

SENNA

SAMPLER · SYNTHESIZER · PRODUCTION SUITE

INVESTOR & PARTNER BRIEF

[TAGLINE PLACEHOLDER]

SAMPLER

SYNTH

VOCAL AI

MASTERING

11 SKINS

CONFIDENTIAL · [RELEASE DATE] · [COMPANY NAME]

Contact: [EMAIL] · [WEBSITE]

VISION

Senna is a flagship virtual instrument designed to consolidate the fragmented plugin landscape. Where producers currently juggle separate samplers, synthesizers, vocal processors, and mastering tools — often from 4-5 different vendors — Senna unifies these workflows into a single, deeply integrated instrument.

Our thesis: the next generation of music production tools will be defined by AI-assisted workflows that augment (not replace) creative decisions, delivered inside instruments producers already trust.

MARKET OPPORTUNITY

- › Global music production software market: \$5.2B (2024), growing at 8.2% CAGR
- › VST/AU plugin ecosystem serves 10M+ active producers worldwide
- › AI-in-music tools segment growing 25%+ YoY — currently underserved in the plugin format
- › Average producer spends \$500-2,000/year on plugins; consolidation tools command premium pricing
- › Key trend: all-in-one instruments (Omnisphere, Serum, Kontakt) dominate top-seller lists

COMPETITIVE POSITIONING

Senna occupies a unique position at the intersection of three categories that competitors address separately:

vs. Native Instruments Kontakt/Maschine

Senna adds synthesis + AI vocal tools + mastering in one UI. No separate hardware required.

vs. Xfer Serum / Vital

Senna matches synthesis depth and adds sampling, vocal production, and mastering-grade dynamics.

vs. iZotope Ozone

Senna integrates mastering processing inside the instrument — not as a separate bus plugin.

vs. AI tools (Suno, Udio)

Senna assists creation without replacing it — no cloud dependency, no copyright ambiguity.

PRODUCT STATUS

UI/UX Prototype	Complete — 3,600+ line interactive HTML demo with full feature set
Core Engine (JUICE/C++)	[STATUS PLACEHOLDER]
Alpha Release	[DATE PLACEHOLDER]
Beta / Early Access	[DATE PLACEHOLDER]
V1.0 Launch	[DATE PLACEHOLDER]

BUSINESS MODEL

- › Perpetual license with optional annual update plan
- › Tiered pricing: Standard / Pro / Suite editions — [PRICING PLACEHOLDER]
- › Expansion packs (sample libraries, preset banks, skin packs) as recurring revenue
- › Educational licensing program

TEAM

[FOUNDER NAME] — [ROLE]

[BIO / BACKGROUND PLACEHOLDER]

[ADDITIONAL TEAM MEMBERS PLACEHOLDER]

CONTACT

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