



M U S E

Turn music into memories.

Business Model

Our team



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Project overview

MUSE uses the connection between music and memories to give users a better way to remember by recording the location and song associated to a memory. In this way, we not only remember these experiences; *we can Muse about them.*





Proposed business model

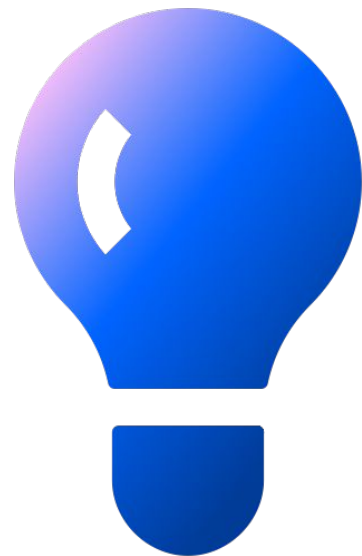
Problems

- Long-term investment of user to use app (*in both time and energy*)
- Competing memory makers/finders (*i.e. Facebook Memories, Timehop, One Second Every Day*)
- Handling music copyright



Solutions

- Finding and targeting specialized users
- Highlighting differentiation from competition
- Researching copyright/API issues related to music playback



Value proposition

MUSE leverages music, imagery, and writing to make powerful memories that users will remember and enjoy.



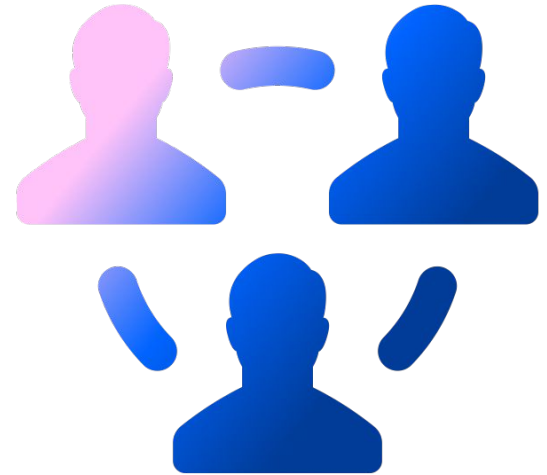
Unfair advantages

- Novel idea and implementation - *only app to combine music, imagery, and writing in context of memory*
- Low activation energy to start using app
- Strong, appealing design aesthetic



Customer segments

- Young adults, esp. those exposed to Spotify, TikTok, etc. (*already acclimated to music-related content*)
- Bullet journalers (*and those who aspire to be the kind to use them - key appeal is organizational structure for thoughts*)



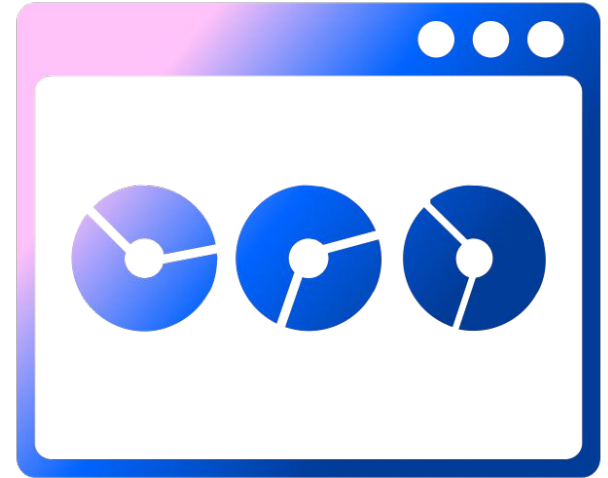
Channels

- Online interest communities (*e.g., bullet journaling groups*)
- Word-of-mouth/viral loops (*sharing mechanism of memories outside of network*)
- App stores
- Music festivals/concerts



Key metrics

- Time spent on app - *making memories, using explore tab, etc.*
- Retention rate using app - *logging memories, viewing memories, sharing memories, etc.*
- Size and depth of user networks - *number of users, number of shares, number of memories created, etc.*



Cost structure

- Advertising/user acquisition (*to get initial round of users using app*)
- Firebase Data storage
- Google Maps API
- Copyright/playback fees (*unclear, but likely costliest portion of operating*)



Revenue stream

- Advertisements on platform/promotions for music events
- Charging artists to promote song (*if user base strong enough*)
- Subscription fee for tiered access (*limiting number of available shares or number of memories*)





Thanks!

M U S E

Appendix: Canvanizer

[Read-only canvas](#)

Link to our Canvanizer canvas using the Lean Business Model template.