

LAUNCH TIMELINE



DEVELOPMENT COURSE COMPLETED

First, we had to figure out what Classical Musicians need when it comes to Music Video Production. Therefore, we conducted some market research that gave us a good understanding of the needs of Classical Musicians.

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2

PRODUCTION TUTORIALS COMPLETED

Based on our research, we outlined a Course Structure and successfully recorded the first tutorials. Next, we are going to film our Case Study in Leipzig and start to implement the course on the platform.



3

PRE-SALE 50% OFF ENDS ON 31ST AUGUST

We are convinced that *The Complete Music Video Guide* will create great value for Classical Musicians. That's why we decided to offer a Pre-Sale with a 50% Discount for you.



EARLY BIRD SALE 30% OFF ENDS ON LAUNCH DATE

5

LAUNCH END OF SEPTEMBER

If everything goes as planned (and we know it will), we are going to publish *The Complete Music Video Guide* latest by the end of September. After that, Musicians will pay a regular 195€ for the Online Course.



4

After the Pre-Sale, we are going to offer an Early Bird Discount of 30%. Together with the musicians who supported us during the Pre-Sale, you will get an immediate access to the first lessons of the course and a little surprise.

