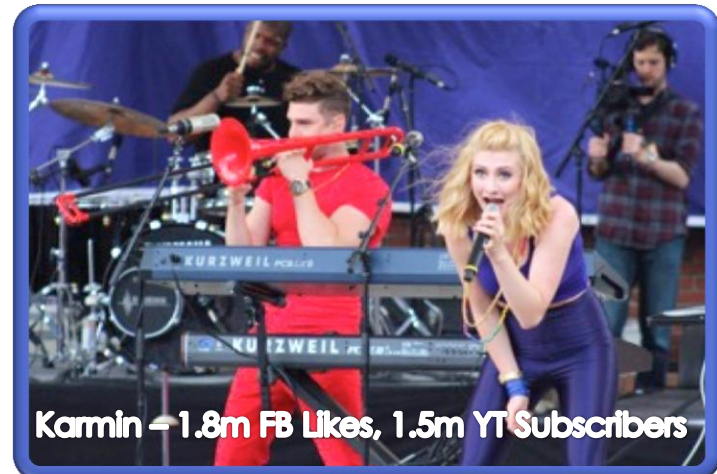
Britains Got Talent Live Final – 9.7m viewers



**Glastonbury 2013, Mumford & Sons
6.2m viewers**



Karmin – 1.8m FB Likes, 1.5m YT Subscribers



+ A picture paints a thousand words

. . . but a video paints a thousand pictures



What the Children say

<https://www.youtube.com/watch?v=8FCHUGzhZ6E>



Children

Fun<https://youtu.be/uyXImvRP1p8>



Educator / Influencer perspective

<https://www.youtube.com/watch?v=yNzvlNkz2CM>

+ Quality in Manufacture

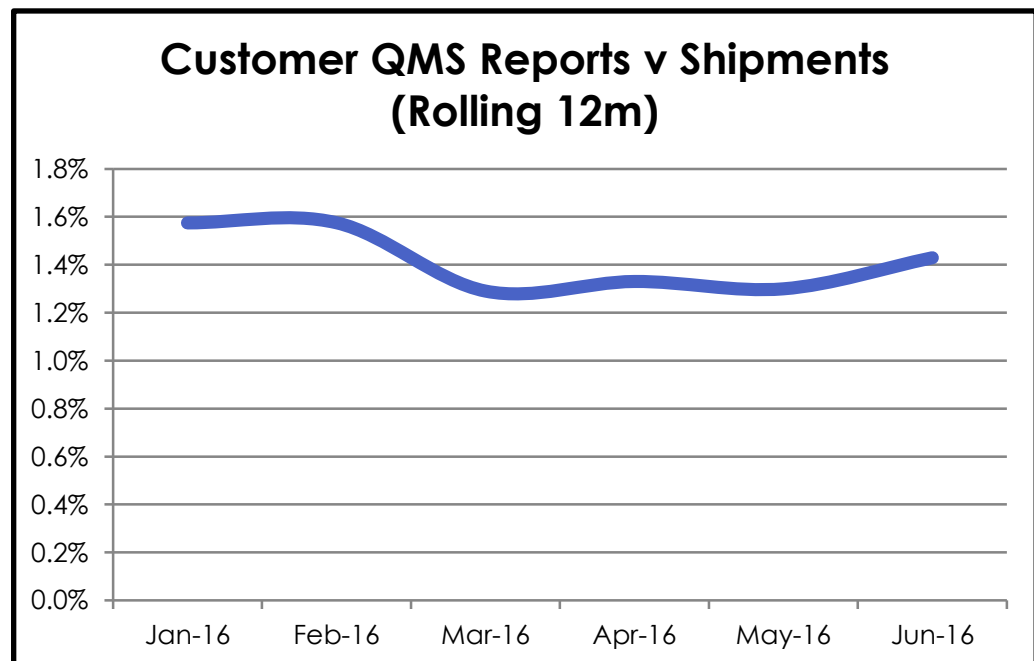
- Since 2011, we have exclusively used automotive suppliers certified to ISO9001 & TS-16949
- pBuzz made in UK w automotive supplier- OPS Director monitored.
- We have 1 full-time employee based in China focused solely on quality for pBone & pTrumpet.



Mercedes-Benz



BOSCH



+ Quality in Service

- We replace and ship **all** warranty and non-warranty claims worldwide free of charge from Rhythm Band for the pBuzz USA and the UK for pinstruments.
- We do not need to provide any spare parts or servicing support to dealers
- Net Promoter Score (customer service) 89%

"Kate was very helpful in shipping out replacement part and keeping me updated along the way, top notch service"

Alain Bourgeois (Jul 2016)

"Excellent customer service, efficient, professional & friendly. Top class!!!"

Gemma Proudfoot (Jul 2016)

"There was a special needs student this year with a degenerative muscular disease who couldn't hold his metal trumpet due to its weight, so we were able to get him a 'P-Trumpet' which is a quality trumpet made from light plastic and now he is able to participate fully and loves music!"

VH1 Save The Music Foundation (Jun 2016)

+ Net Promoter Scores

Quantifiable Measures



	pBuzz	pBone	pTrumpet
NPS	+81%	+68%	+37%
Amazon.com	NA	★★★★★ 213 4.6 out of 5 stars ▾	★★★★★ 9 4.1 out of 5 stars ▾
Facebook Reach (Jul-16)	567k		

+ Consumer Reach & Engagement

Building a
Community

Key Performance Indicators – June 2016



Social Reach:
Engagement:

144,373
1,454,358



+Earning our Unique Right to Win

- Passionate and dedicated **team** who listen, care and deliver
- **Award-winning, innovative and patent-protected** instruments – that fully utilize the USPs of plastic to improve experiences for consumers and educators
- Leading **quality** rates of any supplier to Conn-Selmer
- Outstanding **customer support** based in the UK (NPS>89%)
- Educational resources and **inspirational content** to our community of over 1.4m consumers and educators
- Actively **collaborate** and support our dealers with campaigns



+ Potential Next Steps

- Interest in product
- Connect with Rhythm Band
- Become Market introduction Partner
- Develop & service local demand
- pBuzz Partner Tool Kit
 - <https://www.dropbox.com/work/pBuzz%20-%20Tool%20Kit>

Rhythm Band Instruments, LLC

www.rbidealer.net

Ashley Walsh

awalsh@rhythmband.com

PH: 800-424-4724 Ext. 119

PH: 817-335-2561 Ext. 119

Ext 119

Amanda Six

asix@rhythmband.com

PH: 800-424-4724 Ext. 108

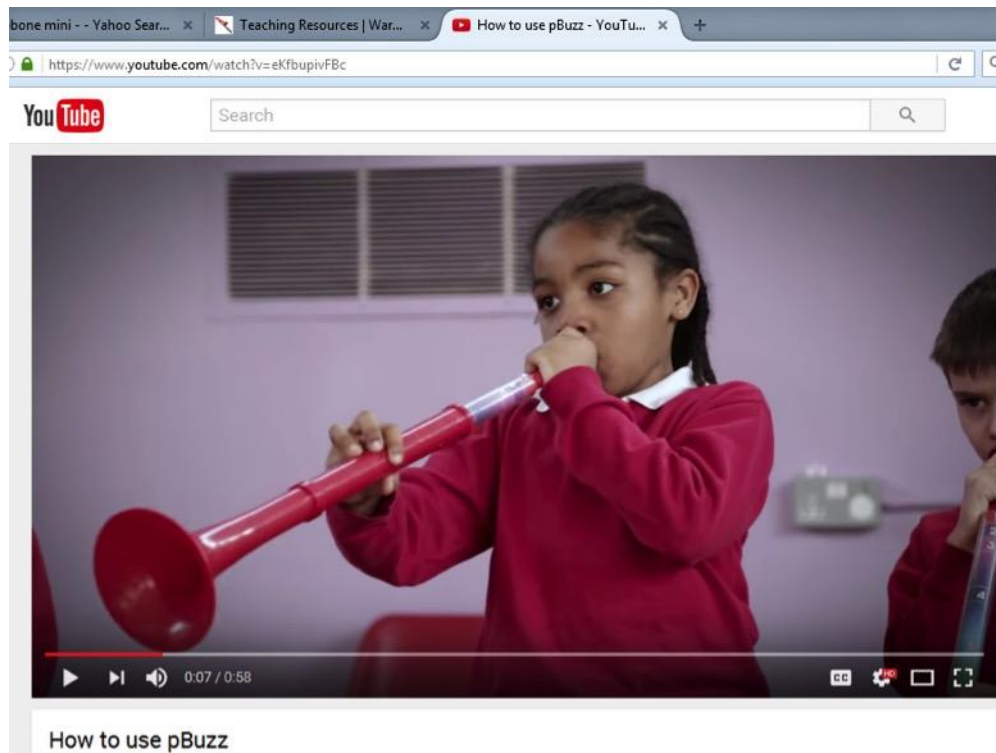
PH: 817-335-2561 Ext. 108

FA: 800-784-9401

FA: 817-332-5654

+ Why pBuzz?

Top
Choice



- Unique gateway instrument
- Relevant to parents
- Endorsed by educators
- pBuzz is maintenance free, easy to store and very robust
- Outstanding quality
- Children are enthused and engaged

pBuzz | pBone | pTrumpet | *just play!*



Appendix

+ pBuzz – Helping you share the story

Prepared
Awareness
Builders

pBuzz The Easy And Fun Way To Learn Music

Educator

pBuzz®

pBuzz is growing the base of brass players! Perfect for developing the skills of musicians at any age – use pBuzz in the classroom, home or on the go! It's easy to discover, practice embouchure fundamentals, and creates an authentic sound.

ITEM# PBZZ1R
AVAILABLE FOR
\$29.95

Designed for early learners

Perfect for all ages 3+

Lightweight and easy to play - 100% guaranteed

Made in Britain

Long-lasting for a lifetime of musical fun!

Replaceable mouthpiece protected by BioCote antimicrobial technology

"I used the pBuzz instruments as part of the first two weeks of my Brass Class. It was definitely a benefit to the class, and made the transition to real instruments much quicker and more successful."

Professor Keith Dye - Ed. D.C.E.
Teach Tech University School of Music

It's fun and easy to play pBuzz freestyle, or follow our simple step-by-step guide and how-to videos.

For more information visit: www.pbuzz.co.uk

Made in the UK by Warwick Music Group. Distributed in North America by RBI Music.
800-424-4724 • schoolsales@rhythmband.com

Channel Partner

pBuzz®

pBuzz is used in classrooms, homes and on the go - perfect for developing the skills of thousands of musicians! pBuzz is growing the base of brass players; it's easy to discover, practice embouchure fundamentals, and creates an authentic sound.

DEALER COST
\$19.50

PBZZ1R, \$36.95 LIST / \$29.95 MAP / \$19.50 DEALER COST

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RBI is the exclusive distributor of pBuzz in the USA • 800-424-4724 • sales@rhythmband.com

Consumer

pBuzz®

pBuzz is used in classrooms, homes and on the go - perfect for developing the skills of thousands of musicians!

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Made in the UK by Warwick Music Group. Distributed in North America by RBI Music.
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+ pBuzz – Available in the USA

Announcing

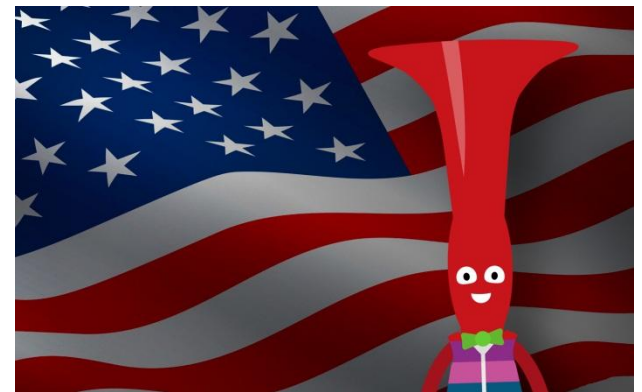
pBuzz The Easy And Fun Way To Learn Music



+ pBuzz – Available in the USA

Announcing

pBuzz The Easy And Fun Way To Learn Music



Your Logo here

+ pBuzz – Available in the USA
<https://shop.preschoolprodigies.com/product/pbuzz/>

Announcing

pBuzz The Easy And Fun Way To Learn Music



Please visit us at American Orff-Schulwerk Association – Rhythm Band & pBuzz Stand 321



This years Professional Development conference is held Nov. 2 to 5th in Atlantic City, NJ.

We are excited to announce that pBuzz, the award-winning pre-brass instrument for beginner musicians, has reached US shores, and will be available for trial at this years Professional Development Conference, Nov 2 to 5th proudly represented by Rhythm Band Instruments on Stand 321. Please look for Kendall Spooner!

pBuzz is the first instrument of its kind, the perfect first-time instrument made specifically for young children. pBuzz is manufactured in the UK where its successful launch resulted in record sales for a new instrument. It was awarded Gold in the Primary Teacher Awards 2016. pBuzz will be distributed by Rhythm Band Instruments in North America

+ pBuzz - – Available in the USA

Announcing

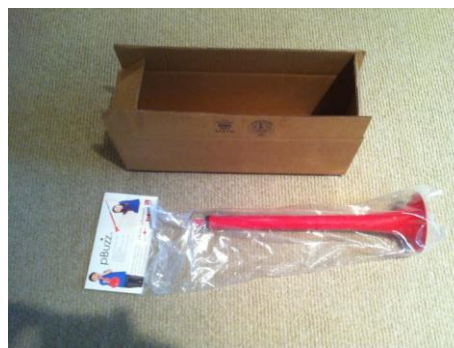
pBuzz The Easy And Fun Way To Learn Music



+Product Specifications

Details
Dims & Weights

Master Carton	pBuzz
Colours / SKUs	1
Units per Master Carton	20
EAN Code	5 060172 029273
Master Carton Box Dims	23.62 x 15.75 x 17.72
CBF	3.813
Net Weight	11.64 lb
Gross Weight	13lb
USA MAP per unit	\$ 29.95
Carton of 20	TBD / RBI





pBuzz campaigns

General awareness

Mumsnet
Derek Klingenberg

Educational

Global classroom competition

Event-Mass oriented

“Birmingham Soccer team”

“Green Bay Packers”

“New Orleans Saints”

2017 Super Bowl ?

“Goal Russia 2018” !



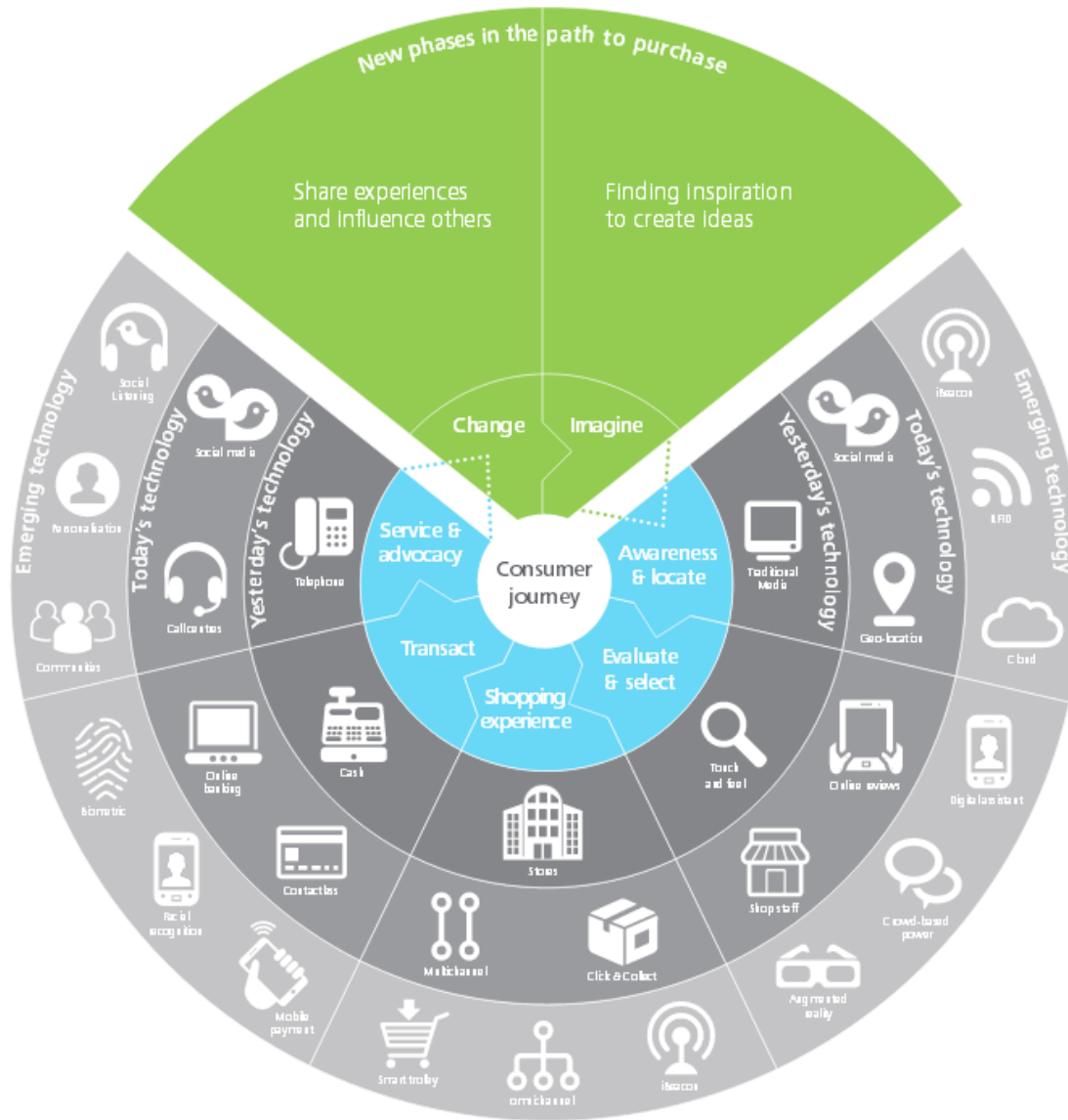
Birthday & Gift Seasons:

Christmas
Halloween

My 3rd Birthday Present Campaign
Or My 4th or 5th...

+ The Path to Purchase is changing

Impactful
Trends



Source: Deloitte research, May 2014

Emotional Connections Build lasting Memories

Communication
Campaigns

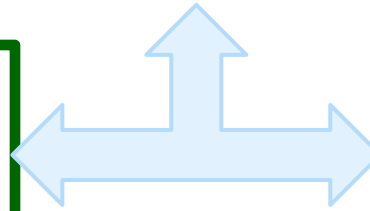
#1

**Give the Gift
of Music**



#2

**How I started Trombone
or Trumpet ?**



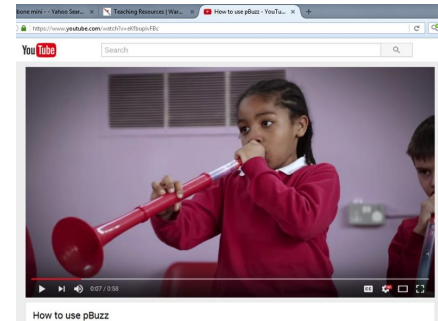
#3

**Start your
own Legacy**



LEARN FROM YESTERDAY,
LIVE FOR TODAY,
HOPE FOR TOMORROW.

- ALBERT EINSTEIN



+Introducing a fun, new musical instrument



Designed for early Learners

Research shows youngsters who have exposure to musical Instruments develop areas of the brain that relate social, language and reasoning skills, as well as memory.

Source: <http://www.nafme.org/20-important-benefits-of-music-in-our-schools/>



Made in Britain

From the British makers of the award winning and best selling pBone, mini pBone, and ptrumpet, the brightly-coloured, lightweight pBuzz is a fun, easy introduction into brass playing.



Mini Musicians

The brightly colored pBuzz has been specially designed for mini musicians' little hands – making it easy and fun to hit the right note every time.

+Designed by Mums for Moms

Icons,
Tone &
Voice



Perfect for all ages (3+)

Perfect for all ages the light and smooth curved edged pBuzz makes a great first purchase for mini Musicians.

Long-lasting for lifetime of musical Fun

Mum and Dad will love our patented hard wearing design.



Hygienic Bio-cote mouthpiece

The pBuzz mouthpiece is made with BioCote, a market leading antimicrobial technology for ultimate protection against microbes, such as bacteria and mould.

+ Graphic Representation



5 inch Bell



Light weight



Easy to play slide



**Pitched between
pBone & ptrumpet**



Durable



**Hygienic Bio-cote
antimicrobial
mouthpiece**

+ Product Cards

Unique Right
to Win



pBuzz®

- Designed for early learners
- Perfect for all ages 3+
- Lightweight and easy to play - 100% guaranteed
- Made in Britain
- Long-lasting for a lifetime of musical fun!

From the makers of the world's best-selling and award-winning plastic trombone and trumpet

pBone® pTrumpet®

Who am I?

What am I?



pBuzz®

It's fun and easy to play pBuzz freestyle, or you can follow our simple step-by-step guide and how-to videos. Visit www.pbuzz.co.uk for more!

Made in Britain by Warwick Music Ltd, Unit 1, Chestnut Farm, Ashby Road, Moira, DE12 6DP, UK

2016 PRIMARY TEACHER Awards **GOLD**

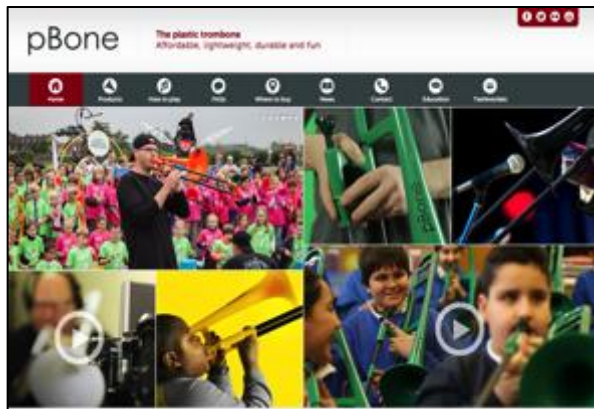
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SAFETY TESTED
CPSIA / ASTM F963-11
CPSC
En71 Part 2 and 3
Safety Requirements

What can only I do for you?

+ Websites

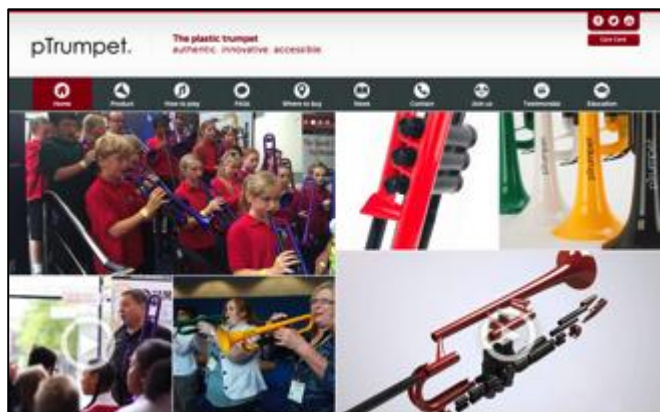
Digital Presence



pbone.co.uk



education.warwickmusicgroup.com



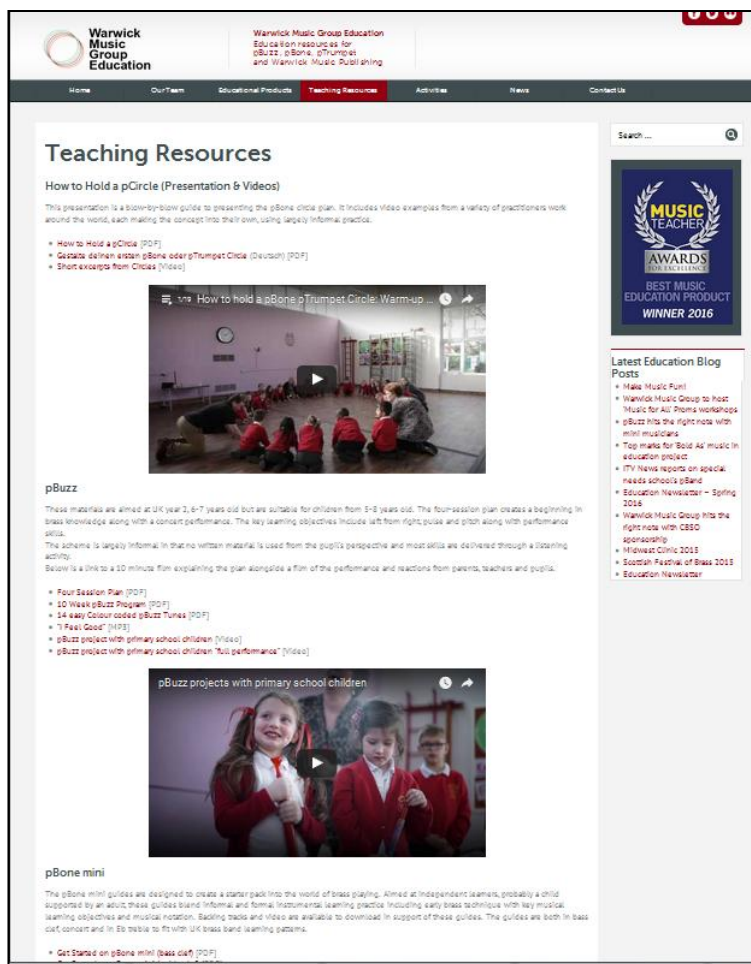
ptrumpet.com



pbuzz.co.uk



Supporting teachers with a dedicated education portal



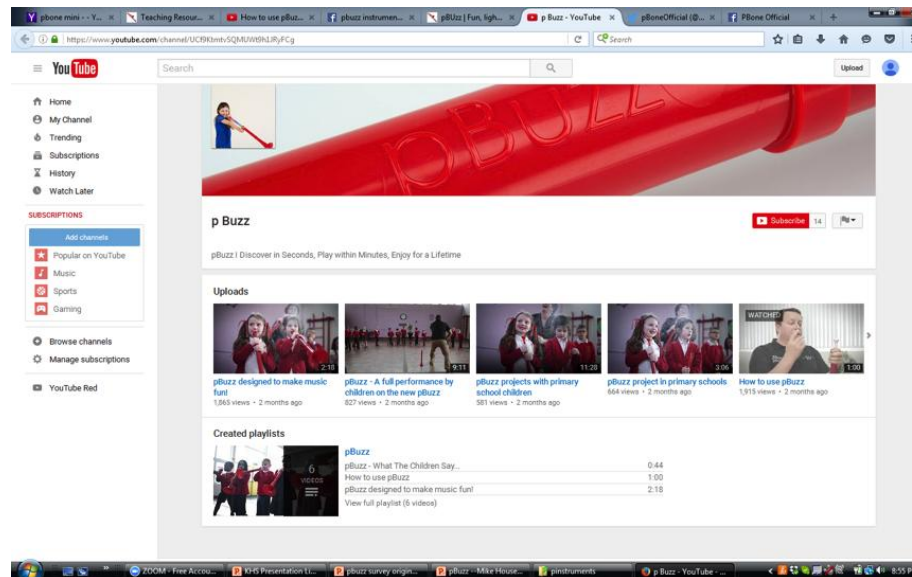
<http://education.warwickmusicgroup.com/teaching-resources/>

News, Education resources,
testimonials, endorsements

How to guide
Personalized expert support

+ Please contact, engage and join the journey

- Web: <http://www.pbuzz.co.uk>
- New FB: <https://www.facebook.com/pBuzz-1725213057738246/about/>
- Facebook: <https://www.facebook.com/theTrumpet>
- Twitter: <https://twitter.com/theTrumpet>



+ Music Industry Partners





How would you describe pBuzz to a friend?

The perfect starter instrument for a encouraging young musicians. A cross between a trumpet and a trombone, made of plastic (so lightweight) and simple to use

A first step for someone who wants to play a brass instrument

A musical instrument that sounds good even though it's only the price of a toy

A fantastic introduction to brass playing with a limited range of notes in a very easy to play format. So easy to play and change the notes and very light for young children to hold

An introductory brass instrument for young children with features in common with a trombone. It has a mouthpiece the same size as a baritone horn/narrow bore trombone, has 8 notes available on a single harmonic and is fun to play

+ Used by professionals . . .

Legitimized
& Endorsed





... and future professionals

Advancing
pre Band Base



+ Creating Life Changing Experiences

Origins of
Expressions



+ Nurturing the next generation

Caring
Journey



+ Making Music Fun

Play &
Pleasure

