Problem

1. Wanting to meet more people who like Hard Rock, but do not know how.
2. Not knowing much about when concerts are.
3. Wanting to discover new music and artists.

Existing Alternatives:
For all the problems an existing alternative are some social media channels like: Facebook, Discord, and Reddit which are all largely community based, but they are not music focused.

Solution

Solution 1: Creating a social media channel in which Hard Rock fans can chat one-on-one or in groups

Solution 2: Creating an app to see when there are hard rock concerts in your destinated area

Key Metrics

1. The amount of downloads of the app
2. The amount of accounts registered
3. The amount of activity.
4. The amount of social media accounts followers.

Unique Value Proposition

We can create an app on which hard rock fans can chat with each other and/or find Hard rock concerts within their designated area/country. This way people can get a better view of what is happening within the Hard Rock community.

This idea is very different compared to other forums, because our entire focus is on Hard Rock fans and to make their community even better than it already is.

With the use of technology there are of course other forums and ways for this fandom to connect, like Discord, Instagram, Reddit, Facebook etc., but these do not have their focus solely on Hard Rock and encourage people to participate within it.

Hard Rock does not have the mainstream appearance that it had before, so that makes our brand so important. To give a voice to a music genre that gets overshadowed by mainstream (pop) music.

Unfair Advantage

1. We are the first to create a product for people to find concerts specifically for Hard Rock Fans.

2. The communities that are created within our brand cannot be found anywhere else.

Channels

Main distribution channel:
The Play/App store to download the app

Main communication channels:
Our website and social media accounts.

Customer Segments

Our brand is targeted towards Hard Rock fans

Of course the people that we cater to are fans of Hard Rock in general and who love to go to concerts, but they need to have an appreciation of all kinds music and the discovery of new kinds

The perfect Hard Rock fan loves Hard Rock, being invested in the culture and wants to participate in it.

Some pain points these people may have are: Hard to meet fellow hard rock fans, not knowing when concerts are being held, not hearing much about hard rock, because it isn't very mainstream anymore.

Costs

Most Important Fixed Costs:
- Salaries
- Rent
- Computers

Most Important Variable Costs:
- Prototyping Costs
- Advertising Costs

Average costs of a start up app starts at 40.000 dollars which is 36.740,00 euros
The amount of users differs a lot between only 10 all up to somewhere in the early 2000, so we estimated that 500 users would be a good starting point for our app.
Costs per Unit: 36.740,00 : 500 users = 7.348 euros

Revenue

Revenue models:
- Advertisement-based: Advertisers can put advertisements on the app in exchange for money.
- Freemium: The initial app is free, but to gain access to more features people have to pay.

Revenue streams:
We don't want to charge people to use the app, because that would demotivate them to download it. A lot of apps and apps to connect with people are free, so we want to do the same. We want to gain revenue by selling ad space within our app to advertisers. An app with only 1000 users already can have 10 to 200 dollars in ad revenue a day (which is 9,18 to 183,51 euros). Although are app is free, we still want parts of it to be freemium based, such as the amount of accounts you can react to and the amount of concerts you can sign up for. Premium should not be overpriced, so ours is 5 euros per year.
Estimated revenue stream for the first full year:
Because we first have to make a name for ourselves and sell the unique idea of the app to customers I think we only shall have a revenue of just over 0 euros in the first year.

Lean Canvas 1.0

Solution

Benefits Solution 1:

People can create new connections and experiences within a target group they all belong. These connections can develop in further (deep) relationships. With this service people also have the opportunity to talk and discuss about everything regarding Hard Rock specifically.

Benefits Solution 2:

Concerts are a way for people to meet each other, and therefore making new connections with each other. Furthermore, by being open to meet new people, people can also discover new music and maybe even change their mind regarding some music they never really thought about or even disliked. The solutions of chatting with like-minded people and finding out about concerts goes further than only online. People will go out and discover the power of connecting and hard rock together while making new memories at once.

Unfair Advantage

Reasoning Unfair Advantage 1:

Other brands can copy our ideas, but they will never be the first and while they are starting we are already further.

Reasoning Unfair Advantage 2:

Every community is different from each other, so the ones that are made via our brand cannot be copied.

Problem

1. Wanting to meet more like-minded people and connections within the Hard Rock community, but they do not do not know how.
2. Not having someone or a group to go to a concert with, while really enjoying that.
3. The Hard Rock community feels sometimes divided because of everyone's different preferences
4. Wanting to discover and having the urge to discover new music and artists.

Existing Alternatives:
- Social Media
- Tinder Festival Mode
- Appic
- Songkick

Solution

An mobile app called Amplify on which people can connect through their love for Hard Rock and concerts.

Key Metrics

- The amount of accounts
- The amount of chats that are created.
- The amount of people that signed up for a concert.

Unique Value Proposition

With our brand 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

Our app 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.

No other app has a such niche focus on hard rock fans, their concerts and using them to connect people within the community.

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.

Unfair Advantage

1. We are the first to create a product for people to meet at concerts which is specifically for Hard Rock Fans.

2. The communities that are created within our brand cannot be found anywhere else.

3. The friendships made through our brand.

Channels

Main distribution channel:
- Play/App Store
- Our Website

Main communication channels:
- Amplify Website
- Instagram Account

Customer Segments

Hard Rock fans aged 18-30.

Love concerts, they also have an appreciation of all kinds music and the discovery of new kinds.

Important Characteristics:
Curious, Open, Easy Going, Wanting to make more meaningful experiences, Living life to the fullest

Pain Points:
Hard to meet fellow hard rock fans, Friends are not into the same bands, Wanting to have experiences with new people, Does not have much time for leisure and wants to make the most of it.

Costs

Most Important Fixed Costs:
- Salaries
- Rent
- Computers
- App Builder

Most Important Variable Costs:
- Prototyping Costs
- Advertising Costs

Costs per Unit: 27,62 euros

Revenue

Revenue Models: Freemium, Advertisement-based, Data-based

Revenue Streams: Freemium = 15.000 euros, Advertisers = 3350,70 euros, Data = an increase of 8 percent

Gross Margin: -7.796,24 euros

Lean Canvas 2.0 (Yellow means that this is something new, which was not in previous iterations of the lean canvas.)

Problem:
Out of all the interviews we did, which were 10 in total, these 4 problems were the most prevalent in all of them. Some we already knew, others not, but for all of them it became more clear that they pose a real problem within the hard rock community.

Existing Alternatives:
Social Media: It is used a lot for connecting especially Discord, Reddit, Facebook groups and Instagram can be used to directly (video) chat with people.

Tinder Festival Mode: Tinder has a feature called Tinder Festival Mode on which people can match who are going to the same festival or who have a love for live music

Appic: an app which can be used to find festivals, parties and clubs in the Netherlands and Belgium.

Songkick An app on which people can find concerts of Warner Music Group.

Solution:
Benefit: The app has kind of the same way of working as Tinder on which people can see and go through the account of others who are going to the same concert as them and if both persons save each other's account they get put in a chat together to have the chance to talk to meet each other and maybe meet up at said concert. Before they see the accounts of other people, the app provides a map of the Netherlands so that people can see which concerts are coming up. When they register for one concert only then they can see the accounts of the people who are also going. If someone shows interest in another person and vice versa, only then a chat room will be created to start talking. For each concert you can have multiple chats and even combine them to create a bigger group!
Key Metrics:
The amount of accounts: If we know the amount of accounts registered in our app we have an idea if the app has enough users to run and if it is or can be successful.

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The amount of accounts: If we know the amount of accounts registered in our app we have an idea if the app has enough users to run and if it is or can be successful.

The amount of chats that are created: Although we are not going to read what has been said in the chats, to know the amount of chats that have been created, we can get an insight if our main goal for the app is being meet: connecting Hard Rock fans with each other. We can also see how many people directly interact with the app besides only making an account.

The amount of people that signed up for a concert: With the knowledge about how many people register for a concert, we can have an idea what kind of concerts get the most attention and again, we see how many people directly interact with the app besides only making an account.

Costs:

Fixed Costs: To create an app we need to have at least a computer and an app builder on it, otherwise we cannot make anything. Furthermore we need a workplace to work on it, which will cost some rent. We also need to have salaries for the people we hire to help us with building and producing the app.

Variable Costs: An app has multiple prototypes that need to be tested, and every test can differ in the amount of money it costs. Furthermore the app also needs advertising on multiple platforms to attract possible customers.

Costs per Unit: The Average costs of our startup app starts at 30.000 dollars which is 27.615 euros
The amount of users differs a lot between only 10 all up to somewhere in the early 2000, so we estimated that 1000 users would be a good starting point for our app, as this is something new entirely that has not been done.
Costs per Unit: 27.615 : 1000 users = 27,62 euros

Unique Value Proposition:
If we must summarise our unique value proposition in only 1 sentence than it would be: 'The only app primarily focused on hard rock fans by bringing them together by the power of concerts and music.'

Unfair Advantage:
Reasoning Unfair Advantage 1:
Other brands can copy our ideas, but they will never be the first and while they are starting we are already further.

Reasoning Unfair Advantage 2:
Every community is different from each other, so the ones that are made via our brand cannot be copied.

Reasoning Unfair Advantage 3:
Our brand creates new connections and maybe even better new friendships. All of the friendships that are created with our brand started with our app and not with any other.

Channels:
Main Distribution Channels:
The app can be downloaded on the Play/App store of any phone, because that is an easy way for people to download and a lot of people already use them. Our website can also be linked to the Play/App store to direct people to it.

Main Communication Channels:
Our website and Instagram account are the most important main communication channels. Our website serves as a place where people can find the more general information about the app and the team behind it. We use our Instagram mostly for interaction with the customers. We choose Instagram, because it is the most popular within our target group of 18-30 year olds. Our Instagram account is also our most important promotion channel to market the app itself.

Customer Segments:
Our brand is targeted towards every Hard Rock fan between the ages of 18-30, because our insights come from that age gap.

Of course the people that we cater to are fans of Hard Rock in general and who love to go to concerts, but they need to have an appreciation of all kinds of music and the discovery of new kinds. For our app to work people need to like or love to go to concerts, otherwise it does not fit with them. If they also have an appreciation for music in general, the way of connecting with others might be easier and it can start some interesting conversations, they thought they never would have.

Important Characteristics: We chose to have these characteristics, because we think that to really enjoy the app people need to have atleast a few of these characteristics. The app is an adventure for which you cannot predict the outcome.

Pain Points: We chose these pain points, because we think that the app can solve almost or not all of these problems, or atleast help people to face them. In the end, it is all about how people decide to use the app. We provide the help, not the outcome.

Revenue:

Revenue Models: A lot of apps are free to use, so we do not want people to pay to use our app. The ways we make money is by using: 1. A freemium model: although you do not have to pay for a lot of apps, a lot of them keep some features behind a pay wall; 2. Advertising: we will provide spaces within the app for companies to put their advertisements; 3. Data: by sharing data with other (like-minded) companies we can improve our revenue.

Revenue Streams: For the revenue streams we use the first year to determine the revenue. Because we are a starting company, we think we get at best the lowest amount of revenue from each revenue model. 9,18 euros is one of the lowest daily revenue a company can get per day. 9,18 euros times 365 is 3350,70 euros. When comparing the premium options of social media we came to the conclusion that 60 euros a year for our premium function would be fair. Together with the estimated 1000 users this will gain a revenue of 15.000 euros, because around 4 percent of the app-users will buy the premium version. Finally, the revenue of a company can have an 8 percent increase when working with big data.

Gross Margin: When taking the costs and revenue into account and that we are looking at our first year of operation, we assume that we will have a loss. The estimated gross margin is calculated as followed:
(9,18 x 365) + (250 x 60) = 18.350,70 : 100 x 108 = 19.818,76 – 27.615 = -7.796,24 euros

Audio Recordings:
https://drive.google.com/drive/folders/1As8FUWjkcQsGoqoaPizTD5yqTBVaT8eG