Company Overview

# Name

The name you plan to use across all your branding and communications.

GigCove

# URL

The main url used across all of your branding and communications.

<http://gigcove.com/>

# Tagline

Typically 3-5 words that succinctly convey the high level concept in an appealing way. This may evolve over time with customer feedback, but you can get started by browsing through AngelList startups for inspiration.

We love local live music

# Pitch

[Company Name] is a [Product/Service] that [Benefit] for [Target Custom] who [Problem/Opportunity]

GigCove is a service that make it easy for young people to discover and enjoy live local music.

# Description

Unlike your pitch, this can be longer and provide more detail into your features and competitive advantage. You should create one description that will consistently appear on of all your branding and communications, but you might also want to be ready with a few personalized versions for different types of audiences.

Modern easy-to-use service for searching and finding out about local live music gigs near you

Extended to make it beneficial for the 3 parties of the gig construct – venue, artists, audience

Makes it much more easy for the audience to find out about the gigs, personalised to their interests, find out about local artists around them, look for photos after the gig, etc.

Makes live music gigs more social in the digital world

Makes it easy for the artist to find gigs to play at, talk to other musicians

Makes it better for the venue to promote their live music gigs to people, find artists to host gigs for,

Competitive advantage: we are personal, we don't simply display gigs, we encompass the entire subject of local live music – organisation, discovery, promotion and sharing.

# Positioning

The following questions will determine the why and how of all of your marketing initiatives.

## Why do you exist?

To make live local music a cultural pastime

## What are your values?

Conviviality, Personal, Enjoyment, Trust

## What five words do people think about when they think about your company?

Personal, trustworthy, fun, local-community, music

# Target Audience

Decide on a target audience and include as much detail as possible. You likely have a large market in mind, but you should start by targeting a smaller niche. You’re not prohibiting anyone from accessing your product, you’re just focusing your efforts to better acquire early customers.

Youth aged 16-25, subdivided into high schoolers and university students

Psychographic – outgoing, sociable, music-lovers

# Personas

Create 3-5 ideal customer personas that include the following:

Demographics

Interests and habits

Challenges relating to your solution

# Goals

# Strategies

Each goal above should be broken down into one or more strategies.

# Tactics

These are the detailed actions you will take for each strategy and corresponding goal.