

## ***What is this?***

The project is designed as a streaming music platform combined with a social network. It is a meeting space where, in addition to enjoying your favorite songs, you can be aware of your friends' musical preferences and share your songs through our chat. You will also have the possibility to follow your favorite artists and stay informed about all the musical news they release.

## ***Who are the stakeholders?***

In this project everyone wins, on the one hand the listeners have all the music they want to listen to with just one click, in addition to interactions with their friends and artists, on the other hand the artists will be reaching many more people through our platform, they will be more popular.

## ***Business Model***

- Value proposal: We offer unlimited access to an extensive music library of various genres. Customization of playlists and recommendations based on the user's musical tastes. Integrated social experience that allows users to follow friends, share songs and discover new music together.
- Customer Segments: Our target audience is music lovers of all ages and genres, people who seek to discover new music, who want to listen to music anytime, anywhere, who value the social experience of sharing music with friends and discovering what they are listening to.
- Income Model: Our income is through monthly or annual subscriptions that offer unlimited access to the platform, premium options with additional features.
- Distribution Channel: Our platform is available online through a website, we are looking for collaborations in the future to reach more people.
- Customer Relationship: We maintain efficient customer service through online support. We also make the user experience unique through music recommendations and playlists tailored to individual tastes.
- Key Resources: We have an extensive music library, a software development team that seeks to maintain and improve the platform, and a solid server infrastructure to ensure fast and reliable streaming of music.
- Key Partnerships: We want to establish licensing agreements with record labels and artists.

- **Cost Structure:** Our potential costs include music content licensing, platform development and maintenance, marketing and promotion expenses, operational costs such as servers and technical support, and possible mobile and web application development and customization costs.