

Problems:

- There isn't enough recognition, media coverage and therefore audience for independent musicians in comparison to big and famous ones
- There are lots of music events happening under the skin of city, performances by local and independent artists, but not enough media, platforms or apps are dedicated to it
- Mainstream concert ticketing apps primarily focus on large-scale and mainstream events, famous musicians, and formal settings like concert halls
- The formal atmosphere of the big events can also feel isolated from the vibrant energy of the city, making it less conducive for socializing or meeting new people
- These platforms typically offer expensive tickets, creating a barrier for those seeking more affordable options or a casual experience
- High advertising costs pose a significant challenge for small artists and venues, hindering their ability to effectively reach their target audience.

Solutions:

Create an app that:

- Includes events from local and small artists
- Offers high number of events
- Provides useful filters: date, location, place, cost, genre, etc.
- Gives the opportunity to discover, and the option to follow and support the local musicians of your area
- Can cover major cities in Europe