Lean Canvas

Music Match

305Soft
SOFTWARE FOR LIFE

Problem

- *Want to find more music similar to the kinds that I like*
- *Want to find other people who like similar music to me*
- *Don't know which albums are good or not*
- *Specify the limitations of existing solutions, such as lack of personalization or inadequate discovery features, to highlight the gaps in the market.*

Solution

- *Full rating system for albums*
- *Recommendation system for albums that you like*
- *Recommends other users who like similar albums*
- *Also a live playing discovery where you can find people to jam with*
- *Detail the recommendation algorithm, perhaps including collaborative filtering or machine learning techniques that could enhance personalization.*
- *Mention integration with social media for a more connected experience, allowing users to share playlists or tracks with friends.*

Key Metrics

- Genres that the user listens to
- How long a user spends listening to music
- Add metrics related to user engagement, such as daily active users (DAU) and monthly active users (MAU).
- Consider retention rate metrics, measuring how often users return after their first use.
- Include conversion rates for users upgrading to a paid version or engaging with monetized features.

Unique Value Proposition

- *We will offer a platform with an easy to use and appealing UI that effortlessly serves the users' needs and systems that help the user find the most relevant music the quickest*
- *Emphasize any proprietary technology or exclusive content/partnerships that set your app apart from competitors.*

Advantage

- *Possible competitors are already existing music platforms like Spotify or Apple Music*
- *We will offer an improved service that allows for people to share their favorite music and have similar recommendations and connect with like-minded people*
- *Identify your app's defensible competitive advantages, such as unique algorithms, exclusive partnerships, or a first-mover advantage in certain features.*
- *If applicable, mention any intellectual property or patents.*

Channels

- *Path to customers*
- *Inbound and Outbound*
- *Direct and Indirect*
- *Outline your marketing strategy, such as using influencers or content marketing to reach your target audience.*
- *Discuss partnerships with music venues, artists, or festivals for promotions and outreach.*

Customer Segments

- *Targeted customer will be men and women ages 13 - 29 who have an active interest in music*
- *Early adopters may be music enthusiasts, musicians, and other people who are more into music than the average person*
- *Define customer personas in more detail, such as demographic information, music preferences, and listening habits.*
- *Consider segmenting further into niches, like genre-specific communities or users looking for independent artists.*

Cost Structure

- Google Firebase RTDB & Cloud Functions
- Include estimated costs for marketing, operations, licensing content, and technology development.
- Discuss the scalability of costs in relation to user growth.

Revenue Streams

- Monetization
- Artists who want to get their music heard by more people (promote their music)
- Explore additional revenue models, such as subscription tiers, in-app purchases, or merchandise sales.
- Describe a plan for scaling revenue streams as the user base grows.