



Problem ?	Solution ?	Unique Value Proposition ?	Unfair Advantage ?	Customer Segments ?
<p>1. Top 3 Problems you face</p> <p>Music sharing has yet to be accessed as a form of community building, relationship discovery, or friend finding.</p> <p>Many mutual interest mediums have been used to foster relationships; however, no platform exists specifically for creating relationships through sharing/discovering music.</p> <hr/> <p>Music is shared through a variety of different ecosystems</p> <p>Most people use several different platforms for listening to music.</p> <hr/> <p>Music services are not dedicated to fostering connections through musical mutualities but to delivering the maximum amount of content to individuals.</p> <p>Current platforms are dedicated to providing the maximum amount of content but minimal tools to help parse it. Musit offers a way to help others navigate these extensive services.</p>	<p>1. Top 3 Solutions to your Problems</p> <p>Develop Relationships through Sharing Music</p> <p>We want to close the gap caused by differences in technology when sharing music and reinvigorate the process of sharing to prompt new relationships and communities.</p> <hr/> <p>Make Music Sharing a More Regular Activity to Reduce Anxiety Around It</p> <p>Normalizing the process of sharing music can help reduce anxieties people face about sharing or "exposing" their music tastes.</p> <hr/> <p>Create a universal tool for sharing music</p> <p>Music is universal in its existence and occupies several services such as: YouTube, Spotify, Amazon etc. We want to provide a universally compatible service for sharing music from all services and devices.</p>	<p>1. Single, clear, compelling message that states why you are different and worth buying</p> <p>Create a sharing community that fosters user connectivity and music discovery through proximity and tailored suggestions.</p> <p>-Proximity: Songs being shared around you -Tailored: Songs shared to you from friends.</p> <hr/> <p>Strengthen relationships and build a community around the excitement of discovering new music</p> <p>Share music without worrying about platform compatibility. Easily keep track of your music relationships, and form new ones.</p>	<p>1. Can't be easily copied or bought</p> <p>Larger Companies not concerned with sharing specifically</p> <p>Apple Music and Spotify are focused on larger, more algorithm-rich features to retain users rather than focusing on the auxiliary of sharing.</p> <hr/> <p>Large Platforms unconcerned with X-platform sharing</p> <p>Too large of a user base per service to attempt to allow sharing between, we're focused and dedicated to sharing regardless of service</p>	<p>1. Target customer segments</p> <p>18-35 M/F - Technological familiarity and regular usage of a music service.</p> <hr/> <p>Musicians/Music Promoters.</p> <hr/> <p>Universal nature of music allows technically limitless audience</p>
<p>Music is shared through bulky mediums at inconvenient times.</p> <p>Opportunities to share music usually arise during inopportune times: late night, driving, dancing; Musit offers a way to collect suggestions in one, easy-to-track application.</p>	<p>Key Metrics ?</p> <p>1. Activity that drives retention/revenue</p> <p>100 Unique Users</p> <hr/> <p>10 Consistent Users for 3 months</p> <p>- Consistent = someone uses the app at least 5 times over the span of three months (one use at the beginning of the three months,</p>		<p>Channels ?</p> <p>1. Path to customers</p> <p>We are already in a sharing environment on Stanford's campus.</p> <p>- Stanford social groups - Diverse set of music preferences</p> <hr/> <p>Access to Musical Influencers</p> <p>- Contacting and communicating with influencers from blogs and review channels</p>	

one use at the end of the three months)

At least one social media mention by a celebrity

celebrity = 1,000,000 followers

In user interview, someone mentions that they got closer to a person thanks to our app

to utilize the service - Access to resources from 'Creative Arts Agency' and 'RevoltTV'

Stanford Arts student groups.

Get into a DJ network

Indie Music Festivals

Likely people who would be open to and excited about exploring beyond mainstream music

Cost Structure ?

1. Customer acquisition costs, distribution costs, hosting...

Tech costs

Currently free, but storage and server costs could appear depending on demand

Revenue Stream ?

1. Revenue model, Life time value revenue...

Celebrities pushing recommendations

Advertisements (pay to remove ads)

Pay to get featured on Trending

Limit free recommendations per day, and have users pay for more