Citizen Groove™

o, group, and track has
ddress, making your
and easy to share.

ne first media platform that
sers to tag performances -
cally sending tracks to fellow
rs' profiles with their role. It's as
agging a photo in Facebook.

ceive their own landing
uents automatically
placed on their
the two together.

ts automatically distribute
gh your network, academic
utions, and to fans in your area.

usician Profile

Groove

San Francisco, CA

Mark Summer

Performer

search for something

Mark Summer grew up in Reseda, California in the San Fernando Valley near Los Angeles. He studied with the Geber family - first with Edwin Geber of the LA Philharmonic, and then with Edwin's wife Gretchen. Island String Quartet since its inception in 1986. The quartet has made 8 recordings to date.

Roles

Cello
Composer
Arranger

Institutions
more

cim CLEVELAND INSTITUTE OF MUSIC

Mark is in the Cleveland Institute of Music Network
Graduated 1980
B.A. Music

Events
more

9/14/09
Turtle Island String Quartet
New York, NY
Symphony Sharp: Peter Jay Sharp Theatre
8pm

10/09/09
Turtle Island String Quartet
Chicago, IL
Harris Theatre
6:30pm

Videos
more

Tracks
more

Related
more

Jazz Chamber Trio

Turtle Island String Quartet

Now Playing
Track currently playing
Artist
Album
3:28
2:12

My favs playlist

Track 1
Track 2
Track 3
Track 4
Track 5
Track 6
Track 7
Track 8
Track 9
Track 10
Track 11
Track 12
Track 13
Track 14
Track 15

manage playlists settings

Your media player keeps streaming while you browse, allowing you to cue tracks, and store playlists, without missing a beat.

Create group (ensemble) pages, interlinking multiple profiles automatically without the need for separate accounts.

Citizen Groove

Mark Summer | My Actions | Upload | 12 | 3

Cleveland, OH

Cleveland Institute of Music

search for something

Welcome to the Cleveland Institue of Music Homepage. Explore the profiles of our students, faculty, and alumni.

Activity

RSS FEED

9-1-09 3:20pm — Mark Summer is performing with Turtle Island String Quartet on 9/14/09 in New York, NY at the Symphony Space: Peter Jay Sharp Theatre

9-2-09 1:11pm — Joel Negus and Conrad Jones performing on 9/15/09 at Kulas Hall. "Jazz meets classical"

9-2-09 7:03pm — Carl Topilow (Clarinet, Conductor) just uploaded a new track: Cleveland Pops Orchestra - Duke's Place

Groups

more

CIM Orchestra

Cavani String Quartet

Now Playing

Track currently playing

Artist

Album

2:12 / 3:28

My favs playlist

- Track 1
- Track 2
- Track 3
- Track 4
- Track 5
- Track 6
- Track 7
- Track 8
- Track 9
- Track 10
- Track 11
- Track 12
- Track 13
- Track 14
- Track 15

manage playlists | settings

Events

more

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6:30pm

Featured Videos

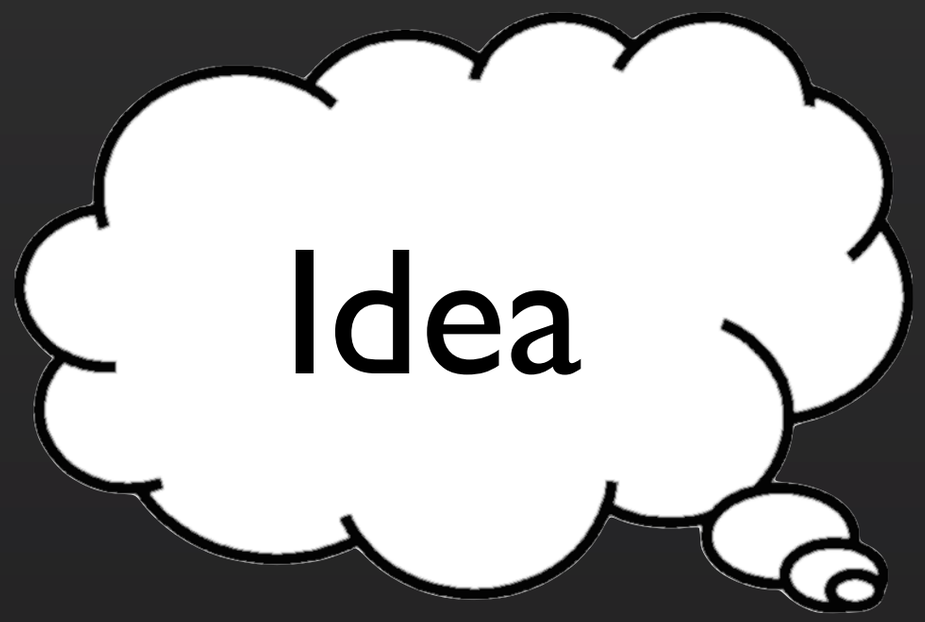
more

Featured Tracks

more

Future advertising or plugin space

Market Pull



Technology Push

10,000,000+

myspace music registered accounts

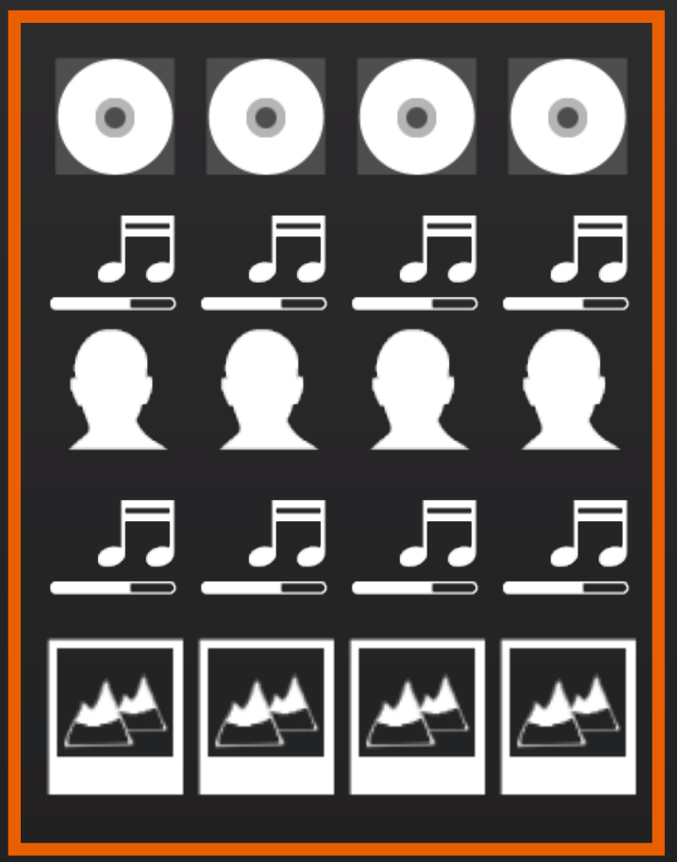
2,500,000

all music industry and higher education

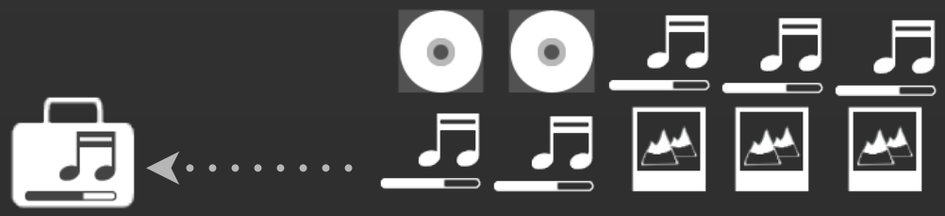
264,000

IRS reporting musicians

- No connection between individual musician and ensembles
- Promotion... but no Networking
- No education component



Organize your portfolio.



Store unlimited audio tracks and images
Easily choose what you want featured

Build your professional network.

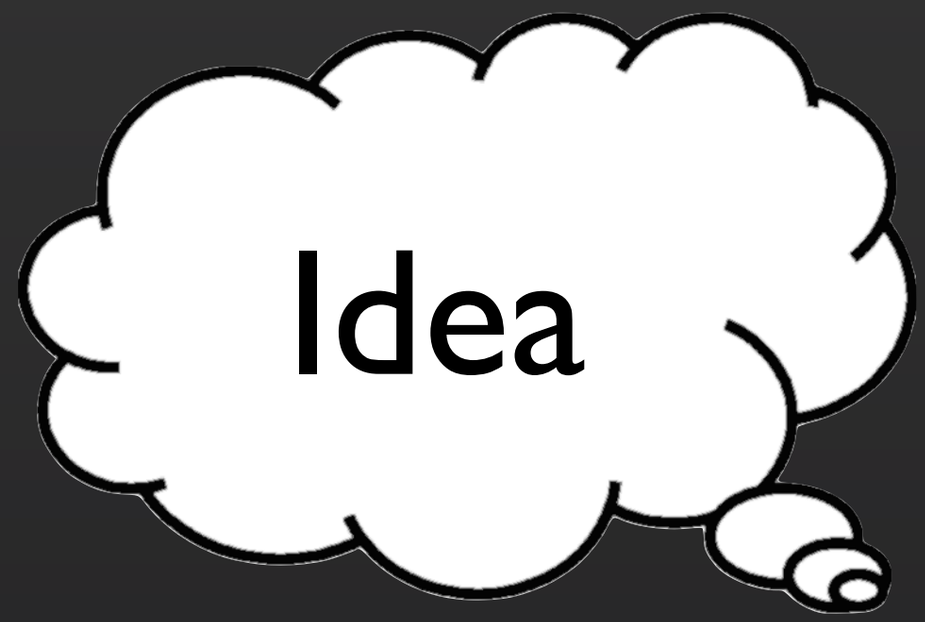
Organize multiple ensembles with one account

Tag audio tracks by performance
and they will automatically appear on each bandmates profile

Find others and get noticed.

Associate roles with each track
Search by instrument - Quickly find others to work with

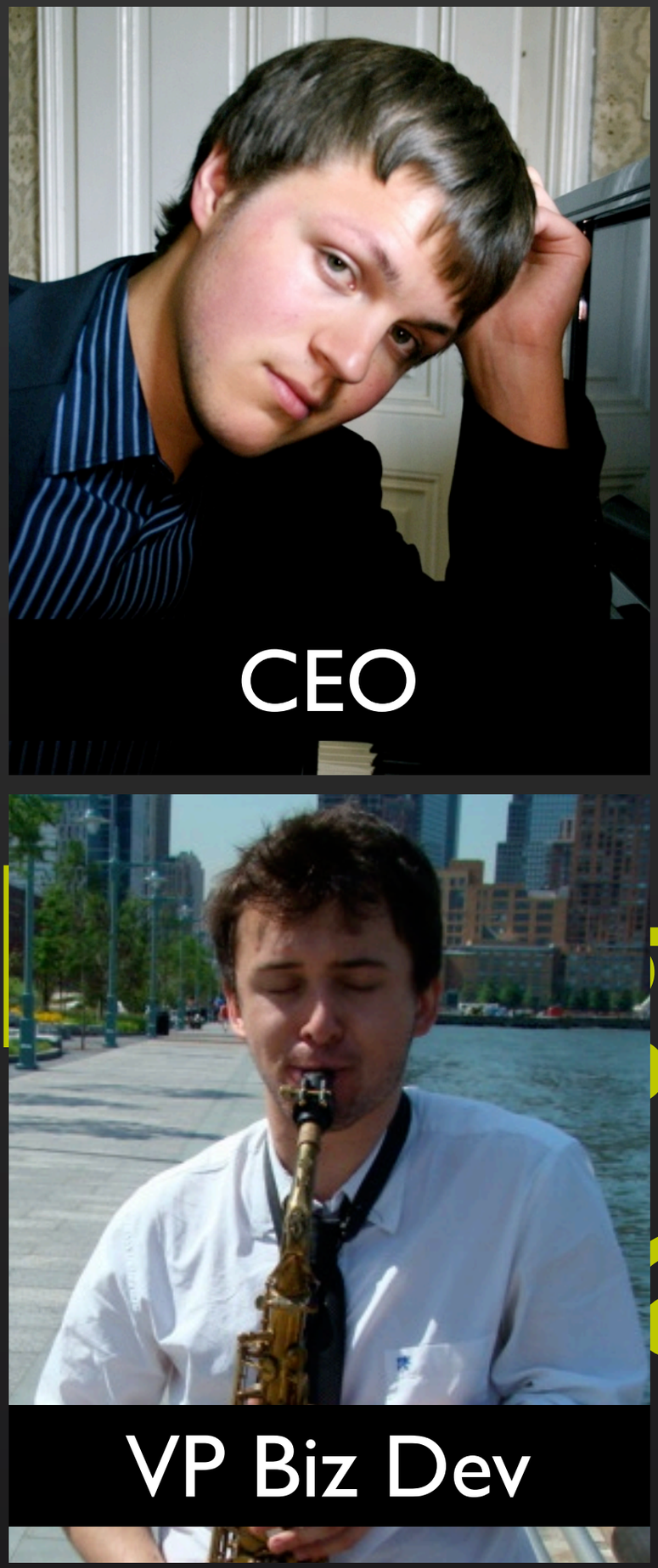
Ok... How?



$ Execution

Ed Caner, CWRU
Charlie Stack, Flashline Partners
Carl Baldassarre, National City Equity Partners
Mary Davis, CWRU
Joel Smirnoff, CIM
Eric Bower, CIM
Weston Stander, 1776 Media
Robert Woods, Telarc
Elaine Martone, Sonarc
Thomas Moore, Telarc
Scott Fine, CWRU Weatherhead
Todd Federman, NCAF
Jennifer Thomas, Civic Innovation Lab
Gordon Shore, Akron Arch Angels
Anthony Margida, LaunchTown
Ben Plotkin, Stifel Financial
Charles Birchall, JumpStart
Chris Mather, JumpStart
Kent Kristenson, JumpStart
Matt Charboneou, COSE
Jason Therrien, ThunderTech
Mark Avsec, Benesch LLP
Dennis Cocco, Glide LCCC
...

FindHelp



CEO

VP Operations

VP Biz Dev

CTO + I

Citizen Groove

Vision + Team + Alpha Test = $150k

- LaunchTown Competition - $5k
- Civic Innovation Lab - $30k
- North Coast Technology Fund - $60k
- Innovation Fund Grant - $25k
- Friends and Family - $30k

Beta

Academic Institutions

PROS

License Model - They will pay!
Eliminate Chicken and the Egg
Beachhead Strategy
Localized Groups for Testing
Right Demographic
Little Competition

CONS

Cost of Sales
Building for clients vs. The Vision
Old world meets New world