

REVERBERATION™

EXECUTIVE SUMMARY REVERBERATION LLC

reverberation.co

OVERVIEW Reverberation is a media and tech IP studio building musical therapies and interventions to change the world.

OPPORTUNITY There are several massive sectors that are riddled with systemic issues that can be largely improved/solved through proper implementation of music and sound interventions. Those include:

- Improving mental health
- Breaking addiction
- Reversing the effects of Alzheimer's
- Providing aid to caregivers
- Building more productive and creative teams
- Improving sex and sleep
- Strengthening global diplomacy

Neuroscientifically-proven musical therapies are the new interventions and are democratized, ubiquitous, inexpensive, medicinal, and most of all, effective.

Reverberation has first-mover advantage and a three-year head start as the sector's lone multidisciplinary studio developing these musical solutions.

WHAT REVERBERATION DOES

Reverberation develops and produces life-changing tech and premium content with world-class research institutions, scientists, musicians, technologists, and media companies to address these chronic issues.

Reverberation works across media and content categories building a product ecosystem by using sector expertise, dynamic engagement, and mass distribution.

HOW WE SOLVE THIS Neuroscience is quickly evolving the understanding of the amazing power of music and sound:

- 40Hz sound frequencies studied at MIT proving to retard Alzheimer's plaque growth in mice
- How leveraging the Iso Principle can ease your commute home
- Understanding the powerful effect singing in the shower can have on your day's productivity

Reverberation knows that music — the science and the art of it — is the future of wellness. As importantly, we are professionals in how to deploy these solutions more effectively and immediately.

REVERBERATION FOUNDERS

Peter Gabriel
Michael Hermann
Anna Gabriel

PROJECTS Our first-mover advantage has provided Reverberation time to charge forward into several key areas.

Reverberation has solidified several partnerships in each of the following categories. These projects and interventions are in varying levels of development and reach across TV, audio, mixed reality and immersive gaming, senior living/Alzheimer's solutions, school-age, corporate education, live events, publishing, and oral care, among others.

KEY REVENUE STREAMS Our modern-day studio will generate revenue through several channels: (Detailed examples available upon request)

- Sale and licensing of Reverberation-generated IP/tech
- Content production and licensing
- Ad/sponsored-supported revenue
- Product sales
- Agency fees

MARKET SIZE/CUSTOMERS Reverberation weaves authentically through several multi-billion dollar industries including media, tech, neuroscience, and music, capturing an addressable marketplace of well over \$1T. It is built on harnessing the world's two most ubiquitous forces: the brain and music.

REVERBERATION'S FIRST ASSET, OUR BOOK *REVERBERATION: DO EVERYTHING BETTER WITH MUSIC* The book is our "stake in the ground" and blueprint providing the DNA (the *What*) and personality (the *How*) for the Reverberation brand. It's published by **Abrams Books** and was released globally in March 2023.

It features a foreword by Peter Gabriel and conversations with two dozen of the world's premier, pioneering neuroscientists from MIT, Johns Hopkins, Harvard, Stanford, UCSF, and BrainMind, among several others.

It also includes personal interviews with **David Byrne, Questlove, Mick Fleetwood, Hans Zimmer, Branford Marsalis, Sheila E.,** and **Citizen Cope.**

Reverberation: Do Everything Better With Music has become an **official Music & Health text on Berklee's global campuses.** Purdue University and Bryant University will soon begin implementing the book into their curriculum and has been licensed in Spanish and Italian with more translations on their way.

REVERBERATION GROWTH MODEL The Studio works by doing three things well:

1. Immersing ourselves in all available science
2. Making it engaging, entertaining, and useful
3. Aligning with best possible creators, media companies, and distribution outlets

The distribution is poised to scale by activating and integrating our best-in-class partnerships across all initiatives and facets of the brand. Reverberation is activating that scale by integrating its brand into infrastructure and the existing customer bases of our big and established institutional, media, and content partners.

Each Reverberation-branded project and ecosystem partnership support the others.

The studio has kept internal costs to a minimum during this nascent period while using its industry experts as freelance consultants for development and easy connectivity. The internal team will scale accordingly as projects are brought to market.

COMPETITIVE ADVANTAGE Reverberation is uniquely poised to win the race to lead this next great sector of wellness — music.

- Reverberation has a three-year head-start on other media companies and has aligned with several top, elusive partners making the power, prestige, and reach of the ecosystem nearly impossible to duplicate.
- The founding partners have a long and successful history in media, partnerships, and the arts unlike any comparable company in the category.
- **Wicked Cow Studios**, Reverberation's co-founder and managing partner has a 29-year history of managing the strategy and business development of iconic brands and estates including The Notorious B.I.G., Pelé, and Roberto Clemente; was the co-founding partner of Derek Jeter's first media studio, Jeter Publishing; and founder and CEO, **Michael Hermann**, is a two-time appointee of Fast Company's Impact Council.
- **Peter Gabriel** is a global icon in music and the arts, philanthropy, activism, and science with resources that spans continents.
- **Anna Gabriel** is a multidisciplinary visual artist, filmmaker, and philanthropist with a long history of successful and high-profile artistic collaborations.

REVERBERATION SENIOR MANAGEMENT CONSULTING + STRATEGY TEAM

RICH ANTONIELLO STRATEGY + OPS

Founder, longtime CEO, **Complex Networks**

POPPY CRUM NEUROSCIENCE + INNOVATION

Longtime former Chief Scientist, **Dolby Labs**

ANN HAYES EDUCATION

Longtime former lead, Social Impact/Partnerships/Curriculum, **Scholastic**

ADVISORS Each advisor is an expert in their given field, allowing us to more easily anticipate and solve existing and upcoming challenges. We are in regular contact with each who is a constant and valuable contributor to the operation.

- **Joy Allen**, Director, Music and Health Institute, Berklee College of Music
- **Rich Antonello**, Founder and Former CEO, Complex Networks
- **Heather Berlin**, Neuroscientist, Clinical Psychologist, Associate Clinical Professor of Psychiatry And Neuroscience, The Icahn School Of Medicine, Mount Sinai
- **Bill Campbell**, Founder and CEO, Barefoot Media LLC
- **Poppy Crum**, Former Chief Scientist, Dolby Labs
- **Craig Dubitsky**, Global Chief Innovation Strategist, Colgate-Palmolive
- **Gary Ginstling**, President/CEO, New York Philharmonic
- **Daymond John**, Star of ABC's Shark Tank, CEO of the Shark Group

- [Paula Kaplan](#), Strategic Advisor/Producer (longtime Nickelodeon SVP)
- [Charles Limb](#), Chief of Otolaryngology, Neurotology and Skull Base Surgery, UCSF. Co-Director of the Sound Health Network
- [Tod Machover](#), Professor of Music & Media, MIT Media Lab
- [Adam Neuhaus](#), Principal, Neuhaus Ideas (longtime head of dev for 30 For 30)
- [Joe Sabia](#), Founder, Studio Sabia (longtime former head of content, Conde Nast)
- [Diana Saville](#), Cofounder and COO, BrainMind (Reid Hoffman brain-industry accelerator)
- [Jay Sweet](#), Executive Director, Newport Festivals Foundation

CURRENT PROJECT DEVELOPMENT SCHEDULE (P&L & Pipeline available upon request)

FY1 Pipeline MVPs

Corporate ed multimedia initiative
 Grade school multimedia initiative
 (2) Audio podcasts
 Launch of brand agency

FY2 Pipeline MVPs

Sonic Diplomacy
 The BrainMobile
 TV docuseries
 Research & Innovation Studio

CAPITAL SEEKING \$2MM, SAFE note

Reverberation has been entirely self-funded since its inception and investment funds will be allocated to bring these proprietary IP music and sound interventions from the development stage into the revenue-generating marketplace.

USE OF PROCEEDS

Invested funds would be used for development, production, and SG&A.

The intent is to keep the organization lean but bring in a high-level operator, senior business development executive, a chief science/innovation officer, an art director, and four project managers.

TOTAL SG&A: \$850K

This would cover, for 12 months the additional funding needed for all staff and corporate overhead; and ensure we build a corporate infrastructure that is appropriate and scalable for the opportunities at hand.

FRANCHISE DEVELOPMENT/PRODUCTION: \$1.15 MM

This would provide enough funding to bring to market Reverberation's most lucrative initiatives and support their franchise development across media.

REVERBERATION LAUNCH HIGHLIGHTS

[More from Peter Gabriel on Reverberation here](#)

[Peter Gabriel Reverberation Announcement Post](#)

[Reverberation Interview in Yahoo Music](#) interviewed by Lyndsey Parker

[SiriusXM Town Hall](#) hosted by Nik Carter (sold out)

[NeueHouse NYC Q&A](#) **(sold out)**

[Book signing at Strand Bookstore](#) **(sold out)**

[Reverberation: Live! at Fotografiska](#) **(sold out)**

[Music and Brain tech demo for Warner Music Group executive team](#)

[Music and Brain tech demo at NOVA premiere event](#)

[CaringKind 2023 Forget-Me-Not Gala](#) **Commitment to Music and Brain Health Award, at the New York Pierre Hotel** (sold out)

[Reverberation named an official Music and Health Text at Berklee College of Music](#)

The Reverberation Book was published in four languages in its first three months: English, Spanish, Italian, Swedish. More expected soon.

[More on Reverberation at www.reverberation.co](http://www.reverberation.co)