



Authentically Selling Your Idea: Why Pitching Matters

Instructor: Bosko Kante

Introduction

Hi, I'm Bosko, your instructor for Why Pitching Matters. I went through the Zoo Labs residency in 2014, since then I've pitched to thousands of people in person, online and on stage and raised hundreds of thousands of dollars for my start-up. I'm gonna help you improve your pitch and get the resources you need for your project. Let's start off with an example of a pitch.

♪ California love ♪
♪ California ♪
♪ Knows how to party ♪
♪ California ♪
♪ Knows how to party ♪
♪ Ooh Eletrospit baby ♪

Once again, I am Bosko Kante, a mechanical engineer, a Grammy nominated music producer, and one of the most successful talkbox artists in the world. And I co-founded Electrospit, where we invented a revolutionary app-connected mobile talkbox.

I love the talkbox. It's the electronic voice that you hear on California Love by Tupac and Dr. Dre, on Bruno Mars' 24 karat magic and on Dua Lipa's Levitating, which is a song I actually performed on. It happens to be the number two song in the country right now.

It's a hugely popular instrument. There are talkboxers on TikTok that are getting 4 million followers, 60 million views such as Carson Elliot, dadlifeJason, Paige Zilba. So the instrument is huge and growing.

Now, the way the talkbox works traditionally is you use an electric guitar. The sound comes from the guitar into an amp. It goes from the amp into a speaker. Then from the speaker into a tube, that tube goes into your mouth. It makes it difficult to understand your words and that sound is captured by a microphone. The user doesn't sing or talk. So there's a lot of problems. It's hard to pronounce words with a tube in your mouth. It's complicated to set up. You have to learn how to program the proper sound and it's not mobile.

Case in point, I won a Grammy playing the talkbox with Kanye West on the College Dropout. And I had the opportunity to perform on the American Music Awards with Kanye live. Unfortunately, I had to lip sync because the talkbox is not mobile. I couldn't move around with it in the performance, which this was heartbreaking, but it inspired me to reinvent the talkbox to replace the synthesizer, the keyboard, the cables, the audio amp, the tube, the speaker, the power amplifier with this, the Electrospit ESX-1 tubeless mobile talkbox and talkbox synth app.

Now, when we released the ESX-1 talkbox on Kickstarter, we were funded in under 48 hours. We went on to win first place at the Guthman Musical Instrument competition, which is like the Grammys of electronic musical instruments. Despite the pandemic, our sales have continued to grow. They went from 8,000 a month to 16,000 a month in October to 29,000 in November to 48,000 in December. The Electrospit talkbox is being used by David Guetta now, by Stevie Wonder. So it's been an incredible ride.

The market for Electrospit is the music products market, and it's a \$16 billion market and \$4 billion of that is electric and electronic musical instruments, and that is where Electrospit is focused. And we see a \$400 million per year opportunity in that market. We did 200,000 in sales last year. This year, we're gonna do 1.2 million and over the next five years, by introducing a low cost version with a subscription model, we're gonna reach \$50 million in annual revenue. And we're making \$429 in profit on each sale of a talkbox right now, and they're currently selling for \$599.

We have the right team to make this project huge. Now I already told you, my background as one of the top talkboxers in the world. I'm also a mechanical engineer. My co-founder, Maya Kante is a UC Berkeley grad and a marketing expert. We have Dr. Aurelius Prochazka, who is one of the foremost iOS music programmers and the rest of our team is perfectly positioned to help us take Electrospit into the future.

Now we've sold out of our first run of a thousand ESX-1 talkboxes. So, now we're raising \$1 million to market and manufacture 2,000 units right here in Oakland, California, and develop the ESX-2. We'll also use the money to market the current version of the Electrospit talkbox. You can contact me at bosko@electrospit.com to learn more about the investment opportunity. Thank you.

And that's my pitch.

I came to Zoo Labs with a ton of music experience, but almost no pitching experience, but I didn't give up. I kept learning and growing, and I wanna share everything that I've learned with you guys. So please stay tuned for the rest of this course and follow along as we talk about why pitching matters.