

## **Business Model:**

### Target Audience

The target audience for this application would be:

- Youth
- People commuting through public transport
- Music lovers
- Party Enthusiasts
- Gym goers
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### Revenue Model

Multiple revenue models can be adopted:

- Pay as you use
- Ads Vs ads-free version
- Limited usage in a week. Pay for more.
- Stream selected albums. Pay for unlimited number.
- Number of external speakers that can be simultaneously connected

### Advertisement Strategies

- FM Radio
- Sponsored messages at music events and gyms
- Online marketing