

Kundalini Piano Mirror Platform

Starting Line Step 3: Talk(and listen) to your Customers!

In-Person, Telephone, and Email Interview Summaries

motto of step 3 was: "*listen more; talk less!*"

Introduction

I took advantage of step 3 to begin learning how to conduct market research, to begin learning the skills needed to interview people, and finally begin learning how to utilize online surveys to collect feedback.

All of these proved valuable to me, and I believe will serve me well in the future as I continue this process.

Interviews of Potential Customers

While conducting interviews, I wanted to mostly choose musicians and pianists because they will obviously be the main customers of my product. However, I also intentionally chose some non-musicians specifically because I wanted to find out (validate) if my product would be of interest to non-musicians (because of its potential to develop ambidexterity.)

Additionally, I also chose as many left-handed subjects as possible (I ended up finding 2 of them, so far) because I wanted specific feedback from left-handed individuals about how being left-handed affects their attitudes towards ambidexterity. Additionally, I took the pragmatic step of also just talking to and interviewing as many people as possible.

In the end I spoke to several potential investors, a professor, numerous pianists, two lawyers, one accountant, one doctor, an engineer, and two music teachers (among others). I also “practice” pitched my product on two different occasions in semi-formal settings, as well conducted an online poll (for beginning to create quantified feedback) which I had numerous responses to.

In many cases I spoke to people about my product specifically because I am already at the point of having a MVP to demonstrate. However in many cases, I spoke to people “just” about “handedness” in general, and specifically how they currently address the “issue” of teaching left-handed students, or fully developing the left-hand of right-handed students. (Overall feedback from teachers: no good solution exists currently. To me that proved valuable validation that my product solves an existing problem that currently doesn’t have a good solution.)

Overall Summary

I found almost universal interest in The Kundalini Piano Mirror, and in my company’s focus on creating products to promote ambidexterity in general. Specifically among pianists, I found universal interest in using my product.

Regarding ambidexterity in general, most right handed (non- musician) subjects were not necessarily interested in actually developing it, with the striking exception of athletes who almost universally were. One potential investor involved with professional sports who I have had (increasingly interesting) meetings with over the past 5 years, provided very valuable feedback, especially regarding his enthusiasm for my idea to develop ambidexterity in children.

Many left-handed subjects reported being relatively ambidexterous already, due to the fact that they often have to function with their non-dominant hand in life situations.

Summary of Main Feedback received

1. The owner of a music school in Tallmadge who I interviewed provided me with extremely useful feedback. She asked me: “so how do we go about finding music notated in mirror-image?” That question sparked me in an entirely new direction, where I have started to develop a subscription-based offering that provides access to mirror-image scores:

<https://www.kundalinisoftware.com/product/mirror-image-learning-pack/>

(I am creating the content for people to subscribe to using my **Mozart Transposition Engine**, a fork of an open source compiler for parsing scores notated in the GNU Lilypond format – and automatically producing mirror-image version of them! As my work on my compiler – and resultant ability to mass produce mirror-image scores in from freely-available public domain music in the GNU Lilypond format) I will be able to continually add value to my subscription-based service. Additionally, I have also started creating short online “piano lessons” that I am releasing as part of the subscription – in essence just for fun – but specifically to help people learn to play in symmetrical inversion.)

2. Two major potential investors who I am involved with (for my company in general) are becoming increasingly interested in Kundalini Software because of my

3. Many people recommended creating a “slicker” version of my physical product. (What I have now is sort of “ugly” in the sense of being a prototype.) Therefore, one avenue I am exploring is how to get a custom-printed case available for my product which will add to its aesthetic beauty.

4. Several people asked if it is possible to power the Kundalini Piano Mirror via batteries. This is another avenue that needs to be explored.

5. Both of the “potential investors” (i.e. people I am in talks with who are primarily interested from a financial perspective) requested additional “business plans” or “financial projections.”

Partial List of Individual People Spoken to

- **Marcus Lyons**, non musician
- **Marcus Floyd**, Church Organist and Pianist
- **Julie Bozic** – Pianist, Music Teacher, Small Business Owner
- **Catelynn Smiley** – (left-handed) student

- **Ray Gehani** – Provisional Patent review
- **Kelly Koelker-Wolfe**, Pianist, Lawyer – Provisional Patent review, web-site feedback
- **Sven Homen** – (left-handed) pianist, computer programmer
- **Olga Pritchard**, student, non-native speaker of English, web-site review and feedback, survey validation.
- **Brian Pritchard**, Small Business Owner
- **Caleb Pritchard**, Church Pianist
- **Coda Derig**, Vocalist
- **B. Wolfe** – Business Executive in Senior Management for large organization
- **Dr. Koelker** – MD, church pianist, degree in music theory from M.I.T. (I received technical feedback from her on how I am notating music in symmetrical inversion, that I am now working on incorporating in my next product revision.)
- **Celeste Wager** – Band directory, Akron Public School System

“Pitch Practices”

Three Members of the Summit Creative Writers’ Roundtable
Akron Urban League

Conclusion

My own ability to “get out there in the world” and talk to people significantly increased during this process. I have to say I am getting pretty good at talking to people... and now I am even working on listening to them too!!

Talking to all these people was an exciting experience for me because of how much enthusiasm and encouragement I received from people about what I am doing. Additionally, as a direct result of my one interview, I received a job offer to teach music at a local school (which is a dream of mine) as well as the offer to introduce my Piano Mirror into their teaching curriculum in general.

I learned symmetrical inversion from my piano teacher, and it is my honor to be involved now in making the technique accessible to a new generation of students.