NICHE PITCH

HIP HOP HEADS AND HIP HOP SUB-CULTURE

BEING A HIPHOPHEAD

A Hip-Hop Head is someone that embodies the hip-hop culture. Someone who is obsessed with hip-hop and someone who lives for all aspects of hip-hop.

A HHH is usually more into underground/independent Hip Hop rather than the more commercial/mainstream rap heard on the radio.

Lastly, a HHH also has a great knowledge in the history of Hip Hop stemming from the roots in the South Bronx up until the modern day.

LITTLE BIT OF BACKGROUND

Hip-hop is a culture born from the ashes of disco and the development of funk. Similar to the style of disco DJs in their era, funk DJs would mix together percussive breaks in songs.

Some of the first rap music records were recorded by live disco bands and an MC rapping over the music.

By the late 80s, hip-hop had spread across the country. Record labels recognized the genre as an emerging trend and started to invest a lot of money into the movement. New scenes and different styles emerged from city to city as the culture popularized.

WHERE TO FIND HHH

– 750,000+ users on reddit
– HypeBeasts
– NikeTalk
– HipHopHeads.net

IDEA #1 | RAP BATTLE

-Interface would generate a random topic out of a word list
-Users would then have 1 1/2 minutes to freestyle over a beat. In order to receive points, the rapper must use the word or topic in their freestyle.
-Scoring is decided by the crowd
-First to 3, wins.

IDEA #2 | ALBUM RATING SYSTEM

-Similar to Letterboxd, users would be able to search their favorite Hip-Hop and RnB albums to give a rating and review to.
-Be able to see your top rated albums (sort by your ratings or other users ratings)
-Create 'lists' to categorize your albums
-Find where you can stream/purchase said album

IDEA #3 | LISTEN TO THIS

-User sets up preferences based off previous albums they have listened to. (albums, categories, artists, ect)
-App then generates an album to listen to based off your preference.
-If you have already listened to the album, you may skip
-After listening, you may either say you like or dislike the album and based on your feedback your algorithm will be updated.