



RELAXATION. STRESS RELIEF. DEEP MEDITATION.

THROUGH

SOUND MEDITATION MUSIC

PRESENTED BY SHANILA SATTAR
OF ALWAYS PLAY



SOUND MEDITATION MUSIC

Hello! I'm Shanila, a Sound Alchemist in Los Angeles. I use sound frequencies and vibrations to help people feel good!

The sound FREQUENCIES I use alter our brain waves, allowing us to get into THETA wave, a deep meditative state. The sound VIBRATIONS I use activate the nervous system to realign cells. And all you have to do is lay down!

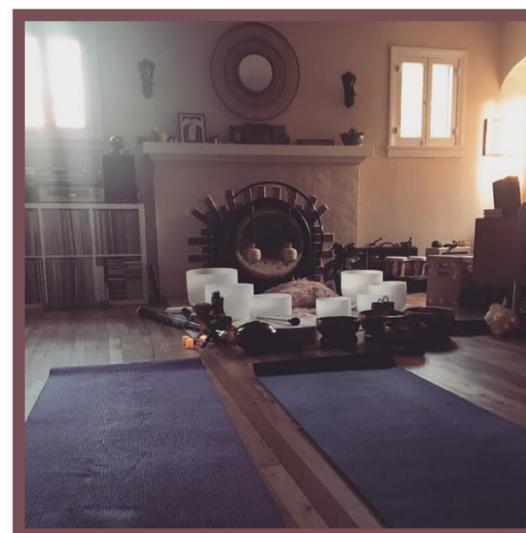
This is an ancient practice of mixing music, science, and art, that both science and the mainstream are just now "discovering".



🎵 WHAT I'M DOING



As a former scientist, I've mixed brain sciences and music together to perfect how to get people into deep meditative states.



I do this by using 432hz crystal bowls and gongs that are attuned very specifically.

This helps people with stress, anxiety, insomnia, and even trauma.

WHAT I'M DOING CONTINUED

I've taken this sound meditation practice to yoga studios, universities, non-profits, and organizations that help populations with high mental wellness needs (recovery groups and Veterans), and am beginning to introduce it to corporate businesses that have employee wellness practices.

Now I've identified a need for people seeking proper training in this method of sound meditation. All my events and workshops in the past 3 months have been sold out, with many inquiries about receiving training on this art form.

I plan to deploy a training program for sound meditation practitioners and place trainees within my partnerships.



▲ THE CURRENT LANDSCAPE

The common practice of sound meditation is through "sound baths" - an experience where participants lay down while a sound practitioner plays. This is usually in yoga studios.

However, many sound practitioners are:

- Self-taught with little to no knowledge of how sound frequencies and vibrations interact with the brain, and the longer term implications of exposing people to them. More science knowledge is needed.
- Have little to no practice time because the start up costs are high, or possibly take shortcuts in selecting the proper instruments.
- Do not know that they can make living off of this practice.





THE PROJECT

I have created a 2 day intensive training course for sound practitioners. In 2019, I plan to host 3 separate weekends across California (San Diego, Los Angeles, & Oakland) with a minimum of 12 attendees per weekend.

Sound Meditation Music Teacher
Training 1
San Diego, California
April 27-28 2019

Sound Meditation Music Teacher
Training 2
Los Angeles, California
May 25-26 2019

Sound Meditation Music Teacher
Training 3
Oakland, California
June 22-23 2019

The trainings include the science, the music theory, and practice.





CREATIVITY AND INNOVATION

- I am innovating this market because I am mixing music, science, and spirituality - a rare mix. This practice is what yoga was 20 years ago when people didn't understand what it was and were hesitant to sign on. The early movers, like myself, can see the magic and boom sound meditation will be even in the next 5-7 years!
- What I love about this space is that it is female dominated. More trained sound practitioners means more created opportunities for females to pursue sustainable careers in this field. There's a space to create the demand and fill the need.



the need.

CREATIVITY AND INNOVATION CONTINUED

- I am expanding out of the traditional yoga studios to bring this form of sound meditation to other avenues that can use the benefits (university residential life wellness groups, corporate, non-profits, and organizations that have high focus on wellbeing). I am able to use music and art to reach a wider audience that people in this field do not consider as a market.
- As the structure of my course is a mix between music theory, science, AND spirituality, it is a gap that many emerging teachers are not addressing in their trainings. There are several who are looking to make a quick buck without setting industry standards and training protocols.





THE FUNDS

\$15,000 in funds for this project will be distributed in the following categories:

- Instruments
- Maintenance
- Course Materials
- Location Expenses
- Marketing
- Operating Costs



THE FUNDS CONTINUED

432Hz Crystal Quartz Bowls (\$1200 x 3)	\$2,400
Jupiter Gong	\$1,190
Paiste Gong Stand (\$364 x 3)	\$1,092
24" Flower of Life Gong	\$900
Synodic Moon Gong	\$884
Tibetan Bowls (\$400 x 2)	\$800
Mallets (\$88 x 6)	\$528
Wind Chimes (\$150 x 2)	\$300
Gong Case 24" (\$73 x 3)	\$219
Koshi Chimes	\$200
Ocean Drum (\$90 x 2)	\$180
Rain stick (\$80 x 2)	\$160
Remo Drum (\$60 x 2)	\$120
Crystal Pyramid	\$115

INSTRUMENTS FOR
MEDITATION MUSIC +
RELATED ACCESSORIES

COST:

\$9088

THE FUNDS CONTINUED

Warranty / Insurance, gloves, mallet
tool, wrenches, string, cleaner, and
oil \$230

INSTRUMENT
MAINTENANCE TOOLS
COST:
\$230

Printed course materials \$150

COURSE MATERIALS COST:
\$150

THE FUNDS CONTINUED

San Diego, CA Airbnb (\$200/night x 3)	\$600
Los Angeles, CA (\$200/night x 3)	\$600
Oakland, CA (\$200/night x 3)	\$600

LOCATION COSTS:

\$1800

Social Media Advertisements	\$1100
Photographer/Videographer	\$400
Printed Flyers	\$276
Marketing Materials Design	\$200
Website Update	\$150

EVENT PROMOTION AND MARKETING COSTS:

\$2126

THE FUNDS CONTINUED

Transportation - Van Rentals	\$380
Event Support - Helper (\$15/hr x 8hrs) x 3 events	\$360
Transportation - Gas	\$320
Light snacks and drinks for events (\$50/day x 6 days)	\$300
Comfort Items Blankets, cushions, yoga mats, & eye pillows	\$300
Gift Bags Palo Santo (\$26 / 40 sticks) Journals (\$1.50 / each x 40) Crystals (\$4.50 / each x 40)	\$246

OPERATING COSTS:

\$1606

THE FUNDS CONTINUED

\$9088 of funds will be distributed towards instruments and related materials. These instruments are the absolute core of music meditation and are the correct tools that help the brain get into meditative states. The quality and correct frequency of these instruments are imperative and short cuts should not be taken when selecting them. These instruments will remain in my arsenal for future trainings as I expand my vision.

\$230 will be allocated towards oils and materials that help maintain the instruments so that they can last a long time.

\$150 will go towards printing course manuals that include the science behind this form of music meditation, methodology, instructions for instruments, and curriculum.

THE FUNDS CONTINUED

Location costs are \$1800 to rent overnight spaces that allow my team to host a group of students for several hours in the day time from 10am-5pm. Each location will be rented for 3 nights, rather than at an hourly rate that can total an excess of \$600+ each day. Each location is an average of \$200/night.

The marketing budget is \$2126 and includes targeted social media ads for several locations, promotional materials, photography and videography, website updates, and design aide.

Operating costs are budgeted at \$1600 for all three trainings to include transportation and van rental costs, day of support, gift bags, food and beverages, and comfort items.

TIMELINE



⊕ THE END GOAL

By receiving a Girlboss Foundation Grant, my goal is to host 3 teacher training weekends (2 days each) across California. Through this project I aim to:

- Create 36 new sound meditation practitioners (mostly females) who I can place within my partnerships with Universities, Non-profits, Yoga Studios, and Wellness Programs.
- Receive personal mentorship and support from business savvy female entrepreneurs who can guide my vision for expansion. I would love to receive guidance in building a strong foundation.
- Expand visibility and knowledge of this form of meditation using pure sound frequencies and vibrations, and expand to more trainings outside of California in the future.



ADDITIONAL MATERIALS

 A video can be seen here: www.alwaysplay.org/girlbossfoundationapp

 Website: www.alwaysplay.org

 Instagram: [@ialwaysplay](https://www.instagram.com/ialwaysplay)

 Email: shanila@alwaysplay.org



THANK YOU FOR
YOUR
CONSIDERATION



24