**Problems:**

* New Comers & Junior Artists are not provided with any platform to showcase their skills.
* There was no proper platform where we can hire musicians for events.
* No platform to communicate/hire artists with bands or vice versa.

**Solutions:**

* A mobile application providing platform for musicians(individuals) and bands to communicate with each other. Users(Non-Musicians) will also be able to hire them for their events.

**Key Metrics:**

* Hiring per day
* New Users joining Per day

**Unique Value Proposition:**

* One stop solution for everyone (Individual Musicians, Bands & People who want to hire them)
* Hiring based on reviews by others
* FREE Registration/Membership

**Unfair Advantage:**

* Application can be used by everyone.
* FREE to use
* In-depth knowledge of the domain

**Channels:**

* ASO (Appstore Optimization) for Organic Traffic/Users
* User Acquisition through Adwords/Facebook
* Social Media Groups

**Customer Segment:**

* Individual Musicians
  + To get into the industry, to create links with others and to create their profile
* Bands
  + To hire individual artists for their events or to connect with others
* Non Musician User
  + To hire bands or individual artists for their events

**Cost Structure:**

* **Hardware Cost:** Rs. 260,000/-
* **Office/Workspace Cost:** Rs. 285,000/-
* **Development Cost:** Rs. 225,000/-
* **Publishing/Marketing Cost:** Rs. 152,750/-

**Revenue Streams:**

* Ads (AdMob): Pays per Click & Per 1000 Impressions
* Charge to user (10% of Hiring Price) after 10 Hiring(s).