

STREAM

**YOUR FAVORITE
ARTISTS**

**COLLABORATE
WITH OTHER USERS**

**EXPLORE
NEW COMMUNITIES**

**SHARE
YOUR DISCOVERIES
WITH FRIENDS**



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EXPLORE TOGETHER



Zany is a one of a kind location and community based music exploration platform. Which allows users to stream, share, and explore music with no limitations. Zany intends to be the leader in music exploration, for the user. This brand inspires users to be bizarre, eccentric, unconventional, and channel that in their music exploration. The main services that this application provides for their users include the ability to stream their favorite music, create personal playlists, and interact with communities within the platform. This is a free application for mobile and desktop users and is available internationally. This large international customer base creates a wider audience which allows for more communities and communication on the platform. Our target demographic is people ages 18-25 who are active on social media and listen to music on a daily basis. This market demographic is looking for a creative space that allows listeners to share their favorite artists and discover new artists as well. Users create profiles that are unique and based on their inspirations. These profiles are not limited to just their public playlists but also have space for other expressions in the form of art, word, and photography. This unique profile customization ability encourages users to search other user profiles to discover music on Zany. People no longer have to count on someone else to introduce new music to them, but become music explorers and their own favorite DJ.

