

## High Level - Video Time Breakdown

- Logo / Team Info
  - [5 seconds]
- Use Case Video
  - [1 minute]
- Elevator Pitch
  - [0.5 minutes to 1 minute]
- Logo / Team Info
  - [5 seconds]

## Use Case Video

[Meant to set the mood and identify several of our applications primary use cases. Namely our application as a music listening platform with community driven, collaborative playlists.]

- [Shot is framed from a driveways perspective, facing a road. Everything is out of focus. It's late afternoon/nighttime and no music is playing. The only thing you can hear is the faint sound of nature.]
- [A car pulls into the driveway. The car is in focus.]
- [Lights turn off and reveal our hero sitting inside.]
- [The hero looks bored, like they're not sure what to do with their night.]
- [They receive a push notification.]
  - [The notification is displayed on top of our shot.]
  - The notification reads:
    - @\_\_\_\_\_ has invited you to the playlist "Party On the Hill 2k19"
- [The hero smiles as they look at the notification and open their phone.]
- [A chat is ongoing, and is displayed on top of our shot.]
  - "I am so ready for this party. This week has suckked."
  - "Hey @\_\_\_\_\_! We heard you were coming to the party tonight!"
  - "throw some songs in the playlist if you get the chance"
  - "hip hop would be killer"
- [The hero starts flipping through album art.]
- [Another message appears.]
  - "Btw the parties at 7pm"
- [Our hero jumps out of the car and starts manically playing different songs trying to find the best one to add to the

playlist. The music in the video jumps around to several high tempo songs.]

- [As they do this they're running around the house trying to get ready for the party.]
  - [Each new shot is a new song.]
- [As they finish getting ready they land on a song they like.]
- [The prompt pops up.]
  - @\_\_\_\_\_ has recommended \_\_\_\_\_ by \_\_\_\_\_.
    - The chat blows up as the hero runs out of the house.
      - "Great rec!"
      - "Nice! I love that song!"
      - "This party is going to be so tight. Thanks for the rec"
      - etc.

## **Elevator Pitch**

[Set to B roll footage of people listening to music with a high tempo song in the background.]

BeatHarmony is a collaborative music platform centered around finding, creating, and listening to playlist together. Music streaming services like Spotify, YouTube Music, etc. use algorithms to recommend new music. This causes echo chambers where the same style of music is recommended to you over and over again. To break out of this we're redefining playlists as a collaborative effort. Up until this point playlists have been a historically solo activity. You create and listen to them alone. BeatHarmony is turning playlists into socially driven music hubs designed to recreate the feeling of hopping into your friends car and hearing your new favorite song for the first time.