**Purple Group** (Anna Gassen, Ian Joslin, Jonathan Roscoe)

SaaS Project(Needs a Name)**: Rand()Tune**

1) Problem to Solve:

A) Independent musicians need a platform to showcase their new projects and working ideas, from single song concepts to full albums.

B) Musicians may want visuals for album artwork, videos, and other media but need a way to connect with visual artists near and far.

C) Producers need a platform on which they can support artists and where musicians can potentially find studio time and recording services.

2) Goals:

A) Build a community supporting independent musicians that allows them:

1. Freedom to share their work.
2. Open, constructive, and encouraging feedback to hone their craft.
3. Ability to connect with fans and listeners in a low stress setting.

B) Give avid music fans a way to discover and promote new music from independent artists.

C) Encourage collaboration between artists/professionals of different mediums and skillsets.

3) Target Audience\*:

A) Independent Musicians.

B) Avid music listeners ages 20-35.

C) Visual Artists.

D) Music producers.

\**each of these may be considered a “user” or an “end user” for the purposes of the application.*

4) Revenue Model:

A) Artists pay fee to get their music on the site.

B) Listeners get paid a small amount to review and promote music.

C) Visual artists may sell their work to musicians on the app.

E) Producers may offer studio time or services paid through the app.

D) Product owners (Purple Team) take a percent cut of all transactions.

F) Advertising sponsorships.

5) Common Scenarios:

A) A user creates a listener account to:

1. Pick genres of music that interest them.
2. Get assigned songs or albums at random to listen to.
3. Review and rate all music they heard.
4. Decide to promote or share the music.
5. Get paid per song or per album (rate TBD)

B) A user creates an artist account to:

1. Upload single tracks, songs ideas or albums.
2. Find visual artists to work with to build album art or other media.
3. Find producers who can offer studio time and recording/mixing services.
4. Get feedback from listeners and fans.

6) How is it Different?

* This is a service where you don’t have to pay to listen, you simply must enjoy music and make a little money!
* Listeners don’t choose specific songs and artists to review.
* Provides artists feedback on anything from rough ideas to polished work.
* Promotes obscure or unknown artists and allows them to connect with similar minded artists and listeners all over the world.