

February 23, 2020

MusiKo

1. Introductory Page
2. Business Name

Our business name is MusiKo which means “Musika Ko.” Is an application that showcases Philippines’ traditional instruments and a platform wherein users can create their own style with the help of different sounds of various instruments and develop their own unique music.

1. Names of Members

Antor, Philip

Pajinag, Christopher Lawrence

Tawag, Karl Ian Nicole

Tumaneng, Leobert June

1. Logo and Tagline

Our logo has a music note which represents music, The word MusiKo which is derived from the Tagalog word “Musika” and “ko”, which means, my music.

“Musika ng bawat Pilipino ”

Our tagline lived at its lines because our goal is to manifest the distinction of the original Filipino music in the industry. The combination of the colors depicts the true nature of improving traditional music of the country. It emphasizes the inner meaning of creating a real Filipino music.

1. Nature of the Business

Our business is engaged in the service industry, because it creates application to let the users to try and test different traditional music instruments. It helps to enhance a more creative way to market new type of music through business to business and business to customer implementation.

1. Mission

MusiKo aims to revolutionize and raise the bar of development of the traditional music in the Philippines by introducing an application that showcases the different native music instruments in our country.

1. Vision

MusiKo will lead the way to mainstreaming the different traditional music instruments in the Philippines and develop an original genre. A new type of music that will raise the Filipino’s identity to the world.

1. Core Values

* Motivation – Our team is motivated and committed to pursue the development of the culture in the Philippines,
* Keen – Our team aims to be highly developed to help and be a contributor to the society and its needs.

1. Executive Summary

MusiKo is an application that’s aims to showcases Philippines’ traditional instruments and a platform wherein users can create their own variation of sounds and develop a new type of music. The users will be able to try and test different types of traditional Filipino instruments and record the instruments. Through adding the traditional Filipino instruments, they will be able to make a new genre and a new music with a traditional Filipino vibe.

1. Description of the Venture
2. Product

Our application MusiKo is composed of two combined words. “Musika” and “ko” in Filipino language mean my music that signifies the team’s aim to boost our Filipino culture, our identity.

MusiKo lets the user play different types of traditional Filipino instruments and also allows user to discover the instruments by the indigenous people in the Philippines. The customer may also buy instruments from the indigenous people to support them in developing the culture of music in the Philippines. The customers will also be able to record and edit their music and post their recordings and share their works across different kinds of social media platforms.

1. Get your Account or be a guest

In this module, the user will be able to create an account or sign in their current Facebook or G-mail accounts. In registering, the system we’ll be able to verify the legitimacy of registration by asking the cellphone number for verification and sending a one-time password for completion. A skip option will also be available for those who just want to explore the application.

1. Test instruments

In this module, the user may choose and discover different traditional Filipino instruments. Upon choosing the selected instruments, the description and origin of the instruments will be displayed and the user can try the instruments through the application.

1. Record and edit the music

In this module, the user can record the music they have generated upon using the instruments through the application. The user may also edit music and make a unique beat by combining the traditional and other beats.

1. Purchasing and donation

In this module, the user can also support the native Filipino musicians and makers on empowering the culture of music in the Philippines by purchasing items and donating funds to them.

1. Sharing works and showcasing talents

In this module, the user can also post their recordings and share their works across different kinds of social media platforms.

1. Product module

A list of products per category. Where customers may view basic information about the product.

1. Transaction module

A list of transaction with status so that the customer can monitor his/her request.

1. Customer Information module

The customer can update information such as contact number, address and change password.