



Online Music Garage Investor Summary

A Private Investment Opportunity — Limited to 25 Founding Backers

The Vision

Online Music Garage (OMG) is the digital expansion of **Fortville Music Garage**, a trusted, community-rooted music education brand built on the belief that every student and teacher deserves to feel **Loved, Valued, and Cared For**. By taking the same heart and energy that fills our lesson rooms and scaling it online, OMG blends artistry, education, and connection through an immersive digital platform designed to empower music studios, private instructors, and students worldwide, helping them experience meaningful mentorship, community, and tools that transform the way they learn and teach music.

This is your, personal invitation to become a **Founding Investor**, helping us build something that outlasts a classroom — a scalable ecosystem for creative growth, mentorship, and music education.

The Investment

- **Goal:** \$100,000 total raise
- **Structure:** *Revenue Participation Agreement (RPA)* — investors receive a tiered 1.15x return - 1.25x return (12-25% ROI)
- **Ownership:** 100% operational and creative control remain with the founders of OMG
- **Repayment:** From OMG's net profits, distributed quarterly until full payout
- **Investor Role:** Silent (no voting, no advisement — pure revenue participation)

Investment Tiers

Tier	Name	Investment	Return	Est. Term
Tier 1 – Garage Starters	\$1,000 – \$2,499	1.15×	~36 months	Monthly investor updates, Founding Partner credit, early platform access
Tier 2 – Rhythm Partners	\$2,500 – \$6,999	1.20×	~24 – 36 months	All Tier 1 perks + invitation to annual Investor Event + early ROI priority
Tier 3 – Legacy Partners	\$7,000 – \$15,000	1.25×	~24 – 36 months	All above + “Presented By” credit on digital launch materials + priority payout

Investor Transparency

Each investor receives:

- **Monthly digital briefings** (PDF or video) with progress updates, new initiatives, and roadmap milestones.
- **Annual Investor Event (Garage Summit):** a celebration of progress and performance — no votes, no committees, just connection and updates.

All communications are standardized and transparent, ensuring you’re informed without being involved in day-to-day operations.

Use of Funds

Your investment accelerates the development and launch of Online Music Garage:

Allocation	Purpose
40%	Studio production & course content creation
25%	Marketing, advertising, and brand launch
20%	Platform development & infrastructure
10%	Instructor onboarding & licensing
5%	Legal, admin, and contingency

Investor Protection

- Investors are **not equity holders** — no ownership or liability.
- Returns are capped at 1.25× (fixed ROI).
- Payments are made from **net profits** only — protecting business stability.
- **Non-transferable agreement** — your investment remains private and exclusive.
- **Mediation clause** ensures efficient, friendly dispute resolution if ever required.

MARKETING OMG

THE STRATEGY (Hormozi Core 4)

We're deploying all four revenue-driving channels simultaneously:

1. **Outbound B2B (Primary Engine)**
 - 100 targeted studio/instructor contacts per day
 - Commission-based closer trained on Hormozi's C.L.O.S.E.R method
 - Predictable, controllable lead flow
2. **Paid Ads (Instructors + Studio Owners)**
 - Facebook/IG/YouTube campaigns geared toward high-intent instructors
 - Drives inbound leads + grows warm audiences for retargeting
3. **Organic Content (100 minutes/day)**
 - Daily teaching tips, behind-the-scenes, wins, instructor features
 - Builds trust, authority, and consistent inbound pipeline
4. **Warm Outreach**
 - Past students, parent leads, current studios, local networks
 - Fastest path to early revenue

90 Day Marketing Plan

Phase	Focus	Key Actions	Goal
Month 1 — Foundation & Setup	Build infrastructure	<ul style="list-style-type: none">• Hire & train commission-based sales rep• Build outbound systems, CRM, and scripts	Validate offer, build lead lists, prep for scale
Month 2 — Launch & Acquire	Aggressive outreach & early customers	<ul style="list-style-type: none">• 100 outbound contacts/day• Launch paid ads with tight targeting• Daily organic content on all	Acquire first cohort of paying studios/instructors
Month 3 — Optimize & Scale	Improve efficiency & grow revenue	<ul style="list-style-type: none">• Scale winning ad creatives & audiences• Refine content for maximum engagement• Add retention & recurring revenue	Reduce CAC, increase LTV, stabilize monthly recurring revenue

Why This Works:

Reason	Description
High-volume lead generation	Multi-channel outreach produces consistent new opportunities
Low overhead	Commission-based sales keeps cost low until revenue lands
Client-financed growth	New signups help fund further development
Scalable content engine	Builds long-term organic discovery and brand lift
Clear profitability path	The 90-day structure forces momentum and focus

Pricing

FOUNDER LAUNCH OFFER (First 100)	INSTRUCTOR PLAN	STUDIO PLANS
\$297 / year <i>Locked-in. No monthly option.</i>	\$49 / month or \$490 / year	STUDIO PLAN \$99 / month or \$990 / year
Includes: <ul style="list-style-type: none"> • Full Instructor Curriculum System • Student Progression Pathway • Planning Templates • Instructor Efficiency Toolkit • Student Retention Framework • Congruency Training + Method System • Instructor Masterclasses • Studio Growth Playbook • Early Access Features • Founders Badge + Priority Support 	Perfect For: <ul style="list-style-type: none"> • Private instructors • Independent teachers • Online-only instructors • Part-time teachers scaling Includes: <ul style="list-style-type: none"> • Full curriculum + lesson plans • Progress tracking templates • Parent communication templates • Retention-based methods • Efficiency workflows • Community access • New monthly lessons • Instructor onboarding 	Perfect For: <ul style="list-style-type: none"> • 2–10 instructor studios (Standard) • 10–25+ instructors (Pro) • Multi-location studios STANDARD INCLUDES: <ul style="list-style-type: none"> • Everything in Instructor Plan • Up to 10 instructor accounts • Congruency toolkit • Onboarding training • Parent experience system • Annual growth calendar • Hiring resources • Admin templates • Monthly strategy calls • Priority support PRO INCLUDES: <ul style="list-style-type: none"> • Unlimited instructors • Quarterly strategic planning • Staff onboarding templates • Advanced curriculum • VIP support • Instructor Masterclasses
Tier Wins: <ul style="list-style-type: none"> ✓ Urgency ✓ Early community ✓ Fast cashflow ✓ Early adopter reward 	Outcome: Efficiency, structure, predictable student results → higher retention & income	Outcome: Unified teaching quality, faster onboarding, reduced churn, scalable multi-location growth

Upsells

Add-On	Price
Instructor Certification (<i>Coming Soon</i>)	\$299 one-time per instructor
Done-For-You Studio Setup	\$499–\$2,000
Custom Studio Curriculum Build	\$1,000–\$7,500

The Bottom Line

Online Music Garage is more than a platform — it's a movement. Together, we can fuel real connection and build music education that's practical, meaningful, and transformative for students, teachers, and studios alike. Your investment doesn't just fund content; it powers opportunity for music professionals who want to serve their communities with stability, excellence, and heart. This platform will become the single place where every resource a student or teacher could ever need is available — changing the way people learn, teach, and experience music for years to come.

Limited to 25 investors.

First funding round closes once the \$100,000 raise is secured.

Next Steps

To review the Revenue Participation Agreement and secure your tier placement, contact:

Zack Schuyler

Founder, Online Music Garage

zack@fortvillemusicgarage.com

www.onlinemusicgarage.com