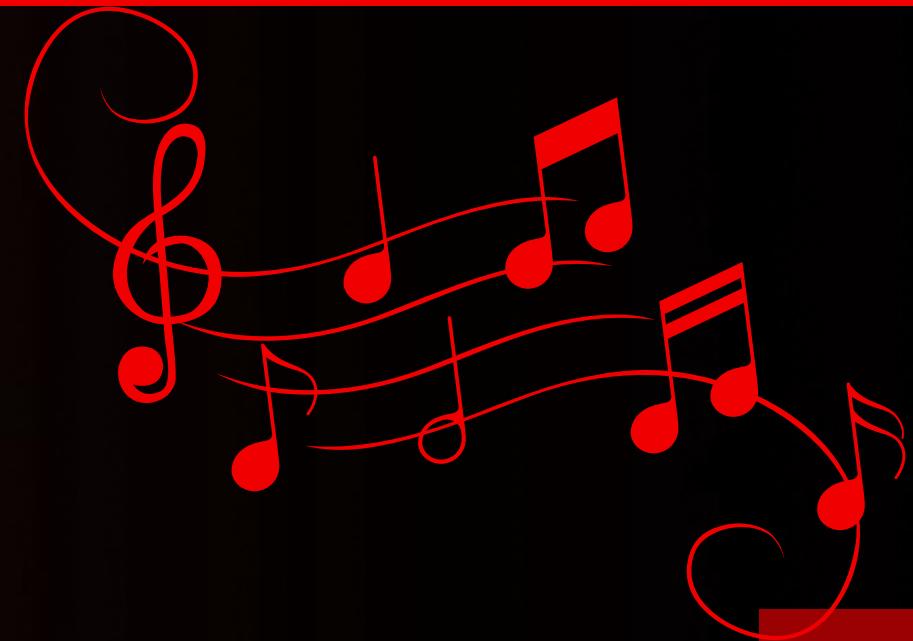
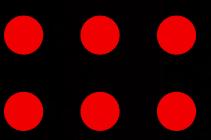


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Solving Everyday Listening Frictions for India's Streamers



Brought to you by,
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Meet the ‘Free Music Explorer’: The Heart of Our Free User Base



Who They Are

18–30, students or early professionals. Heavy smartphone users and frequent music listeners on platforms like Gaana, YouTube, and Spotify’s free versions.

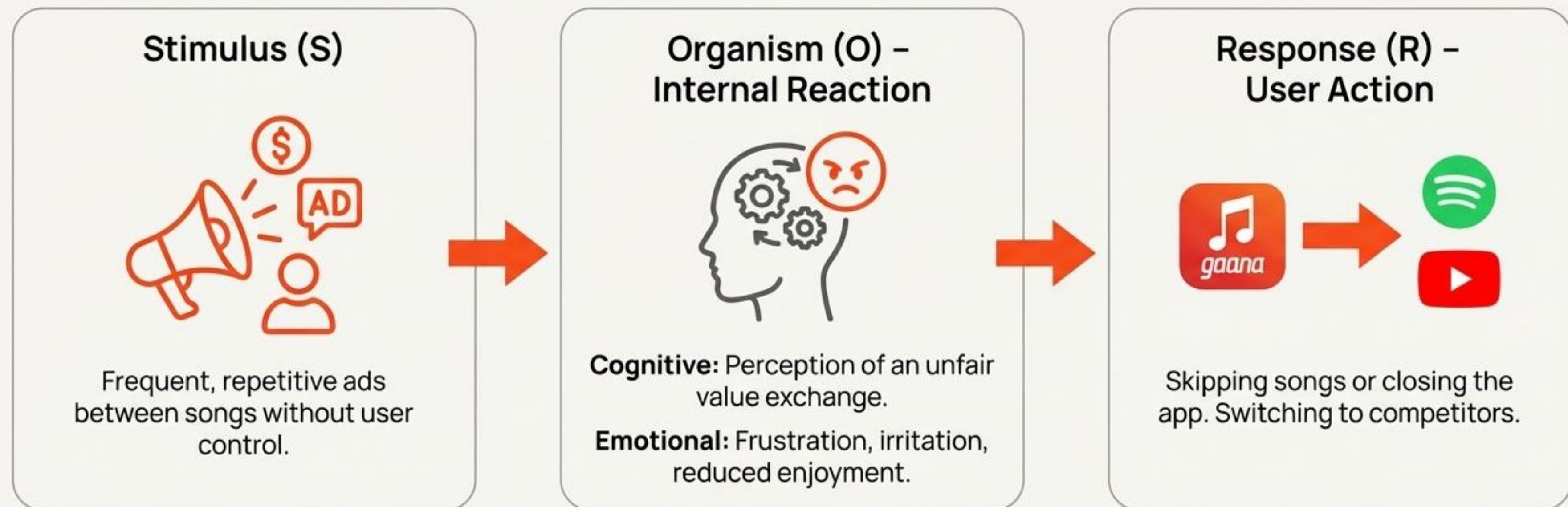
Their Goals

- Enjoy uninterrupted music while studying, traveling, or relaxing.
- Avoid paying monthly subscription fees.
- Have control over how and when they see ads.

Their Core Motivation

They are willing to engage with ads **if there is a clear and fair reward.**

The Science of Frustration: Why Interruptions Drive Users Away



The model proves that when ads are **optional, upfront, and rewarding**, users respond with **higher engagement and repeat usage**.

The Voice of Our User: “I’d totally watch one ad to get 30 minutes free.”

SAYS

- Why so many ads between songs?
- I’ll just use YouTube or Spotify instead.

THINKS

- I wish I could just listen without interruptions.
- Premium is nice, but I don’t want to pay monthly.
- If I could earn ad-free time, that would be fair.

FEELS

- Frustrated when ads interrupt.
- Annoyed but resigned.
- Satisfied when rewarded for engagement.

DOES

- Skips or closes the app when ads increase.
- Switches to other platforms.

📌 **Core Insight:** Users do not reject ads entirely—they reject **forced and repetitive interruptions**.

Meet the Listeners at the Heart of Our Growth

We studied four archetypal free-tier users aged 21-30 in metropolitan India. They are students and young professionals who are digitally native, highly engaged, and integrate music streaming into every part of their day. Their experience defines our biggest challenge and our greatest opportunity.



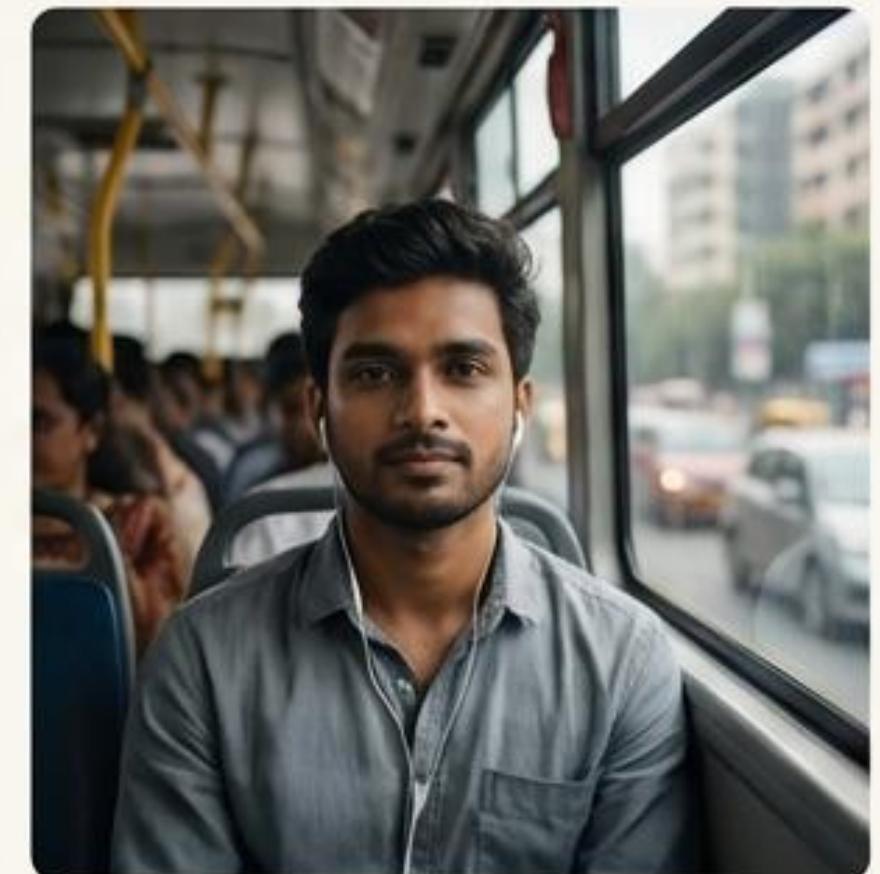
Ayesha, 21: The Student.
Needs music **to focus**.



Vaibhav, 26:
The Young Professional.
Needs music **to energise**.



Shrijal, 28:
The Digital Marketer.
Needs music **to stay current**.



Vishnu, 24:
The Commuter.
Needs music **to escape**.

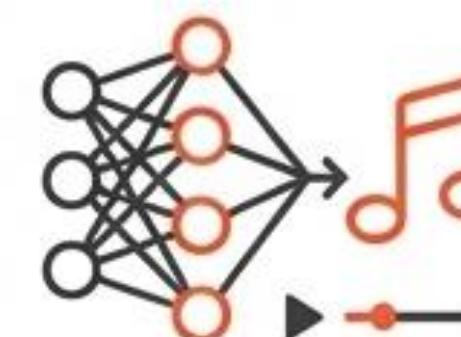
We Explored Four Strategic Paths to Address User Needs

To solve this core problem, we evaluated four distinct product ideas, each targeting a different user Job-to-be-Done (JTBD).



AdFlow 30 (30-min Ad-Free + Skippable Ads)

JTBD: When I open a music app, I want to evaluate it without interruption.



DailyVibe (AI Auto-Playlist)

JTBD: When I start listening, I want a ready-made playlist from my history so I don't have to build one.



Dynamic Trending Playlist

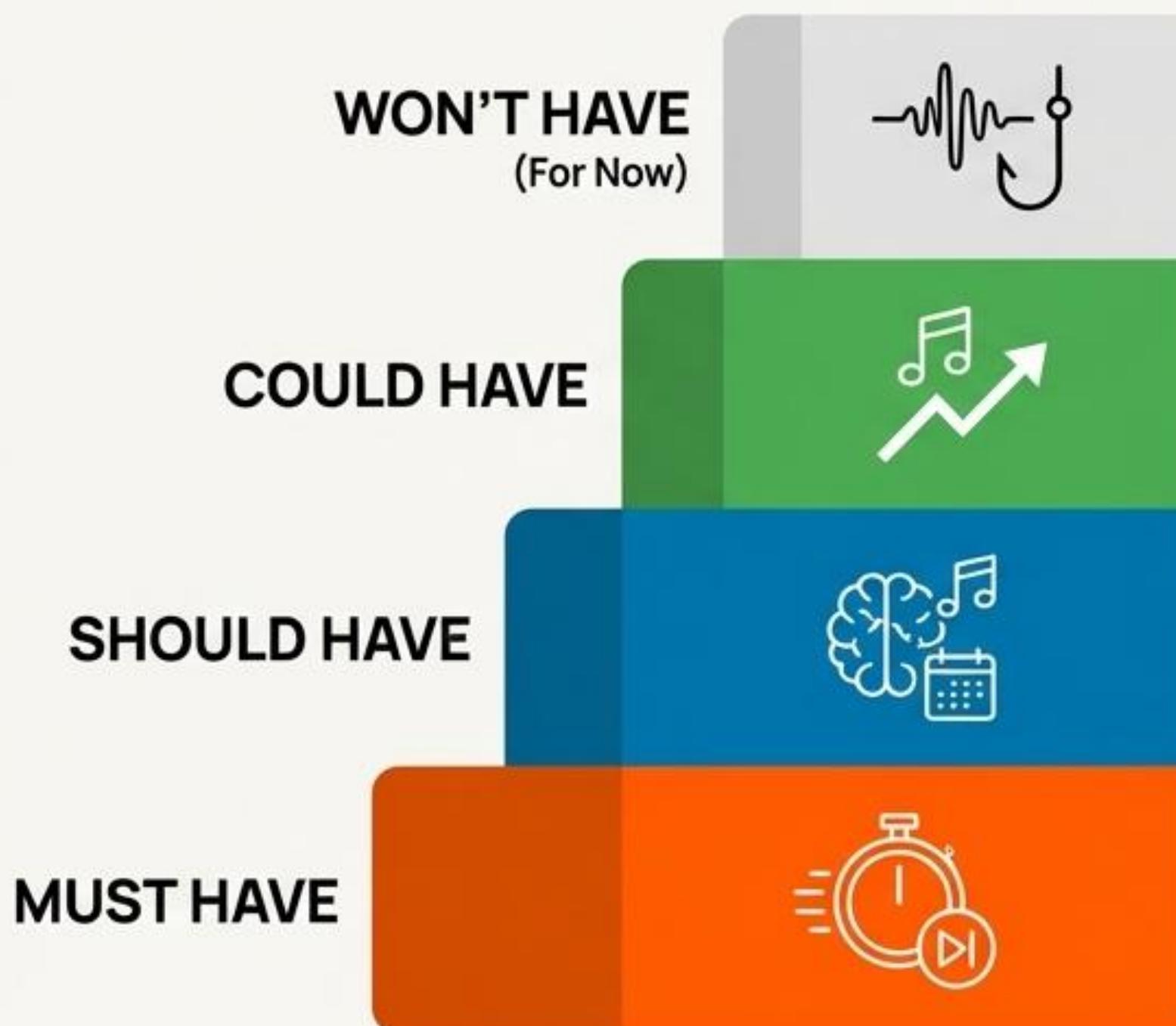
JTBD: When my playlist feels repetitive, I want a list of new and trending songs in my preferred genres.



HookWave (AI Mashup Generator)

JTBD: When I hear a catchy part of a song on Reels, I want to play just that part on demand.

Prioritising What's Foundational: Our MoSCoW Roadmap



AI Hook-Based Playlist & Mashup Generator (HookWave)

Rationale: A high-complexity, high-cost 'delighter.' Best deferred until core listening fundamentals are mature.

Dynamic Trending + Genre Playlist

Rationale: Enhances discovery and builds on the personalization engine. Valuable but not essential for daily use.

AI Auto-Playlist Generator (DailyVibe)

Rationale: Predictive personalization is table stakes. It drives habit formation but is only valuable once onboarding friction is solved.

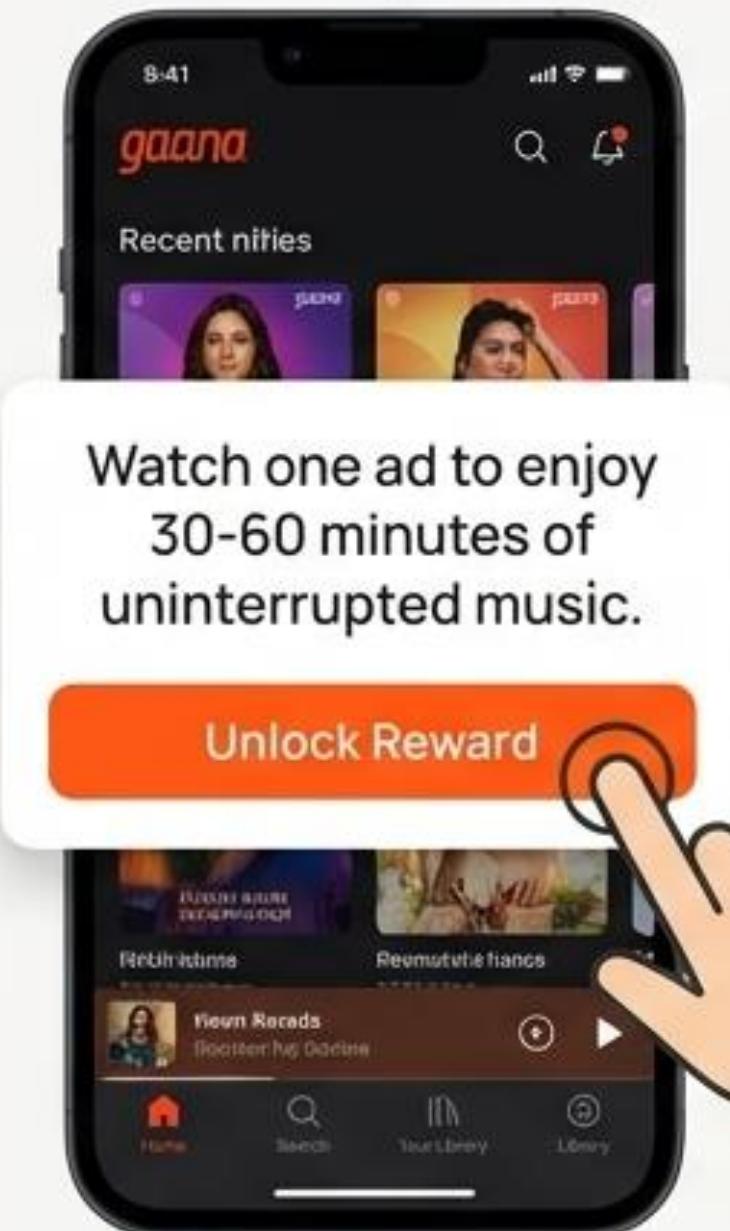
30-min Ad-Free + Skippable Ads (AdFlow 30)

Rationale: This fixes the most critical failure point: first-session churn. If users don't see value immediately, they never reach our other features. It stabilises acquisition and builds trust.

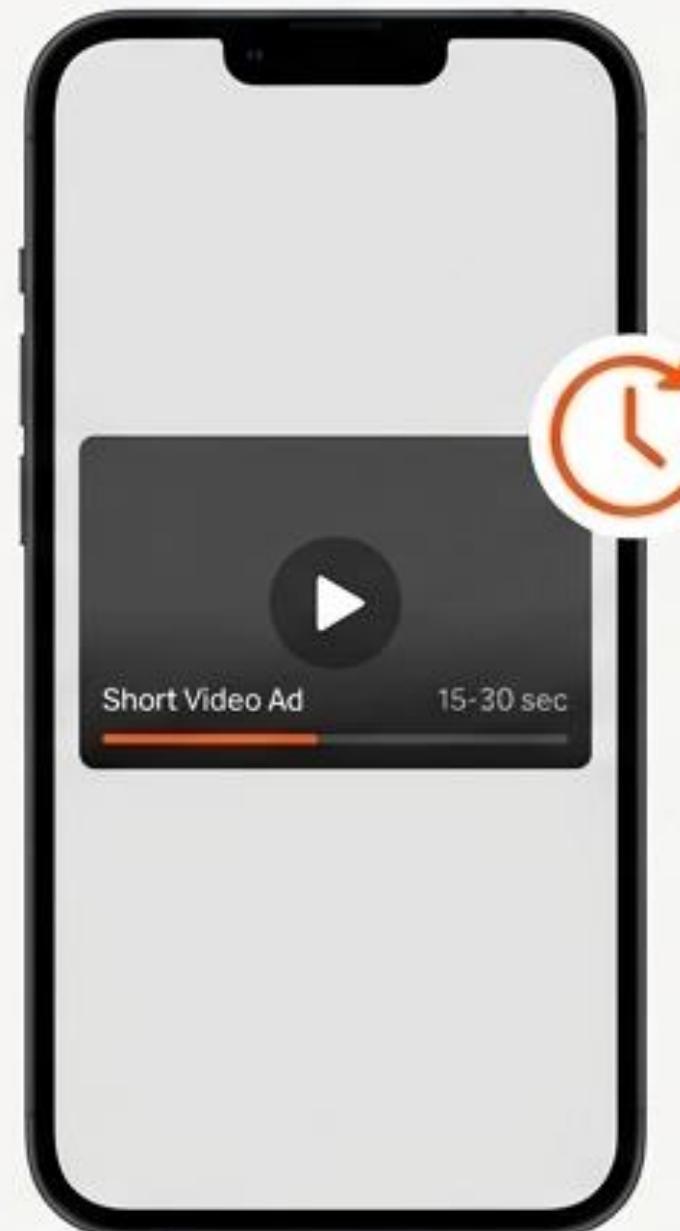
Our Solution: ‘Watch Once, Listen Long’

A fair, reward-based model that gives users control.

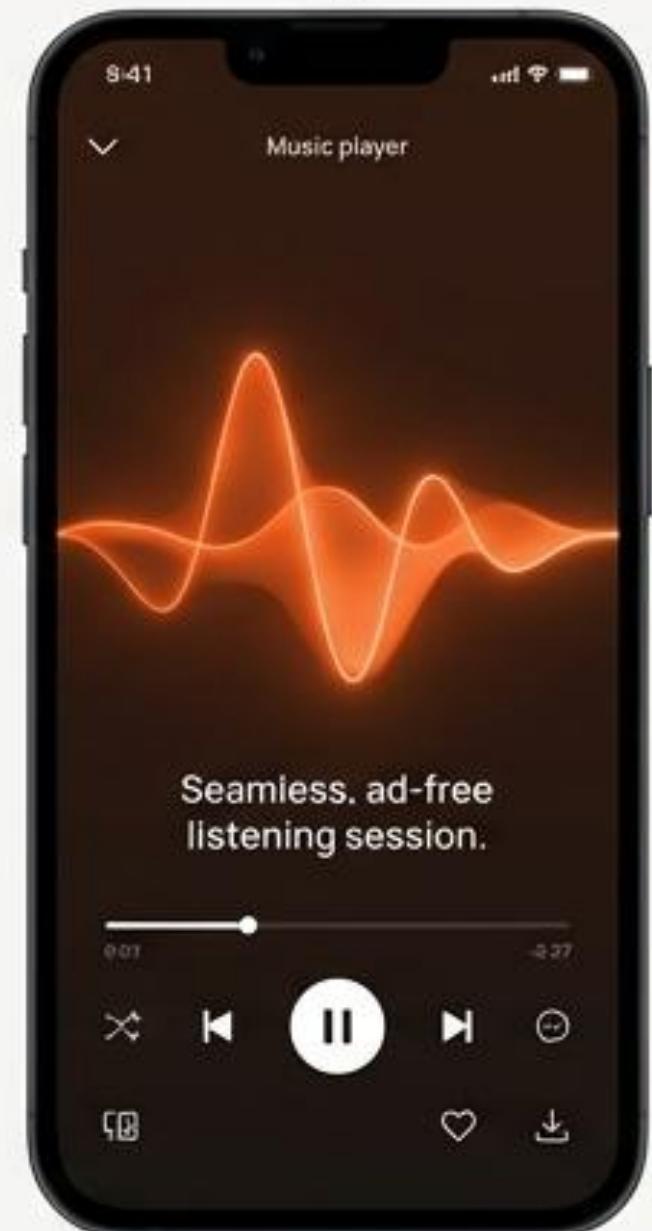
Step 1



Step 2

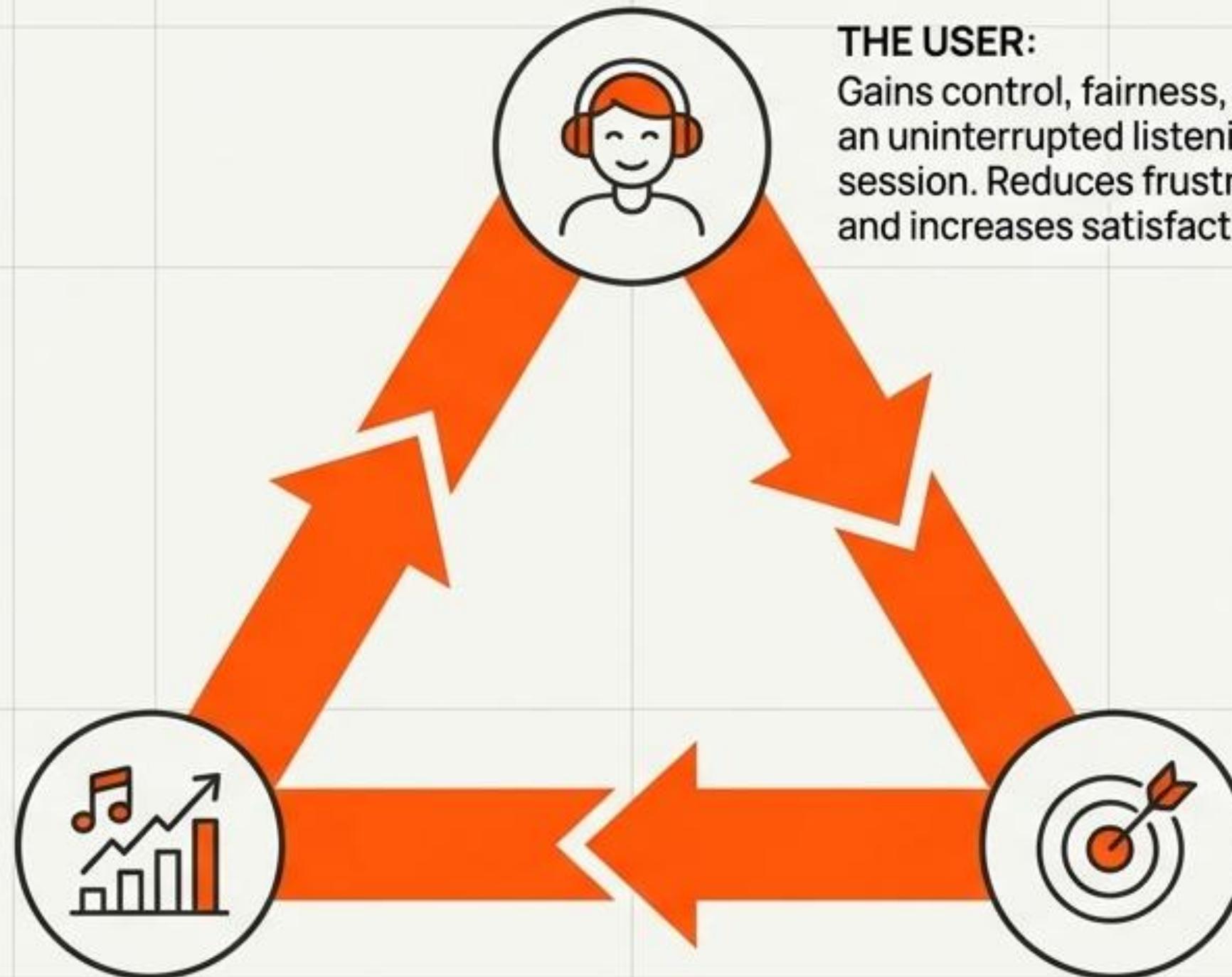


Step 3



UVP: Uninterrupted music first, smarter ads later.

Creating a Win-Win-Win Scenario for Our Entire Ecosystem



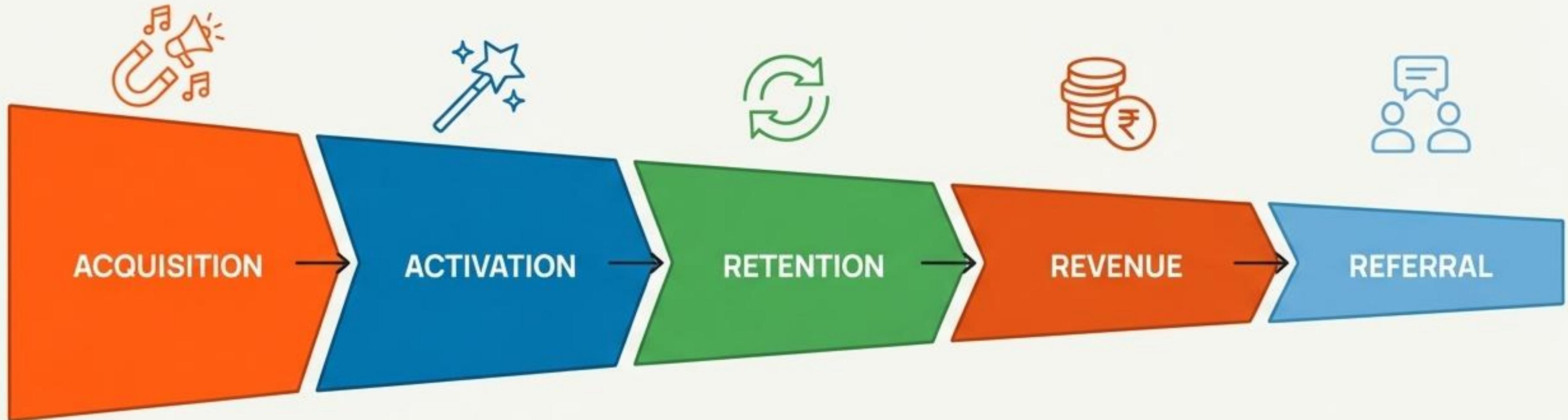
THE PLATFORM (GAANA):

Achieves higher user retention and reduced churn. Increases total listening time and lifetime value. Earns revenue from premium-value rewarded ad slots.

THE ADVERTISER:

Receives higher ad completion rates and better user attention. Benefits from positive brand association with a rewarding experience.

Driving Growth Across the Entire User Funnel



The promise of "uninterrupted music without a subscription" acts as a strong hook for new users.

The instant reward of ad-free listening after one ad creates a powerful and positive first experience.

Reduced frustration and a sense of control make users come back. Our goal is $\geq 50\%$ repeat usage.

Gaana earns through premium rewarded ad slots, and longer listening time increases LTV and future upsell potential.

A fair value exchange encourages organic word-of-mouth. "You can listen ad-free without paying."

Our Go-to-Market Plan Is Grounded in a Proven Framework



GOAL

- **Objective:** To increase retention and engagement among Gaana Free users.
- **Timeframe:** 3 months post-launch.
- **Target:** Achieve **≥50% repeat usage within 3 days** of first use.

STRATEGY

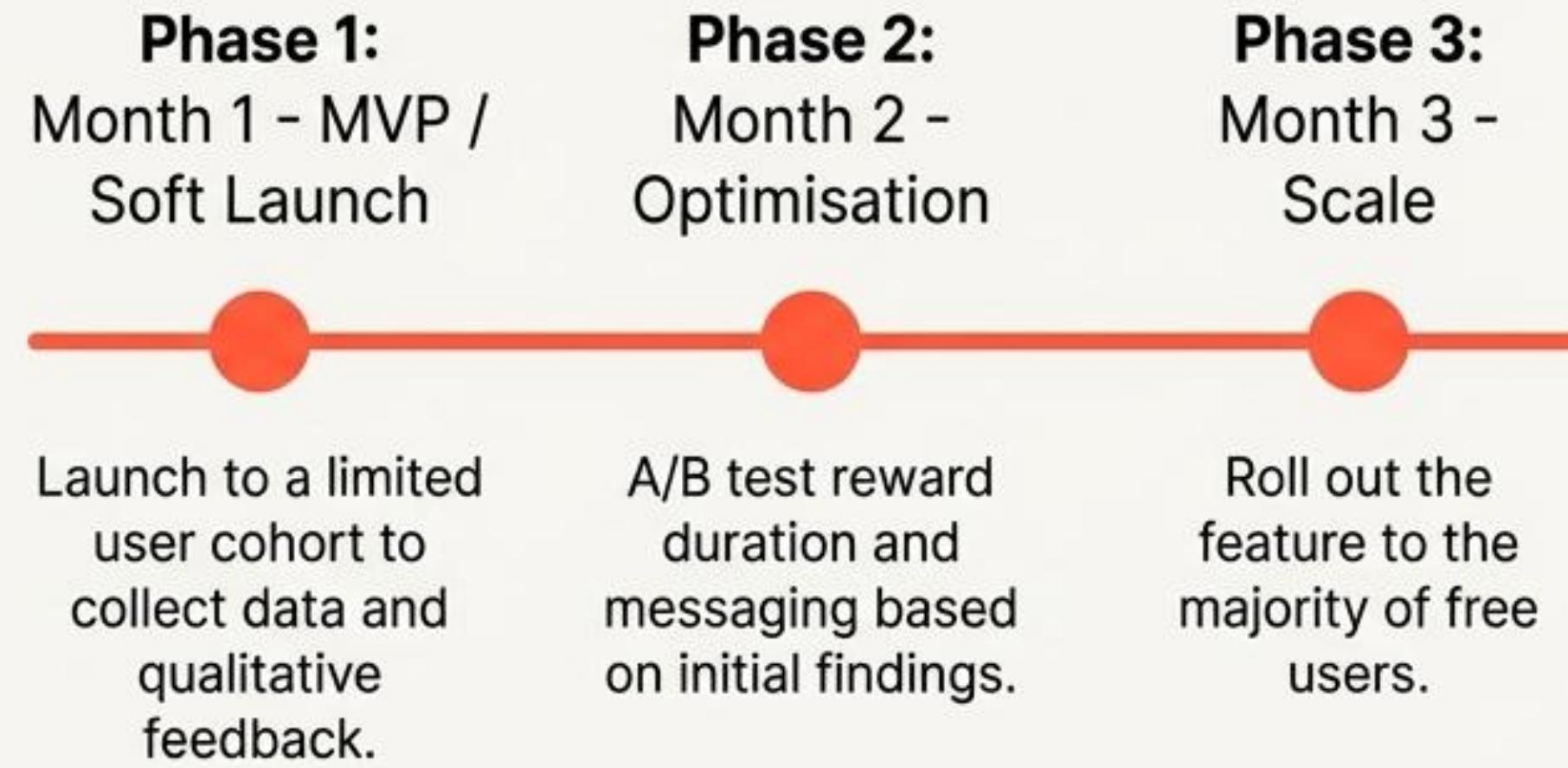
- **Approach:** **Market Penetration**. We will focus on improving retention and frequency of use among our existing 'Free Music Explorer' user segment.
- **Value Proposition:** Gaana enables uninterrupted music listening without payment by giving users control over how and when they engage with advertisements.

We Will Launch With a Phased, Data-Driven Rollout

⌚ TACTICS

- **Core Initiative:** “Watch Once, Listen Long” (AdFlow 30).
- **Product Experience:** User-initiated rewarded ads, no mid-song interruptions, clear communication of reward duration.
- **Communication:** Simple in-app messaging: “*Watch one ad. Enjoy uninterrupted music.*”
- **Pricing & Incentives:** **Attention replaces money.** A low psychological cost compared to subscriptions.

➡️ IMPLEMENTATION (Phased Rollout)



How We Will Measure Success: From Habit to North Star

≥50%

Repeat Usage Within 3 Days

This metric is our primary indicator of success. It proves the feature is not just a one-time gimmick but a habit-forming solution that users find valuable enough to seek out again.



Our North Star Metric: Total time spent listening per user per day.

Ultimately, every feature should contribute to this core metric. 'Watch Once, Listen Long' directly supports this by removing interruptions and encouraging longer, more engaged sessions.



Average listening
duration per session



Ad completion
rate



Churn rate
reduction

Success Will Be Measured Across the Entire User Funnel

We will monitor a clear set of metrics to control for performance and guide optimisation.



Acquisition

Acquisition

Metric: In-app banner promotions.



Activation

Activation

Metric: User voluntarily watches the first ad and experiences the reward.



Retention

Primary Metric: **≥50% repeat usage** of 'Watch Once, Listen Long' within 3 days.

Secondary Metrics: Churn rate, average listening duration per session.



Revenue

Metric: Ad completion rate, value of premium rewarded ad slots.



Referral

Metric: Positive app store reviews, word-of-mouth mentions.



Feedback Loop: Weekly performance dashboards and monthly strategic reviews.



NOTES AND BEATS

THANK YOU

BAS BAJNA CHAHIYE
GAANA