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UAT - Entrepreneurship

Keeping the Artist in Mind

My new project is based on the idea for a musician's hub which provides the artist a single go to space for booking gigs as a professional artist. Professional Musicians and Artists alike are not necessarily the tech focused community in the sense of project or software development. They are usually focused on their craft. I believe they need is a focused application, an all in one solution to integrate the complicated world into a user friendly space where musicians can build on their network, book their shows, check their schedule, make auditions, share their location, and promote their next gig for preshow ticket sales on their social media platform. For contracted individuals in the music industry there is a need for integrated financial gains to align with 1099s via a all in one platform when tax season comes around. This way expenses they can get documented and musicians and earn taxes back at the end of the year for things like gas consumed, milage driven, and a place for receipts and other expenditures while on the road. Musicians Hub is also a collaborating platform where the backend of the platform provides an interactive database with real time updates to keep musicians some peace of mind financially in a fast paced lifestyle. The application would provide a platform that gives royalties 100% in music curated and collaborated with other artists on, database for their published music to be heard and released on as part of the integrated community and any other expenses such as time spent in a studio for recording. All of this can be placed in a single application through the backend of the website utilizing the services of Firebase for the development of my concept, Musicians Hub.

My main focus for this app as a software developer is integrating the immersive experience that other music platforms have not provided for the musician.

User Integration

Part of the philosophy of integration is understanding the workflow of a musician. The tools that a musician might be used to using are programs like Protools, Adobe Software, Reason, Ableton Live, any Digital Audio Interface (DAW) where there are plug ins for VST instruments or a way for artists to create their own.

The integration would be a suite for the musician whether a composer or traveling artist to have everything from shows, bookings, premieres, sheet music, and music samples all in one place as part of a database they can grow themselves in their own unique journey and growth. The software should provide a unique user-friendly desktop and mobile platform to create a solid environment for the business side of a professional musician. The other feature would be the integration of Artificial Intelligence for songwriting on the fly. If there's an idea, there's a suite of instruments ready to improvise with the correct prompt and a song sample. This way a Musician can find their sound while on the road, write an EP if needed, collaborate with musicians via the cloud, and integrate their ideas into a professional demo before entering a recording studio keeping all the musicians on the same page. If it isn't a recording, it would be the sheet music needed to transcribe the melodies and the prompt to artistically create a demo with the different parts. It would be a well rounded resource trained just for the musician.

Interviews and Insights

The Songwriter

Gavin Tucker Music

I had the pleasure of meeting a traveling musician from Nashville who gave me some insight to the life of a traveling musician. My main question for developing an application for musicians has been simple;

"What would you look for in an application or piece of software that is dedicated to helping professional musicians?"

Gavin's response immediately started with having an application where everything was in one place, where there was a database for booking shows and managing the music business, from "… 1099's, financial statements, booking agents, excel and quickbooks, epk… housing documents to email, etc…", pretty much everything a musician needs to make a living in the real world in one convenient space.

With this in mind, there is a key word that comes to mind which has to do with integration. The integration of tools needed to survive in today's technical world, and the ease of use as a musician wants to focus on their craft, building and connecting with an audience during each show. Where this application wouldn't necessarily replace band managers but it

would help musicians manage their lives professionally where the application would be available as a tool that brings the business of music under a single umbrella.

The umbrella would have the focus of integrating tools and technologies for the user friendly experience where Gavin pointed out the need for plugins, or embedding spreadsheets, calendars, printful for merchandise and other tools such as CD Baby and social media integration. But one thing that did stand out in our conversation was the need for a filestorage plugin and an email system that provided ways to automate shows that are booked to social media platforms and artist pages for people to know where the artist is going to be playing as part of the advertising for upcoming shows.

Startup Business Plan for Musicians Hub

The research I started with was talking to musicians and finding some feedback and information on what I wanted to work towards for a business application in the first place. I shared this [Assessment - Google Forms](#) for my friends, and I attached those answers as a second file as a part of the research done for the overall project and prototype.

A more established thought …

Musicians Hub is a concept of integration providing a real-time platform for artists to have a cloud base for a personalized collaboration between their audience and other musicians or filmmakers to create the best overall immersive experience. As part of their personalized profile the goal has to do with providing a service that works with the musicians philosophy and life style by providing an immersive approach to providing a service that gives the musician some peace of mind as their day to day tasks of managing a business get automated and stored in a secure network but also it gives the musician a personalized account where merchandise, traveling costs, and communication with the artists and upcoming shows get accounted for in one single place. What makes the service different from others is the focus on integration with technology that exists while also providing an immersive experience to connect with venues and engage with their audience as part of the streaming side for videos, film makers, unbiased music streaming through a targeted platform to allow an artist to be a version of their best selves in a modern world. One feature of this service is the use of AI as a musician can have a personal chat bot as an extension of the service to have a professional approach to sampling a song where all a musician has to do is start with a lyrical idea or thought, play an instrument, make a list of instrumental roles providing a genre where someone could come up with a sampled album

before ever going into a studio with musicians they have possibly never played with before to help save time and money in the long run for their musical pursuit.

A Little bit of History

There once was a world where the idea of computer science was mainly focused on typescript languages and spreadsheets, where the concept of data such as an MP3 was laughable because the idea was something that didn't suit the modern world. The two college dropouts Shawn Fanning and Sean Parker experienced just that as they saw something the world did not have, and it would shape the entire music industry as music became data one CD at a time. They lived in the days where someone could go to a retail store and buy and album, and the only method to listening to music was on a Vinyl Record, Cassette tape, or CD which was sold through the record labels where the 'Celestial Juke Box' had not been discovered, until valued fans and listeners found a new platform called Napster.

Now days there are competitors to the philosophy to creating a 'Celestial Juke Box' which exist using services like Spotify where the first business model known as Napster served as a catalyst for a streaming service like Spotify to evolve. Today this is a normal thing, and this is where the Music Business has evolved along with platforms for streaming Film like Netflix, MAX, or Hulu that also serve as platforms for indie artists to host their film. With the thought of competition there are a few websites that support my thinking where Musicians Hub isn't a platform to just be competitive but is a platform that integrates with modern immersive experiences.

In my study of building a modern platform to provide a service to the professional musician, **Bandzoogle** matched my concept. I had never really looked into building a website for musicians until I created a prototype after learning the importance of an EPK (electronic press kit) where music business falls into needing a backend for booking gigs, and keeping track of expenses, and band memorabilia for agencies in light of keeping tabs for an annual 1099.

Data is everything, it's the new gold standard of our world (in a sense) and the platforms to stream data are still changing. With this background I have a service in modern times that integrates data to build a platform for artists, but also in light of artists making a living the question boils down to what sells?

Bandzoogle is a website that helps musicians build a web presence while they can also focus on the business of music by developing their *Electronic Press Kit* online. Some key features for bands is not selling music as much as it is connecting with an audience who loves their music, who will wear their merchandise, connect with their songs, and go to their shows or concerts. The Business of music today is more of an effort to hosting live shows, where it used to be musicians could make a living just off their music and albums. Streaming music is cheap, bands are heard and songs are thrown into algorithms to place them into a music stream that works a bit like a puzzle to group them with similar artists. The problem with this is it takes away from the individual artist collectively and it makes it harder to get noticed since the market for music is so saturated with this new design.

What Makes Musicians Hub Different

My concept in providing a service is competitive with companies like Bandzoogle, Bandcamp, or Reverbnation, but harnessing a service that works along side the companies as a method to integrating technology that a musician can use is what makes Musicians Hub different.

The main difference between Musicians Hub and other services is the fact that the focus isn't on pre-existing streaming services for music or film, it's not even the strategy of building a personalized electronic press kit for the artist. Though those things are the same as the competitors what makes the service different is the focus on the immersive experience.

The immersive experience is what will help Musicians Hub stand out as a modern platform, from the use of VR Concerts, or VR experiences integrated as part of the musicians advertising. The integration of services for a store front is still there like Printful, or providing a Vinyl service like that of bandcamp. The advertising is still there, though the connection to collaborative artists and venue agencies is what will make the business of Musicians Hub Different.

There's a level of ownership as the musicians and artist are not just subscribers to a service, but an affiliate to a cause. Musicians Hub is catered to helping artists build their own business with integrated tools. It provides a new approach behind the business of music with a service, but also those tools are immersive and integrated to intuitively connect to other musicians and their audience. The EPK is a resource, but the service extends to Augmented Reality with an AR business card that can link to a free VR Solo

show, or an interview with a studio or radio station to meet the artists and band. Either way, intuitive design is what will ultimately make the difference, and I think part of the difference will be up to the development process and packaging tools the developers have through utilizing Firebase as the concept behind the MVP.

Part of the music streaming service is providing a platform for the musicians audience without the algorithms. Playlists and be built through a streaming service that listeners can use without the corporate aftertaste of algorithms and advertisements. The listener is a subscriber to the artist(s) and the artists are the focus to Musicians Hub as a company.

The application is a simple idea that utilizes content on a listeners phone to whether or not they like a song. There could be multiple songs they don't like in an album, where a single song makes a hit (typical music history for the listener), but the playlist would be created by the listener to first listen to the song without any information about the song through a phone application. The goal would be to have a service that brings incentive for people to use which would stand out against other platforms from other competitors.

Some of the potential competition would have to do with the integration of AR and VR experiences that might be focused on only that service. Part of my vision for the company is that the lead CTO would also be a filmmaker with a specialization with Unreal Engine through CGPro Filmmakers Certification and an Alumni of the school. It's a skill and as a start up being a filmmaker is a resourceful approach to creating immersive experiences and the school would provide a network to professionals in the Film Industry. The advertising could be utilized with AI depending on the budget, but the CEO and the CTO would work hand in hand to grow a true business and technology platform that effectively uses modern technology for the immersive experience. This alone would be a competitive edge to building on an immersive experience that others can use in the Music Industry.

Musicians Hub Organization

*The CEO and CTO of the company would have to be personified as the Developer. I created a few personas as a method to meet the development team **Felix** and **Mokey** They are the beginning personalities of the CEO, CTO, and Product Manager(s) to developing an integratable platform for musicians who are interested in a professional all in one platform for developing their EPK and Music Business. As the business grows this chart shows the growth and positions that would open up as the organization expands from the process of*

developing an MVP as an LLC to a type of Corporation as the company eventually would go public.

Development and Philosophy (The MVP)

There was some new insight into the approach to developing the application and working out a Minimal Viable Product. So in this section I am going to go through a practical way to implement the business plan to market. There's the method of developing the application through *Firebase* which is a popular approach for developing web applications given the targeted platform. This provides a lot of resources for developers who have experience but might need the guidance of an integrated experience for a methodology that has been proven to work already. Honestly this is how I would personally start developing my own idea for Musicians Hub.
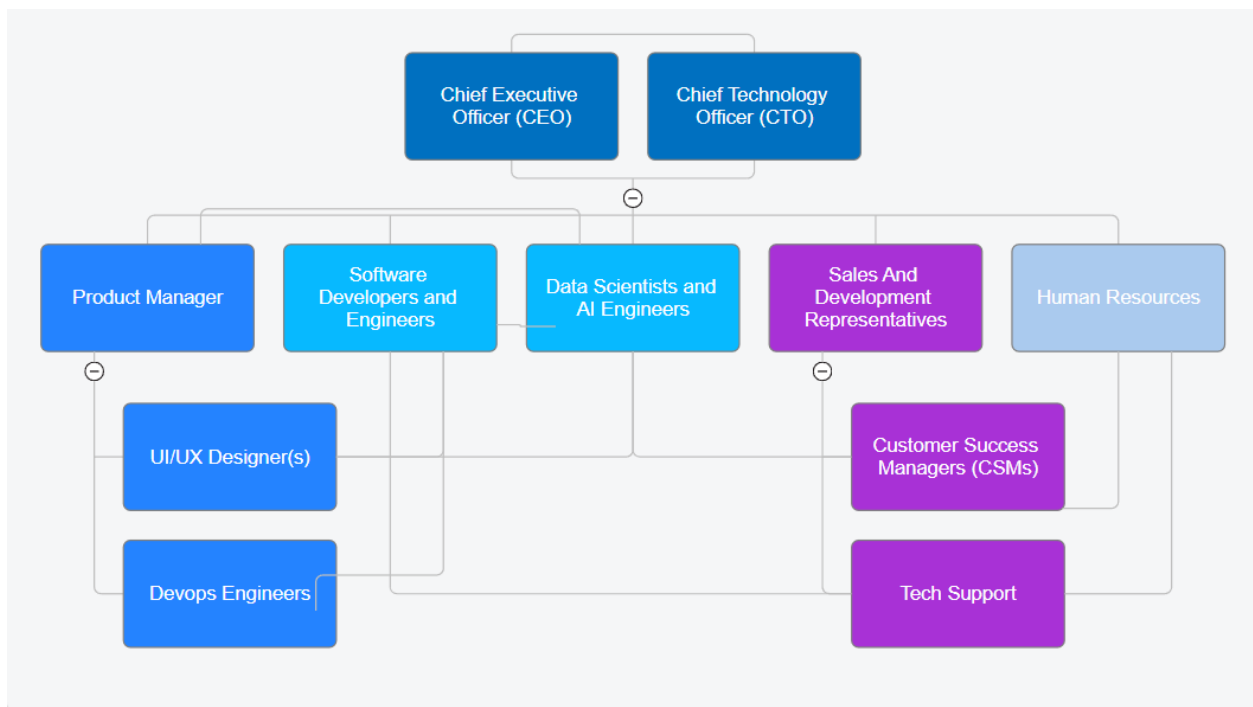
Why I chose and LLC for the MVP

I chose to start with an LLC for the sake of building a startup. The above is an overall vision of the company which in my case would be the CEO's responsibility. The LLC provides other marketing opportunities to grow the business which I would utilize as I find methods to create streams of income for the success of this business model. I don't see just a tech

company, but a few tech companies under an umbrella which is the business model to work under.

I can start small with a few people and designate an office space in Tulsa or find memberships for office space in Tulsa to get the business networked into the community for growth. The LLC would provide opportunity but also through registering the business and employing legal aid I would have advice on patents and copyright laws from a legal professional. With my vision there would be the members of the company (CEO/CTO and an AI engineer) who want to help build a brand and conduct business in a way that's original and professional which essentially would cultivate those practices as the business gets off the ground. Apart from AI is the focus of immersive experiences and developing an AR business card feature that sets the service apart from other websites like Bandzoogle, where part of the mission statement is to meet the business needs of the artist.

An LLC keeps the focus on the business. The registration of a business is something that legally protects assets and takes the focus off any one member of the business personally. I know this is popular for real-estate investors because if there is a liability or something that goes wrong for a tenant and they decide to sue, the business is sued and not the individual (this is my best example). But, an LLC is flexible as a business model which is great for being a startup where as an Entrepreneur in this case I would not need much overhead. The work being done would be building a brand, the prototype and website, a few software tools built for musician's with a machine learning engineer, and overall the focus is on building a brand while utilizing the flexibility of an LLC for a modern business.

The Boilerplate

This is where the overall development and integration takes place for how the application will be developed and designed for rapid testing as the focus of the project provides a web presence for a musicians Electronic Press Kit, and a live streaming feature. As far as data goes, I'm choosing a hybrid of *MongoDB* for the scalability of the website and its use for data for this service for VR and live streaming. And *PostgreSQL* for the use of subscriptions, ticketing, and authentication for the website.

The Boiler Plate involves using GoLang for the Backend and React on the front end. This approach is great, but I found Firebase to be more resourceful as I consider creating a tech business for the first time. There are more features and resources provided with the service that will help the applications scalability and analytics as it grows in the long run.

Frontend using React

- **React Router –** This feature helps with developing the front end's source file (src) in creating multiple pages for the overall web application. This includes the dashboard, profile, live streaming service, EPK, and VR or immersive experiences, while also including template formatters.
- **Axios –** This is the HTTP client for the process of web development. In the most basic thought, it is used for local hosting before the webpage is delivered while utilizing NodeJS
- **Material UI –** This is a react library that assists with rapid prototyping for the workflow of developing the source files pages and navigation for the thought of the User Experience (UX/UI) for human interaction.
- **Socket.io --** Realtime data exchange between server and clients. Considering musicians building a team this would be something to consider for creating an in-house server for building a network for live chat rooms as part of the users customized collaboration experience. This feature is part of the Golang library which provides the user with messaging services and notifications for any needed alerts.
- **React Player –** For integrating existing social media accounts or content for the effective use of an Electronic Press Kit.
- **React Fiber –** This is the react library that integrates VR for VR concert integration. Not every concert would have this option, but it might be possible to include this feature for existing studios such as KEXP or recording studios where the VR experience provided can be recorded as part of the overall experience.
- **React + Tailwind CSS –** Frontend UI for a responsive financial dashboard.

Database

- **MongoDB –** This database gives flexibility with all the different types of transactions that would take place as part of Musicians Hub, giving real time efforts for a scalable application.
- **PostgreSQL –** A robust relational database for structured data which assists in the data storage of transactions and financial data. This would be effective for ticket sales from venues vs the random purchases of merchandise which changes with a musicians lifestyle.

Backend using Golang

- **Gorilla Mux and WebSocket** – *gorilla is a web toolkit for the go programming language which helps with building the bridge between the backend and the frontend of the website that is being built. In the case of Musicians Hub these are the tools used for handling the HTTP requests using GoLang and React*
- **GORM** – *This is the* **SQL database** *workflow using the Go Language. GORM is the library used for managing the SQL database in this framework.*
- **JWT** – *JSON Web Tokens. The JWT objects are used as web tokens to ensure the authenticity of the user's information for securing their account.*

Services to integrate as part of the Musicians Hub Platform via GoLang

"Financing a project with a **costing budget** *involves identifying funding sources, estimating expenses, and aligning financial strategies to ensure the project's viability" (deepseek).*

Below is a list of vendors that can be integrated to serve the musician to create a business of their own through the Musicians Hub Website.

- **Stripe** – *This is a service which serves as one of the main payment methods for merchandise that can be used online or in person depending on the occasion.*
- **Plaid** – *A network and service for digital finance providing security to help prevent fraud and secure true fans as they make a brilliant connection with the artist.*
- **Go (Fiber)** -- *Backed API and payment logic for efficient processing*

A New Approach to the Backend using Firebase + PostgreSQL

Firebase would be the go to option for developing this project. I still incorporated some thoughts on using GoLang because of the scalability and optimal performance of the language. The advantages of using Firebase is the service of creating Authentication and Management services which would be great to Automate in the beginning of the development process. It provides seamless integration. The real-time database is still present where hosting and the scalability using firebase are just as strong, but also there is the security of the data while there is Auto-Scaling through the Service. Firebase utilizes a serverless backend which goes along with the decentralized approach for the Musicians

Hub Philosophy. There are integrations for the Firestore and extensions for purchases and transactions, and a notification ecosystem that works for the developers benefit to help keep processes more manageable as the business grows. Cloud Storage is part of the Firebase ecosystem along with a "pay as you go" method for the sake of having a start up for a business in technology. It seems to get the best of both world in the development of Musicians Hub having a Hybrid of Firebase + PostgreSQL for the backend with React in the frontend would be an ideal solution for the development team and the business.

Research and Planning

This project started with talking to a musician and asking them "if there was an app that was created for musicians, how would you as a professional musician want to benefit from this service?" -- This is where the philosophy of an EPK considering a 1099 came into thought. On the backend I want the app to cover the musicians need through a subscription platform which helps automate the business side and it might be possible there's a little bit of coaching on how the artist can utilize their profile as a business model for building their own brand and online store.

When it comes to actually developing the application the research and planning starts with the blueprint to successfully developing and testing the app through a prototype also providing interviews with professional musicians. There was an aspect of developing a collaboration platform as part of the website for EDM artists to host their work and store their sound files as part of a secured cloud where this would integrate with modern DJ platforms for live shows. The prototype would have to be given with examples. My sample of the platform has to do with how a musician would be able to market themselves through an AR business card for reaching out to the people they meet while on tour. It's meant to be a resource that builds a network with the philosophy focused on the artists success in a fast-paced environment so there are no pauses when it comes to networking. The example can be found here: hashthat.github.io

Through the research there would have to be collaboration with artists and there'd be a cost for time and services. My first place being a Tulsa Local would be Tulsa's Builders and Backers Association, I have had a few friends who have successfully gained backing for their prototype and the association also gave them an educational role to help others.

Research Questions for the Artist at the grassroots level of the Project

Like any endeavor to start a project I have started with asking frineds who are in technology or going to school for web development and I've asked them what type of advice they might

have to give me for developing a prototype. One of them is a musician in my home town and the other friend I have is a Machine Learning Engineer working on a startup for an AI service. Both of these friends I have created a prototype of their own and they were both accepted into a Tulsa program (More Resources and Funding to Help Builders Take Their Next Step) Builders and Backers in technology.

The first step will be reaching out, gathering information and getting a solid plan on what to focus on for a basic prototype of an application where musicians can connect to an audience or artists can connect to other investors or have a tech hub that supports their talent.

Step two will be asking the people I have talked to initially about how musicians might benefit from the application and hold a short 20 minute interview with each participant in the research to expand on what could make the application an opportunity.

Assessment - Google Forms

1) How would an artist Benefit from an application that helps them collaborate with other artists and connect fans to artists for music sales?

A Business Plan

- o   Register the company as a Limited Liability Company (LLC)
- o   Build the brand Musicians Hub
- o   Establish an Employer Identification Number (EIN)
- o   Use the EIN to establish a bank account for the LLC
- o   General Liability Insurance
- o   Keep up to date with ongoing financial requirements
- o   Trademark Registrations
- o   Copyrights Registration
- o   Fintech Financial Software
- o   Local and State Licenses
- o   DBA for legal operations
- o   SOC 2 Certification – For software handling sensitive customer data.
- o   ISO 27001 Certification – For cybersecurity and information security compliance.

6 Month Timeline

- Register Business (takes ~ 6 months)
- Build prototype (~1 Month)
- Find backing promoting concept (~2 Months after prototype is built)
- Find volunteers to help test drive software and new platform (~3 Months)
- By the end of 6 months have a Saas platform that is ready for building a business to sell software and services providing the integration of vendors and resources for a musician's success.

Some Software goals for the Business

- Realtime VR experiences
- Specialized Unreal Engine certification
- AR Business Card integration for EPK
- Streaming mobile application (swipe right/swipe left)
- Studio and team of dedicated developers
- Internship program for future projects
- Private repository for developers on ClickUp
- NDA Script for collaboration and development
- Local business and equipment for development team

Financial Planning

To acquire startup funds, I would focus on a service that might help benefit the campaign. I know there are local grants and services for first time business owners, along with utilizing the builders and backers association. The overall costs would include the list below. I did use ChatGPT with the assistance of coming up with an overall estimation. I'd have to factor in the number of employees, branding resources, and research more of the overall costs for the development of the actual software to get the most accurate number. But this is a rough overview and as a business grows so do the expenses for investing.

As a strategy to cut expenses and budget my time and effort I would start with seeing what I could gain for focusing on the development team. Finding the right people, conducting interviews and thinking about company values in the process of developing software in the next 5 years while running a newly established business would be part of my consideration with working with others. I would start with finding volunteers and possibly consider with success in the company a development team working for Equity. But I would want to consider the business model and what this would mean for the company. Naturally there

will be changes and considerations I probably have not thought of but for the time being this is a rough sketch of what type of capital I would need to start a business with the help of ChatGPT.

1. Startup Cost Estimation

This section serves as a blueprint to the companies startup costs and estimation which means it is all subject to change as the platform and ownership takes place. The details would have to be researched and considered as each step is taken as the business is established.

The following table outlines the initial investment required for launching the company:

Category	Estimated Cost (USD)
Business Registration & Legal	5,000
Software Development	100,000
AR/VR Integration	50,000
Cloud Hosting & Infrastructure	20,000/year
Marketing & Branding	30,000
Office Setup & Equipment	15,000
Licensing & Compliance	10,000
Miscellaneous	10,000
Total Estimated Costs	**240,000+**

2. Funding Strategy

1. **Seed Funding** – Raise capital from angel investors and venture capitalists specializing in **AR/VR, music tech, and advertising platforms**.
2. **Crowdfunding** – Utilize platforms like **Kickstarter** or **Indiegogo** to attract musicians and fans as early adopters.
3. **Strategic Partnerships** – Collaborate with **advertising firms, music labels, and VR event organizers** to secure funding in exchange for platform integration.
4. **Small Business Grants & Loans** – Apply for **SBA (Small Business Administration) loans** or tech startup grants from **state or federal programs**.

3. Revenue Model

| Revenue Source	Projected Annual Revenue (USD)
Subscription Plans (Musicians/Filmmakers)	500,000
VR Concert Ticket Sales	750,000
AR Business Card Services	200,000
Advertising & Brand Partnerships	1,000,000
Merchandise & Digital Product Sales	400,000
Total Projected Revenue	**2,850,000+**

4. Cost Management Strategy

- **Leverage Open-Source Software** – Use open-source frameworks for AR/VR to reduce development costs.
- **Optimize Cloud Costs** – Utilize scalable cloud services like **AWS Lambda** or **Google Cloud Functions** to manage hosting efficiently.
- **Outsource Non-Core Functions** – Hire remote teams or freelancers for marketing and support roles.

Break-Even Analysis

- **Break-even point**: Estimated within **18–24 months**, considering revenue growth from advertising, subscription sales, and VR concert ticketing.
- **Profit Margin**: Expected to stabilize around **30–40%** once customer acquisition and platform expansion reach optimal levels.

This financial plan ensures **Musicians Hub** can scale effectively by combining **subscriptions, advertising, and AR/VR monetization**. With the right funding and cost controls, the platform can establish itself as a leader in the **music-tech industry** while maintaining financial sustainability.

Building a Prototype to Market

Musicians Hub Development Timeline
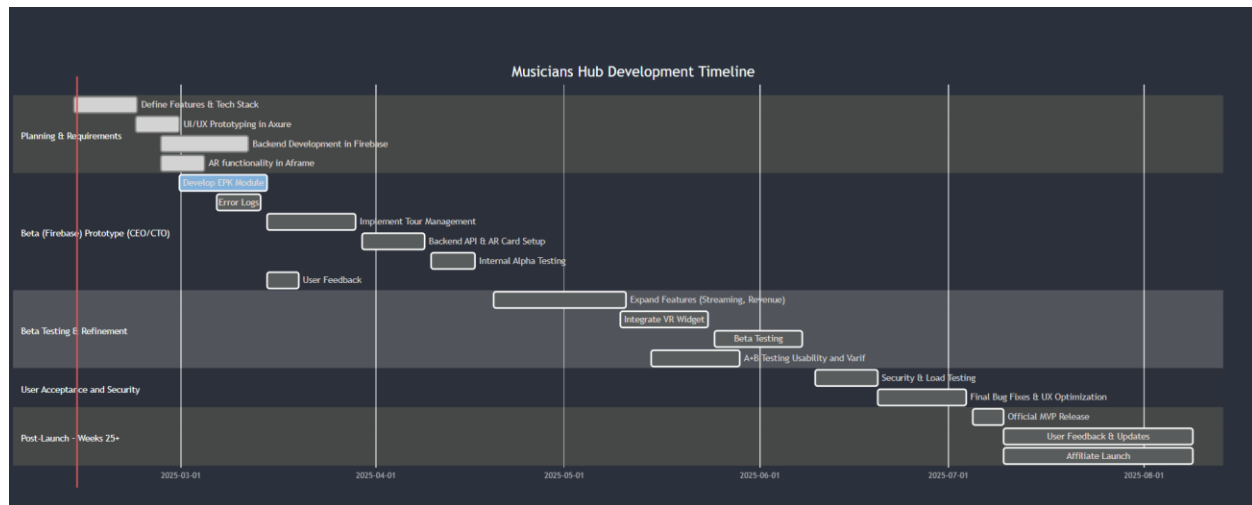
The prototype is the basic framework for testing the *Musicians Hub* application. There are a few steps to take before looking into the framework which has to do with launching an idea. Part of launching an idea is creating a background to how the application is going to be used through testing and refining the tools for the development process.

The advantage of these testing procedures has to do with creating a functional application that has a smooth approach to human interaction and usability. In phase1 <u>Testing the Prototype</u> is part of building the application between the CEO and CTO. This is the hub for development getting the foundation and mechanics of the application running. <u>Phase2</u> has to do with sharing the application and testing the created data from working with the application from the backend to the front end. This phase is created for improvements, asking questions, and seeing if the applications performance offers the same results from the CEO or CTO in the first Phase. In a way, this is debugging through the hurdles of social engineering.

In light of Social Engineering, <u>Phase3</u> is where professionals create accounts, Phase2 was really a small group of people who might be aware of the idea that's been created. Phase3 is the expansion of the idea where friends of friends get to sample the application so any hidden bugs can be worked out along with any hurdles that the user might experience while using the application. The application needs to be marketable and user friendly, this is a place where reviews can be made directly to the development team as the business grows and the focus of the applications usability is defined as competitors might be more understood as the application comes to market. I say social engineering in phase3 because the idea is that it would be efficient and there would be a landing page people could join as part of a waiting list. This would have to be established through word of mouth knowing our market launch would be strong with a creditable service.

the Prototype

1) ***Testing the Prototype (CEO/CTO) -- (Alpha Testing) weeks 1-4***

o   Test application workflow (authentication, database reads/writes)
o   UI/UX Testing for Frontend Functionality – Utilizing Axure for Feedback
o   Test Backend Functionality for user Profile Creation process (firebase procedures)
o   Test functionality of integrations of the user profile after it is created
o   Test AR functionality for the business card
o   Firebase Authentication test for validating data (security)

2) ***Beta Testing through a few Volunteers (CEO/CTO) -- weeks 5-8***

o   API – This goes along with firebase being a part of the backend where the database functionality is tested to be sound as new profiles are created.
o   Performance – The usability of the application as content is created within the profiles.
o   Feature Validation – The goal of the website is to establish an EPK, offer an AR business card for marketing, and have a way to promote sales which involves file sharing and QR code Generation. As long as the database is working properly, and the performance of the application is usable, the integration of other websites and features should be working for transactions and file sharing.
o   User Feedback – This would be conducted through a hub as the volunteers would be more of a controlled group whether they are musicians or not as a way to test the different stages the website might go through. From profile creation, sales integration, and the usability and convenience of actually developing an immersive presence through the newly developed platform.
o   Error Logs – Given the language the errors could be tracked through consol logs in the backend that could be printed to the database for debugging.

3) ***User Acceptance Testing (UAT (CEO/CTO)) -- weeks 9-24***

o This phase would actually work with affiliates of the company by providing the **Minimum Viable Product.** Finding people who believe in the company that would help create a soft/private launch for the business. As the stage is set and the software is sound, this would be the phase that really gets the campaign together for a post-launch. The goal would to have 250 accounts, where the usability and functionality of the application is working for the musician. The EPK and AR business card is working and the immersive experience is being developed through the Unreal Engine as a new feature to the website. The main features that would be tested are the scalability of the application as the user profiles and business grows, A+B testing through Firebase Varification, and with usability there is the need to observe the applications revenue.

4) ***Post-Launch – Weeks 25+***

o Minimal Viable Product is ready for the public Market
o The Firebase "eco system" and communication between users and developers are established and somewhat automated.
o The analytics are still observed for the sake of Profit and Revenu
o The application is a resource to professional musicians
o The company gets shared to the public for executing a full business plan

In Conclusion the first three phases are for the development of a sound MVP. I chose Firebase over Go for the backend because of the scalability using google analytics and the integration of working with databases. I would think using Go as a new language could be part of a new process or service in the future.

The process for the prototype would stay the same, as the revenue would reflect on the usability and convenience of the application. The Team would start with the CEO and CTO, but I have a persona in mind for the Production Manager having a background in film. I think this would be pivotal for advertising, and with a desire to learn Unreal Engine I think the business would provide a modern feel to the product.

The goal is to have a public release within the time frame of six months. This allows enough time to experiment as data is gathered, and sustainability issues get worked out through the MVP. The other aspect of giving a little bit of time for launch of a sound product is through word of mouth and a solid platform, the right investors might come our way to effectively build the business with a 25-year vision to sustainability. The product is the focal point of the business, but without the core values and the groundwork of building those values into the service of the company I believe the company would fail if the process was not worked as part of the product and launch.

With the business in mind, I believe this could actually be a success with the right people on board.

Competition Annihilation Plan (what sets musicians hub apart)

1) Value – The value of having a trained and certified team for the CEO and CTO is key to having the knowledge to conquer the rising competition. Being part of a network for immersive technology is a valuable investment to start with, which brings flexibility as technology changes.
2) Algorithm Free Discover – An organic workflow created by the content creators and the listeners provides a unique relationship between artists and fans. This allows true fans to be more connected as ticket sales to nearby shows might be more probable for the artist.
3) Interactive EPK's -- The EPK's are an advertising resource that bring AR integration and VR integration to connecting with an audience. But, this is ideal for Venu's to learn more about the band as emerging artists might be growing to warm up to a wider audience. Artists that compliment artists through agencies and shows.
4) AR/VR Sets Musicians Hub Apart – Musicians hub will be a pioneer which is why I would want a department on the immersive experience and which is why I would have an Unreal Certified Filmmaker on the team if not the CTO. This can be integrated into Merchandising sales as part of their personalized store front and VR
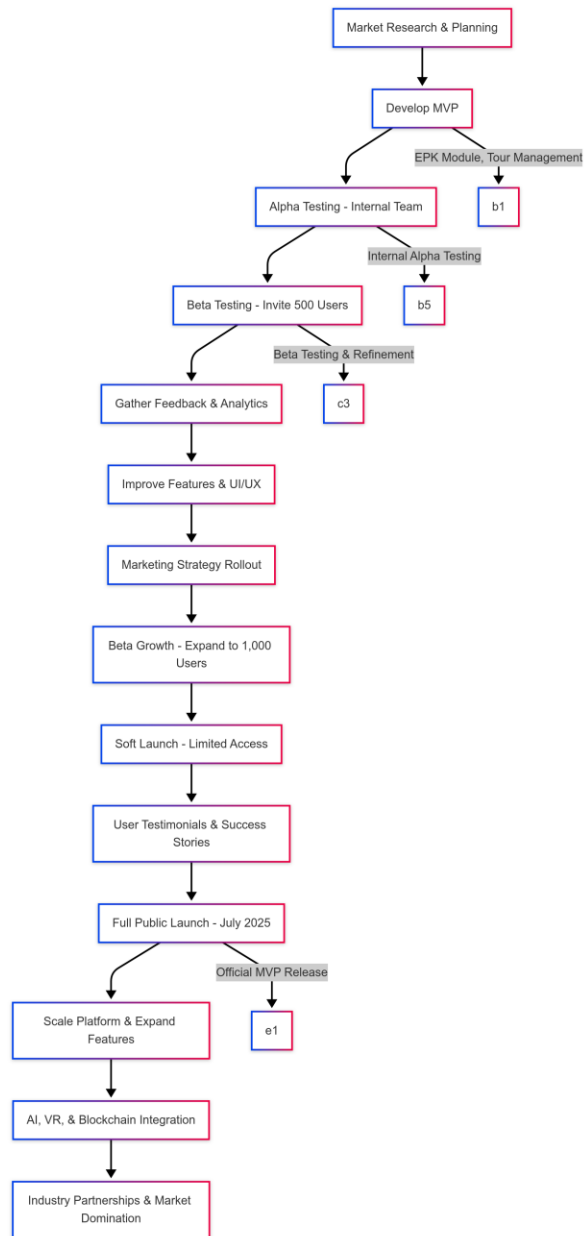
Music Studios which would blow all competition away as tours are set up with Agencies.

5) Touring – Smart tools for the 1099. The EPK would also serve as an automation for tax records and 1099's for expenses as a fulltime musician. This also includes Merch and Revenue analytics through integrative services such as Printful, Bandcamp, amazon and etc of seamless tracking.

6) Musicians Only – No mainstream noise, Just pure collaboration and networking as the audience would benefit from using the targeted platform(s) for streaming and connecting with musicians. This also helps the artists story as they might be growing into the industry and finding their fans.

7) AI Generated Ideas – Songwriting assistant and coach. Also AI sound integration as part of one of the features of the application. It's dedicated for Artists by Musician Hub team of developers.

8) Music Rights – Musicians have a platform and own the rights to their music. The business of Musicians hub is based on memberships and utilizing the profile service for developing an EPK and a Music Business.

MVP Launch!

For the launch of a *minimal viable product* the steps have been outlined. This stage of development would focus on musicians who are tired of using outdated services, or have complaints on existing platforms that Musicians Hub can solve. In market research the goal would be to identify some of these complaints through the development process of the MVP, and through tried tests and analysis provided through choice services provided by Firebase for the backend of the application, the analytics could really show the use case of how the application is developed and shaped through what works best for the Musicians Hub members/affiliates to the business.

A few key points in the Launch is to have roughly 500 users as part of the development process, also beta growth so the launch provides a platform that works. Members can leave success stories while targeting musicians and independent artists the appeal of the application would be a go to hub, Musicians Hub, where all the musicians business needs are in one place.

```mermaid
flowchart TD
    Market Research & Planning --> Develop MVP
    Develop MVP --> Alpha Testing - Internal Team
    Develop MVP -->|EPK Module, Tour Management| b1
    Alpha Testing - Internal Team --> Beta Testing - Invite 500 Users
    Alpha Testing - Internal Team -->|Internal Alpha Testing| b5
    Beta Testing - Invite 500 Users --> Gather Feedback & Analytics
    Beta Testing - Invite 500 Users -->|Beta Testing & Refinement| c3
    Gather Feedback & Analytics --> Improve Features & UI/UX
    Improve Features & UI/UX --> Marketing Strategy Rollout
    Marketing Strategy Rollout --> Beta Growth - Expand to 1,000 Users
    Beta Growth - Expand to 1,000 Users --> Soft Launch - Limited Access
    Soft Launch - Limited Access --> User Testimonials & Success Stories
    User Testimonials & Success Stories --> Full Public Launch - July 2025
    Full Public Launch - July 2025 --> Scale Platform & Expand Features
    Full Public Launch - July 2025 -->|Official MVP Release| e1
    Scale Platform & Expand Features --> AI, VR, & Blockchain Integration
    AI, VR, & Blockchain Integration --> Industry Partnerships & Market Domination
```

Nodes and Connections:

- Market Research & Planning
- Develop MVP
  - → Alpha Testing - Internal Team
  - → b1 (EPK Module, Tour Management)
- Alpha Testing - Internal Team
  - → Beta Testing - Invite 500 Users
  - → b5 (Internal Alpha Testing)
- Beta Testing - Invite 500 Users
  - → Gather Feedback & Analytics
  - → c3 (Beta Testing & Refinement)
- Gather Feedback & Analytics
- Improve Features & UI/UX
- Marketing Strategy Rollout
- Beta Growth - Expand to 1,000 Users
- Soft Launch - Limited Access
- User Testimonials & Success Stories
- Full Public Launch - July 2025
  - → Scale Platform & Expand Features
  - → e1 (Official MVP Release)
- Scale Platform & Expand Features
- AI, VR, & Blockchain Integration
- Industry Partnerships & Market Domination

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