

LifeScore

Sector:
Deep Tech

Funding stage:
Series A

Website:
lifescoremusic.com

What is it?

Imagine a world where your every sensation is augmented with music. When you pick up speed while running, the music responds. As you enter a forest, instruments of deeper bass are seamlessly layered into the piece. As your car creeps beyond the speed limit, the music alters rhythm to keep you in check.

LifeScore is a business-to-business company creating a new way to experience music. With LifeScore, music is produced as it plays, adapting to contexts, personal needs, and the state of the listener.

Working with world-class musicians and composers from the iconic Abbey Road Studios in London, LifeScore uses artificial intelligence (AI) to capture what is going on in the listener's immediate environment, offering music to entertain, relax, energise and evoke emotion – and change as conditions change.

You can see an example of how the AI is used [here](#) with LifeScore's partnership with Bentley.

Why we like it

Music has become an integral part of our being. From fitness to sleep and meditation activities, music is the centre piece that sets the mood for the activity. However, there has been little innovation in this space for a long time. Most companies have overused generic playlists (like Apple and Spotify) or AI-generative music. LifeScore is unique in the quality of its musical building blocks, its methods for representing and applying compositional ideas, and its ability to adapt to the listener's environment. It inputs music in real time which sounds as if it were written for that purpose.

There are vast numbers of potential opportunities and use cases that the LifeScore music platform is applicable for, namely gaming (517 million users in 2021), fitness (52 million households interested in Peloton), sleep (an \$81.2 billion market)¹, meditation and in-car experience.

Who are we backing?

A core reason for us backing LifeScore is the founding team.

Philip Sheppard (CEO) is famous for producing all of the national anthems for the 2008 Olympics, and **Tom Gruber** (CTO) who was the co-founder of Siri.

What our fund managers say



Simon King - Partner

"The ability for the music to adapt in real time is a pioneering aspect of the technology. This opens many new markets for adaptive music technology and is a first in the market."

Key risks

While we are really excited about this company's potential, please bear in mind that like all early stage businesses, it's likely to encounter both challenges and opportunities along the way and ultimately may not be successful.

Early stage investing is considered high risk and your capital may be lost. Any associated tax benefits are subject to qualification, personal circumstances and legislation.

¹LifeScore company research, 2021.