

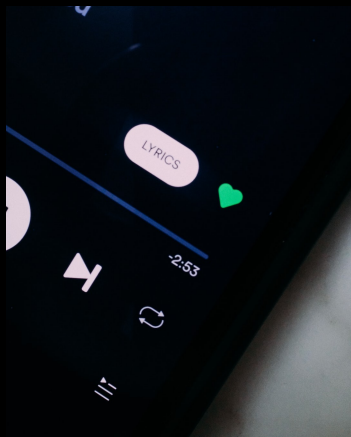
HVR PRODUCT LAUNCH



THE PROBLEM

CHRISTIAN AND NON-CHRISTIAN LISTENERS ALIKE HAVE CONCERNS ABOUT THE INCREASE IN EXPLICIT LYRICS AND THEMES SPOTLIGHTED ON TODAY'S MAINSTREAM MUSIC STREAMING PLATFORMS THAT CONFLICT WITH THEIR VALUES & BELIEFS.

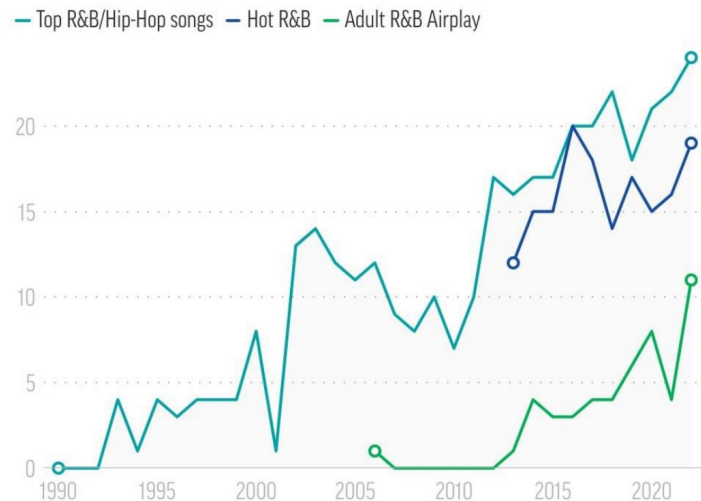
Explicit Lyrics and Themes are on the rise.



Explicit lyrics are increasing in use and popularity. More than two-thirds of Billboard 100 number-one songs that charted in 2017 feature explicit lyrics, a new study shows based on Spotify API data.

Charts show rise in explicit lyrics

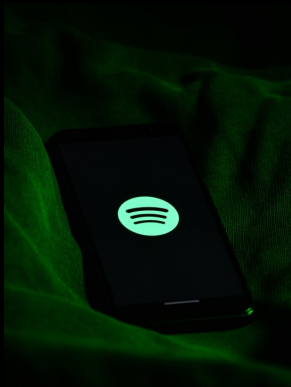
Number of top 25 songs each year that had explicit/parental advisory labels on three major R&B Billboard charts.



Source: Billboard Media / Graphic: Gary Hamilton

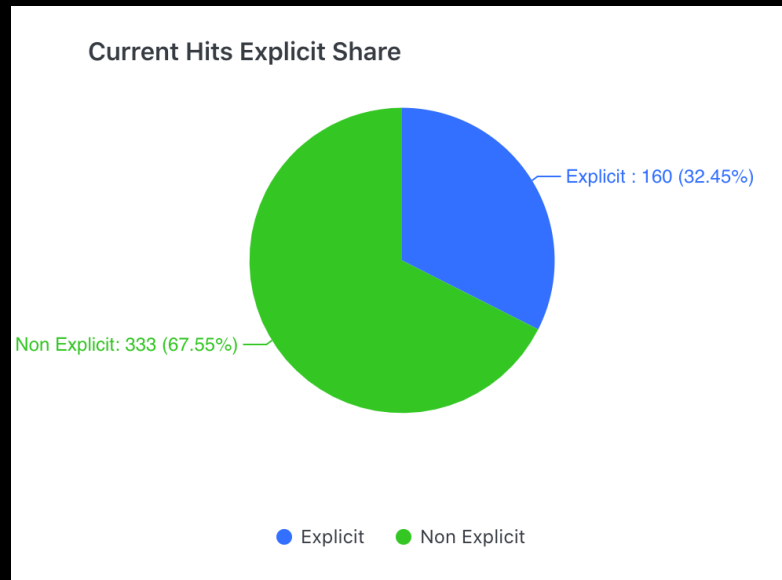


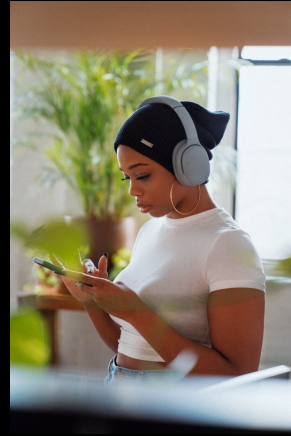
Current Trends & Dynamics: Explicit share in biggest hits of 2016-2020



TikTok

In combined data for the top 250 biggest songs on Spotify in 2021, as well as the top 250 tracks on TikTok. An average of the explicit share between both platforms have obtained a result of an explicit share of 32.45%. The share of explicit content has doubled from 18% to 35% within the period of the last five years within a five-year period between 2016-2020. Clearly showing that the trend is continuing in an upwards fashion, suggesting that the use of explicit content is both becoming much more normalized, as well as actively becoming a part of the virality dynamics. (Intelligent Music agency, 2021)





Key Values

THE SOLUTION

Imagine a music streaming platform that's Free of Explicit Lyrics and Themes that's solely dedicated to uplifting Christian music and content.

CLEAN

FAMILY FRIENDLY

FAITH NURTURING

What is the product?

HVR Stream is a subscription-based music streaming platform that's Free of Explicit Lyrics and Themes and solely dedicated to spotlighting Christian music and content.



HVR

From Heaven to Earth



HVR
STREAM

From Heaven to Earth



START SESSION

Product Summary

CLEAN SAFE FAMILY-FRIENDLY FAITH NURTURING SOUL-CARE

Introducing HVR Stream, where you can stream Clean, with Confidence, and with your Soul Care in mind some of the best Christian music anytime, anywhere. HVR is designed to provide a personalized and uplifting music streaming experience for our users.

With HVR, you can discover and listen to a wide range of Christian music and artist features from a wide range of genres including contemporary, Worship, EDM, Hip-Hop, Gospel, and more. Our expert music editors curate playlists and recommendations tailored to your individual preferences, so you can find the music that nurtures your faith and uplifts your soul.

HVR will also offer high-quality audio streaming and ad-free listening, ensuring that you can enjoy your music in the best possible sound quality. You can create your own playlists, follow your favorite artists, and share your favorite music with your friends and family.

We will offer a premium subscription that gives you access to exclusive content, including live performances, interviews, and behind-the-scenes access. Our app also provides you with the ability to download your favorite music for offline listening, so you can enjoy your music even when you're not connected to the internet.

HVR is available on both iOS and Android platforms, and it also works on the web, so you can access it from any device. With a simple and intuitive user interface, you can easily navigate through the app and find the music you love.

So, if you're looking for a music streaming service that aligns with your beliefs and values, our app is the perfect destination for you. Start listening to your favorite Christian music now with HVR Stream!

BUSINESS MODEL

We offer a Freemium with Ads for 30 days, then after 30 days offer 4 options

1

\$5.99/month
with ads and limited
access to HVR features

2

\$9.99/month
Premium Service with no
ads full access to HVR
features.

3

\$14.99/month
Family Plan for up to 6
user accounts

4

\$59.99/year
No ads full access all year
to HVR features

Thank You