

Message to the Parents:

Hi, my name is Ben and I wanted to share with you why I created this tool, from parent to parent. A few years ago my wife and I decided to put our child into music, but for us, it was not an easy decision.

Having gone through learning music myself as a child, I am aware of the challenges and struggles of learning, most of which are centered around practice. For example, my parents were not musicians and so they couldn't really help me other than to tell me to practice. However, I didn't really know *how* to practice, and there was nobody in the house capable of helping me. So I struggled and couldn't really tell if I was improving; I lost motivation quickly and didn't want to practice. As a result, my parents started nagging me which then created tension in the home — everyday.

Looking back now as an adult, I can see what was supposed to happen and more importantly, why it didn't happen. Since learning an instrument is an expensive endeavor (in terms of time and money), we wanted to make sure our child did not experience the same struggles, nor did we want another source of tension in our home.

So I set out to create a tool that would put our child in the best position to be successful in learning while making the practice experience fun, bringing the joy of music into practice and into our home.

Here's what Better Practice will do for you:

1. It removes all the typical excuses - eliminates lost music, notes, and I don't know
2. It guides your child through a personalized practice based on what s/he needs most, making practice more structured and efficient
3. It gives everyone visibility into the practice bringing accountability and analysis, and highlights what areas to hone in on
4. It connects your child with fellow students in a learning community making practice less solitary

The solutions - personalization, messaging, analysis, convenience - are all made possible only because of technology. Normally, we try to limit screen time for our child, but because of how technology is used, this is one area where it is allowed.

The result is that your child will enjoy practicing more, your home will be happier, and you'll save lots of money as your child improves faster and lessons become more productive.

All the best to you and your family,



Ben
Founder
Better Practice