

**Case study**
Lite Jam Guitar**The brief**

Lite Jam is a groundbreaking game changer for learners and for accomplished guitarists.

The fretboard is embedded with 150 programmable LED lights. The guitar links to an Apple or Android app via Bluetooth, allowing you to control the lights.

In scale mode (shown above) each red light is a root note in a particular scale and key. Each blue light is a viable note in that scale. A great idea.

What we did

Name, logo design, website, launch event at The NAMM Show in California, socials and the development of the Kickstarter campaign.

As a keen guitarist I gave feedback and input into the design of the app functionality and to the guitar quality control, identifying areas for overall improvement.

The results

Over \$1,000,000 raised on Kickstarter in just 12 weeks*. Distribution deals pending in Brazil, UK, USA, Japan, Germany and Mexico.

***Details correct at the time of writing – although we expect to raise even more.**

To see what we could do for you, please call Steve on 07974 179899 or email steve@bemorecheetah.com

www.bemorecheetah.com