



Ming Shih* Academy

(* Chinese for Famous Teacher)

A New Approach to Music Education

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Product

The Ming Shih Academy provides an EduTech solution for one-on-one student-teacher training, which is the big bottleneck in music education:

Through our SAAS service we provide teaching on demand, 24/7, at the students premises on their terms and by world renowned teachers, with instant feedback and solutions to skill problems in order to progress at the student's required development speed.

We deliver this through:

- Artificial Intelligence driven musical instrument teaching via our online platform on a one-to-one, one-to-many and many-to-many basis (We prefer to call this MSAAS, as it is Music Software As A Service.)
- Classes from beginners through to stage performers
- Instantaneous teaching feedback on music played, playing technique, posture, etc. as if given by a real-life teacher
- Trackable teaching progress that can be revisited at any time
- The Shih method of music teaching.

On top of that we take care of all the 'peripheral' issues in the musical growth of students:

- Career development for musicians worldwide
- Concert and festival organisation
- Musician booking services
- Musical instrument bank
- Exam results endorsed by Mainz University, Germany

The market

According to Adroit Market Research 2019, the global online music education market is expected to witness a steady growth rate of 6.1%. Emerging MOOCs (Massive Open Online Courses) are offering music learning opportunity with remote access. This coupled with low prices compared to traditional learning techniques are strongly propelling the demand for online music learning courses. This is expected to drive the growth of the online music learning market during the forecast period 2020-2024.

However, the corona virus has changed perceptions and has already caused a much greater uptake of online courses, so growth rates will most likely be much higher.

The market already contains a large number of players such as VIP Peilian, Hub Guitar, Udemy.com, Coursera, Lynda.com (Now LinkedIn), Skillshare, Inc, Guitar Tricks, EdX, FutureLearn, Takelessons, Berklee Online, JamPlay, LLC, TrueFire, Inc. MI Online (MIO) and others.

However, all of these players offer traditional video-based courses without much interaction, no instant feedback/interaction, hardly any instrument teaching options and certainly no MSAAS.

The target audience for the Ming Shih Academy consists of more than 300 million music students worldwide from the age of 5 to their early 20's and of every playing level, as well as music teachers, music consumers, schools, governments and multinational businesses.

Music education is a rapidly evolving industry worldwide that is undergoing a paradigm shift thanks to technological innovations, demographical, cultural and medical events.

Markets worldwide differ enormously in size and in their uptake of new technology driven learning. Most markets are only just beginning to make the change over to online learning.

Our biggest market is China, followed by North America and Europe. The value of the online music teaching market is estimated at well over \$200 million and is rapidly growing, not at least thanks to the corona virus. (In comparison, the overall EU online learning industry is estimated at \$36.25 billion, - Technavio.com)

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