

MEET THE YAMERS!



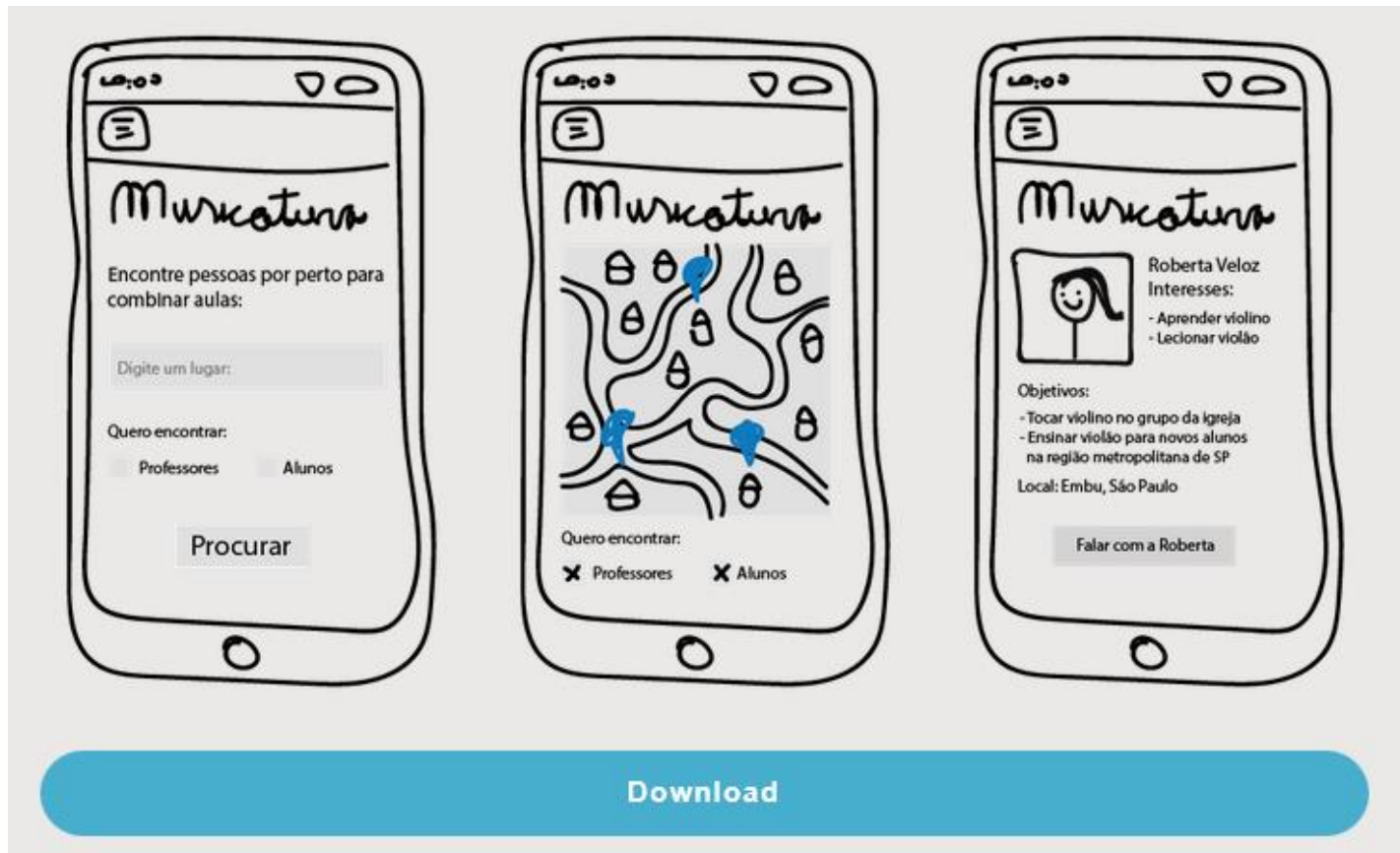
Henrique
UX Designer



Esdras
Marketing

IN THE PREVIOUS EPISODE...

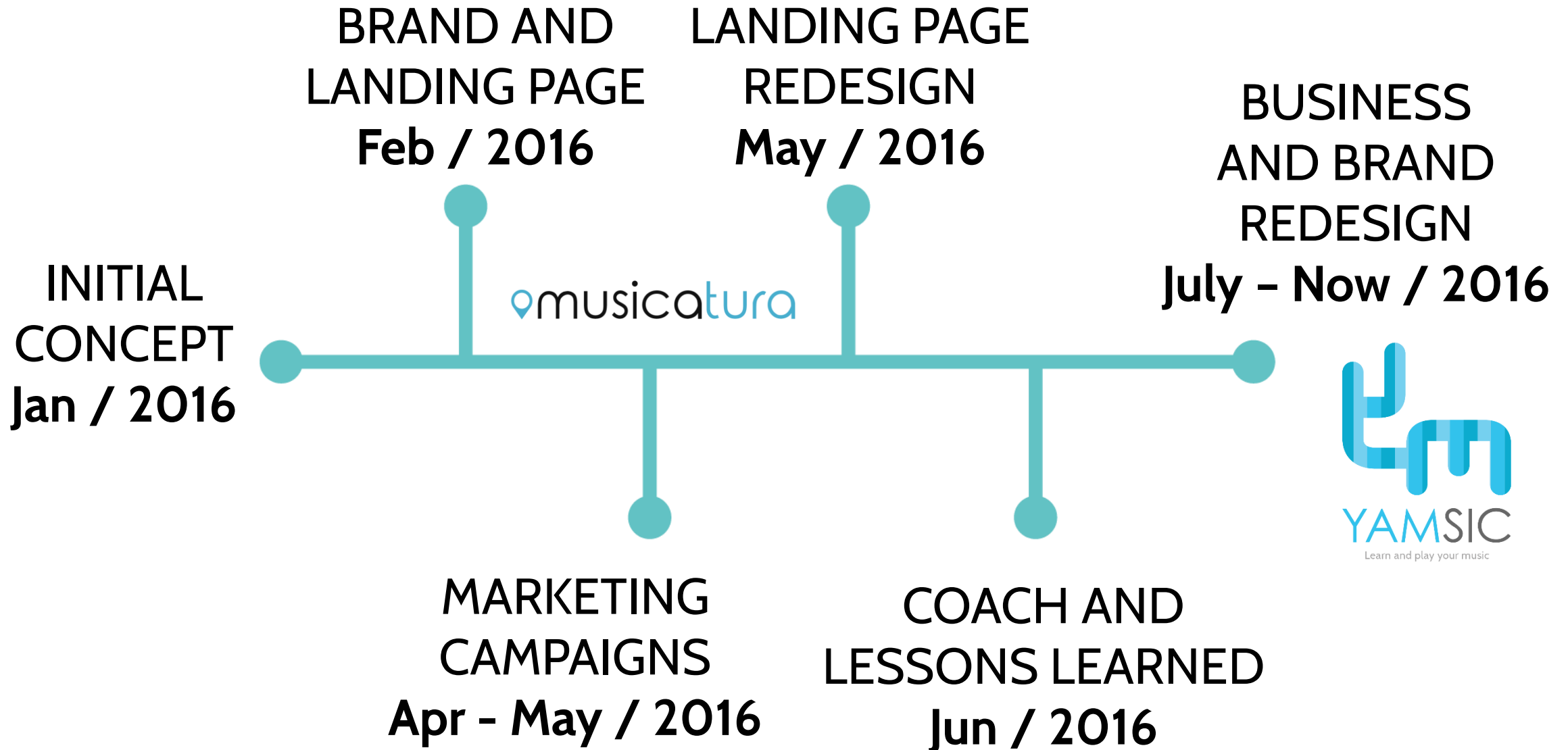
musicatura







Value proposition: match music students and teachers based on their locations.

Channels: Landing page, Google and Facebook ads, word of mouth, and interviews.

THE TIMELINE SO FAR



NUMBERS FROM THE LAST CHAPTER

 	Cadastre-se no Musicatura	17	0.0%	0.0%		Stats	
	Created Feb 18, 2016 11:25 am	Subscribers	Opens	Clicks			
	No rating yet						

Facebook + Google: 60595 views and 460 clicks.

17 subscribers.

Most subscribers came from the Google Ad.

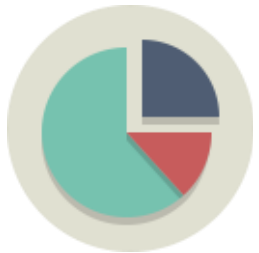
WHAT HAPPENED?



No clear message was sent to the target public.



No well defined unique value was proposed.



Not enough knowledge of the market.

LESSONS LEARNED



Most likes and subscribers are from women under 30 that have some knowledge on the instrument of their choice.



Some of the teachers told that they find new students based on recommendation from his / her students...



.... Which made us start to think how teachers manage to engage students into making classes.

Great! Now that we have some experience walking through a path that doesn't work...

LETS PIVOT!

THE PAIN



No place for students to look at for music teacher recommendations.



It's hard for private music teachers to find new students.



Trust is a very important factor to consider when searching for private classes.

THE SOLUTION

Introducing...



The only music education platform where you can find the perfect network to start music classes!

THE MUSIC EDUCATIONAL PLATFORM



It all starts by downloading the app on the marketplaces. Once you've downloaded, sign up to fill your profile.



Then you search for the name of one or more instruments that you want to learn or teach.



And that's it! Find a lot of cool people who's already teaching or learning the instrument!

HOW IT WORKS?



Set filters to refine your search such as location or skills.



Find the most recommended and the new folks' profiles.



Log in to see the full profiles and start meeting people.



Schedule your classes and start learning or teaching!



Rate your class experience on the platform.



Receive shiny rewards as you make progress and recommend!

THE MARKET

* Source: SEBRAE. December 2015.



Education corresponds to 11% of the music industry size in Brazil, one of the top three major sectors. *



High level of informality thus not having reliable information to precisely measure the market. *



Lack of technical and professional education, as well as innovation on the business models. *



Lack of internal controls, marketing and finance tools and information systems. *

MARKET FIT

* Source: Agência Senado. March 2016.



People looking for their first time job as a music teacher.



Comply with the Brazilian law 13.278/2016, that requires public schools to have music classes. *



Students that want to teach in order to help finance their studies.

EXISTING SOLUTIONS



Musician social networks.



Facebook groups.



Word of mouth.



Music schools.

HOW TO MAKE MONEY?

* In app currency.



Percentage on each transaction made on the platform.



Advertising for teachers and partners.



Buy *note coins** to unlock gamification content.



Fee to recover your status in case you lose your class sequence.



Premium subscription to access your full class history and comparison.



Music tests to prove abilities and get more recommendations.

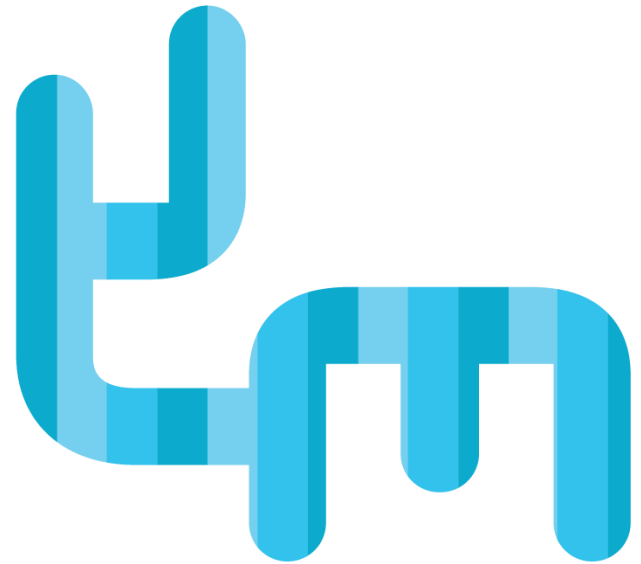
WHAT DO WE NEED?



At least one developer and one businessman on the team.



Mentoring on entrepreneurship for startups.



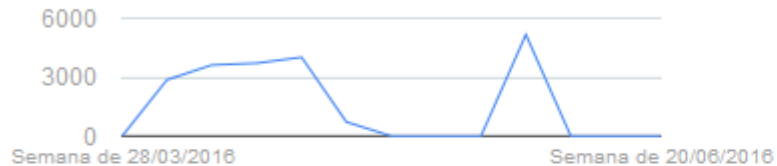
YAMSIC

Learn and play your music

NUMBERS FROM THE LAST CHAPTER

Visualizações ?

20.049



Seu anúncio foi visualizado em



Dispositivos

Smartphones	72%
Tablets	1%
Computadores	27%

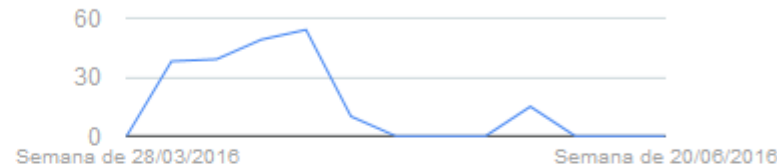


Fontes do Google

Rede de Pesquisa do Google	28%
Sites parceiros do Google	72%
Outras fontes	0%

Cliques ?

205



Seu anúncio foi clicado em



Dispositivos

Smartphones	79%
Tablets	1%
Computadores	20%



Fontes do Google

Rede de Pesquisa do Google	69%
Sites parceiros do Google	31%
Outras fontes	0%

Aprenda música em casa

Anúncio www.musicatura.com.br

Encontre professores de música por perto de você pelo nosso aplicativo

Less than 1% of clicks

Most clicks through Google search

Most people were using smartphones


NUMBERS FROM THE LAST CHAPTER

Frases pesquisadas ?			Frases pesquisadas ?		
Frases	Visualizações	Cliques ↓	Frases	Visualizações	Cliques ↓
quero aprender tocar violão	965	44	melhor professor de canto	33	3
aulas de violão em	1.657	31	preço aulas de violão	192	2
aulas de guitarra	1.566	22	aula de bateria	123	1
aulas de teclado	834	13	escola de violino	110	1
aulas musica	757	13	valor aula de canto	35	1
aulas de violino	600	8	professora de piano	30	1
aula de música	490	8	professor de violão em	14	1
onde encontrar aula de ca...	256	6	conservatorio de musica em	54	0
professor de música em	155	4	escolas de guitarra	51	0
aulas de musica particular...	62	3	aulas de violão para crianç...	39	0
< 1 de 15 > EDITAR			< 2 de 15 > EDITAR		

Most viewed
Keyword was for
classes at specific
locations

Top searches for
playing the guitar,
keyboard, violin
and sing

NUMBERS FROM THE LAST CHAPTER

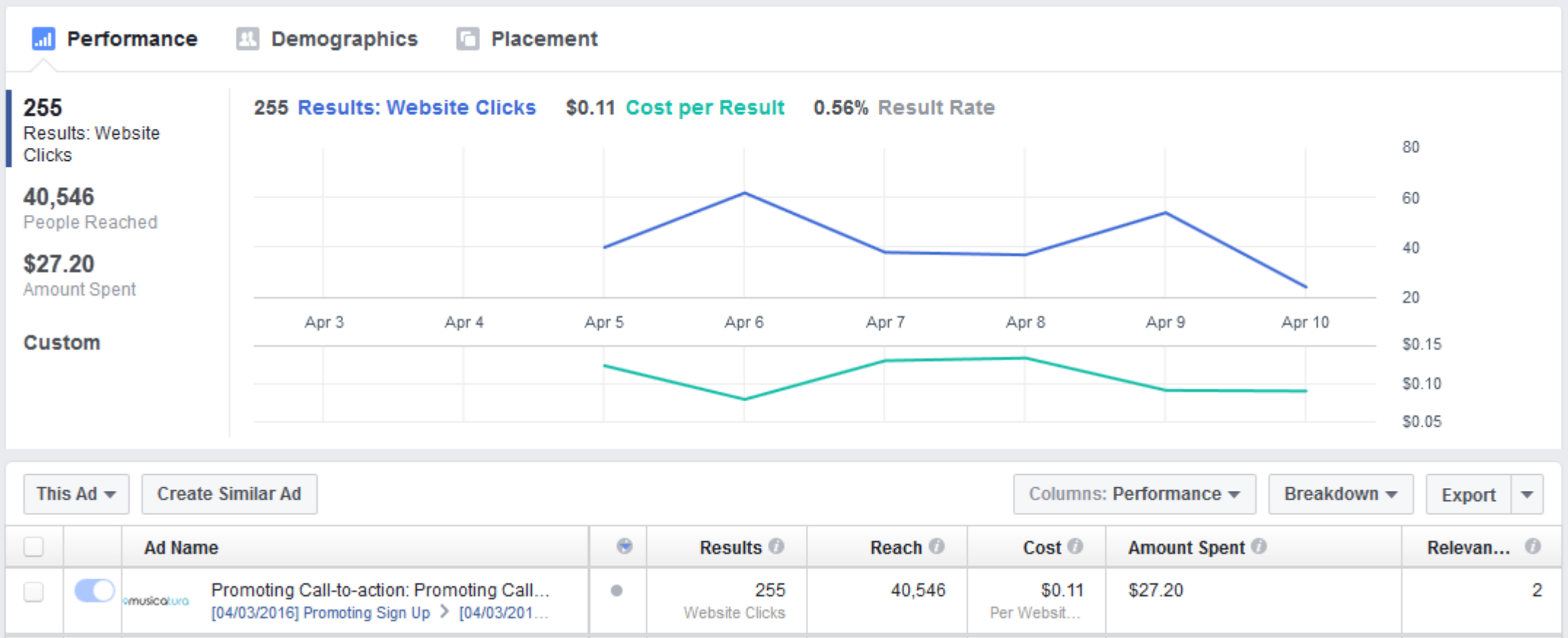
<p>Locais</p> <p>Exibir anúncios para pessoas interessadas nos seus produtos ou serviços em São Paulo, Rio de Janeiro e Belo Horizonte</p>  <p>EDITAR</p>	<p>Produto ou serviço</p> <p>Seu produto ou serviço Instrutor de Música</p> <p>Exibir seus anúncios também para pessoas que pesquisam Instrutor de Música, Iniciantes, Curso à Distância, Aulas Para Crianças, Violão, Aulas Privadas e Aula de Canto</p> <p>EDITAR</p>
--	--

Top amount of clicks from São Paulo, Rio de Janeiro and Belo Horizonte.

The campaign started at São Paulo, Taboão da Serra and Embu das Artes

No clicks from people in the metropolitan area of São Paulo.

NUMBERS FROM THE LAST CHAPTER



40.546 people reached 255 clicks Less than 2% of clicks