

WHAT DOES MUSIC MEAN TO YOU?

MUSIC WAS ALWAYS THERE FOR YOU

COMMUNITY FOR MUSIC

**THIRSTY FOR MUSIC?
HERE'S YOUR**

MOODIE

**TEAM3: WITH U
YUJIN OUCK
JAEYOUNG HAN
SEHYUN PARK
TAEHA LIM
YESUL HONG
YOUNGJU NA**

01. PROBLEMS & TARGET

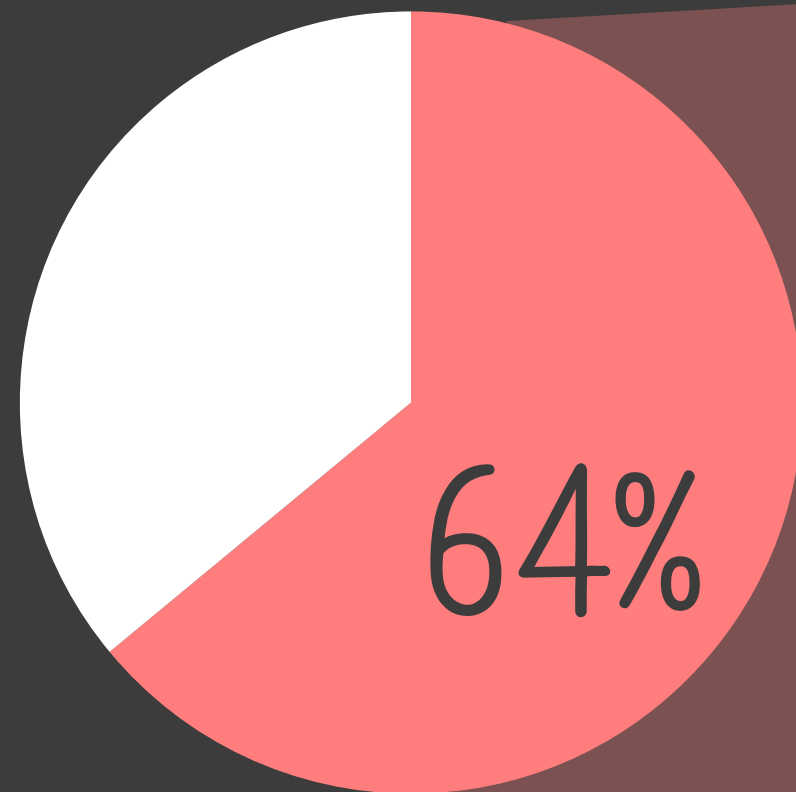
[Problems]

- Too much Workload to search for music of my taste
- No easy way exists to find a person who has similar music taste and share it
- No proper place exists to record user's precious music memory

[Target consumer]

: smartphone users who are in the 17 to 34 years age group

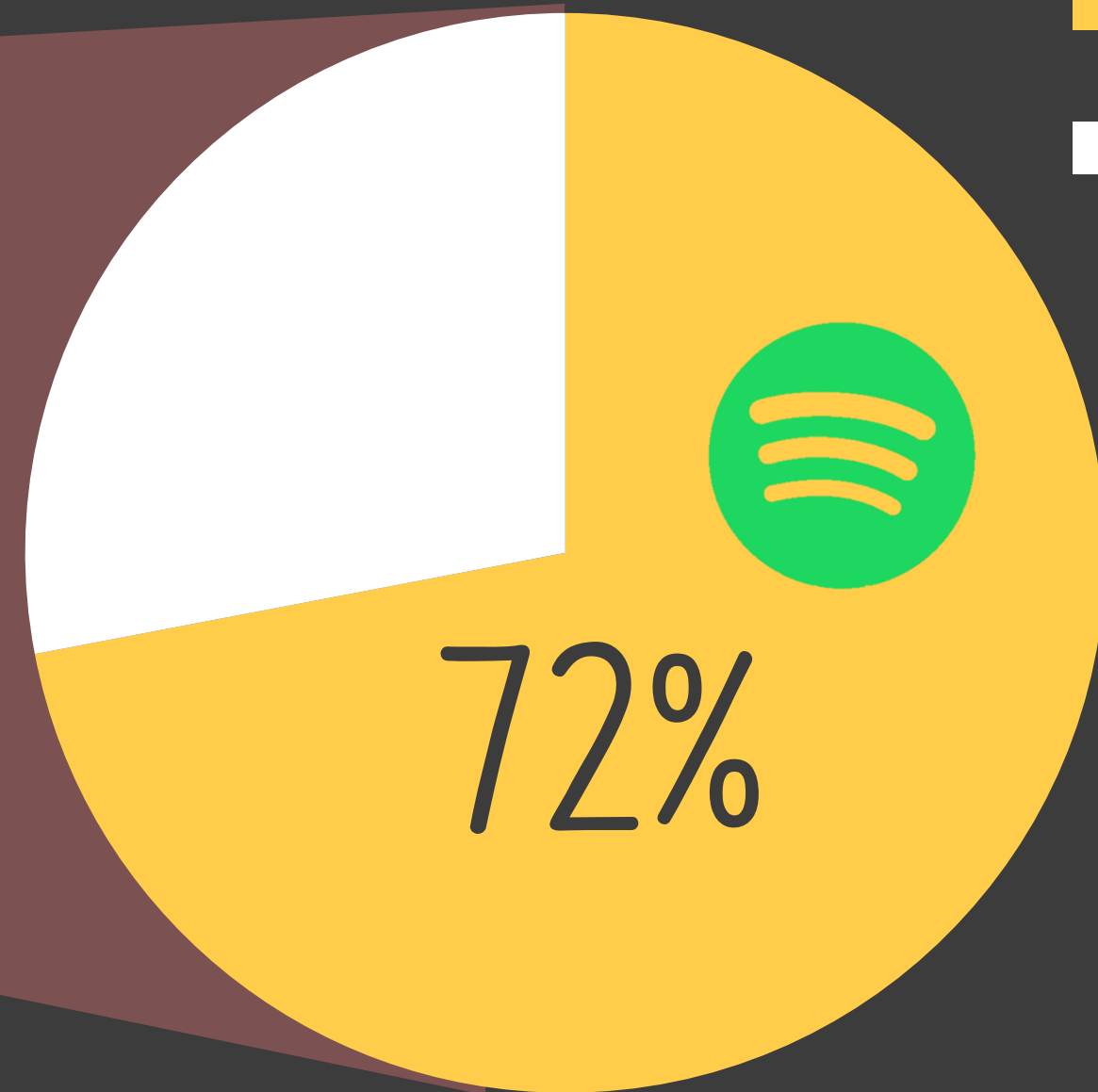
■ USE
■ NOT USE



SOCIAL MEDIA USERS (AGE 17-34)

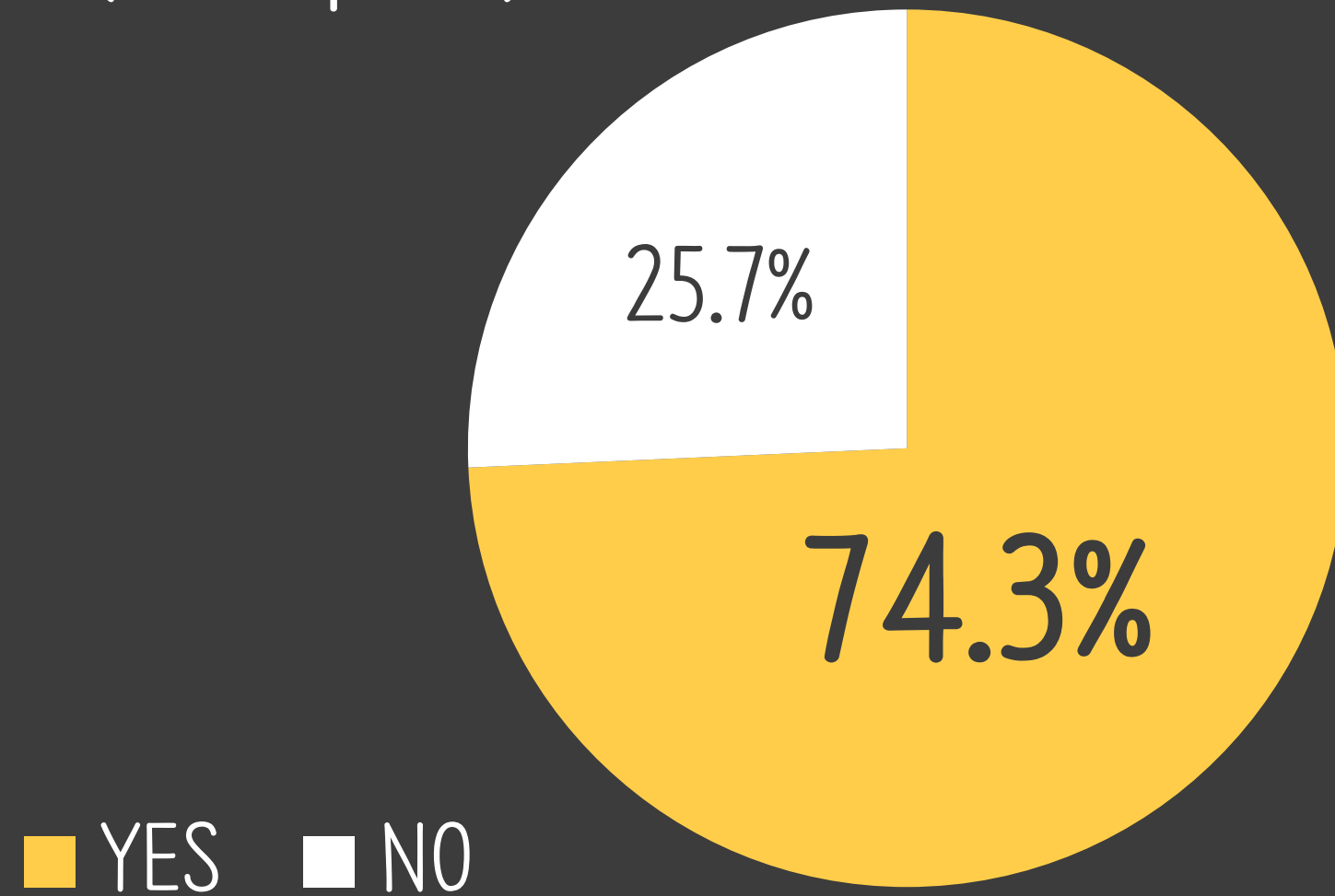
cataalk.kr

■ SPOTIFY USER
■ REST

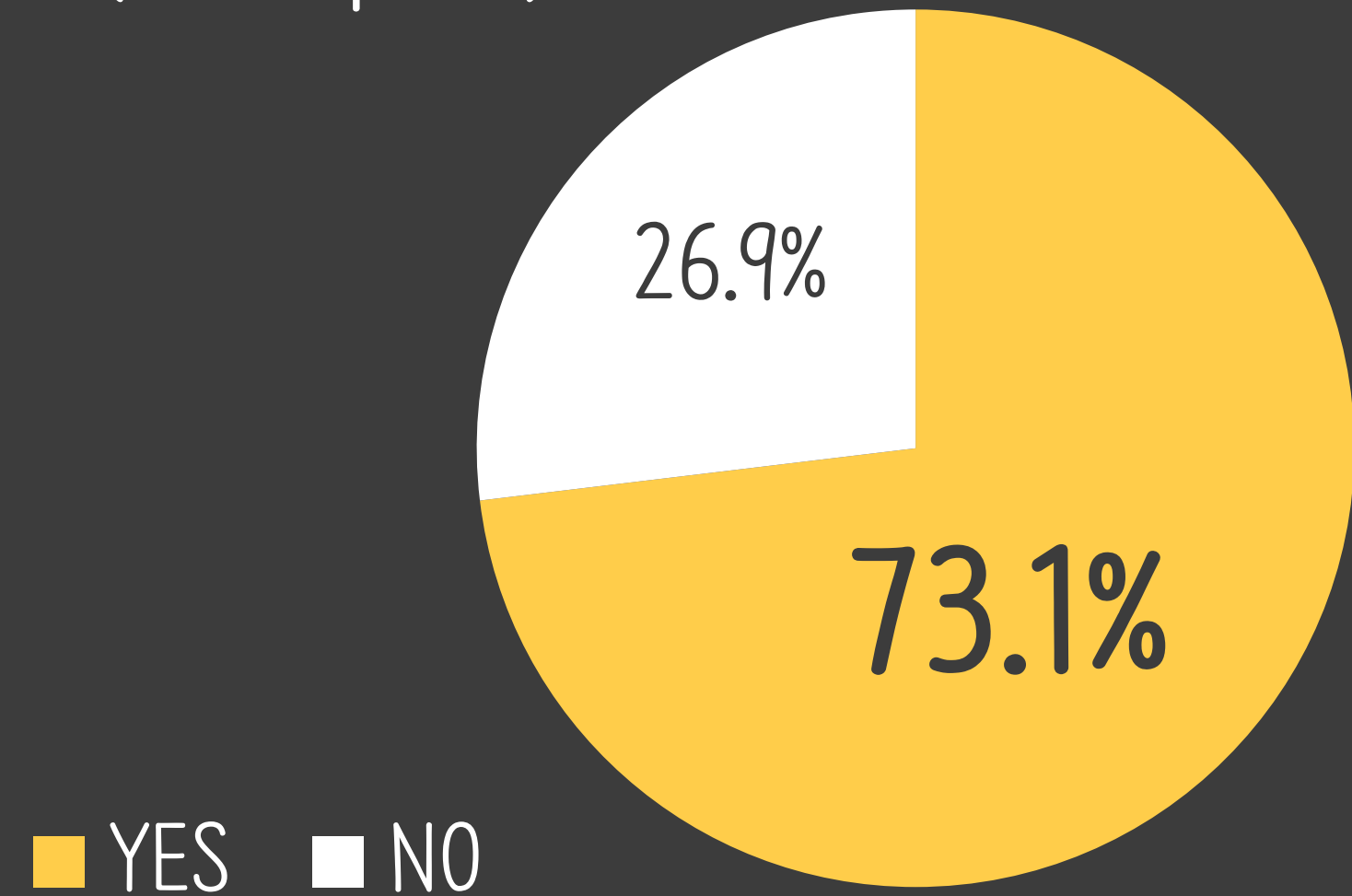


[Survey to figure out the needs]

Q. Do you want to record music in your own way?
(171 responds)



Q. Do you want to share music with others?
(145 responds)



02. SOLUTION

[Solution]

Music-based social media where users can easily share, record, and enjoy the music itself



More convenient,
more accurate
selected by another you



Sharing Culture
Easily and enjoyably



Provide perfect
platform
For music lovers


DEMO CLIP



Join Moodie!



 Sign up with Google

 Sign up with Apple

Sign up with Email

Already have an account? [Sign in](#)

By signing up, you agree to our [Terms of Service](#) and acknowledge that

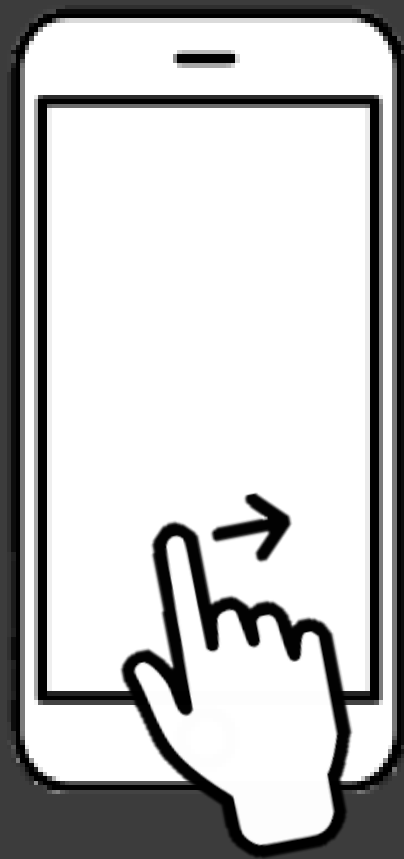
03. TECHNOLOGY

Song recommendations

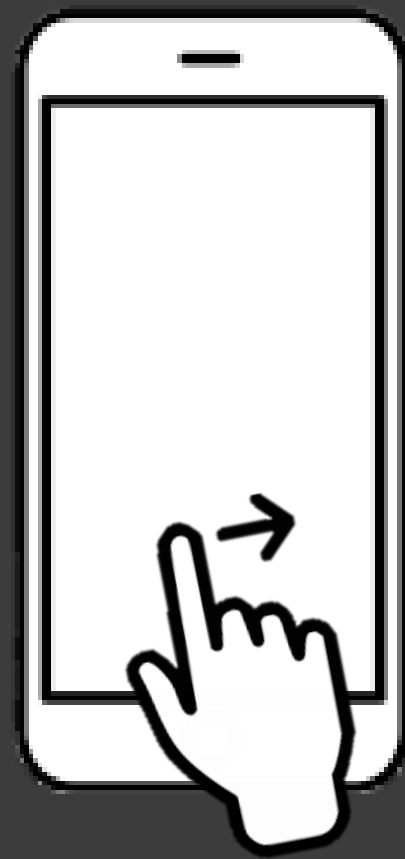


- 50 million songs

It is almost impossible to find the customized music!



Not my type.. next



Again? I said no before!



I'm done with this...

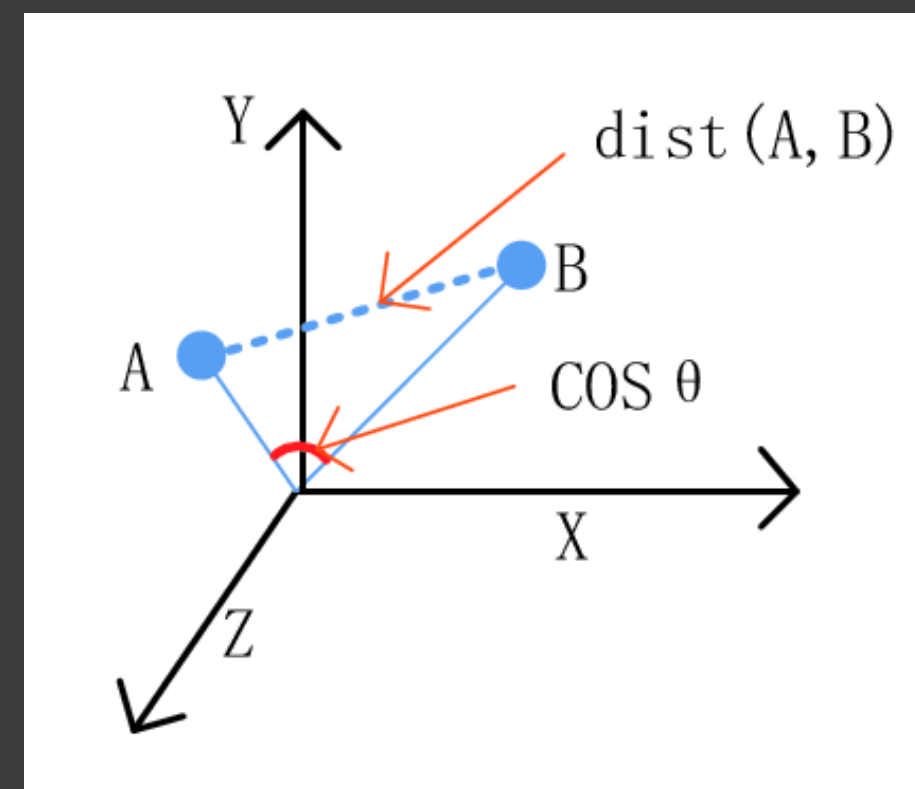
[Natural Language Processing (NLP)]



USERS' POST



Text to vector



N-dimensional vector

Example of NLP : Text similarity

First, input some text:

I love jazz music. Because it's awesome!



Second, input some other text to compare with:

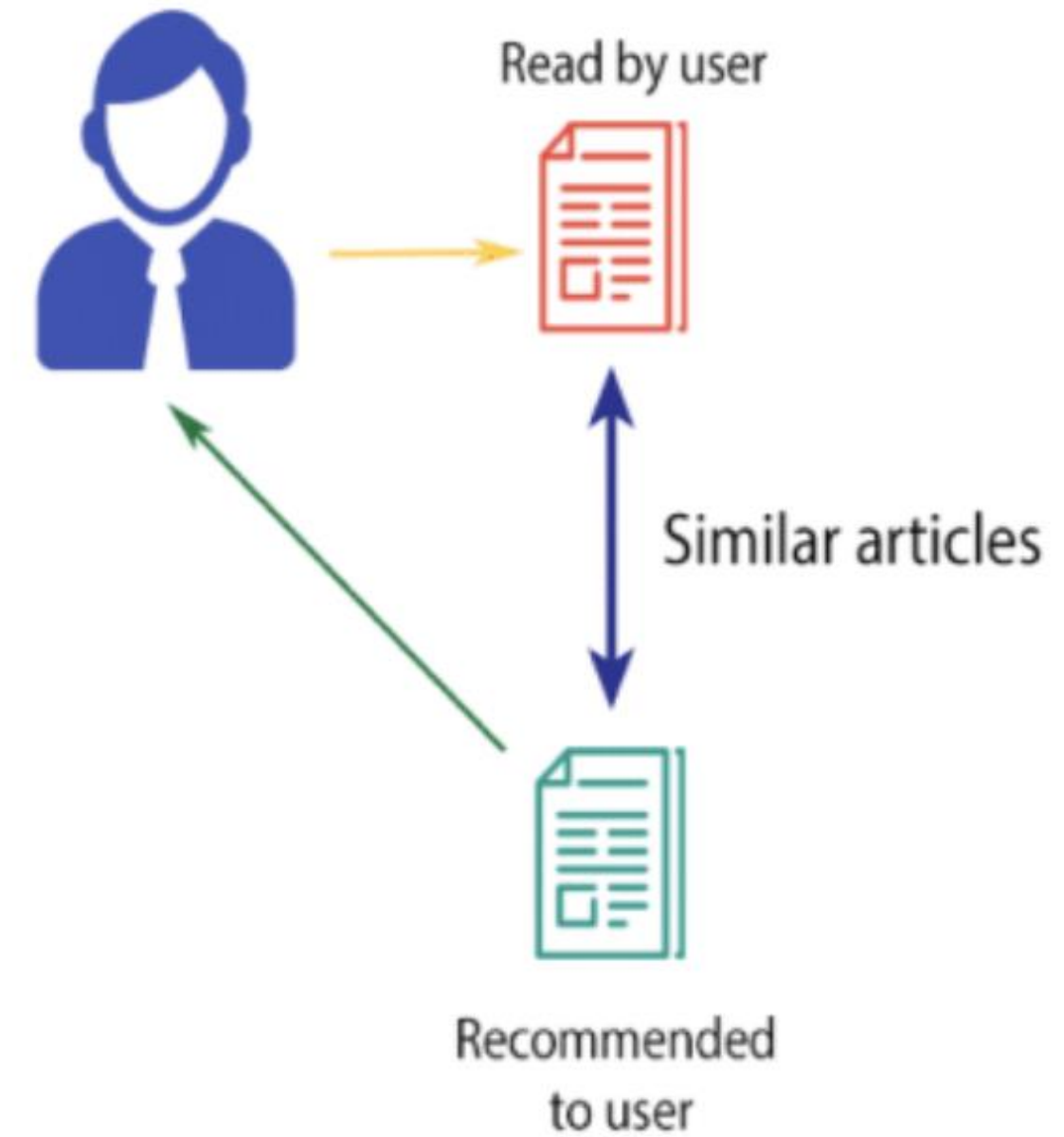
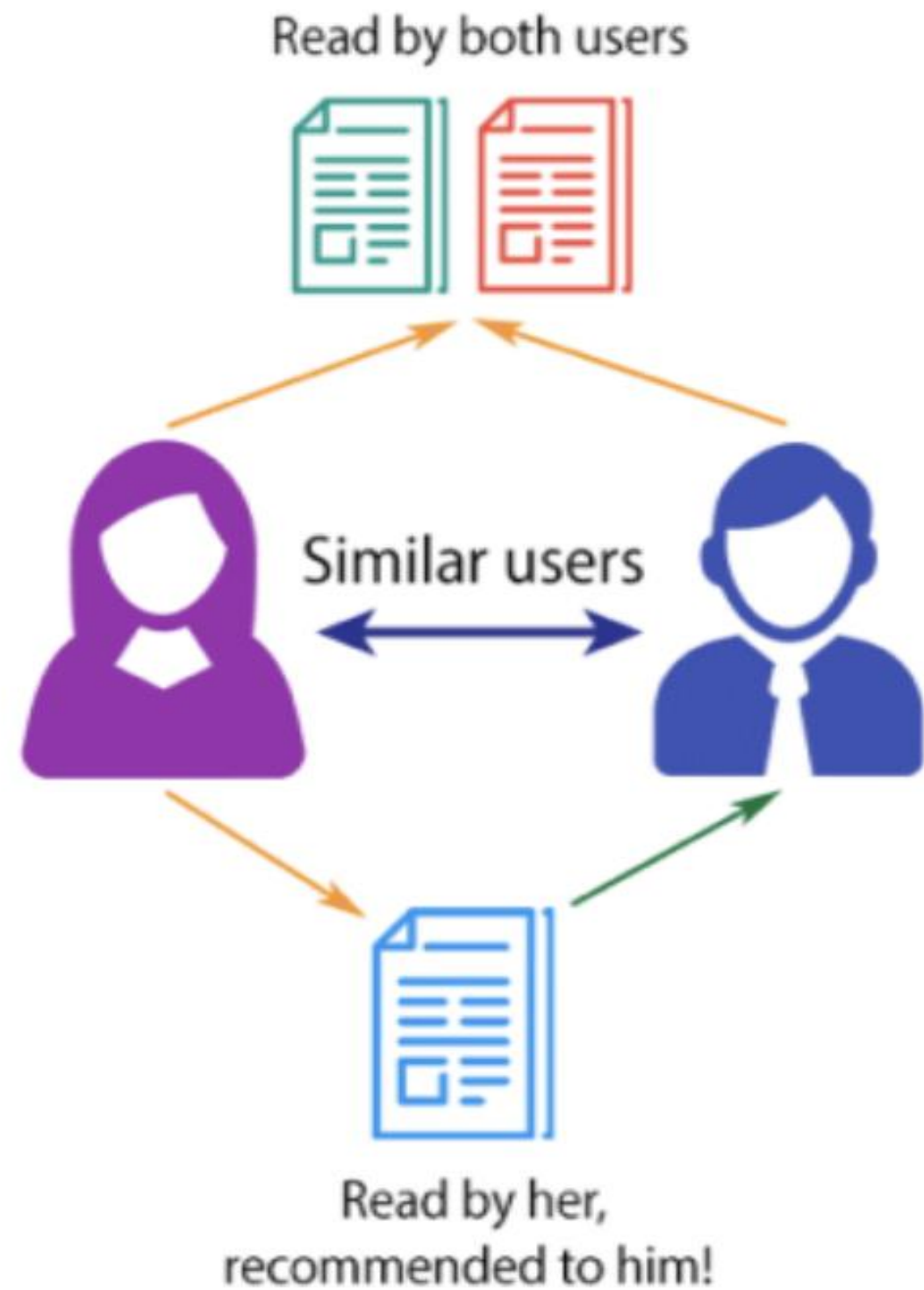
Jazz is the best music. It changed my life.



Results:

```
{  
  "similarity": 0.95,  
  "value": 2192576.2727053817,  
  "version": "7.0.7",  
  "author": "twinword inc.",  
  "email": "help@twinword.com",  
  "result_code": "200",  
  "result_msg": "Success"  
}
```


You can deeply connect to other users!



[Outsourcing NLP APIs from the specialized company]

twinkl API



Text Similarity API

Evaluate the similarity
of two words,
sentences, or
paragraphs.

[Try demo »](#)

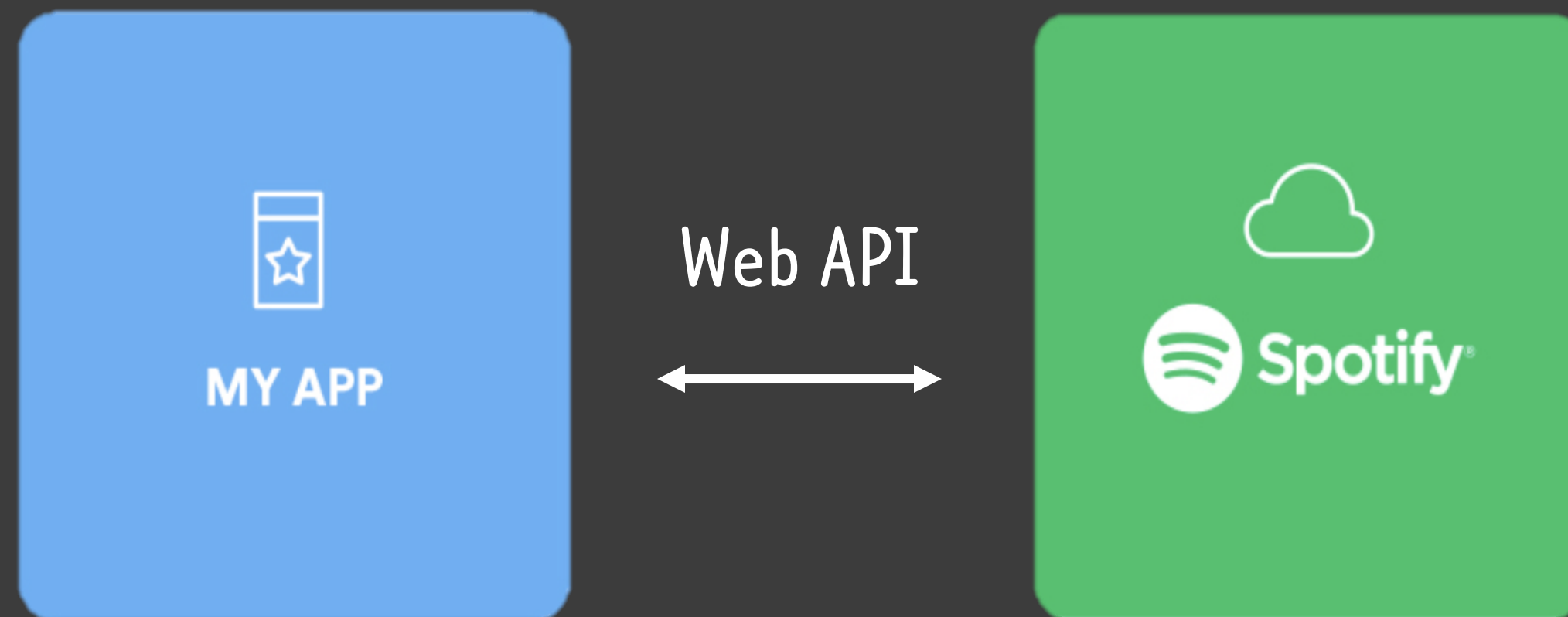
+1. Efficient

+2. Affordable

+3. Improving

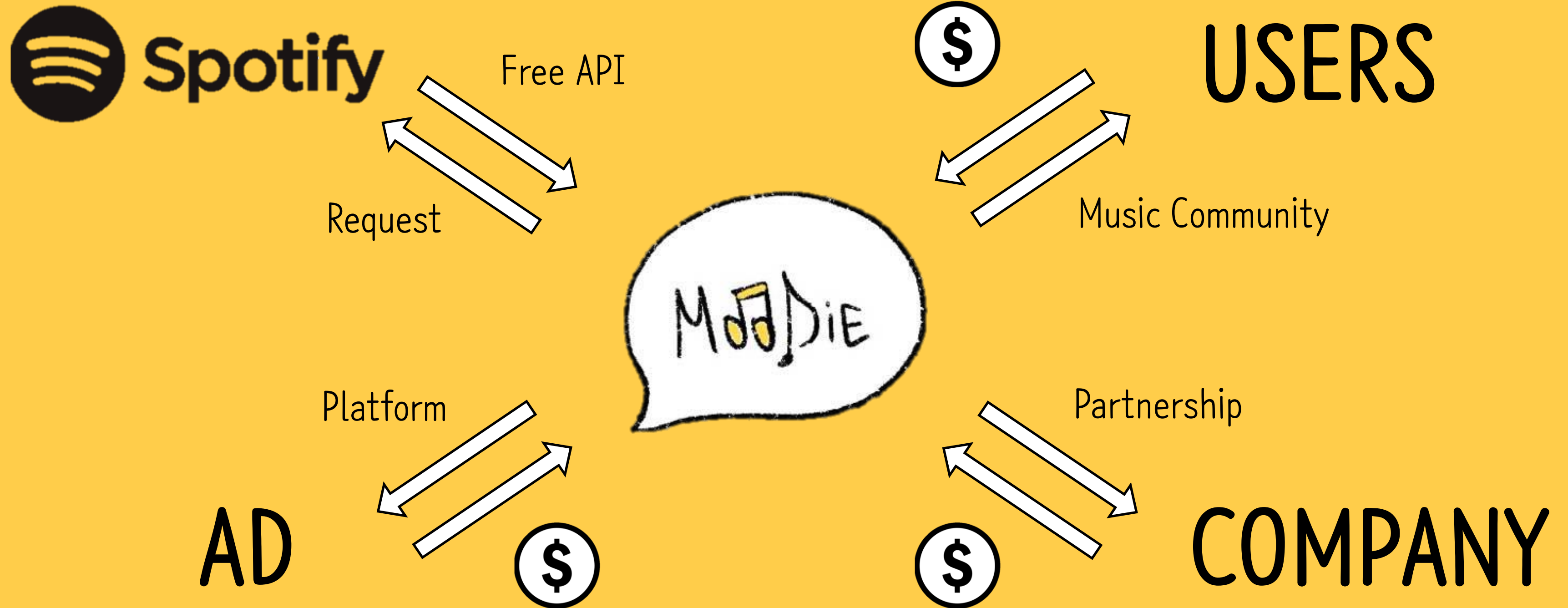
[Music API : Spotify API (expandable)]

collaborate & synchronize







04. BUSINESS MODEL & GO-TO-MARKET

[Business model]



[Competitors & Our strength]

Function \ Name				
Comment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post & Share	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Music recommendation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community for Music	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost	Freemium <u>4.99\$ / month</u>	Free	Freemium 6.99\$ / 1month	Free

[Go-To-Market strategy]

01

1 month

--->

02

3 years

--->

03

Making App & Beta test

Launching Application

Releasing PC version

Making application

B2C

PC version

2000+ posts

Appstore & Google Playstore

Series A funding

With 100 Beta testers

10,000+ users

Partnership

05.

REVENUE & FINANCE



[Revenue for our model]

Profit structure of our model

1. Advertising Revenue

Freemember



Avg. 0.18\$ per click

2. Subscription system

Membership



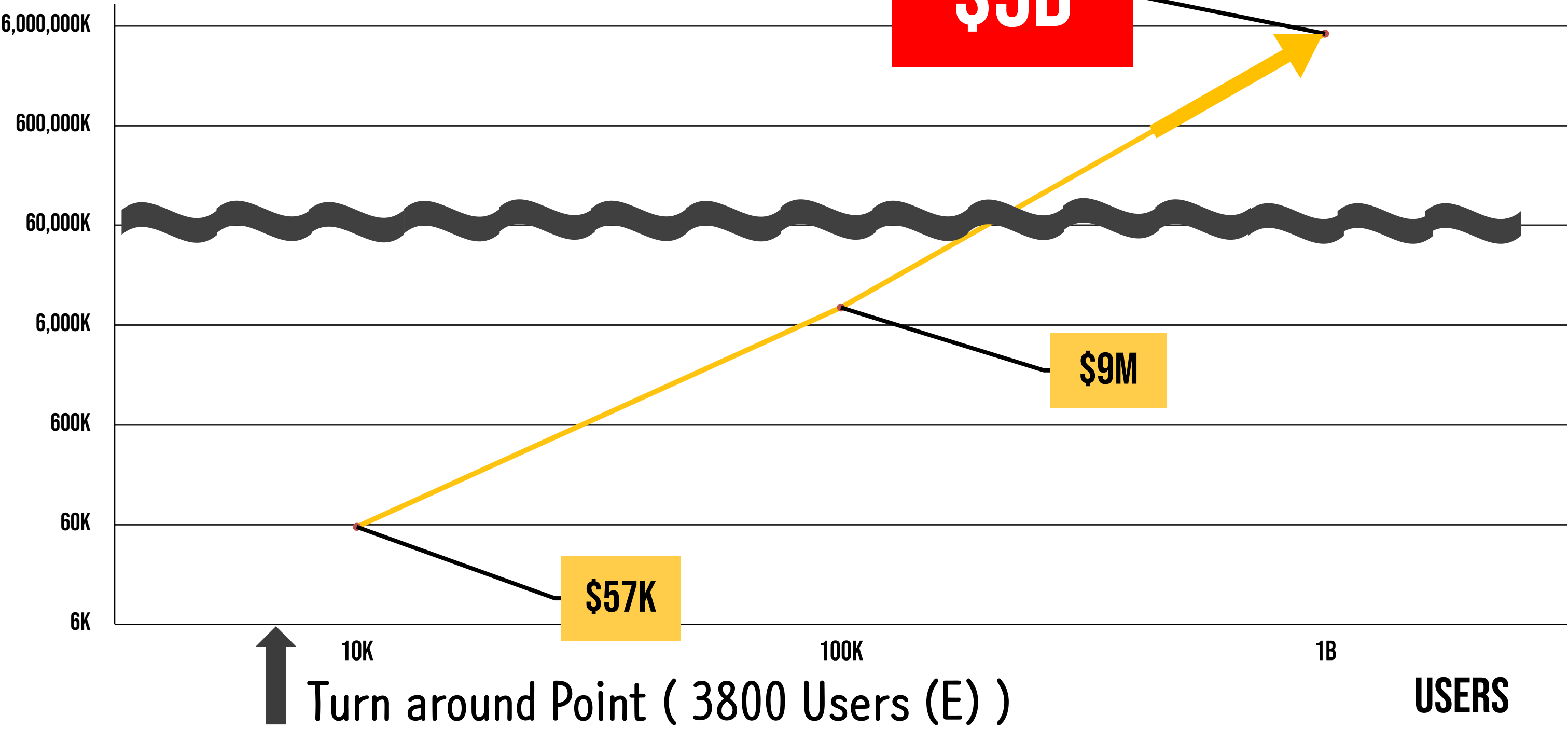
Only 4.99\$ per month

[Finance model]

<Profit & Loss> (Projection) (\$/per year) *Freemium users				
	1st Stage	2nd Stage	3rd Stage	VISION
Number of Users	100	10,000	100,000	100,000,000
Ad clicks	None	\$1,000K	\$10,000K	\$10,000,000K
Ads' Revenue	None	\$180K	\$1,800K	\$1,800M
Freemium	None	\$600K	\$6,000K	\$6,000M
Artist's Contract	-	-	-	\$100M
Partnership	-	-	\$10M	\$50M
Revenue	0	\$780K	\$18M	\$7.9B
Marketing Costs	0	\$117K	\$3M	\$1,185M
Number of Staff	4	6	50	10,000
Staff Costs(per staff in avg)	\$80K	\$100K	\$120K	\$200K
Total Staff Costs	\$320K	\$600K	\$6M	\$2,000M
Server Operating Costs	\$40	\$6K	\$60K	\$600K
Operating Costs	\$320K	\$606K	\$6M	\$2,001M
Net Profit	-\$320K	\$57K	\$9M	\$5B

REVENUE CHANGES WITH USER TRENDS

PROFIT



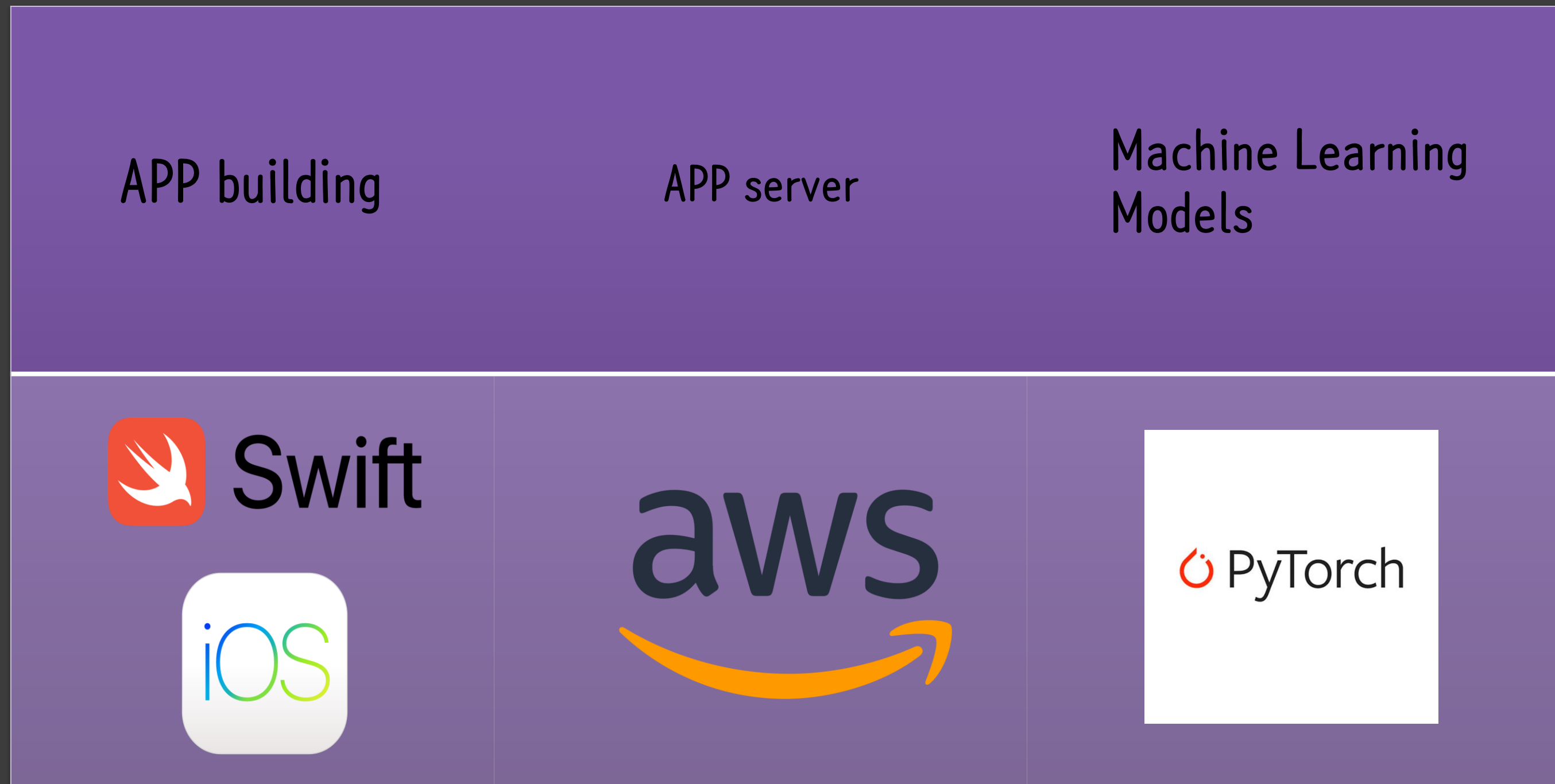
IMAGINE THE WORLD WITH MOODIE

MUSIC = ~~THE BACKGROUND OF~~ YOUR LIFE

THANK YOU

QUESTION

APP server & building



OUR ORIGINAL CONTENTS

LIKE NETFLIX

- NEW MUSIC AUDITION
- PUBLISHING AUDIO BOOK
- COMPOSITION CONTEST

Recommendation system difference (appendix)

Existing recommendation system	Our recommendation system
Based on the user listening history	Based on user reading & writing history
playlist is created by algorithm not users	Playlist is created by users
Recommendation doesn't have textual data	Recommendation has a textual data

Market size & potential needs for our application

- Music recorded industry (streaming service) is getting bigger. (2020-15.7billion\$)
- It is expected to be 31.2 billion \$ in 2027



Appendix

About Beta tester

We Considered 4 factors

