GUMMU Business Canvas

Key Partners

Massalabs

Indie music producers

Investors interested in blockchain built startups

Key Activities

Music streaming service on the blockchain

Key Resources

Good content brought by artists

GUMMU platform

Massa blockchain

Value Propositions

Listeners: Stream music while directly supporting your favorite artists and getting rewards.
Independent small scale investing.

Artists: Start crowdfundings, recieve donations through a super follower system building a better community and following.

Customer Relationships

Full transparency on distribution of fees.

Free hosting of music for artists.

Safety of uploaded music

Channels

GUMMU app/webapp

Social media

Blockchain livestreams

Customer Segments

Indie music fans

Blockchain enthusiasts

Indie artists who want to promote their brand

Cost Structure

Blockchain writing/reading costs

IPFS hosting

Revenue Streams

Subscription fees

Keyword bids for artists

Small fee on crowdfunding