



Play Guitar
Just Like A Pro

AXE
Digital Guitar
AXE A.I. Tech, LLC



Become A Star!!

With just 14 buttons that light up, a strum field of "invisible strings" and a small package of data called an "axe packet" that installs in the AXE Digital Guitar, you can play like a pro!

PROJECT INVESTMENT BOOK



INVESTMENT BUY-IN & CAPITAL EXPENSES

WORKING CAPITAL PACKAGE

<u>PACKAGE SECTION:</u>	<u>BUY-IN</u>	<u>% OWNERSHIP</u>
Axe Packet Licensing	3k	1/2 of 1%
Axe Packet Library Creation	5k	1.25%
Tech NYC Show	7k	2.50%

*Note: all investment buy-in prices and % of ownership are negotiable **

Now that we have the true “axe manufacturing model” that was developed for over 8 months, through notes taken during our focus group test while attending CES in Las Vegas 2015:

Our goal is to sell Axe Digital Technology, and patents to the industry for a minimum of 75 million dollars, and also retain 10 cent royalties on the Axe Packets, by building the axe packet library for the acquiring company.

*So, owning 2% ownership, and we sell Axe to for example, Microsoft for 150 million, you do the math! 😊
2% of 150 Million Dollars, is what you would see as ROI.*

Tech Day NYC, this April 2016, wants us to showcase Axe Digital Guitar to the industry, and press! They saw us at CES and feel that our innovative music technology is ready to be acquired and bought out by a company that can bring it out onto the market for the world to purchase and enjoy!

*[See the last 2 pages of this book for full details *]*

WHAT IS AN AXE DIGITAL GUITAR?

Axe Digital Guitar is not a video game, nor is it a video game controller it is a unique musical instrument that lets you play the guitar to any song in the world.

And it does it with just 14 buttons and an electronic finger-touch strum-field It does this with a magical property.

this magical data contains our "axe packets" these packets make you sound exactly like the band/artist's guitar's of the axe song packet that you install into the axe digital guitar! and here is why this is truly magic * it does it without ever actually recording the song (like a canned guitar track) and : it also lets YOU AS you play, provide the timing, so you are not forced to keep up with the tempo like in a music video game.

you control the timing, just like you would when playing and/or practicing on a real guitar!

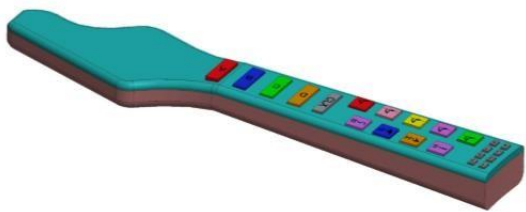
HOW DOES AXE DO ITS MAGIC *

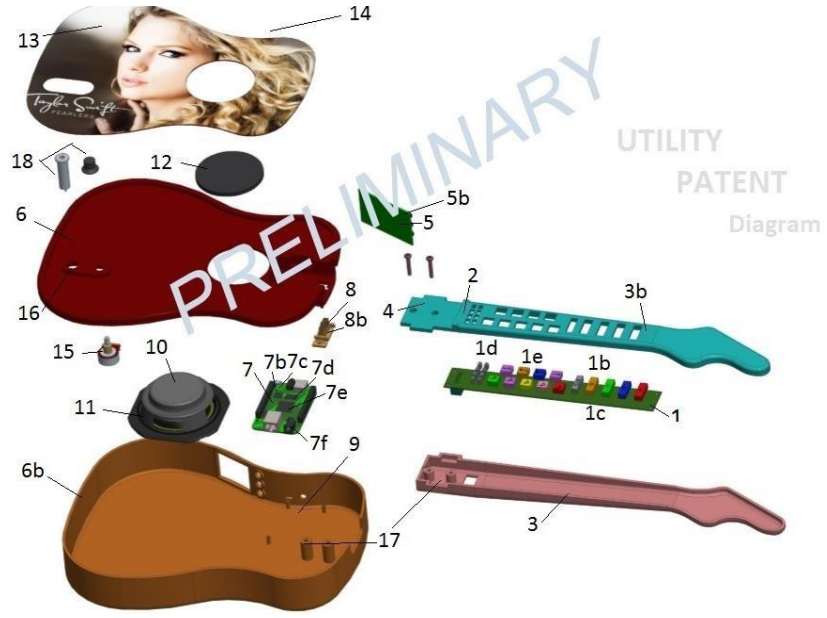
Axe Digital Guitar has the following items that makes the music magic happen:

1. Axe Packets (these contain the secrets)
4. electronic/finger-touch strum field (where you strum the axe guitar pick as you provide the timing* on invisible strings!
5. The 14 buttons:
 - 4- chord buttons
 - 1-click strings button
 - 5- single note buttons
 - 4-hot lick buttons (bend, pull-off-hammer & slide)

Incredibly, these 14 buttons plus the strum field, make it possible to play the guitar of any song!

and it does it with axe packets, of which we never recorded the song, so licensing is not very difficult or expensive, since we fall into the category of mechanical compulsory not sync licensing and already have a contract for full coverage licensing of just about any song we want to license and sell as an axe packet!





UTILITY
PATENT
Diagram

UTILITY PATENT DIAGRAM

AXE GFX SKINS – Visually Customize Your Axe Guitar!

AXE FOR KIDZ - GUITAR - PLASTIC SLIDE PANEL GRAPHICS (new axe product accessory)



SPONGEBOB ROCK AXE GUITAR



PRETTY IN PINK - AXE GUITAR



BASEBALL FOR BOYS - AXE GUITAR



DARK WOODS - COUNTRY BOY - AXE GUITAR

Axe Digital Guitar Fans Of All Ages Can Customize Their Axe Guitars! so that they can personalize their Axe Experience!

It's endless the Axe GFX Skins that can be made and easily installed into the guitar body, fully interchangeable in seconds!

Axe Digital Guitar will have this additionally licensed feature as an accessory that can be purchased separately from a library of skins! just 4.99 each.

More Axe Skin Examples – For Customizing The Look Of Your Axe Guitar!



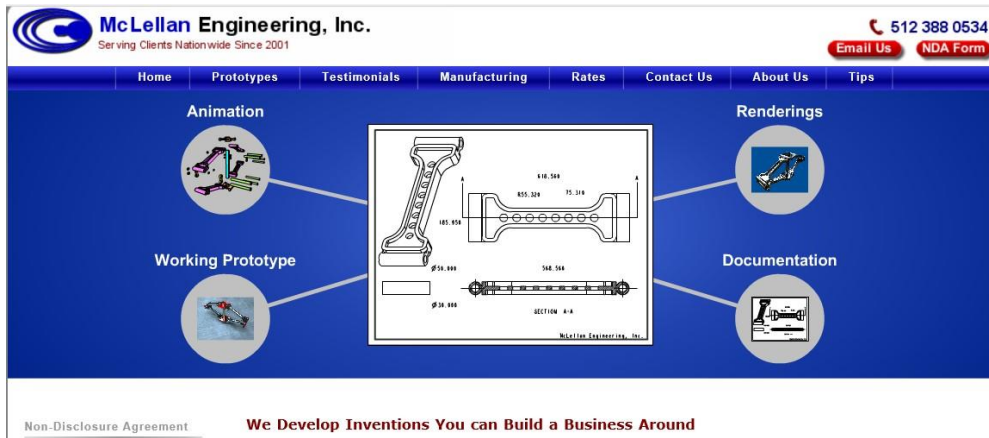
Electric Guitar – Classic Skin



Country – Acoustic Guitar - Skin

You can turn any image into an Axe Graphics Skin by simply Laser printing an image, and cutting it to the template shape Of the body-face of the guitar! Then simply, insert it under the Plastic cover on the face your Axe Digital Guitar and lock it 😊





Lead Engineer, Bruce McLellan has signed to not only build our market-ready Axe Digital Guitar Model, but has also joined my company to assist us in the selling of the Utility Patent and Axe Model.

Our goal is to sell it to a major company within the digital music industry for 75 million dollars. We will be able to show on financial spreadsheets that with just a small percentage of their customer base purchasng an axe guitar, the company that buys us out, will make back double or more of the 75 MM that they bought our Axe Technology for by the end of the first quarter of them selling Axe Digital Guitars to their customers.

Axe Digital Guitar's prototype was a huge hit at CES, and that focus group test of the thousands of people who were in the audience, enabled us to write down all the areas that we needed to improve on the prototype, making it into a finished market ready product.

This version that MCL engineering is building with us is that finished manufacturing model of our invention, Axe Digital Guitar.

McLellan has worked for Dell, Motorola and many other engineering jobs and has seen lots of utility patent and models sell for millions to the industry.

Bruce is now in my company and is going to be pitching Axe Digital Guitar's patents and model to companies all over the nation!

This is the perfect time to buy-in and help us achieve the goal.

We will be pitching our Axe Model and Utility Patent to the following big companies:

- Harmonix
- Activision □ Microsoft
- Google
- Apple

OUR MISSION STATEMENT

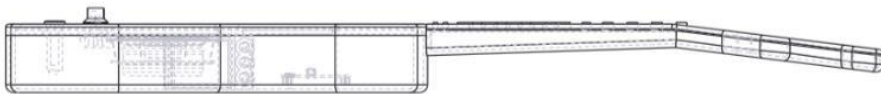
Our Mission is to make it possible for anyone, regardless of age or musical training, to play guitar like a rock star!

We want the world to experience the feeling of shredding a killer guitar solo, like Slash's solo in Gun's N Roses hit song "November Rain" Or the crunch of AC/DC's iconic tune "Back In Black".

Axe Digital Guitar makes this possible, and it is very addictive! Once you play an Axe Digital Guitar you will be hooked!

Our goal with Axe Digital Guitar is to finish our Axe Manufacture Model, which is the Market ready version of our invention.

This version is fully loaded with all the following features:

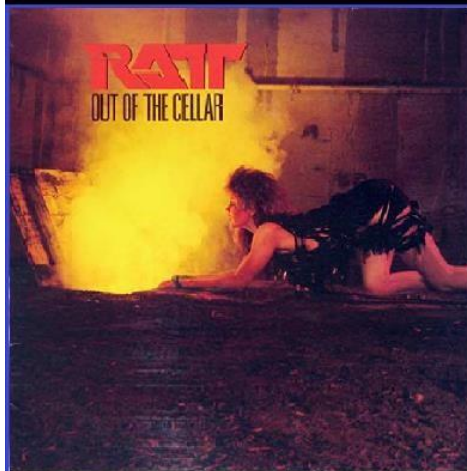


- * Internal - high quality audio speaker & jacks for mini-headphone & output to guitar amplifier * LCD Display to select what Axe Packet you want to load into memory and play!
- * Strum-Zone that you simply touch with your fingers to strum the invisible strings!
- * Bookmark buttons- to instantly go to specific areas of the song, to practice over and over again.
- * 14 play buttons that are the entire functions that an actual stringed guitar allows the player to do.
- * Beautiful customizable body, that instantly personalizes your Axe Digital Guitar visually !
- * Sniper Rifle Guitar Neck - that easily snaps and unsnaps from the body of the guitar for portability!
- * Rechargable Battery Pack, so you can play your Axe Digital Guitar, On The Go, anytime anywhere!

We also are having Utility Patents written that go with the Manufacturing Model, because our goal is to sell The Model & Patents to the Digital Music Industry for \$250 Million Dollars.

Our Engineering Team that signed with us, Mclellan Engineering , USA is going to help get the patents and Axe Guitar Model sold. We also plan to provide the company that buy's us out with an extensive library of Axe Packets for them to sell to their customers.

AXE PACKETS: Download and install - the guitar of songs instantly!



PACKET MASTERY POINTS: 150

Axe Video Lesson Link:

<http://www.axepkts/rattwmp01/lessonA1>

AXE PACKET - DATA CARD

Wanted Man - Power Chord Rhythm Guitar Packet

axe particles memory: 32 MB

Level Of Difficulty: **Rookie Axe Player**

Axe Packet ID: **ratt-wmRP01**



Packet Featured Guitarist:
Warren Dimartini

Axe Packet Bookmarks:

- bk1: power chord opening
- bk2: catchy riff opening bridge
- bk3: verse1 _ melodic play
- bk4: shreddin Chorus electric riff
- bk5: bridge 2 rock chords
- bk6: backing rhythm behind (solo 1)
- bk7: backing rhythm behind (solo 2)
- bk8: power rock chord ending

Axe packets are the intellectual property of Axe Digital Guitar that enables you to play like a pro in a matter of minutes! and they sound just like the guitars of the band/artist you selected to install into your Axe Digital Guitar!

Bookmarks are buttons on the guitar that let you go to specific locations and practice, just like you would with an actual instrument, learning to master certain guitar licks and riffs!

The incredible thing is Axe Packets are captured using our formula / method without ever actually recording the song ! this enables you to provide the timing , and actually play your Axe Digital Guitar!

also in seconds you can switch to a different song! and you will sound just like the band/artist's guitars of that song ! once you get good at playing an Axe Digital Guitar, you can play along with the MP3 of the actual song or even sign onto Youtube and play along with the Band ! Just Incredible! Axe Digital Guitar's neck snaps and un-snaps from the guitar's body for easy packing and portable

travel. Starting an Axe Packet, simply hold down the buttons you see lighting up on the neck of the guitar! then touch the black acoustic hole- this is the strum pad- you will then be playing your Axe Guitar! and by providing the timing , you will hear it come alive! as you really play this extraordinary music instrument of the Future!

Real People



Our licensing experts are standing by to help you. We even research your songs and locate the copyright holders for you for free, before or after you buy.

Any Song



Clear 100% of the rights for any song. We follow the United States Compulsory Mechanical Licensing law, which makes this possible.

Guaranteed



Get Proof of Licensing in your inbox in 1-2 business days. We guarantee our work and we automatically refund your money for Public Domain songs.

We have our licensing contract all set with this song licensing company.

HERE ARE JUST SOME OF THE COOL BANDS AND THEIR SONGS WE WILL BE LICENSING FOR OUR STARTER AXE PACKET LIBRARY: (of over 30 songs)

Axe Song Packets Will Sell For \$1 as a download zip file that installs into your axe digital guitar by USB. The licensing co. takes 12 cents to cover publishers, record company, and artist royalties.

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AXE-PACKET_____STARTER-LIBRARY 1-30-16

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jimi hendrix

purple haze

The Who

teenage wasteland

Blue Oyster Cult

don't fear the reaper

Aerosmith

sweet emotion

Heart

baraccuda

crazy on you

Van Halen

ain't talkin bout' love

dance the night away

you really got me

Bryan Adams

run to you

KISS

detroit rock city

shout it out loud

AC/DC

you shook me all night long

have a drink on me

Def Leppard

too late for love

rock of ages

RATT

wanted man

Guns N' Roses

sweet child o' mine

november rain

Pat Benatar

hit me with your best shot

heartbreaker

Foreigner

juke box hero

hot blooded

feels like the first time

Bon Jovi

wanted dead or alive

you give love a bad name

3 Doors Down

kryptonite

its not my time

Evenescence

my immortal (rock ending)

goin under

Green Day

when september ends

5 Finger Death Punch

bad company

far from home (melodic solo)

Garth Brooks

thunder rolls

friends in low places

Jason Aldean

night train

Brad Paisley & Carrie Underwood

remind me

Jason Aldean & Kelly Clarkson

dont you wanna stay



ADRIENNE'S TOYS R' US - AXE ACCEPTANCE LETTERS - AFTER SUCCESSFUL CES 2015

Purpose of these emails: The questions and the steps to establish purchase order for our Axe Digital Guitar (kids version) to be sold at Toys R' Us (4-12 yr. old aisle)

Toys R' Us Headquarters, New Jersey

Associate Buyer: Adrienne Iwicki

Adrienne.iwicki@toysrus.com

From: Iwicki, Adrienne <Adrienne.Iwicki@toysrus.com>

To: GameDesignWorld <GameDesignWorld@aol.com>

Date: Tue, Mar 31, 2015 2:05 pm

Hi James,

It was great meeting you and hearing about the product at CES.

I think this a very uniquely positioned product that can translate well to a broad range of customers.

I visited the website, but can you send over some product overview sheets as well? Refresh my memory:

What is your expected MSRP?

What time frame are you targeting for product to be available?

What's the process for the Axe Packets to play on the guitar

What does the product road map look like? .

Thanks!

Adrienne



WE HAVE BEEN INVITED TO SHOWCASE AXE IN NYC!

What is TechDay?

TechDay launched with the goal of fostering and highlighting emerging technology. Since our inception, we've introduced thousands of companies to the public, press, & investing communities. 2016 marks the 5th anniversary of NY TechDay. Join us for a look in to the future with over 550 of the most innovative tech companies in the world!

Axe Digital Guitar Was Selected For The NYC Show:



550 Tech Companies & Startups
Meet hundreds of the world's companies with the most innovative technology.



30,000 Early Adopters
The largest assembly of the tech community under one roof. Meet early adopters, investors, press, users, entrepreneurs, top talent & many others.



\$24 Billion of Venture Capital
TechDay hosts venture capital firms and angel investors with billions of dollars under management.

Tech Day is a massive science fair for startups. Startups have the opportunity to show off their products to the Tech Industry, thousands of consumers, the highest caliber investors, hordes of press, the most sought after talent is invited to exhibit their innovations here!



