**CM2210 Coursework 1**

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**Strategic Alignment (320)**

My idea for a start-up is a web app music streaming platform. This app will allow users to upload their own music, while also letting others around the world listen. The aim of this company is to allow creatives from around the world to share what they love to make with everyone, all genres of music and spoken word.

One of the very first objectives of the business would be to have a certain amount of people on the app by the time that it launches. This could be done by negotiating a deal with popular artists from all genres. This is a big must of the company because no one wants to use an app without any other users. Having a starting base of users will give the platform a head start in gaining a market share.

**Architecture (720)**

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**Cloud Computing (480)**

a

**Information Technology (480)**

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