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We are living in an era where self expression is at the core of most (if not all) great communities. Self expression by video was provided by Youtube, self expression by photo was provided by Instagram, but a social platform that enables self expression through music hasn't existed in the digital marketplace. Until now.

Meet Wurrly - a free, social music app and artist discovery platform that turns your phone into an on-the-go recording studio. Users choose a song and make it their own by customizing the instrumentation, key and tempo. They press record and sing along with the lyrics, then enhance with custom mix filters and share with the world, friends or they can choose to keep it to themselves! Sharing is easy using the Wurrlygram widget (via Wurrly, email, SMS, or social media platforms including Facebook & Twitter). With genres for everyone, toddlers can sing "Twinkle Twinkle Little Star" and share it with grandparents, friends can sing "Happy Birthday" and share as a card, aspiring singers can belt with Beyonce and husbands can serenade their wives with a love song.

The brains behind this innovative new app is a mother of two toddlers (and several patents in the fitness and technology sector), performer and entrepreneur Nadine Levitt. Born in Switzerland with German and Kiwi heritage, she moved to the United States and is fulfilling her American Dream. Prior to moving stateside Levitt received a Law and Arts Degree from New Zealand's Auckland University, then went on to become a professional opera singer and songwriter. She has performed extensively both in the US and internationally, sharing the stage with music superstars such as David Foster, Roger Daltry, Christina Perri and Steven Tyler. As a performer that was often on the road Levitt realized the value of a mobile recording studio and Wurrly was born out of her own personal needs as a singer.

"Not everyone can afford a pianist to accompany them, and location and economic differences should not be a barrier to entry for self expression," Levitt said. "I wanted to create a platform where everyone is able to raise their voice, have fun with music and see their musical potential."

In 2013, Levitt founded the label company, Feel Like A Giant as well as FLAG Publishing. Through these two companies, she developed partnerships with TAP Management and Interscope Records. These experiences allowed Levitt to leverage her contacts and personal experience to create Wurrly.

Levitt has also made her mark in the fitness and entertainment industries, and holds several patents pertaining to fitness and technology. In addition to co-owning fitness and wellness brand BEST U with long time friend Kodi Kitchen, Levitt partnered with ABC 7's The Bachelor host, Chris Harrison, to form the company Kiwi Cowboy, for the development of reality television shows, striking up partnerships with Collins Ave and IMG, in 2014.