**The addressed problem**

The problem is that the current music market is over saturated by big record labels that control the industry with a blank cheque. These record labels purposely flood the market with music and artists that have no real raw talent and just look good with the help from auto-tune.

**The proposed solution**

To fix this problem we are going to create a website (or a mobile application) which enables up-and-coming artists from all types of backgrounds to have a platform which focuses on unpopular artists. The proposed solution will hopefully allow users to find their new favourite artist and maybe even directly fund their music career also with either a subscription-based system for the website or direct donations. We are hoping that the website is functional and popular enough to be a gateway for up and coming artists to reach a mainstream audience without the need of record labels and agents and other unnecessary steps to reach an audience following the conventional routes.

**Potential competitors**

Potential competitors for this service could be already established music platforms such as SoundCloud, Spotify and Apple Music that could implement our idea, and as they are already established and popular they are able to "steal" our customers. Other less known competitors, such as Bandcamp are closer competitors due to the audience they appeal to, although after analysing their weaknesses, we realised we have an advantage over them by incorporating the choice of having either or both a donation- and subscription-based service.

**Issues**

We might have issues in not many users viewing our website for the artists that are not popular. If this does happen then it would be something we would have to allow into and address. Another problem is the ethical issue in what music we add to the website and if the arts are on abroad with it. Furthermore we may have to look at different laws into how music can be used on the website. An example is the Copyright Law. This says that the music cannot be copied once it is on our website or changed by another person or user.