**B Sharp Proposal**

**Team Members:**

* Nick Morris: Database
* Cameron Keith: Database
* Chris Linstromberg: Database
* Robert Stewart: GUI
* Guy Cockrum: GUI
* Ryan Tanner: Database & GUI

**Product Idea:**

B Sharp is sheet music organizer which provides an easy for band directors to manage their performers and sheet music while also providing access to the sheet music for the performers. B sharp will feature both a web application and an android application. The web application will allow directors to manage their band’s music by uploading sheet music and assigning instrument parts to the performers in their band. The performers will be able to look at their assigned parts as a pdf and can print their parts off. The android application allows Performers to view their music at any time.

**Product Features:**

* Two types of users:
  + Director
  + Performer
* Register and log in
* Log in with Facebook or Google
* Upload sheet music as .pdf
* Organize band members and assign parts
* Assign music to band members based on parts
* Viewing and printing .pdf sheet music

**Market Analysis:**

Two of our major competitors in this market include [MusicLibrarian.net](http://musiclibrarian.net/) and [Riden Consulting, Inc.](http://riden.com/index.shtml), both companies that use different approaches to allow clients to manage databases of sheet music.

MusicLibrarian.net markets their product (online sheet music library) to bands, orchestras and choirs. Since the site allows users to upload music onto a specific webpage for their ensemble, there is no software installation or maintenance required. The site allows users to track sheet music precisely and rapidly. Members have the ability to look through the entire music library for their ensemble, while administrators (band librarians) can update files within the library. In addition, MusicLibrarian.net can be used for free by its members.

However, MusicLibrarian.net has several weaknesses. There are just over 180 users of this web page, an incredibly small number considering the number of performing ensembles in the United States and across the globe. In addition, the site only allows its members to browse their ensemble’s library, and they cannot download .pdf files and print them.

Riden Consulting, Inc. (RCI) writes software for general administrative purposes, geared towards bands, orchestras and choirs. RCI’s software allows its users to catalog music, composers, arrangements, loaned materials, and other things useful to performing ensembles.

Unfortunately, RCI’s disadvantages create problems for users. The software costs between $189.00 and $249.00 (depending on which version the client purchases), and the software updates cost $60 including a $5 shipping and handling fee. This makes it expensive and cumbersome for clients to stay on the cutting edge. Also, there is no mention of an option for general users, so performers will not be able to view their parts for particular pieces, much less download and print. In addition, RCI’s GUI is rather clunky and unattractive, which could contribute to their small share of the market.

Our product, on the other hand, provides several advantages. Since we are web-based, clients won’t have to purchase expensive software and updates in order to use B Sharp. Performers can download .pdf files of sheet music and print them off, in case they lose copies of their music. Our GUI will be elegant and simple, and as a result, more user-friendly. We plan to capture the market for online sheet music libraries with this product.

Our marketing strategy consists of two major components. We plan to contact drum corps from Drum Corps International (DCI), the closest thing marching bands have to a professional league. Every competitive high school band tries to emulate DCI. We believe that if drum corps begin using B Sharp, and we can advertise at DCI events across the country, we can capture a very large market of competitive marching ensembles in the United States.

Secondly, we want to advertise at large music conventions, including the Texas Music Educators Association convention in San Antonio, Texas, and the Midwest Clinic in Chicago, Illinois. These are two of the largest music conventions in the world, with thousands of people attending every year. By advertising here, we would drastically increase our influence across the globe, and not just in the United States.

**Intended User Groups:**

* Marching Bands
* Concert Bands
* Choir
* Orchestra
* Pipe Bands