2. OUR TARGET GROUP

1.PRODUCT - PROBLEM WE SOLVE

5. PROMOTION

4. PRICE

3. SMART OBJECTIVES

5.

**Hardcore** entrepreneur **hackathon** 2.0

IDEA IN SHORT: An easy-to-use music player that has a selection of iconic tracks from a single band.

PROJECT NAME: The Easy Music player TEAM MEMBERS: Victor Vulturescu

Vlad Vulturescu

Loyal and dedicated fans of old school heavy metal from everywhere as the app is available worldwide. As the app is free, every single mobile smart phone user can download it. The target group user is made by heavy metal music fans from all over the world regardless of age or profession

Many popular music players offer an incredible number of songs that you will never listen to and have many annoying adds which distracts the user from the listening experience. This app, not only is free and has no adds, but has a short selection of iconic unforgettable track that you are guaranteed to love.

Development and sell an easy-to-use app (music player) which offers a limited number of songs (5) for one dollar

Monetization: The app could be further developed to include more songs or to target other types of music fans (e.g. pop, rock, classic, etc.)

How and where we market: The app will be downloadable from google play, app store and from our own website. It will be promoted using social media channels and adds in youtube