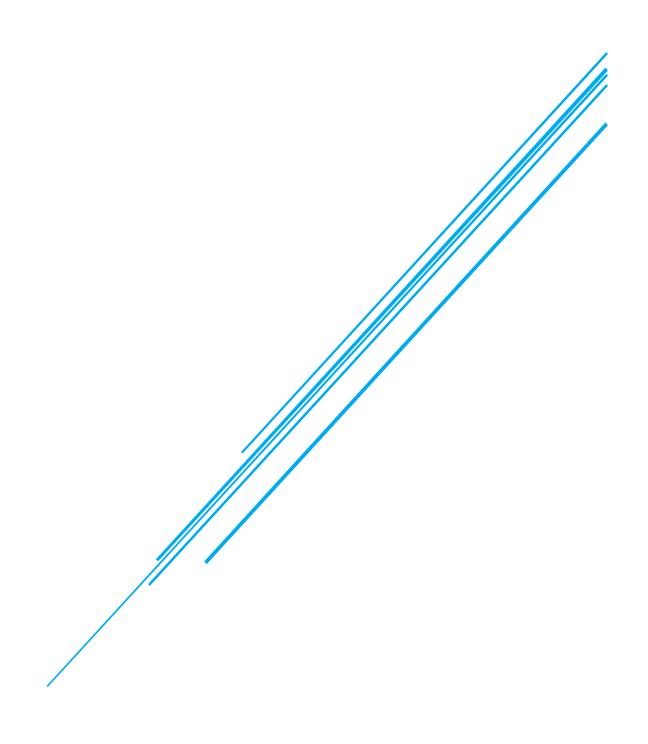# A58 Project

Business Requirements and Specifications

2. Project Summary:

Project Name	A58
Description	Mobile and Web Apps for amateur musicians to share and record their content.
Objectives	Engage the amateur musicians' community in Algeria

(Main) Targeted Customers	**Age**		**Monthly Income (DZD)**	
	13-18	☒	N/A	☒
	18-35	☒	13K-45K	☒
	35-60	☒	45K-80K	☒
	60 plus	☐	80K plus	☒
	Gender		**Business/Consumer**	
	Female	☒	Business	☒
	Male	☒	Consumer	☒

Distribution/Monetisation Channels	In-App Ads	☒	MO/MT-Billing	☒
	Sponsoring	☒	CIB/Dahabiya	☒

Communication Channels	**ATL:** Radio, WEB, TV, Paper/Digital Press, ILV, PLV, Google/Facebook Ads **BTL:** Bulk SMS, USSD, Facebook, Instagram, SoundCloud, Twitter
Development	Inhouse ☐ Outsources ☐ Mixed ☒
Launch Date	Optimist: **01/09/2022** Pessimist: **15/09/2022**
Promotion Start	Teaser: **15/08/2022** Full Campaign: **15/09/2022**

3. Product Analysis:

3.1. Concept and Features

An Instagram/Patreon fusion music social media app where musicians share their songs instead of images. It is aimed primarily at amateur rappers in Algeria who can upload or record their content using this service.

Each rapper can create their own "Profile" where they upload or create new tunes/songs using the apps. They can also link their social media accounts and create playlists for their own songs.

Rappers can invite other musicians to a one-on-one "Rap Ring". Once in a "Ring", rappers can direct music at each other with a limit per 5 tracks per rapper in a ring. The "Ring" will have a design of a chat room similar to Messenger, WhatsApp or Viber.

There will be three Leaderboards:
- for the "**Rings**" with most likes and votes,
- for **Rappers** with the most likes and votes they got from their "Rap Rings",
- for the most liked/voted for song or track.

Rappers, and other users, can share "Rings" through their social media accounts with predefined messages.

The rapper who gets the most likes and votes wins the "Ring". A rapper can participate in more than one ring.

Rappers can also get likes and votes on "solo" tracks that were not used in "Rings". The votes and likes from the "solo" tracks can contribute to the weekly, monthly and quarterly Leaderboards.

Other users can create their own accounts (username, picture, "wilaya", predefined avatars …), link their social media accounts, browse, follow, vote and like **Rings** and **Rappers.** A regular user has the option to become a "Rapper" from their profile, where they can start uploading or creating songs.

Leaderboards can be reset on a weekly, monthly, or quarterly basis. History of ranking in weekly, monthly, and quarterly Leaderboards need to be kept as published section of previous winners.

There will be a class of "Special Users" who can create their accounts, link their social media, and is only reserved to the GD staff.

All content has to be moderated before publishing.

3.1.1. **Main Channels**: Web and Mobile Apps (Android and iOS)

3.1.2. Users and Features:

Users	Roles & Features
Amateur rappers	- Upload/Create content - Like/Vote music from other amateur rappers - Share content on social media platforms (Facebook, Instagram, WhatsApp, Viber, Snapchat, or "Copy Link") - View votes/likes/dislikes statistics - Upload beats - Invite other rappers to "Rings"
General Public	- Browse music from professional and amateur rappers - Like/Dislike/Vote music from professional musicians and other amateur musicians - Share content on social media platforms
Content Moderatos	- Preview music, beats, images, and other related uploads from professional and amateur musicians - Approve/Disapprove content uploaded by amateur musicians - Give feedback for disapproval
Platform Admins	- Same as content moderators, **plus**: - Add, approve, disapprove, or delete professional and amateur musicians - View plays, votes, likes/dislikes statistics - Add, approve, disapprove, or delete music labels - Approve, disapprove music labels sponsoring/signing amateur musicians - Upload and categorise beats

3.1.3. Other features:

- Platform must provide visibility on trends based on most votes, most likes/dislikes, most played.
- **Important**: The platform must include and support vocal effects: Autotune, Harmony, Chipmunk … etc. The voice effects can be categorised into:
    - **Free:** 0 DZD
    - **Select:** 500 DZD/month
    - **Premium:** 1000 DZD/month
- Likes, dislikes and streams are free.
- Voting is monetised on several tiers: **(Dummy Pricing)**

- o **Bronze Vote: 20 DZD –** Give access to **one** entire song to be downloaded by the user who voted + additional perks defined by the amateur or professional musician
- o **Silver Vote: 50 DZD–** Give access to **three** entire songs to be downloaded by the user who voted + additional perks defined by the amateur or professional musician
- o **Gold Vote: 100 DZD–** Give access to **the** entire catalogue to be downloaded by the user who voted + additional perks defined by the amateur or professional musician

3.2.   SWOT

Strengths:
- First of its kind in the North African market
- Inclusive of amateur and professional musicians
- A mean to support amateur and professional musicians by creating new streams of revenue to them
- A mean for professional and amateur musicians to interact directly with fans, general public and other musicians

Weaknesses:
- Paid voting might put off some customers
- Possible shortcomings in content quality, protection, and moderation
- Reliance on MO-Billing amidst changing regulations can impact the monetisation of the app

Opportunities:
- Interactions with Anazik
- Casting and consolidation of talented musicians under one music label
- Up sell and cross sell products to musicians

Threats:
- Reticence or low adoption by the musicians and the general public
- Replication by other parties (music labels)
- Up sell and cross sell products to musicians
- Clashes between amateur/professional musicians
- Content might have instigative political messages

3.3. Mitigation to Weaknesses and Threats

- **Content**
    - Enforce digital rights management (DRM) with hashes per each content with referenced metadata
    - Set quality thresholds and controls to improve content and incentivise amateur musicians to upload according to defined content policies
    - Define content nature to avoid non-compliant uploads with regular and cross-checked quality controls

- **Advertising**
    - Amateur musicians promoting their content and the platforms can gain additional points towards Leaderboard ranking (referrals)
    - regular campaigns on Radio, TV, Digital and Press.
    - Influencer advertising through professional musicians and influencers
    - TV/Radio franchise or collaboration

- **Monetisation**
    - Avoid reliance on just one billing mechanism
    - Themed/Sponsored Leaderboards as a mean to diversify revenues
    - TV franchise or collaboration

3.4. Similar Products

3.4.1. Local: N/A

3.4.2. International:

- https://rapchat.com/
- Autorap: https://www.smule.com/
- https://www.keakr.com/en
- https://offtop.com/
- https://www.mixvibes.com/
- https://resonantcavity.com/

5. Technical Implementation:

5.1. Digital Rights Management
- Enforce digital rights management (DRM) with hashes per each content with cyphered referenced metadata
- Content needs to be cross-checked by several content moderators. Content moderated needs to be associated to the content moderator to track quality controls

5.2. Authentication
- **For professional musicians**: added by the platform admins
- **For amateur musicians**: Rap name, full name, phone number, email, CCP/RIB, scan of ID
- **General public**: full name, phone number, email
- **For Labels**: added by the platform admins

5.3. Offline Content
- Content defined by the platform admins is automatically downloaded to the users' smartphones/webapps cache to be used offline

5.4. Data Base Synchronisation
- Voting, likes/dislikes, and number of streams is automatically synched across all the base of users

5.5. Payment
- MO-Billing
- CIB/Dahabiya
- International PSPs
- Google Pay/Apple Pay (at a later stage)