

PRODART

AI DAW Assistant

A natural-language production layer that helps musicians create, mix, master, and learn inside the DAW tools they already use.

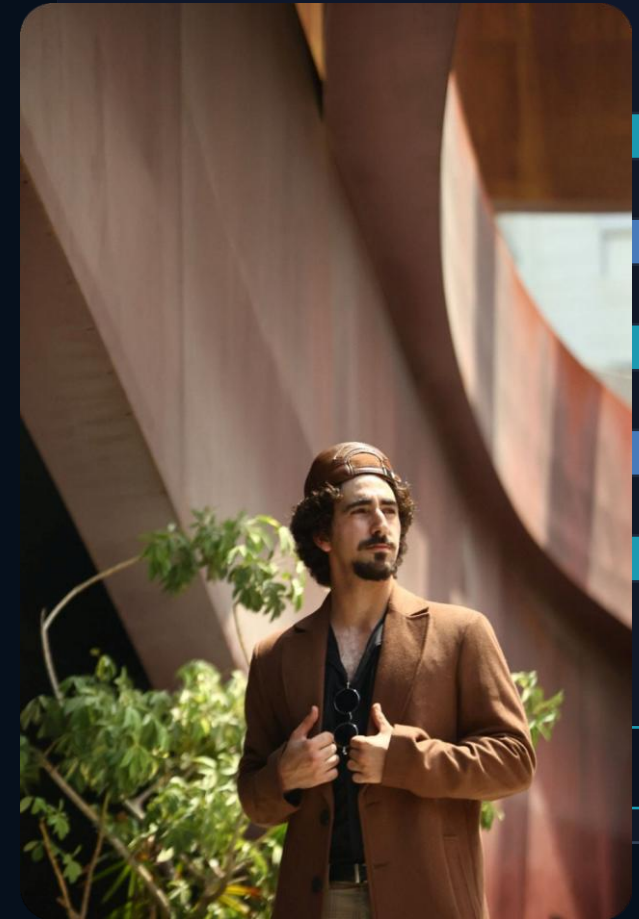
Prototype → alpha

Music production

AI workflow automation

Pre-seed ask: \$150k–\$200k for 7.5%–10% equity / SAFE

Founder: Daniel Leib — Israeli producer, audio engineer, and AI workflow builder



“Make the vocals warmer and teach me why.”

Music creators can start tracks — but finishing them is still painful.

DAWs are powerful but overwhelming

Hundreds of menus, plugins, routing concepts, gain-staging rules, automation lanes, and hidden workflows create a steep learning curve.

Professional sound is expensive

Mixing, mastering, vocal editing, arrangement, and synthesis require specialist ears that most beginner and semi-pro creators cannot afford.

Current AI tools are fragmented

One tool masters, another separates stems, another generates songs, another teaches. The user still has to glue the workflow together.

The gap: creators need an assistant that both executes production tasks and explains the decisions inside their existing workflow.

The window is opening now — and the category is moving fast.

\$4.4B

Estimated global DAW market
in 2025

\$8.9B

Projected global DAW market
by 2033

\$31.7B

Recorded-music revenue in
2025

837M

Paid streaming subscribers in
2025

AI is entering DAWs

Apple, LANDR, iZotope, Fender/Moises, and research prototypes show demand for AI assistance inside production workflows.

The workflow is still unfinished

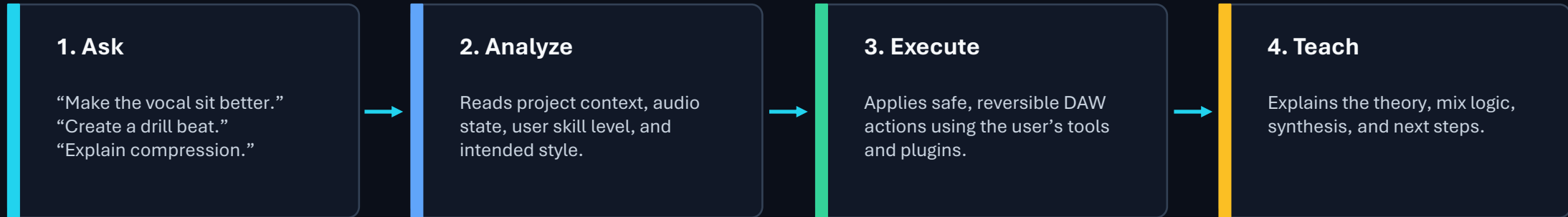
Most products solve one segment: mastering, stems, generation, support, or education. Few combine guided learning + task execution.

Two-year landgrab

The DAW-assistant layer is likely to become a standard expectation. Early brand and workflow data matter.

Prodart is an AI assistant that works like a producer sitting next to you.

Natural-language command + professional production logic + DAW execution + teaching loop



Positioning: “Cursor for music production” — but built for DAWs, audio decisions, plugin workflows, and creative education.

One assistant. Four high-value workflows.

Generate / arrange

Create drums, chords, basslines, references, transitions, and arrangement suggestions while keeping the user in control.

Mix / master

Gain-stage, EQ, compress, de-ess, spatialize, master, and explain every change in plain language.

Teach / coach

Music theory, synthesis, sound design, ear-training, workflow shortcuts, and DAW-specific tutorials in context.

Automate / template

Set up sessions, buses, routing, plugin chains, export settings, and repeatable workflows.

Core principle: the DAW remains the source of truth. Prodart turns high-level creative intent into editable, reversible production steps.

The market validates the need — but no one owns the full assistant layer yet.

Existing products prove demand, but mostly attack one narrow slice of the workflow.

Product / category	DAW-native	Executes tasks	Mix / master	Teaches user	Multi-workflow
Logic / Apple Mastering	Yes	No	Yes	Limited	No
LANDR / iZotope	Plugin	No	Yes	Limited	No
Fender/Moises Studio Pro	Yes	Partial / beta	Stems + support	Support	Partial
DAWZY research	REAPER	Yes	Partial	Yes	Prototype
Prodart	Cubase-first; expandable	Yes	Yes	Yes	Yes

Prodart’s wedge: not “AI replaces music production” — AI helps users finish and understand production inside tools they already own.

Sources: Apple Mastering Assistant; LANDR Mastering Plugin; iZotope Ozone 12; Moises/Fender Studio Pro; DAWZY arXiv.

Beachhead: creators who can make tracks but cannot consistently finish release-ready records.

Initial customer

Bedroom producers, semi-pro creators, vocalists, beatmakers, and DAW learners who already spend money on plugins, tutorials, sample packs, and mastering.

Expansion

Music schools, online creator academies, studios, content creators, agencies, vocal recording rooms, and independent labels.

Long-term platform

A cross-DAW assistant layer that accumulates workflow intelligence across production, mixing, mastering, arrangement, and education.

TAM

\$4.4B+

DAW market 2025

SAM

\$1.5B+

music production software 2025

Wedge: a paid AI assistant for DAW users at \$15–\$49/month or \$199–\$499 one-time license.

Monetization: recurring SaaS first, power-user licenses second.

Starter

\$15-\$19/month

Learning assistant, project setup, beginner mix feedback, export guidance, limited AI actions.

Producer

\$29-\$49/month

Full DAW assistant, mix/master workflows, arrangement help, reusable templates, higher usage.

Pro / Studio

\$199-\$499 one-time or team plan

Local workflows, studio templates, advanced plugin chains, premium support, custom onboarding.

Near-term path: founder-led sales + creator demos → closed beta subscriptions → public V1 with tiered access.

Built from real production pain, not a generic AI wrapper.

Prototype status

Prototype is close to alpha. Repo exists locally. Next step is packaging the live demo, screenshots, and onboarding flow for external testers.

Tester signal

Interested testers came from a live curated demo. Current validation is qualitative, not yet a public waitlist or paid revenue.

R&D intensity

Built through heavy AI-assisted iteration and domain testing: production workflows, mixing/mastering logic, DAW control, and user-learning loops.

Next validation milestones: 90-second demo video, 5 screenshots, 10 written tester quotes, closed-beta signup page, and first paid beta conversions.

Go-to-market starts where trust is visible: demos, creators, and workflow wins.

1. Demo-led beta

Run short livestream demos: “watch Prodart fix this vocal,” “finish a beat in 20 minutes,” “learn compression by doing.” Convert viewers into beta users.

2. Creator wedge

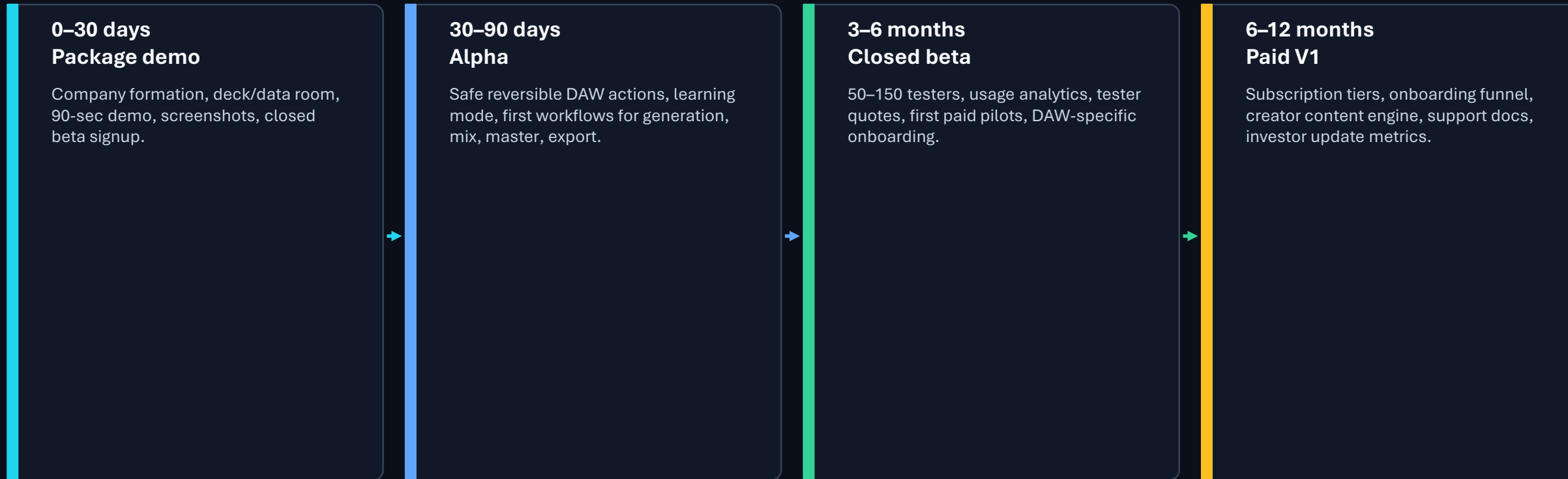
Recruit producers, vocalists, DAW beginners, and music schools. Offer founding-user pricing for feedback and content rights.

3. Proof loop

Publish before/after audio, workflow clips, tutorials, and tester testimonials. Every demo becomes sales collateral.

Target first 90 days after funding: 50 closed-beta users, 10 strong testimonials, 3 demo videos, first paid beta conversions.

12-month plan: alpha → paid beta → V1 launch.



Main fundable milestone: prove that users will pay monthly for a DAW assistant that finishes work and teaches skill.

Founder-market fit: music production + AI workflow building.



Daniel Leib

Founder — producer, audio engineer, DAW workflow specialist, AI product builder

- Professional background in recording, production, mixing, mastering, and DAW workflows.

Built prototype through intensive AI-assisted product iteration and hands-on music-production testing.

Unique lens: understands both the creative pain of musicians and the systems logic needed for automation.

Current structure: Israeli sole-proprietor; funding round will support proper startup entity setup.

Hiring plan

1 DAW/plugin engineer + 1 AI/product engineer + part-time designer/marketing operator.

Advisor gap

Need music-tech advisor, legal/company formation, and first VC/operator mentor.

Investor value-add

Capital + introductions to music-tech founders, creators, and DAW/plugin ecosystem.

FUNDING ASK

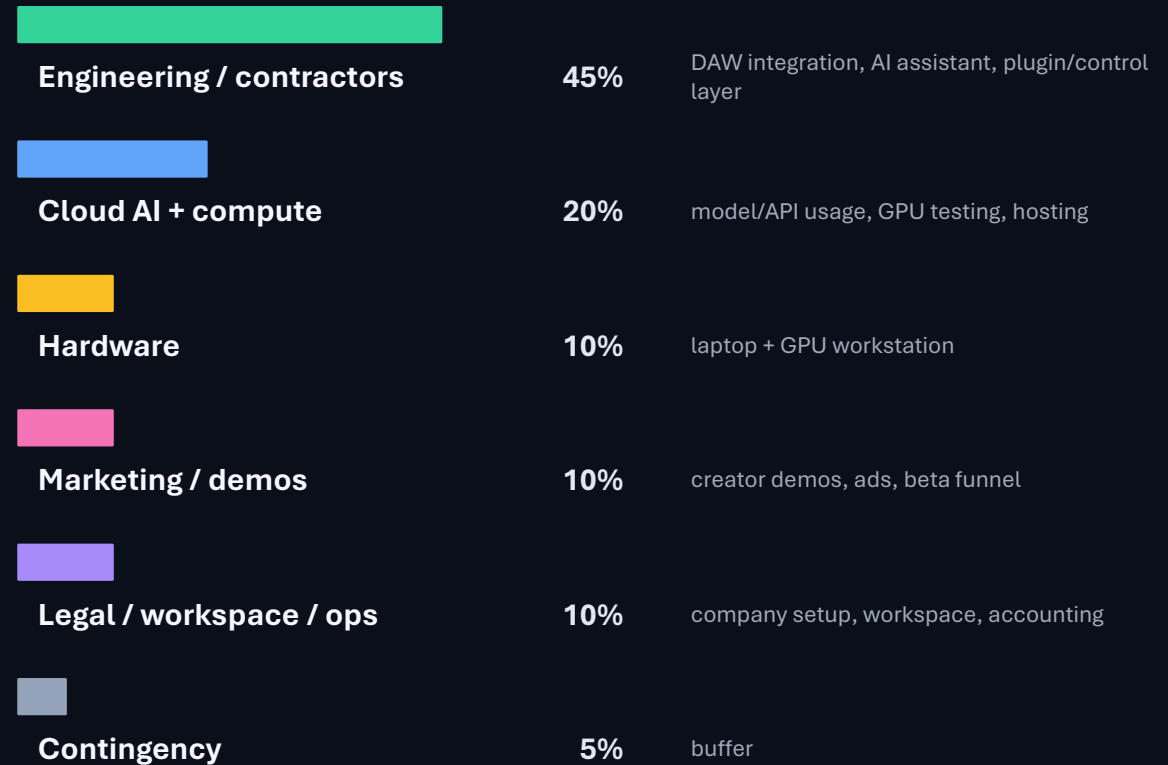
Raising \$150k–\$200k to turn a private prototype into alpha, paid beta, and first revenue.

\$150k–\$200k

**for 7.5%–10% equity
or SAFE structure**

Pre-seed equity or SAFE

Goal: 12 months of focused product development, beta validation, company formation, and first revenue.



Investment thesis: the DAW needs an AI-native operating layer.

Validated direction

Major players are adding AI into production workflows; research is proving natural-language DAW control is feasible.

Clear product wedge

Start with painful creator workflows: finishing tracks, mixing, mastering, setup, and learning.

Founder insight

Built by a producer who feels the workflow pain directly and can turn real studio logic into software behavior.

Prodart turns every DAW into a teachable, automatable studio — without forcing creators to abandon their tools.

Appendix: source notes and current diligence status.

Sources used for market / competitive context

- Grand View Research — Digital Audio Workstation market: \$4.394B in 2025; projected \$8.851B by 2033.
- The Business Research Company — Music Production Software market: \$1.53B in 2025; \$2.02B projected by 2030.
- Reuters / IFPI — 2025 recorded-music revenues: \$31.7B; paid streaming subscribers: 837M.
- Apple Support — Logic Pro Mastering Assistant applies EQ, loudness and stereo-spread adjustments.
- LANDR — AI mastering plugin inside major DAWs; single-track mastering and subscription options.
- iZotope — Ozone 12 includes AI-powered mastering assistant.
- Moises/Fender Studio Pro — first DAW-native Moises integration; Studio Assistant beta in 2026.
- DAWZY arXiv 2025 — natural-language assistant for reversible REAPER actions validates human-in-loop DAW control.

Current diligence status

- Private prototype exists and can be demoed live.

Repo is currently local/private and can be shared for technical review under NDA.

Alpha validation plan: 50 closed-beta users, 10 tester quotes, 3 demo clips, and first paid beta conversions.

Company formation planned after investor alignment: Israeli Ltd, or investor-preferred structure.

Round structure: pre-seed equity or SAFE. The ask is \$150k–\$200k for 7.5%–10% ownership depending on instrument, investor value-add, and company setup path.