Songai Media

PARTNER BRIEF · 2026



Power personalized music gifting with The Songai

Your brand. Your customers. Our technology.

Introduce an entirely new gifting experience: fully personalized songs, artwork, music videos and shareable gift pages, under your own brand, without building the technology yourself.

White-label licensing | Strategic partnerships | Pilot programs

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For gifting brands, retailers,
event platforms and marketplaces

01 · THE OPPORTUNITY

A new category. A new revenue opportunity.

Turn the moments your customers celebrate into music they'll remember forever.

Every day, millions of people buy gifts to celebrate birthdays, anniversaries, weddings, friendships and life's most meaningful moments.

Imagine giving those customers the ability to turn their own stories and memories into a professionally produced, personalized song. The Songai makes that possible.

Our technology transforms personal stories into unique music experiences, complete with lyrics, artwork, video and personalized gifting features.



Differentiated
A digital gift nobody else on your shelf offers.

Incremental
New revenue from the audience you already have.

Emotional
A deeper connection with your customers.

- ✓ No physical inventory
- ✓ No shipping
- ✓ No production team

02 · THE MODEL

Your brand. Powered by The Songai.

We provide the technology. You own the customer experience.

The Songai is developing a flexible licensing platform that brings personalized music gifting directly into your existing business. Our white-label model lets you offer personalized music experiences under your own brand, with control over how they're presented, packaged, priced and promoted.

Their story
told in their own words

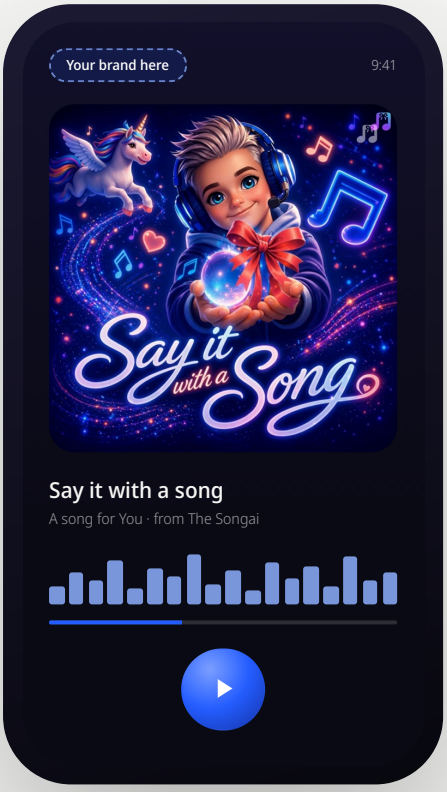
Your brand
your page, your price

The Songai
behind the scenes

A song they keep
artwork, video, gift page

03 · WHAT WE POWER

From the first story to the final gift.



Song creation
Personal stories, memories and messages become unique songs, with personalized lyrics and music.

Creative personalization
Custom album artwork, animated video canvases and downloadable lyric plaques.

Personalized gifting experiences
Beautiful digital gift pages with music, imagery and personal messages.

Music distribution
Optional release to Spotify, Apple Music and other major platforms, subject to rights and distribution requirements.

Flexible integration
Branded hosted experiences and integration options designed around your platform and customer journey.

04 · WHO IT'S FOR

Built for brands that want to offer more.

Whether you're an established gifting retailer or a digital platform expanding your range, The Songai opens a new revenue stream from your existing audience.

Personalized gifting & greeting card brands
Extend your range with a meaningful digital gift that complements cards, flowers and personalized products.

E-commerce & retail platforms
Introduce personalized music as a standalone product, a premium upgrade or a complementary gift.

Celebration & experience platforms
Give customers a new way to mark weddings, anniversaries, birthdays and other significant occasions.

Digital marketplaces & consumer platforms
Add an emotionally engaging digital product without building and maintaining your own music technology.

05 · COMMERCIAL MODEL

A commercial model designed around your business.

Flexible technology licensing and scalable revenue. Depending on your business and integration needs, a partnership may include:

01

White-label technology licensing

Offer personalized music gifting under your own brand through a recurring platform license.

02

Usage-based pricing

Pay an agreed wholesale fee based on the personalized music experiences delivered.

03

Retail pricing freedom

Set your own customer pricing, product bundles and promotional strategy.

04

Custom enterprise partnerships

Tailored commercial arrangements for larger platforms, specialist applications and higher volumes.

Prefer to validate demand first?

We can also explore pilot programs and revenue-sharing arrangements before a longer-term agreement.

Pilots available

Our objective is simple: help you create a profitable new gifting category, powered by The Songai.

06 · FROM CONCEPT TO CUSTOMER

A straightforward route to launch.

1

Discover

We explore your customer journey, commercial objectives and how personalized music could complement your offer.

2

Design

Together we define the experience, branding, product configuration, integration and commercial model.

3

Launch

We introduce the experience with your team through an agreed pilot, hosted solution or platform integration.

4

Grow

As demand develops, we help expand the offer, refine the experience and improve commercial performance.

07 · WHY THE SONGAI

We're not simply generating music. We're building a new gifting category.

The Songai brings together AI, music, storytelling and digital personalization to make meaningful music gifting accessible at scale.

Our direct-to-consumer platform is where we develop, test and refine the customer experience. Our licensing and partnership model brings that technology to established brands and their audiences.







> “The next generation of personalized gifting won't just be something customers can see, hold or send. It will be something they can hear, feel and remember.”



Neil Morecraft
Founder & CEO, The Songai

Let's create something meaningful together.

If you're a gifting brand, retailer or digital platform exploring new revenue, we'd love to discuss how The Songai could work within your business, from white-label licensing to strategic distribution partnerships.

Email **partners@songaimedia.com**
Web **thesongai.com/partners**

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