

FLXcompass

Embark - Lean Canvas

PROBLEM (3) 1. How do thrillseekers find live music events or discover local bands? 2. How do bands promote their music and shows? 3. How do Venues promote their shows and location?	SOLUTION (4) Hyper-local Pandora-like site that shows upcoming gigs	UNIQUE VALUE PROP (6) 1. Hyper local, owned locally 2. Plays songs and shows events 3. Promotes bands & venues 4. Income source for medium/small bands	UNFAIR ADVANTAGE (7) 1. Based in FLX, bands get more exposure, not competing w/ larger national acts 2. Bands can promote their events as well as their music 3. Founder owns a restaurant that hosts weekly live music	CUSTOMER SEGMENT (1) Geographical: Finger Lakes Bands: locals bands with original music and perform events at local venues Venue Owner: venues, attractions and destinations that use entertainers to draw customers to their destination Ex - Wineries, Breweries, Casinos, Restaurants, Bars
	KEY METRICS (8) 1. Average Weekly Users 2. Average Weekly Songs Played 3. Avg Monthly Paid Subscribers	CONCEPT STATEMENT (5) 1. Listen to local bands 2. Browse their events	CHANNELS (2) 1. Cold calling Bands, Band introductions to Bands 2. Bands helping with Social Media and telling their fans about song releases shows 3. Email weekly top 5 events & songs in the region	
COST STRUCTURE (10) 1. Website hosting, Bubble fee 2. Rev share with bands			REVENUE STREAMS (9) 1. \$5/month for premium subscription 2. Audio advertising for Attractions 3. Attraction and Event promotion	