

<p>Problem</p> <p>1.Wanting to meet more like-minded people and connections within the Hard Rock community, but they do not do not know how.</p> <p>2.Not having someone or a group to go to a concert with, while really enjoying that.</p> <p>3.The Hard Rock community feels sometimes divided because of everyone's different preferences</p> <p>4.Wanting to discover and having the urge to discover new music and artists.</p> <p>Existing Alternatives:</p> <ul style="list-style-type: none"> - Social Media - Tinder Festival Mode - Appic - Songkick 	<p>Solution</p> <p>An mobile app called Amplify on which people can connect through their love for Hard Rock and concerts.</p> <p>This has been determined by in depth interviews with the target audience.</p> <p>Key Metrics</p> <ul style="list-style-type: none"> - The amount of accounts - The amount of chats that are created. - The amount of people that signed up for a concert. - The amount of website visitors - The amount of Instagram interactions 	<p>Unique Value Proposition</p> <p>With Amplify we create a safe space for people to be themselves and to form connections due the means of Hard Rock and concerts. This can help people to form new friendships and connections within the community.</p> <p>Amplify can also introduce hard rock fans to new music within hard rock. When people make new connections these can introduce them to their preferences of hard rock besides the ones on which you match. It can also be that someone might be curious to find hard rock concerts out of their comfort zone, which are easy to find with the app.</p> <p>No other app has such a niche focus on hard rock fans, their concerts and using them to connect people within the community.</p> <p>The things that we are as a service and as a brand can only exist because of our value proposition, because it comes back to 1 big thing: connecting, connecting and connecting.</p>	<p>Unfair Advantage</p> <p>1.We are the first to create a product for people to meet at concerts which is specifically for Hard Rock Fans.</p> <p>2.The communities that are created within our brand cannot be found anywhere else.</p> <p>3.The friendships made through our brand.</p> <p>4. The memories that we create.</p> <p>Channels</p> <p>Main distribution channel:</p> <ul style="list-style-type: none"> - Play/App Store - Our Website <p>Main communication channels:</p> <ul style="list-style-type: none"> - Amplify Website - Instagram Account - The Amplify app 	<p>Customer Segments</p> <p>Hard Rock fans aged 18-30.</p> <p>Love concerts, they also have an appreciation of all kinds music and the discovery of new kinds.</p> <p>Love for artists and bands such as: AC/DC, Nirvana, Maneskin, Metallica, Guns 'N Roses, Pink Floyd, Slow Dive</p> <p>Important Characteristics:</p> <p>Curious, Open, Easy Going, Wanting to make more meaningful experiences, Living life to the fullest, Edgy, Spontaneity, Ambitious, Patient, Adventurous, Direct, Loyal, Hard Working</p> <p>Pain Points:</p> <p>Hard to meet fellow hard rock fans, Friends are not into the same bands or are to busy, Wanting to have experiences with new people, Does not have much time for leisure and wants to make the most of it, Loving old bands who are not touring often</p>
<p>Costs</p> <p>Most Important Fixed Costs:</p> <ul style="list-style-type: none"> - Salaries - Rent - Computers - App Builder <p>Most Important Variable Costs:</p> <ul style="list-style-type: none"> - Prototyping Costs - Advertising Costs <p>Costs per Unit: 27,62 euros</p>			<p>Revenue</p> <p>Revenue Models: Freemium, Advertisement-based, Data-based</p> <p>Revenue Streams: Freemium = 15.000 euros, Advertisers = 3350,70 euros, Data = an increase of 8 percent.</p> <p>Gross Margin: -7.796,24 euros</p>	