

Amped Innovations

Increasing user functionality in musical equipment through the use of wireless controls and automation technology.

Derek Schulte & JC Long, TAT's Business Potential

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Our Team

- Derek Schulte
  - Senior, electrical engineering - 3.91 GPA
  - MBA program class of 2018
  - MSU student recruiter
- JC Long
  - Senior, electrical engineering - 3.90 GPA
  - Similar start-up experience with musical products
  - Intimate knowledge of target market
- Supporting Advisors
  - Mike Mazzola
  - Charlie Mraz

TAT (Tube Amp Tuner)

Features:

- Wireless adjustment of guitar amplifier settings
- User-specified settings for preferred sound
- Automated power management







Customer

- Multi-sided market
- Target customers:
  - Amplifier Manufacturers
  - Independently owned music shops
  - Electric guitar enthusiasts







Sales and Marketing Strategy

- Company Website
  - Capture interest
  - Generate sales
- Social Media
  - Facebook
  - Twitter
  - Music interest groups
- Strategic Relationships
  - Connection with local music shops

Competitive Advantage

- A few major manufactures provide minimal settings controls
- What makes TAT different?
  - High level of control
  - Integration of wireless technology
  - Modularity for use in existing amplifiers