

Prepared by:

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PRODUCT OVERVIEW

Upnote's B2B and B2C platform allows bars, restaurants, event organizers and individuals democratize music playlists and capture data on music preferences. Upnote allows individuals to nominate songs through integration with their music streaming service of choice (ex. Spotify). Once a song is nominated, other users in the same location can up- or down-vote each song selection to determine which will play next.

TARGET MARKET

The target market will be bar goers who would like to play their music and bars that do not have a jukebox or would like to replace their jukeboxes.

BUSINESS MODEL

Users pay to buy credits that can be used when voting for songs. The higher the vote, the earlier the song will be played. Users can also pay extra for special requests and artists promotion. The streaming data combined with demography can be sold to bar owners and local radios who would be interested.

BUSINESS OPPORTUNITY

The traditional and digital jukeboxes will be replaced by users' mobile phones. On users' end, combined with a voting system, bar goers will have a more interactive experience while reduce bar fights over music. On bar owners' end, they no longer need to spend thousands of dollars on jukebox while play the music the customers like.

FINANCE

The market and financial analyses indicate indicate that with a startup expenditure of \$8,500, UpNote can generate over \$16K in the first quarter, \$31K in the second quarter and produce net profits of over 30% on sales. Profitability will be reached by the end of first year.

TEAM

Mahima Chawla - CTO/CO-FOUNDER

Jack Yang - CEO/CO-FOUNDER

COMPETITION

Our biggest competition is TouchTune, who also has a music selection service; however, they do not have a voting system and users' songs do not get played. In addition, bars need to pay around \$4,000 to have a device installed and sometimes TouchTune takes percentage of revenue made based on agreements.



Key Activities



Value Propositions

Designed for: UpNote



Customer Relationships



Customer Seaments



Bar Owners

Key Partners

Viral College Meme Pages

Fraternities

Popular Artists

Remove friction in registration by bar to display on map

Connect Credit Card Payment Service

Continuous analysis of user experience

Buy package of credits to use to vote for songs that one wants to

View where most votes are currently taking place. geographical representation of the hottest parties

Special paid promotions for upcoming artists

Better, democratic methods of picking music in bars leads to more attendance, more drinks, and more tips

Less hectic experience for DJ who can see song requests and earn tips in an easy UI rather than have customers come up to them during their set

Interesting metrics on music, time of day, type of location and demographic monetised

Voting method to communicate with bars

Social aspect of congregating in groups to achieve shared goal

Segmented on primary purpose to be at a bar:

Social Night Out/Party Goers

Music Enthusiasts

Dance Enthusiasts

Bar Regulars

Bar owners

DJs

Key Resources

Development Team to fix bugs and add features per iteration

Marketing Team to grow and expand the user base

Channels

Mobile Application

Web Application

Upcoming Artist Promotions

Cost Structure

R&D

Marketing

Data centre costs

Credit Card Fees

Revenue Streams

From consumers: Buy package of credits to use for votes

From artists: Paid promotion of music

Valuable information and metrics









