Music Debut Helper

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AGENDA

- Vision

- Team

- Problem

- Approach / Solution

- Market

- Business Model

- Competition

- Go-to-Market

VISION

Music Debut Helper will help artists decide where to tour or deploy marketing efforts for album releases. By synthesizing data from different states about the most popular music genres, the audience's willingness to pay, and the crime-rate of different states, Artists can pick where to tour and make waves.

Miya Sylvester

‣ PHD in Computational Design

‣ Applies Ai to Music Informatics Research

Nyle Usmani

‣ MBA in Technology Strategy and Product Manager

‣ Applies Ai to Music Informatics Research

Yashvi Thakkar

https://www.linkedin.com/in/yashvithakkar/

‣ Master's in Information Systems Management:Business Intelligence and Data analytics

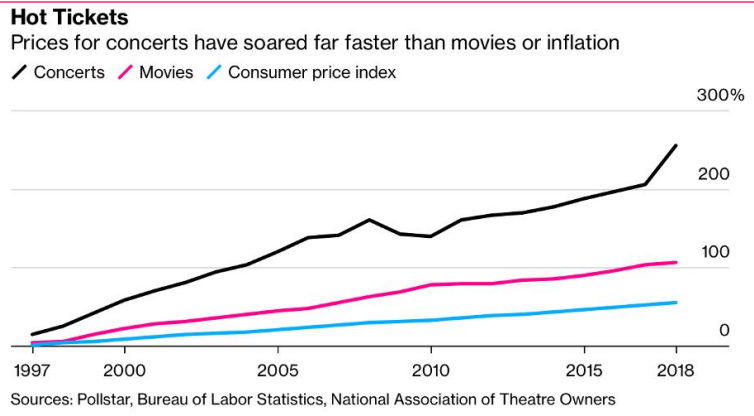‣ Develops analytical dashboards to provide solutions to clients.

PROBLEM

Live Shows are a musician's main avenue for monetization

Artists often lack metric data to launch an album or determine where to tour

Hot Tickets
Prices for concerts have soared far faster than movies or inflation

/ Concerts / Movies / Consumer price index

300%

200

100

0

1997   2000   2005   2010   2015   2018

Sources: Pollstar, Bureau of Labor Statistics, National Association of Theatre Owners

SOLUTION / PRODUCT

Music Debut Helper uses data to empower musicians with analytics. Musician's Helper will recommend where to launch an album or tour, improving an artists earnings.
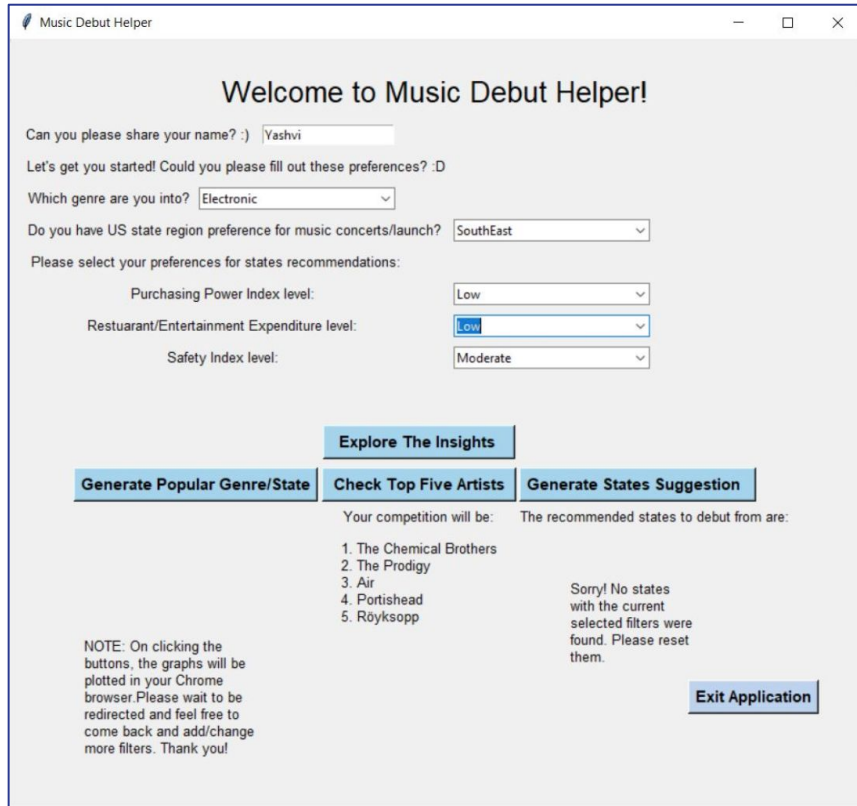
Music Debut Helper uses the following sources:
- **Last FM API** to determine popular genre data by state
- **Numbeo.com** to estimate an audience's Willingness to Pay
- **Ticketmaster's API** to find how live music friendly a state is, and whether there is impending competition

SOLUTION / PRODUCT

UI is Simple and Effective

1 Input the genre of your Music, and any Preferences

2 Click Various Buttons to Yield Insights

SOLUTION / PRODUCT

SOLUTION / PRODUCT

Get Artist Popularity Data in a Target Region

Popularity of Artists by Count

Get Genre Popularity Data in a Target Region

Popular Mixed Genres by Listeners

Music Debut Helper   — ▢ ✕

Welcome to Music Debut Helper!

Can you please share your name? :) | Yashvi |

Let's get you started! Could you please fill out these preferences? :D

Which genre are you into? | Electronic ▾ |

Do you have US state region preference for music concerts/launch? | SouthEast ▾ |

Please select your preferences for states recommendations:

Purchasing Power Index level: | Low ▾ |

Restuarant/Entertainment Expenditure level: | Low ▾ |

Safety Index level: | Moderate ▾ |

Explore The Insights

| Generate Popular Genre/State | Check Top Five Artists | Generate States Suggestion |

Your competition will be: The recommended states to debut from are:

1. The Chemical Brothers
2. The Prodigy
3. Air   Sorry! No states
4. Portishead   with the current
5. Röyksopp   selected filters were
                             found. Please reset
                             them.

NOTE: On clicking the
buttons, the graphs will be
plotted in your Chrome
browser. Please wait to be
redirected and feel free to
come back and add/change
more filters. Thank you!

Exit Application

SOLUTION / PRODUCT

SOLUTION / PRODUCT

Locales with Highest Entertainment Spending
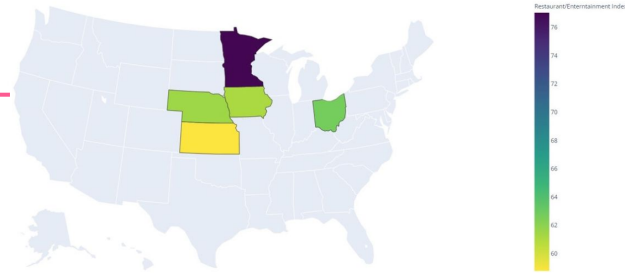
Locales with Highest Purchasing Power
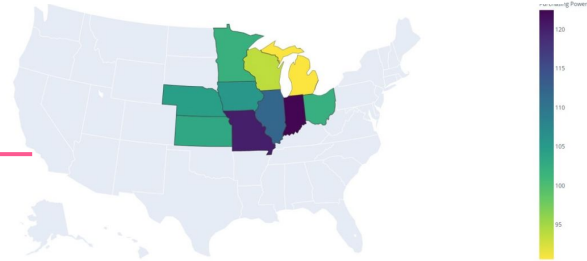
Locales with Highest Safety

SOLUTION / PRODUCT

SOLUTION / PRODUCT

See Popular Genres by State

Music Debut Helper

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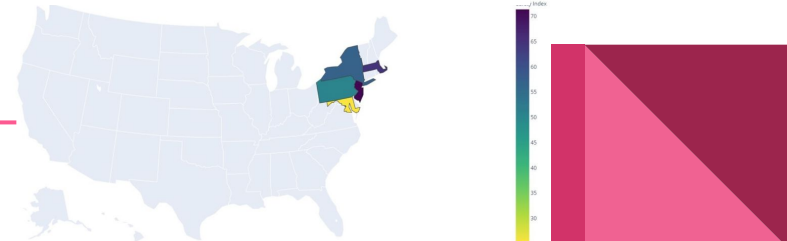
Exit Application

ADDITIONAL FEATURES PLANNED
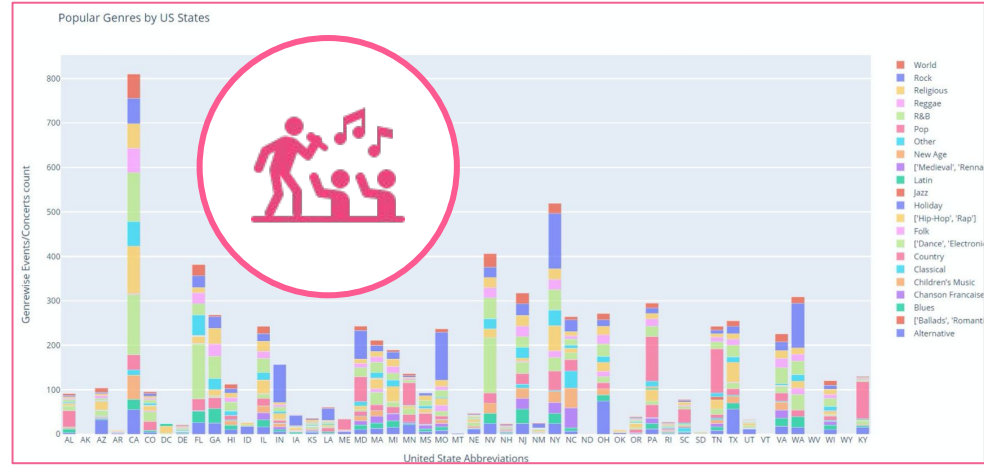
MARKET

Target Customer: new or indie artist. They're planning an album release without resources or data of a record label.

There are thousands of independent musicians across the country, and no centralized resource for them to use when making marketing decisions.

The market forces at play here are consumer tastes.
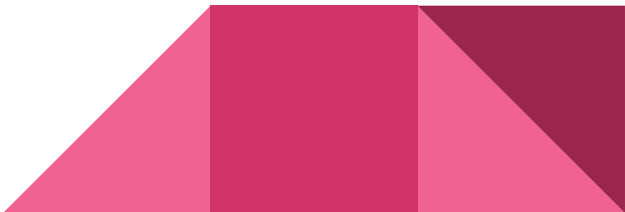
BUSINESS MODEL

‣ **Free for Customers**. Monetize via affiliate links with partnered venues that show up when an artist decides on a state to perform in

‣ Affiliate links, when clicked, lead artists to venue homepages. Venue pays **Music Debut Helper** per click

‣ Affiliate link CPCs will be set based on Metrics like:
  ○ Click-through Rate
  ○ Conversion Rate
  ○ Average Performance Value: (tickets sold per performance)
    ○
‣ Google Ads contributes additional revenue, as Music Debut Helper will join Google Display Network.

COMPETITION

Primary Competition: traditional record labels with insider info and their own data analysis.

There are no direct competitors gathering or presenting data for artists to tour with.

Music Debut Helper will be a new entrant in an unexplored space.

LAUNCH STRATEGY / GO-TO-MARKET

Increase Awareness:

- Leverage SEO & Use targeted ads on Soundcloud & Google Ads targeting "live music" keywords.

- Partner with podcasts and target placements on YouTube videos focused on music making and artists.

Launch by partnering with producers, managers, and artists. Request they use Music Debut Helper and chronicle their usage via viral clips.

Set up a close-feedback channel with partners to improve the product.