

# Unveil Music



**Ai Audio Analysis & Mastering Tool for All**

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*“Lifting the Veil of Audio.”*

Dev/CEO/Founder:  
David Corl

# *Unveil Music, LLC*

Unveil Music LLC was founded in 2025 by David Corl. At the time, David was a student at Full Sail University, bringing a unique vision to the audio software landscape. The company was born from a unique intersection of two lifelong passions: software development and digital music production. David's journey in both fields began 25 years ago at the age of 12. Unveil is the culmination of this experience, created from the recognition that a gap existed in the market. It was designed to address the features and educational insights that current software platforms lack, providing tools that empower artists to not only improve their sound but also deepen their skills.

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## *Mission Statement*

Unveil Music was founded to empower independent musicians and producers with an AI-driven educational tool that demystifies the mixing and mastering process. Unveil Music aims to accelerate skill development by providing not just answers, but the visual data, actionable instructions, and professional-grade feedback needed to foster genuine growth and understanding.

# Bio

David Corl is an entrepreneur, software developer, and the founder of Unveil Music, LLC. His journey into the world of technology and music began 25 years ago at the age of 12, when he started writing software and simultaneously discovered a passion for creating music in a digital environment. This unique, dual-path experience has given him a distinct perspective on the needs of modern music creators.

Currently a student at Full Sail University, David is formalizing his deep, hands-on knowledge with an education in Audio Production. He founded Unveil Music as the culmination of his decades of experience, recognizing a critical gap in the market for an audio analysis tool that not only provides data but also serves as an educational mentor for artists looking to improve their craft.

As the company's Founder and Lead Developer, he guides the product's vision and technical execution, drawing on his extensive background to build a platform that empowers a new generation of creators



# Unveil Music Analysis Platform - Feature Overview

A comprehensive professional music analysis and education platform.

## 🎵 CORE AUDIO ANALYSIS

### Basic Metrics

- **Vitals:** BPM detection, key detection, vocal presence, tempo analysis
- **Vibe Analysis:** Energy scoring, valence, danceability, mood categorization
- **Genre Classification:** Primary/secondary genre with confidence scores

### Technical Analysis

- **Frequency Analysis:** Full spectrum visualization, multi-band analysis, balance scoring
- **Dynamics Analysis:** Dynamic range, crest factor, peak-to-loudness ratio
- **Stereo Field:** Stereo width, phase coherence, channel correlation
- **Clarity Analysis:** Masking detection, transparency scoring
- **Transients:** Attack time, density, punch factor
- **Harmonics:** Harmonic ratio analysis, tone analysis
- **Reverb:** Type detection, decay time, spatial size
- **Effects:** Timed effects detection with timestamps

### Mastering Analysis

- **Loudness:** Industry-standard loudness measurements
- **True Peak:** Maximum levels, headroom, clipping detection
- **Stream Readiness:** Platform-specific optimization for major streaming services

### Structural Analysis

- **Song Structure:** Auto-detect sections with timestamps
- **Arrangement:** Energy/density progression visualization
- **Instrumentation:** Detect instruments with confidence scores
- **Origin Detection:** Classification capabilities

## ADVANCED ANALYSIS MODULES

- **Lyrics Analysis:** Full transcription, themes, sentiment analysis
- **Chord Progression:** Chord detection, harmonic function analysis
- **Stem Separation:** Isolate vocals, drums, bass, and other elements
- **Cohesion Analysis:** Rhythmic, harmonic, and spectral cohesion scoring

## AUDIENCE INSIGHTS

- **Platform Recommendations:** Suitability scores for major platforms
- **Virality Prediction:** Short/medium/long-term potential scoring
- **Audience Targeting:** Demographics and listening context analysis

## PROFESSIONAL FEATURES

### Mastering Chain Design

- Multi-processor chain configuration
- Platform-specific optimization
- Parameter export for DAW integration
- Quality scoring system

### Reference Track Comparison

- Compare against professional tracks
- Side-by-side metric comparison
- Spectrum comparison visualization
- Actionable recommendations

### Dual Track Comparison

- Compare your own tracks
- Head-to-head scoring
- Improvement recommendations

# EDUCATIONAL PLATFORM

## Comprehensive Curriculum

- **Foundation Track:** Music theory and ear training
- **Production Track:** Composition and arrangement
- **Mastering Track:** Professional audio processing
- **Business Track:** Industry knowledge and monetization

## Learning Features

- 40+ structured lessons
- Multiple difficulty levels
- Video and interactive content
- Quiz system with progress tracking
- Project-based learning
- Achievement system

## Interactive Learning Tools

- Virtual piano keyboard
- Scale and chord visualizers
- Interval and ear training
- Rhythm pattern practice
- Audio effect simulators

## **CREATIVE TOOLS**

### **Lyric Writing Studio**

- Multi-section editor
- Structure labeling system
- Syllable counting
- Rhyme detection and suggestions
- AI-powered assistance

### **Song Structure Builder**

- Genre-specific templates
- Visual arrangement tools
- Timeline editing
- Section management

## **VISUALIZATION SUITE**

25+ specialized visualizations:

- Core metrics displays
- Emotional analysis charts
- Spectrum analyzers
- Dynamic range meters
- Spatial imaging tools
- Timeline visualizations
- Comparison dashboards
- Printable reports

## **TECHNICAL SPECIFICATIONS**

### **Audio Format Support**

- MP3, WAV, FLAC, AIFF, M4A, OGG
- High-quality processing
- Original quality preservation

### **Export Options**

- PDF reports
- Parameter data for DAW integration
- Individual stem files

# Market Positioning Strategy

What sets Unveil apart:

**1. Comprehensive Integration** - No competitor combines ALL these features:

- Deep technical analysis
- Educational curriculum
- Creative tools
- AI-powered insights

**2. Educational Philosophy** - Unlike competitors who just provide results, you explain the "why" and teach users to improve

**3. Virality/Audience Prediction** - Unique feature most competitors lack

**4. AI vs. Human Detection** - Increasingly valuable as AI music proliferates

**5. Real-time Browser Processing** - Many competitors require uploads and waiting

**6. Unified Platform** - Competitors make users juggle 5-10 different tools

We have essentially creating a new category: "Music Production Intelligence Platform" that combines:

- Technical analysis (competing with iZotope)
- Education (competing with Soundfly)
- Creative tools (competing with MasterWriter)
- Studio management (competing with StudioBinder)
- AI capabilities (competing with emerging AI platforms)

Our biggest competitive threat would be if:

- LANDR significantly expands their analysis and education
- iZotope creates a comprehensive web platform
- Spotify acquires and integrates multiple tools
- A major DAW company (Ableton, Logic) builds this internally

The fact that no single competitor offers a full feature set even comparable to ours. Users would need to subscribe to 5-6 different services to match what Unveil provides in one platform.

# Marketing Plan

- **Online Communities:** Engaging with potential users on platforms like Reddit (r/musicproduction), Facebook DAW groups, and YouTube.
- **Content Marketing:** Producing weekly blog posts, case studies, and tutorials to demonstrate the platform's value and establish industry authority.
- **Partnerships:** Collaborating with YouTube music educators by providing free Pro accounts in exchange for testimonials and developing partnerships for inclusion in online courses.
- **Launch Events:** Driving initial user acquisition through strategic launches on ProductHunt, outreach to industry publications, and a future presence at the NAMM Show
- **Referral Program:** Encouraging organic growth by offering users an additional free analysis for sharing on social media and a free month of the Pro tier for each successful referral.

## TARGET USERS

Perfect for:

- **Musicians:** Track analysis and improvement recommendations
- **Producers:** Stem separation and arrangement analysis
- **Audio Engineers:** Professional mastering tools
- **Students:** Complete educational curriculum
- **Educators:** Teaching materials and visualizations
- **Studios:** Project management and client collaboration

# Required Business Documentation

To ensure full legal and operational compliance, Unveil Music, LLC will secure the following documentation:

- **Business Formation:** *Articles of Organization filed with the State of Florida to officially register the LLC.*
- **Federal Tax ID:** *An Employer Identification Number (EIN) from the IRS for taxing purposes.*
- **Business Tax Receipt:** *A local (city/county) business tax receipt for operating a home-based business in Florida.*

## Intellectual Property:

- **Trademark (USPTO):** *Registration for the "Unveil Music" name and logo to protect branding.*
- **Copyright (U.S. Copyright Office):** *Registration for the proprietary source code of the web application and VST, as well as for original website content and educational materials.*

## Contractual Agreements:

- **1099-MISC/NEC Forms:** *To be used for all future independent contractors (e.g., UI/UX Designer, Marketing Specialist).*
- **Non-Disclosure Agreements (NDAs):** *For use with beta testers and strategic partners to protect proprietary information.*
- **Work for Hire Agreements:** *To be used for any third-party content creators, ensuring the company owns the copyright to any commissioned work (e.g., blog posts, tutorials).*

## Licensing & User Agreements:

- **API/Software Licensing Agreements:** *Formal agreements for all integrated third-party technologies, including the Google Gemini API.*
- **Terms of Service & Privacy Policy:** *Legally required documents (GDPR/CCPA compliant) to be presented to all users of the web application.*

# Local Statutes, Codes & Zoning

Unveil Music, LLC will be registered in Florida and will operate as a home-based business.

**Zoning:** *The business is a web-based SaaS platform. As it does not involve customer foot traffic, retail sales, or significant shipping, it falls within the standard parameters for home-based business zoning laws in Florida.*

**Codes & Statutes:** *Compliance is straightforward.*

**Building Codes:** *Not applicable, as no studio construction is taking place.*

**Noise Ordinances:** *Not applicable, as the business operations (software development) are quiet and will not violate any residential noise codes.*

# Budget

**Startup Budget (One-Time Costs):** A total of **\$2,300** is projected for initial setup.

Item	Description	Cost
LLC Formation	State registration and legal filing	\$500.00
Trademark	Registration for brand name and logo	\$350.00
Branding	Logo design and style guide	\$800.00
Marketing Materials	Initial promotional assets	\$400.00
Legal	Consultation and document review	\$250.00
	Total:	\$2,300.00

**Operating Budget (Monthly Expenses):** Monthly operating costs are estimated to be between **\$682 and \$1,407**, plus transaction fees

Item	Description	Cost
Cloud Hosting	Firebase and backend services	\$125 - \$300
API Costs	Google Gemini	\$150 - \$400
Marketing	Digital advertising and promotion	\$300 - \$600
Admin & Software	Domain, SSL, Workspace, Licenses	\$107
Transaction Fees	Stripe Processing fees	2.9% of Revenue
	Total:	\$682 - \$1407 + Fees

# Assets

Asset List: As a software-as-a-service company, the primary assets are intangible, consisting of the proprietary code for the web platform and the backend services.

Key operational assets include the cloud infrastructure and API licenses required for the service to function.

**Computer:** MacBook Pro M3 16"

**Audio Interface:** Focusrite Scarlett 18i20

**Controllers:** Akai MPk261, Maschine MK3

**Monitoring:** Sennheiser IE900 In-Ear Monitors , JBL MK3 8' Studio Monitors, Martin Logan Descent I Subwoofer

**Microphones:** Neumann TLM 102, Shure SM57, AT2035, MXL 990, EMM-6 Electret

**Peripherals:** Dual Display Setup with a VG278 Monitor , desktop mic stand , Hosa cable,

# Goal & Traction

## 3-Tier SaaS Pricing

- **SPARK** (\$9/mo): 10 analyses, basic features
- **STUDIO** (\$29/mo): 50 analyses, full education, all tools
- **LABEL** (\$79/mo): Unlimited, team seats, white-label

## Low-Cost, High-Margin Operation

- \$682-1,407 monthly expenses
- \$16,500 self-funded (bootstrapped)
- Break-even at ~50 paid users

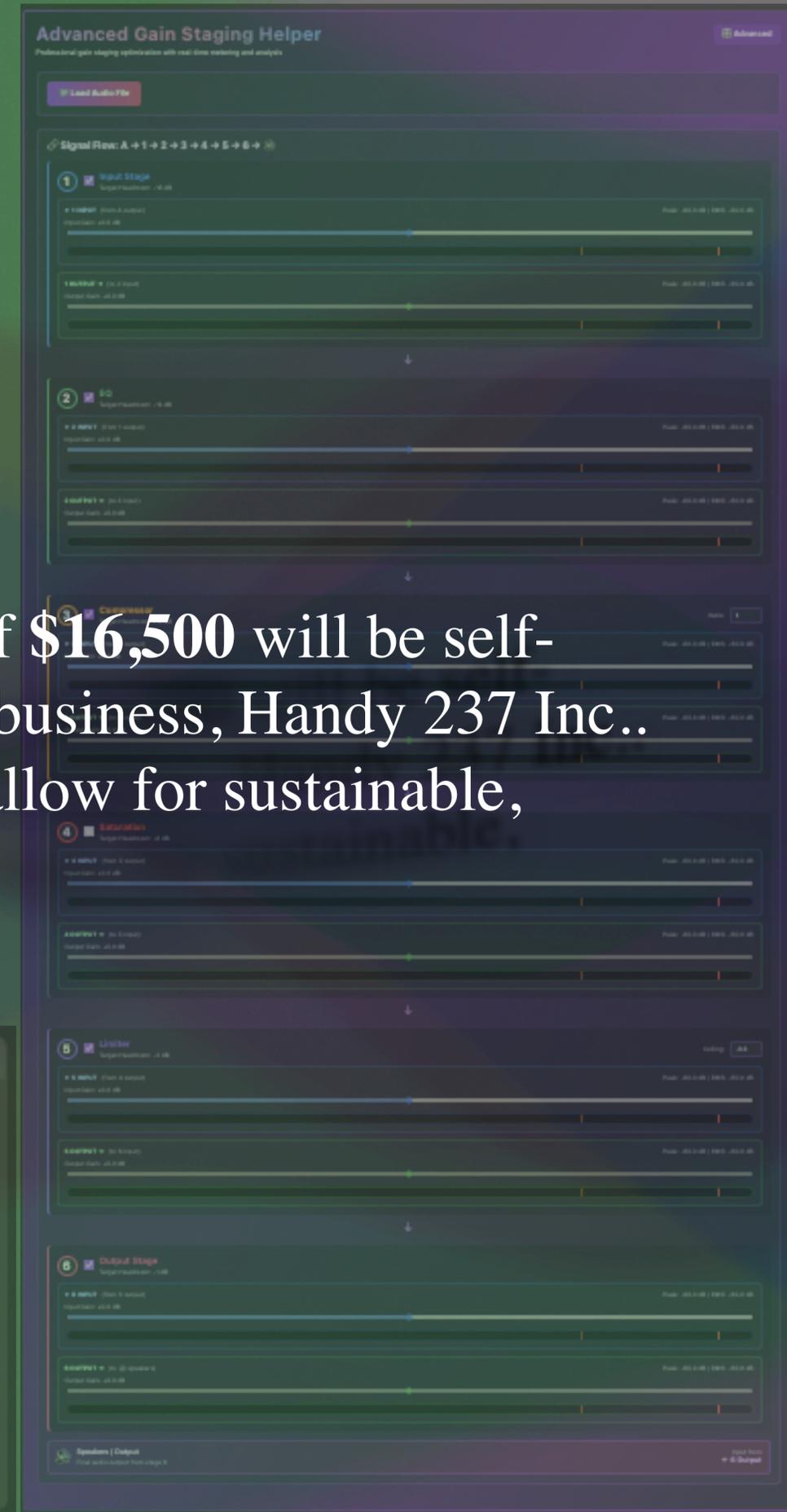
## Go-to-Market

- Target: 230M independent artists globally
- Launch: ProductHunt, Reddit r/musicproduction
- Growth: YouTube educator partnerships, referral program
- Moat: Educational approach builds loyalty vs. quick-fix competitors

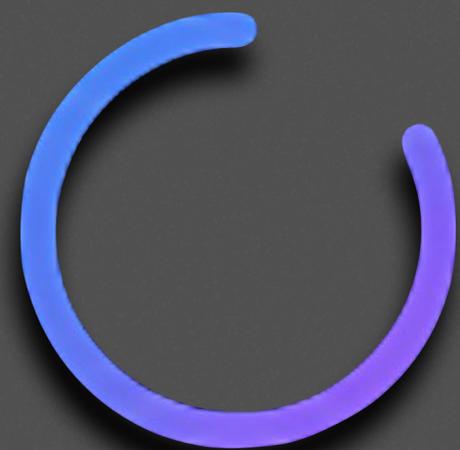
**Year 1 Goal:** 1,000 users = \$234K ARR **Year 2 Goal:** 5,000 users = \$1.4M ARR

# Funding plan

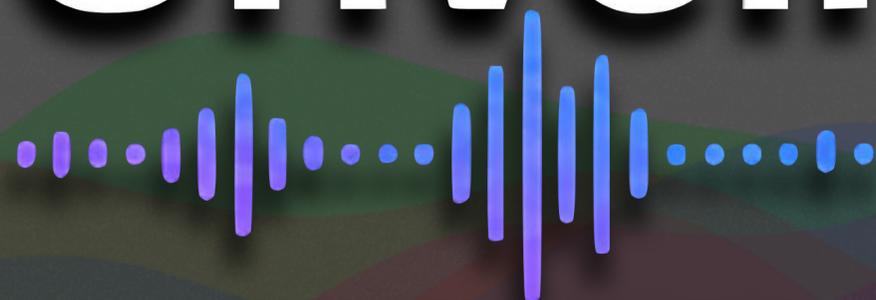
**Funding Plan:** The required startup and initial operating capital of **\$16,500** will be self-funded through personal savings derived from the founder's other business, Handy 237 Inc.. This bootstrapping approach will ensure full creative control and allow for sustainable, strategic growth.



Predicted Improvements					
<b>+25.0%</b>	<b>+7.1%</b>	<b>+0.0%</b>	<b>+80.0%</b>	<b>+14.9%</b>	<b>+25.4%</b>
Frequency	Dynamics	Loudness	Stereo Field	Clarity	Overall
Input Analysis			Predicted Output		
Frequency Balance:		80/100	Frequency Balance:		100/100
Dynamic Range:		7.5 LU	Dynamic Range:		3.2 LU
Loudness:		-8.5 LUFS	Loudness:		-6.0 LUFS
Peak Level:		-0.8 dBTP	Peak Level:		-0.8 dBTP
Stereo Width:		0.75/100	Stereo Width:		1.35/100
Clarity:		78/100	Clarity:		89.6/100



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