GigCove Business Plan

August 2014

**Main focuses:**

* Add content
* Get users

Get venues and artists to host on the website

Review the monetisation model – do people want to pay for this?

SOCIAL MUSIC DISCOVERY – make sure people are able to like different artists and stuff, FIND SIMILAR ARTISTS

# Introduction

GigCove is a web application dedicated to the sharing and enjoyment of live music gigs in Brisbane.

|  |  |
| --- | --- |
| **Mission** | To encourage the enjoyment of live music in the local community |
| **Vision** | People of all ages are able to connect anytime and anywhere with local live music |

Why are local live music gigs so good?

|  |  |  |
| --- | --- | --- |
| **Venue owners** | **Artists** | **Covers** |
| * Public awareness of venue * Income from ticket sales, other services | * Place to perform at (and get feedback) * Interaction with fans * Exposure | * Live music that is:   + Inexpensive   + Local |

How to make profit? Dark data model. Availability of information is there. Organise it digitally, apply freemium model. Free tier with basic access and ads. Premium tier with tailored access and no ads.

## Aims and Strategies

1. Foster community around live local music
   1. Connect young people with live music gigs in their communities
   2. Build a platform for artists and venues to meet
   3. Provide outlet for venues to promote their live music gigs
   4. Integrate features of social networks
2. Maintain a good brand image with respect to ethics
   1. Only implement restrictions that would make user experience sense to do so
   2. Maintain a minimum viable product model, add features AFTER community feedback
3. Break-even and make a profit
   1. Freemium model
   2. Advertising

## Objectives and Tactics

### Connect young people with live music gigs in their communities

* Provide website for music gig discovery
  + Manually input content into system
  + Add spider to crawl sources for gigs
  + Eventually get venues to post gigs (as they have own self-interest in effective promotion)

### Build a platform for artists and venues to meet

Provide outlet for venues to promote their live music gigs

### Maintain a minimum viable product model, add features AFTER community feedback

Go out and ask community on their problems

Innovate and then query community if idea is cool

* Forums based on genres, location

Get people to sign up as users:

Identify the actions that mean the most to your community, track those actions, and then expose the resulting metrics to your users.

Give top performers the recognition they deserve. Clear some space on the home page to list the most read, highest rated, and/or most prolific contributors. Showcase their best and/or most recent work. Put special badges on their profiles, so other users can easily identify them. Always generate such lists based on a rolling average, like the last 30 days.

* Attach importance to their content contribution – name, badges, scoring system
* Offer them a free trial of premium
* Beta invites
* Foster some sort of network effect, whereby

# Product/service

Web application at <http://gigcove.com>.

Service is essentially content aggregation of Gigs, Venues and Musicians in local area.

## Gigs

* From
* Till
* Title
* Cost
* Restrictions – age, drinking
* Description
* Line-up (List of time+musician)
* VENUE
* Genres
* Music played (musician+music)
* Link to source
* Tickets
* Rating
* Hype
* COVERS
* Photos

## Venues

* Title
* Location
* Website
* Gigs
* Banner image
* Photos from GIGS

## Musicians

* Website
* Social media
* Bandcamp
* Gigs

## Users

* Name
* Email
* FB
* Interests in genres
* Following (venues, musicians)
* List of gigs visited and ratings
* Roles
  + Fan
  + Moderator
* Karma

## QUESTIONS

**What stops people from going to the source websites?**

Too hard to sift through all of them. Plus need to add some sort of value into the process.

**What keeps people checking again and again on the website?**

Times when people go to the website include:

* Pre-gig – hype it up, looking up artists
* Post-gig – reviews, photos from event, musicians who played
* Meantime – looking up gigs, posting gigs

**What incentivises fans to contribute?**

Community benefit, sense of belonging.

## ROADMAP

### Alpha

* Uploading information about gigs manually and using web spider
* Making contact with venue owners to get them to see the platform
* Acquiring first premium user

### Bravo

* Scaling growth wrt premium users
* Innovating with more features

## Features

### Photos

Pull from Instagram feed <http://instagram.com/developer/realtime/>

Receive from the #gigcove hashtag (ADDITIONAL PROMOTION) and filter according to location (from the gigs database)

<https://api.instagram.com/v1/media/search?lat=48.858844&lng=2.294351&access_token=ACCESS-TOKEN>

every time a gig ends query the endpoint with lat/lng

**Fetch from the Instagram firehose / real-time PUSH photo feed**

### Artist/Venue pages

Linked In - FOMO (Fear of Missing Out)

Get people to contribute to artist/venue pages for karma

### Referral

Free premium for a while? Sustainable?

### Integration with Facebook

Post photos, tagging

### Rate of curiosity

Cannot find gig/artist – try adding one

THE AHA MOMENT

# Marketing

## Market Research

What cost-benefit analysis do people perform when signing up for such a service? What degree of benefits are required?

* ~~Launch page http://launchrock.co/~~
* ~~Beta Invites~~
* Free premium for a month
* Referrals

What would people be prepared to pay for such a service? How much disposable income do they have?

## Value Proposition

### Fans

|  |  |  |
| --- | --- | --- |
| Type of user | Value for them | value for us |
| unregistered | * Centralized index of gigs near them provided through mobile/desktop platforms | * Word-of-mouth marketing * Advertising revenue * Posting gigs |
| free tier | * Free trial of premium * Support your local venues through hyping up gigs * Supporting your local musician by contributing love * Add reviews after a gig * Add photos of a gig * Get karma | * Contacts for marketing * Leads for premium |
| premium tier | * Get notified early about upcoming gigs suiting your taste in genre and musicians * Follow musicians and venues and get notified about new events * See songs played after the event * Show new gigs since last visit * No advertising * Badge saying you’re a premium user | * Premium revenues |

### Musicians

|  |  |  |
| --- | --- | --- |
| Type of user | Value for them | value for us |
| unregistered | * List of venues established as places you can play at |  |
| free tier | * Connection with venues |  |
| premium tier |  | * Premium revenues |

### Venues

|  |  |  |
| --- | --- | --- |
| Type of user | Value for them | value for us |
| unregistered | * List of venues established as places you can play at |  |
| free tier | * Connection with artists * Connection with covers |  |
| premium tier |  | * Premium revenues |

## Promotion

Important to promote specifically.

* ~~Young ICT Explorers~~
* Below-the-line advertising
  + Word-of-mouth in social groups
* Above-the-line advertising
  + Posting on social media
  + Getting contacts with venue owners

People

|  |  |  |  |
| --- | --- | --- | --- |
| **Person** | **Help** | **Social grouping** | **Likely user type** |
| James Walker | * + Feedback on aspects | IONA + Musician's circle | Musician, Cover |
| Nick Beith |  | QACI Year 12 | Cover |
| Bri Coward |  | QACI Year 11 | Cover |
| Chris Head |  | QACI Year 10 | Cover |
| Jack McPherson  Linden Peacock |  | CHAC Year 11 | Cover |
| Mitchell Lovell  Russell Thompson |  | CHAC Year 12 | Cover |
| Jackie Sung + co |  | SMT Year 10 | Cover |
| Mathieu Dawes |  | Random School Year 10 | Musician, Cover |
| Sam Blackett |  | Random | Cover |
| Alec Woodward |  | Random Year 12 | Cover |
| Brandon Hargraves |  | QAHS Year 12 | Cover |

## Bootstrapping

# Finance

## Costs

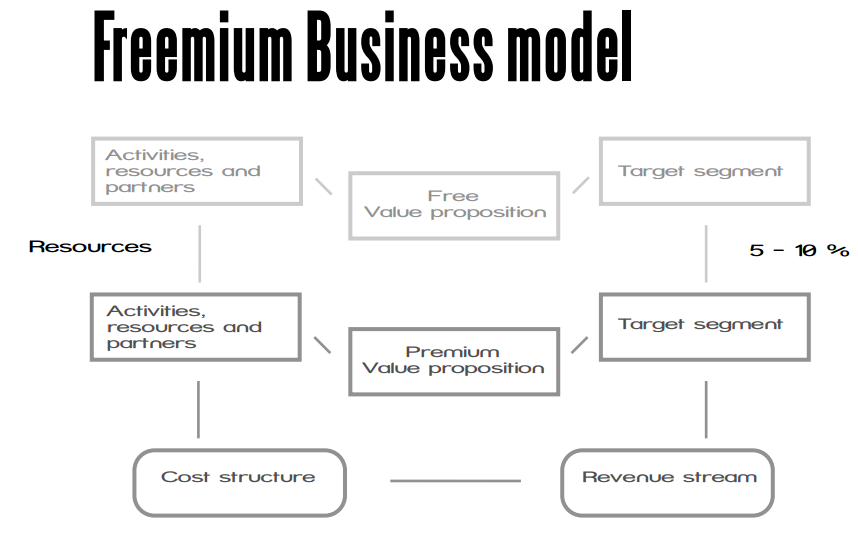
|  |  |
| --- | --- |
| Web hosting | $5/month |
| Domain cost | $11.32/year |

This provides a 20GB SSD Disk, 512MB Memory, 1 Core Processor and 1TB transfer. Roughly 200 requests/s (<http://blog.wiemann.name/rails-server>). Doing some Maths, that’s 200\*60\*60=720K reqs/hour. That is certainly enough for scaling up to 10K users (which would give them 72 requests/hour each).

## Monetisation

Use Stripe billing for payments

### Freemium



**The most important feature of freemium is MARKETING** – the free to premium user ratio is about 10:1.

1. Actively promote
2. Remove barriers to access

The freemium/subscription model could be applied to content as it has been in other services.

|  |  |
| --- | --- |
| Free tier | * See upcoming gigs in your local area * Advertising |
| Premium tier  $5 a month | * Get notified early about upcoming gigs suiting your taste in genre and musicians * Follow musicians and venues and get notified about new events * See songs played after the event * Show new gigs since last visit * No advertising * Badge saying you’re a premium user! |

### Advertising

Advertising has also been used in combination with Freemium (Spotify). Could offer targeted banner ads as Facebook does. Harvest information about users, offer targeted advertising.

e.g. Promoted Gigs, Promoted Musicians, Promoted Venues

### Affiliates

Very unlikely, but could link up with musicians and venues to gain affiliate revenue from them.

## Revenues

If the free to premium user ratio is 10:1, and if the break-even ratio of free users to premium users is 10000:1, the potential number of freemium users to profit is 10000/10=1000. According to these predictions, that means we get $5/month for every 10 users.

# Human Resources

Sole employee is me. I expect $20/hour. Given 2 hours a week, 8 hours a month, $160/month. Need 32 premium users to pay me.