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# Music Debut He pper



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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

<https://www.linkedin.com/in/n-miya-sylvester-b6aa5a132/>

- PHD in Computational Design
- Applies Ai to Music Informatics Research



# Nyle Usmani

<https://www.linkedin.com/in/n-miya-sylvester-b6aa5a132/>

- 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.



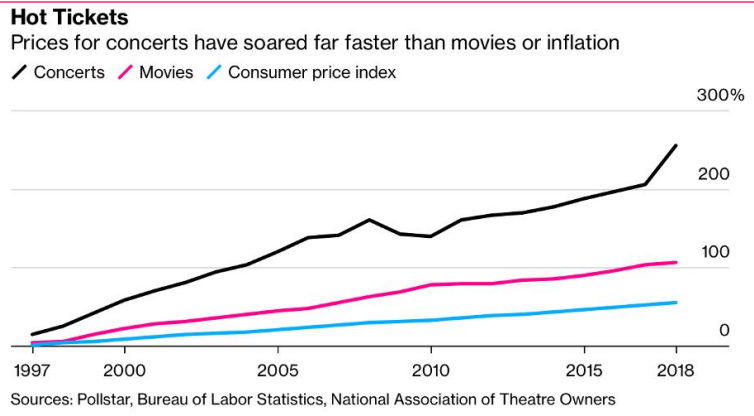
# PROBLEM



Live Shows are a musician's main avenue for monetization



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



# 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.

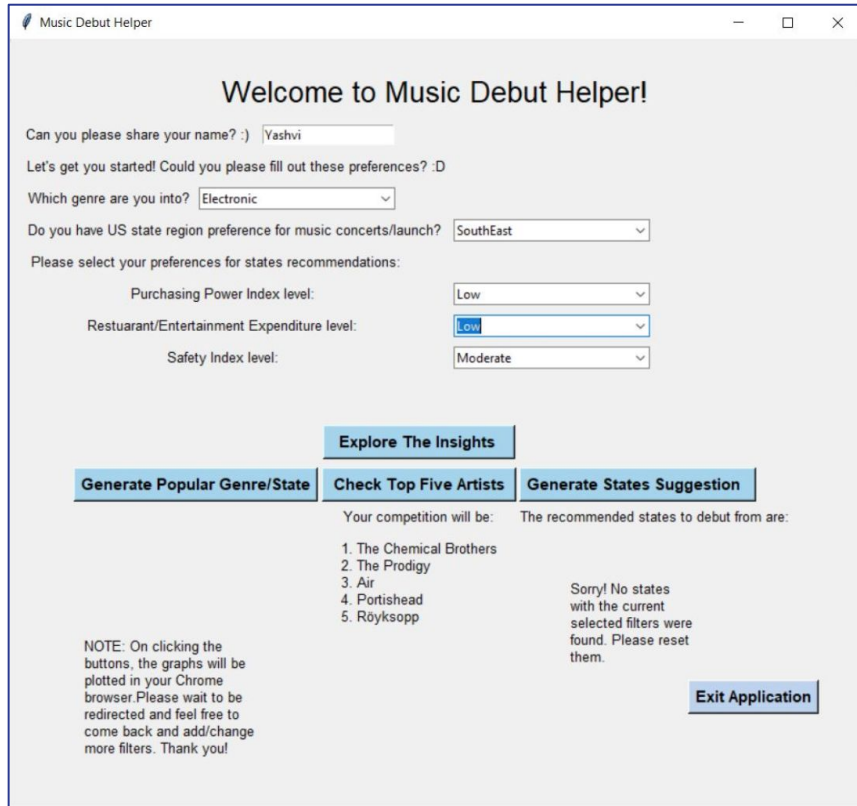


Music Debut Helper uses the following sources:

- **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



The screenshot shows a web application titled "Music Debut Helper". It features a welcome message and a series of input fields for user preferences. The inputs include a text field for a name (filled with "Yashvi"), a dropdown for music genre (set to "Electronic"), a dropdown for US state region preference (set to "SouthEast"), and three dropdowns for state recommendations based on Purchasing Power Index level (set to "Low"), Restaurant/Entertainment Expenditure level (set to "Low"), and Safety Index level (set to "Moderate"). Below these inputs are three buttons: "Explore The Insights", "Generate Popular Genre/State", and "Check Top Five Artists". The "Check Top Five Artists" button is active, displaying a list of five artists: 1. The Chemical Brothers, 2. The Prodigy, 3. Air, 4. Portishead, and 5. Röyksopp. To the right of this list, a message states: "Sorry! No states with the current selected filters were found. Please reset them." At the bottom right is an "Exit Application" button. A note at the bottom left explains that clicking the buttons will redirect the user to a Chrome browser to view graphs.

Music Debut Helper

Welcome to Music Debut Helper!

Can you please share your name? :)

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

Which genre are you into?

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

Please select your preferences for states recommendations:

Purchasing Power Index level:

Restuarant/Entertainment Expenditure level:

Safety Index level:

**Explore The Insights**

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

Your competition will be:

1. The Chemical Brothers
2. The Prodigy
3. Air
4. Portishead
5. Röyksopp

The recommended states to debut from are:

Sorry! No states with the current selected filters were found. Please reset them.

**Exit Application**

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!

## UI is Simple and Effective

1

Input the genre of your Music, and any Preferences

2

Click Various Buttons to Yield Insights

# SOLUTION / PRODUCT

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Artist	Number of Times Played
Frank Sinatra	13873450
John Legend	13701197
Justin Bieber	13051008
Drake	11714291
Ed Sheeran	11001008
Chris Brown	10010008
Cardi B	9999999
Dr. Dre	9999998
Dr. Martin Luther King Jr.	9999997
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# SOLUTION / PRODUCT

Music Debut Helper

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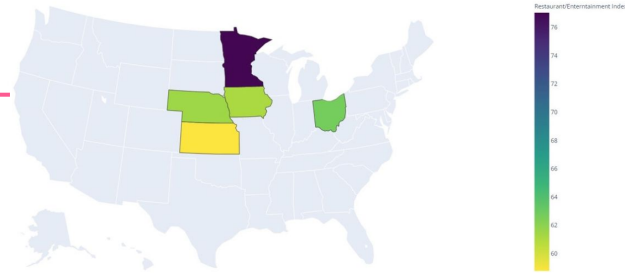
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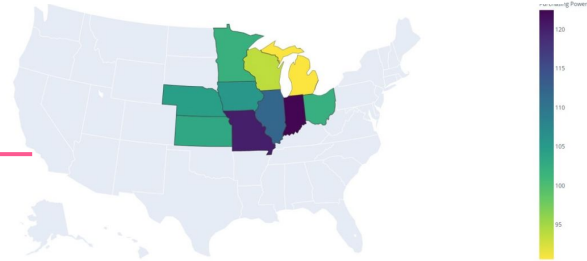
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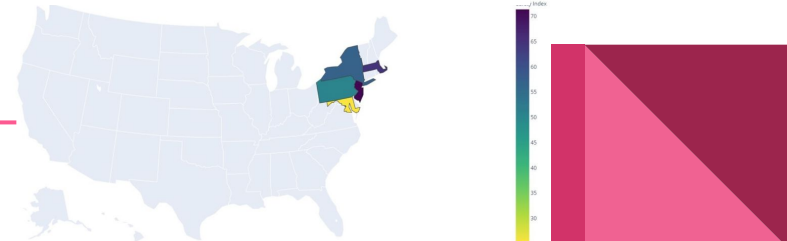
Locales with Highest Entertainment Spending



Locales with Highest Purchasing Power



Locales with Highest Safety



# SOLUTION / PRODUCT

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All states of United States are favourable.  
Goodluck!^\_^

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# SOLUTION / PRODUCT

## See Popular Genres by State

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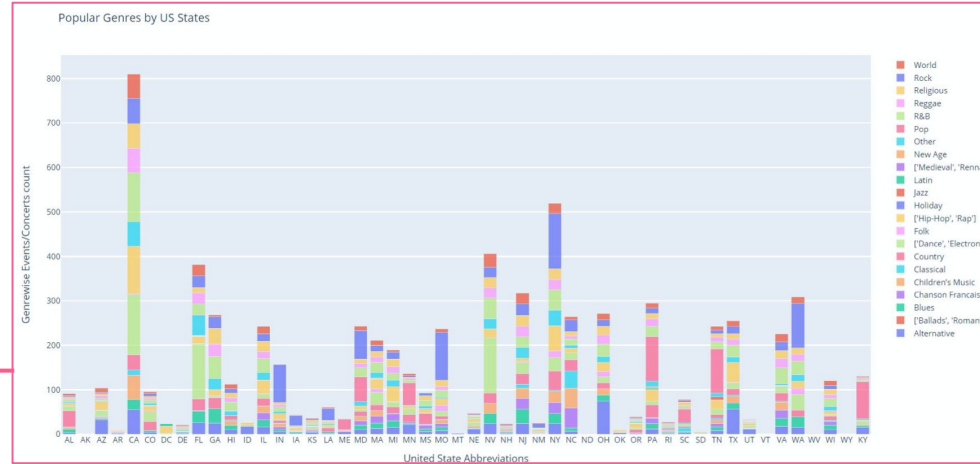
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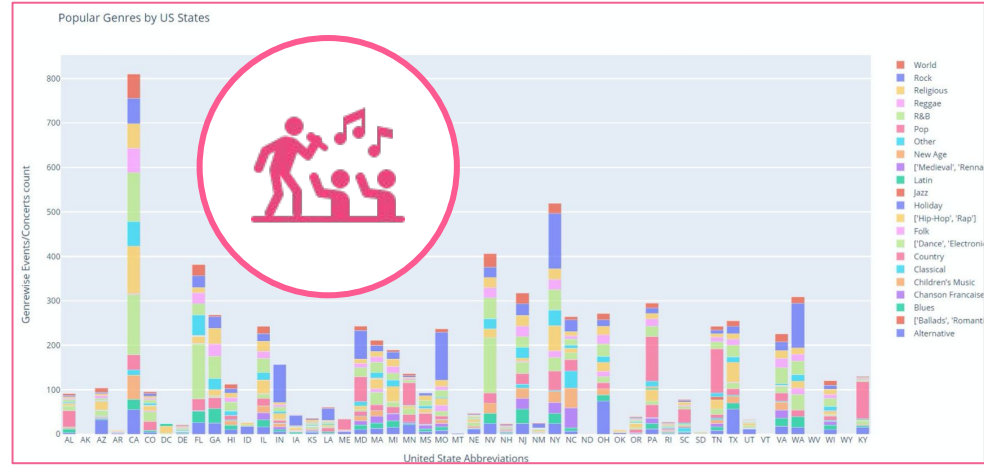
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# ADDITIONAL FEATURES PLANNED





# MARKET



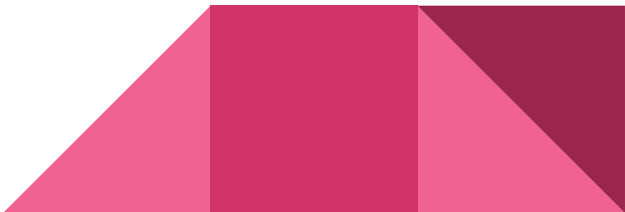
**Target Customer:** new or indie artist. They're planning an album release without resources or data of a record label.



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**.

