

# **POLITECNICO**

## **MILANO 1863**

Data Management for the Web - 1st Presentation  
Fall 2019/2020



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# Problem

Music selection in social places



# Problem

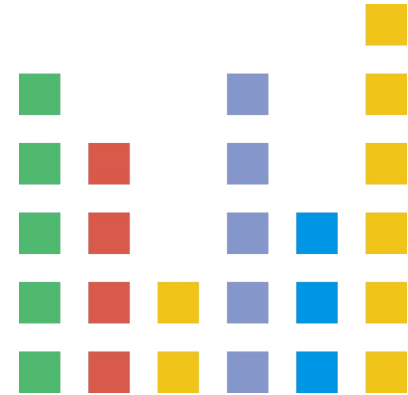
Music selection in social places





# Scenarios

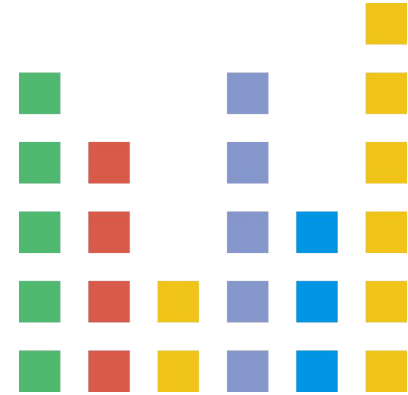
- Car ride with friends





# Scenarios

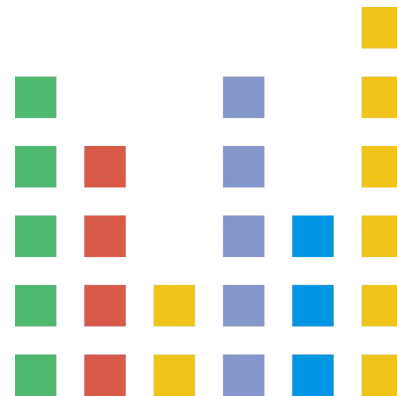
- Car ride with friends
- House party





# Scenarios

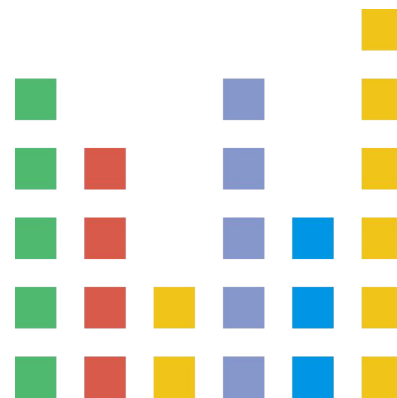
- Car ride with friends
- House party
- Night out (Bars, Clubs, Outdoors Areas, etc.)





# Scenarios

- Car ride with friends
- House party
- Night out (Bars, Clubs, Outdoors Areas, etc.)
- Any crowded or social space where people listen to music

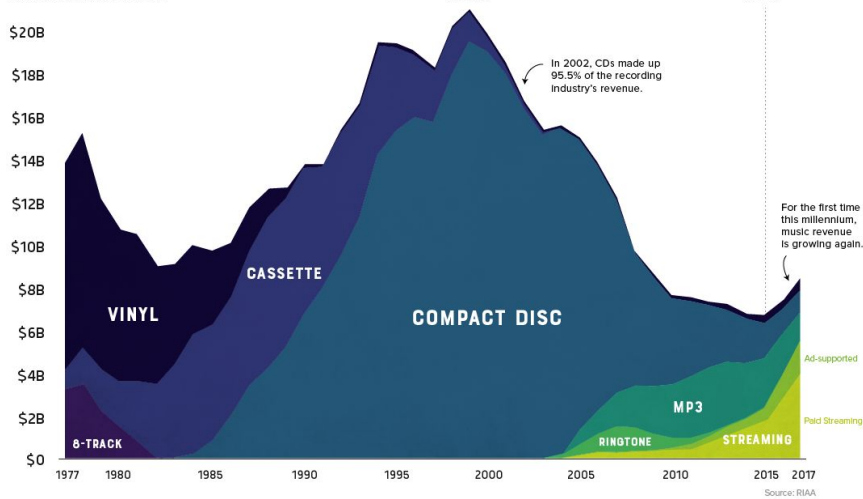




# Opportunity

## MUSIC REVENUES

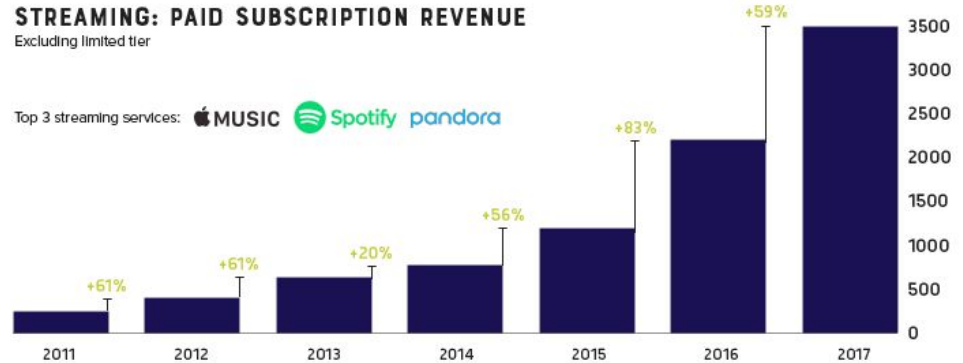
Adjusted for Inflation, 2017 Dollars



## STREAMING: PAID SUBSCRIPTION REVENUE

Excluding limited tier

Top 3 streaming services: **APPLE MUSIC** **SPOTIFY** **PANDORA**



Source: [VisualCapitalist](#)



# Leap of Faith



People would like to have an influence on the  
music being played



# Feature#1

## Matching playlist

### **Friend 1 playlist:**

Beatles - Yesterday  
Eminem - Not Afraid

### **Friend 2 playlist:**

Beatles - Yesterday  
Billie Eilish - Bellyache

### **Friend 3 playlist:**

Beatles - Yesterday  
Eminem - Not Afraid  
Ed Sheeran - Perfect



# Feature#1

## Matching playlist

### Friend 1 playlist:

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### Friend 2 playlist:

Beatles - Yesterday  
Billie Eilish - Bellyache

### Friend 3 playlist:

Beatles - Yesterday  
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Ed Sheeran - Perfect

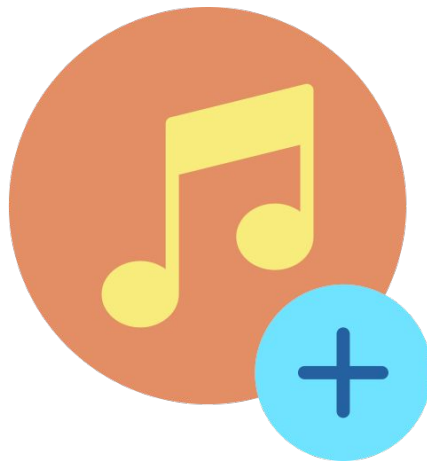
### Playlist generated:

1. Beatles - Yesterday
2. Eminem - Not Afraid
3. Billie Eilish - Bellyache
4. Ed Sheeran - Perfect



# Feature#2

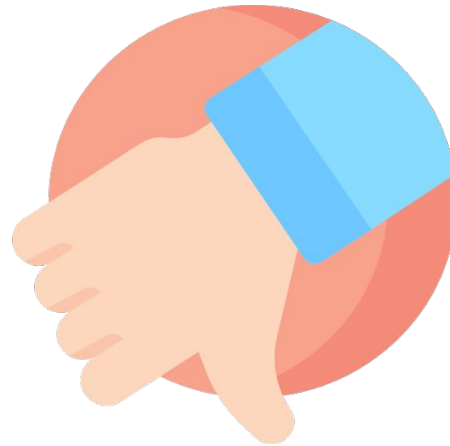
Adding songs





# Feature#3

Voting System





# Feature#4

Events application where to “check-in” with  
Spotify (Apple Music, Pandora ...)



# Feature#4

Events application where to “check-in” with  
Spotify (Apple Music, Pandora ...)

Automagically merging participants taste in a  
single playlist





# Business Model (scratch)

## Freemium

- Limit on participants and added songs
- Event creation limitations
- Voting limitations
- On-App purchases
- More to come :)





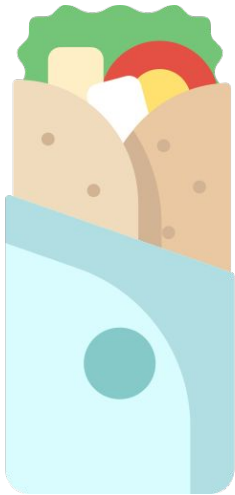


# Business Model (example)

<b>Freemium model</b>	<b>Free</b>	<b>Premium</b>
Number of playlists per user	10 playlists	Unlimited
Number of user per playlist	20 users	Unlimited
Number of songs per playlist	100 songs	Unlimited



That's a





# Q&A

