Crescendo

Team Synergy - Krishanu, Liam, Tom, and Samuel

Problem

- Everyone is a musician nowadays, and constantly looking for tutorials
- Too many independent musicians offer their own music lessons
- Each artist operates on their own video streaming service/ website
  - Have their own costs/ subscription
- In person lessons are expensive
- No single platform that brings together all of these instructors.

Solution

- Provide an online music learning platform
  - Much cheaper than in person lessons.
  - Compile all music teaching platforms under one website
  - Monthly fee
- Let users access content from multiple artists for a monthly fee
- Offloads the website and data management away from the artist
- Allows more people to use any individual program
  - Helps expose the individual artists to a larger community of students

Competition

- Online music teaching companies
- Individual artists running their personal service

Our Advantage

- Competition focus on one style of learning
- Variety of teachers on our site will provide different perspectives to each topic
- Cheaper than buying multiple artists classes
- Helps artists by managing the hosting/management of their lessons
- Interest for customers to learn from artists they know

Monetisation

- Users pay a monthly subscription of €15/€30 a month
  - Two subscription models
    - Single program
    - All programs
- We take a service fee from that subscription
- Pay the rest to the artists in accordance to their watch time

Finances

- Cost of development and management of an online video streaming platform
    - Needs to be scalable
- Advertising/marketing costs
    - Getting notable artists on the platform to bring interest from the public
    - Online targeted advertisements

Our Customers

- Music enthusiast who wants to learn from their favorite artists (& support them)
- All ages and backgrounds
- Very broad!

Questions?