The platform incurs a relatively low running cost structure, which includes:

* Web hosting for the platform
* Payment service provider fees
* Miscellaneous conflict resolution / overhead costs
* Marketing and advertising (minimal, as growth is expected to be organic and by word of mouth, after initial marketing push)

Setup costs are anticipated to be slightly higher, as getting a production-ready MVP to take to market requires:

* Financing a web developer to further develop the prototype
* Beta testing and primary research
* Initial marketing push

The key activity of the platform would be to maintain its low-cost structure and focus most of efforts on product development.

This is because the market differentiator lies in the user experience of the platform, which is a key draw for the target customers into the community aspect of the platform

Platform will be accessible to users via a web app

Customer service and conflict resolution will be available on the web app as well

Growth is intended to be organic and primarily via word of mouth, however some marketing via social media

* Instagram profile and ads

Resources needed to maintain the platform:

* Full time technology team member to develop new features and fix bugs
* Business accounts and direct debit agreements to process payments

Additional resources that may be useful for customer relations:

* Full time social media
* Full time helpdesk service

The goal is to create a like-minded community (by and large defined by the customer segments on the right), and to do so the platform

prioritises customer experience, especially during disputes and bugs, and offers a transparent resolution process

Users can also subscribe to a newsletter to receive occasional latest feature updates and news

Key Resources

Channels

Customer Relationships

Value Propositions

Key Activities

The customer segments targeted form a part of an already niche market; the primary target customers are:

* Vinyl DJs, who tend to play at high-end fashion events or underground music events. Their anticipated incentive would be to frequently / urgently borrow specific records for sets
* Traditional vinyl enthusiasts whose primary incentive would be to borrow / lend relatively rare or trendy records
* Independent artists releasing music on vinyl, using the platform community focus to grow a like-minded fanbase

A vinyl-centric platform with the following initial (MVP) features for users:

* Peer-to-peer exchange
* Ability to catalogue vinyl collection on a profile
* Ability to showcase collection to other users

The platform would also have distinct ‘artist pages, with the following features for artists:

* Ability to customise and showcase music on a profile (artist page)
* Ability to directly sell their work in the existing peer-to-peer exchange marketplace

Post-MVP features include:

* No-commission exchange
* Auxiliary services to care for valuable records during exchange
* Distinct profiles for commercial vinyl businesses

The platform’s key partners would be a technology team member, as well as a mentor / advisor to offer insight onto how to navigate the legal and financial aspects of the value propositions.

This is due to the legal complexity of the music and e-commerce industries (the latter applies as the platform would take online payments, including direct debits and held charges).

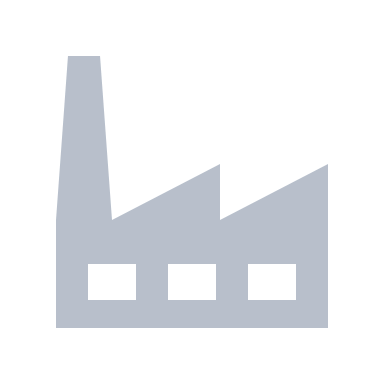
Furthermore, despite the low running costs, initial runway financing for the web development, web hosting, and initial marketing push would be beneficial for growth, although not required. A mentor that can aid in connecting with angel investors (or is one) would be a valuable partner to the business.

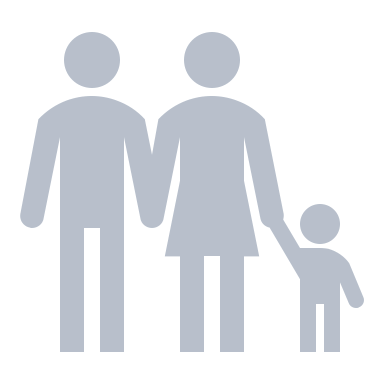
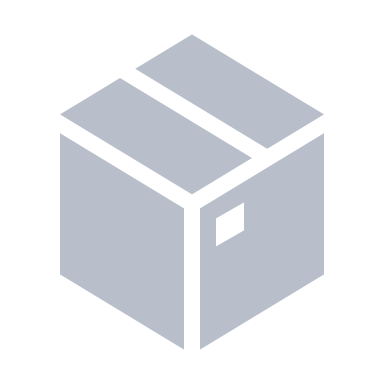
Key Partners

Customer Segments

Cost Structure

Revenue Streams





Freemium model, with subscription fees in exchange for ad-free use and no commission

The primary revenue streams are:

* Ad-revenue from free users
* Commission from peer-to-peer exchange
* Low royalty / commission fees for artists

Further revenue streams (as features are developed) include:

* Subscription fees for users in exchange for no-commission trading
* Additional fees for special care of valuable records
* Commission from commercial vinyl businesses

Payment methods will primarily be widely accepted online payment methods (debit / credit card, PayPal), including Apple Pay for subscriptions, and are processed on the online platform

