**Sound Museum** is a combo of music content and data-driven platform, its products include curated articles and user-generated content, customized data analytics dashboard. Both music lovers and creators are its targets.

Based on its subscription model, I utilized Excel to calculate that how many users, how much time, how many conversation rates Sound Museum needs in order to get the breakeven point and further set project milestones.

Also, key measurements were listed to project its business performance with a specific business goal and contribution margin.

Lastly, according to risk rate = failure \* occurrence (1-mitigation), I listed the risk mitigation tactics, higher possibility of product success and corresponding mitigation cost revealed.