

This application is to be used if you are applying to the UA Community I-Corps Sites Program.

It is expected that UA Community I-Corps Sites awardees will complete a 6 to 8 week course which will prepare you and your team for next level funding and business opportunities.

Email the application and attachments to uaicorps@gmail.com with the subject line "Community I-Corps Sites Application."

Contact Information

Entrepreneurial Lead

<i>Name:</i>	Benjamin Pritchard (Kundalini Software)
<i>Occupation:</i>	Software Engineer
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Description of Team

<i>Entrepreneurial Lead's relevant business and technical experience (2-3 sentences):</i>	<p>I worked as an embedded firmware engineer for Mustang Advanced Engineering for around 15 years, traveling internationally as implementation lead on projects in at least the USA, Canada, Mexico, South Korea, India, China, and Hong Kong.</p> <p>I have ran my company Kundalini Software for the past 5+ years.</p> <p>I studied with the Akron-based international concert pianist Nicholas Constantinidis for many years.</p>
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Description of the Technology/Product

<i>Relevant Patent Application Number(s) (if applicable):</i>	<p>EFS ID: 35511262 Application Number: 62822976</p> <p>Provisional patent, filed 24-March-2019</p>
<i>One paragraph non-technical description of technology/product (3-4 sentences):</i>	<p>Title of Invention from the provisional patent application: "A novel method for real-time remapping of Musical Instrument Digital Interface (MIDI) messages to facilitate symmetrically-inverted playing on a digital piano keyboard " (The application of the technology is to help pianists more easily achieve Ambidexterity.)</p>

Commercial Potential

The questions below are intended to serve as a baseline for the course. You are not expected to know specifically how the technology will be used. We merely want to get your initial ideas about potential.

How do you think this technology/product is used in the market.

The Kundalini Piano Mirroring Platform will be used by music students to introduce them to symmetrical inversion and to help them achieve ambidexterity.

Symmetrical-Inversion has a long history of advocacy and use among certain pianistic lineages, particularly in the Imperial Music Schools of Russia. However, for the most part is has been impractical for students to use.

My platform makes it both practical and fun (!) to work with symmetrical inversion right from the very beginning.

Who do you think will buy the product or service?

My product currently exists in the (working) prototype stage, implemented (by me) in the form of programs for both Win32 and Android (with an IOS version planned.) Theoretically, those programs can be charged for, using the Microsoft, Google, and Apple Store fronts respectfully.

I am working on creating a new version that runs on a small embedded platform, currently prototyped using a Raspberry-PI. Therefore, my Kundalini Piano Mirror will exist in the form of a **physical product** to sell.

Finally, since the technology is both novel and patented, it can be **licensed** to piano manufacturers, with associated royalties for inclusion with any acoustic or digital piano that contains a MIDI-component.

What competitive advantages do you think the technology/product has over current products or services?

As far as I know, no similar or competing technology exists. In particular, the concepts of “Right-Hand Descending Mode” and “Left-Hand Ascending Mode” [please see patent provisional patent application] **are entirely novel.**

My Piano Mirroring Platform helps pianists more readily achieve ambidexterity by facilitating playing using symmetrical inversion [please see provisional patent application for an explanation.] Being ambidextrous provides an advantage to pianists and to people in general, because it helps with the development and coordination of both hemispheres of their brain, along with both sides of their body.

Business Mentor

Have you identified a business mentor that you would like to work with on this project?

Yes – I have a business mentor (complete information below)
 No – Please assign me a business mentor

Name: _____

Phone Number: _____

Email Address: _____

Relevant Business Experience: _____

Participation in I-Corps Sites

Why do you want to participate in the I-Corps Sites program? What do you hope to learn? What outcomes do you want to achieve?

I created and patented my piano mirroring platform because it is a product that I am very passionate about. It represents the answer to an otherwise unsolved problem that I *wanted for my own use*. Therefore, it is a perfect example of the idea that “necessity is the mother of invention.”

I am very interested in participating in the I-Corps program because I need mentorship and help to learn how to commercialize my product, so that I can share what I’ve created with the world.

Additionally, I am very interested in becoming part of the entrepreneurial and start-up community because it is my intention to learn how to grow and expand my company Kundalini Software in general.