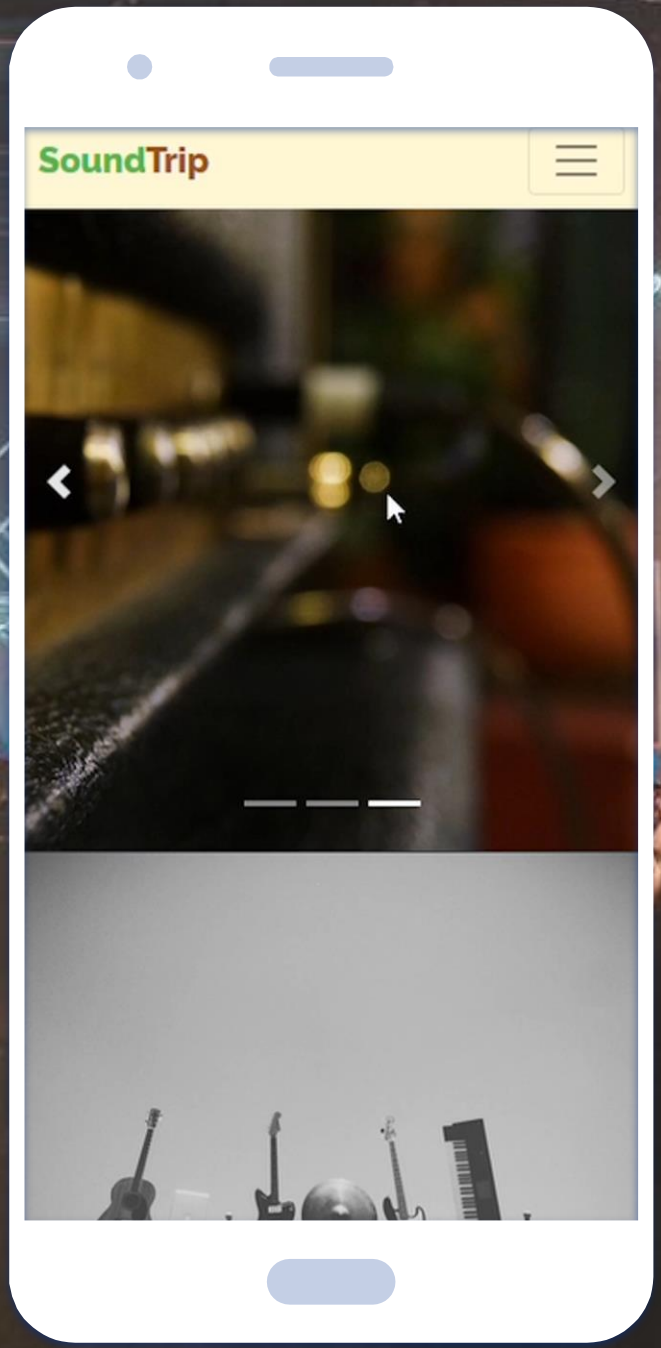
MIKHO

bottom space

WE WANT TO
CONNECT THE
MUSIC INDUSTRY

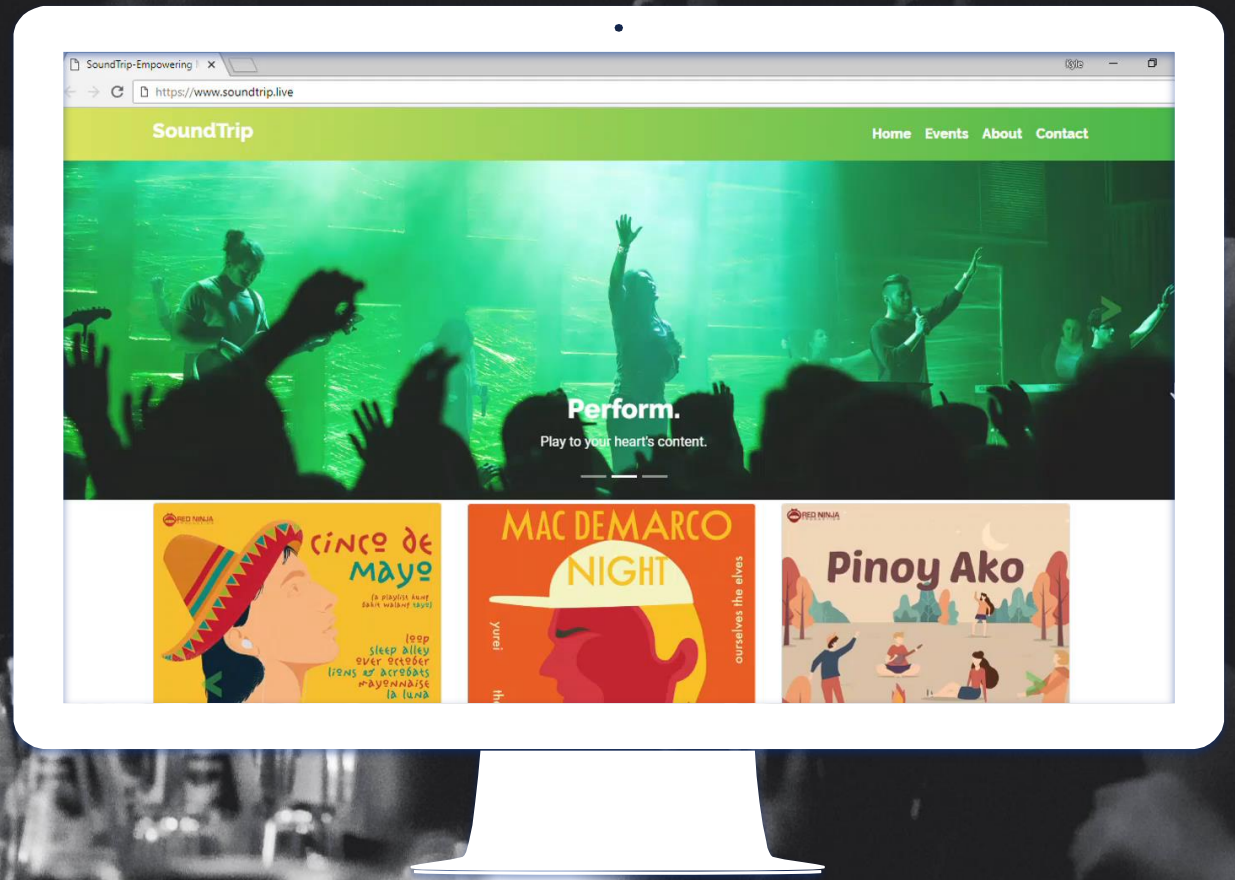
KNOW IF YOUR FAVORITE BANDS ARE NEAR YOU FOR FREE AND BUY TICKETS IMMEDIATELY



FANS

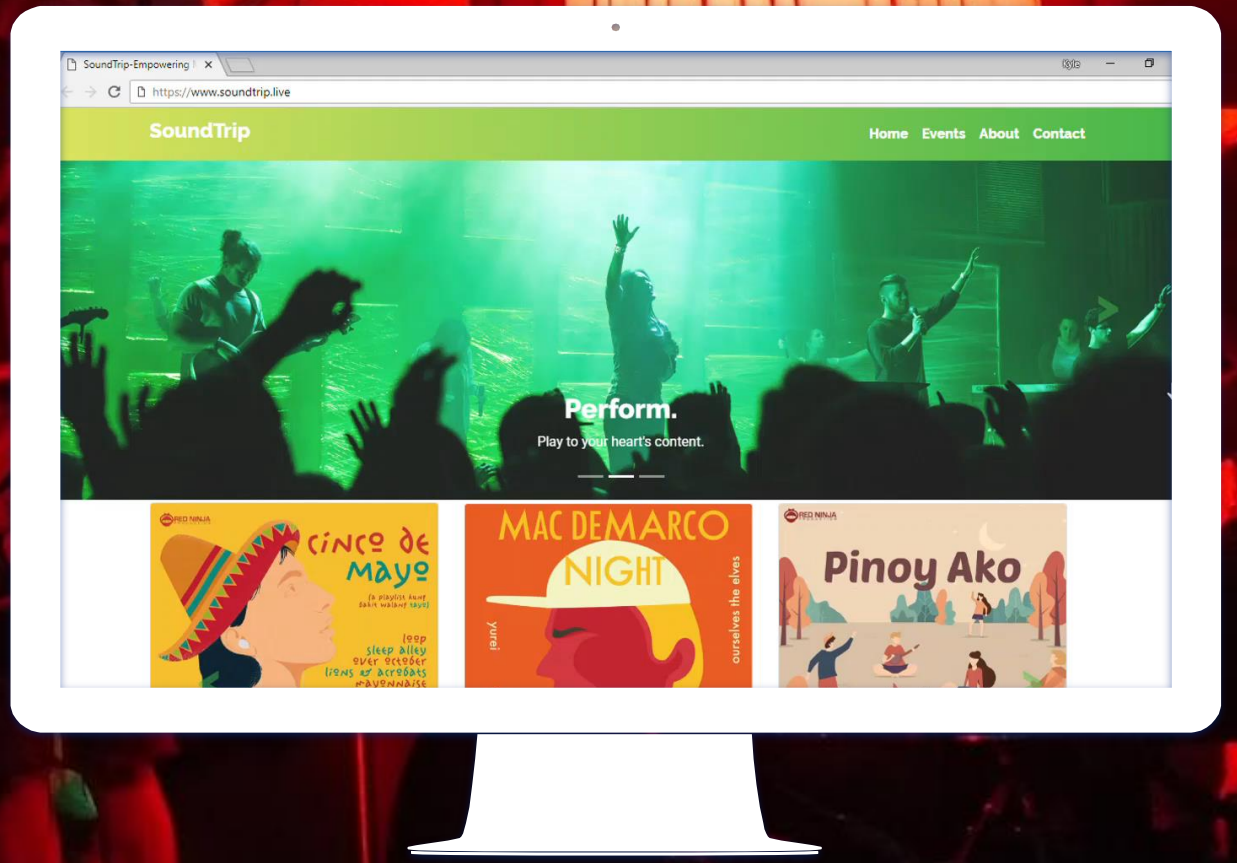
PARTNER ESTABLISHMENTS

GET FEATURED AND PARTNERED WITH OUR MUSICIANS



ESTABLISHMENTS

ONLINE PROMOTION AND TICKET SELLING DIRECTLY TO THEIR TARGET MARKET



MUSICIANS

1 MILLION
IN REVENUE
8% REVENUE OF ONLINE TICKET SELLING
150php PER DAY OF ONLINE PROMOTION
SoundTrip

AFFORDABLE

BIG GENERAL EVENTS

LOCAL GIGS AND MUSIC EVENTS

EXPENSIVE

TOR

CEO, SoundTrip
Head of Media, AtenEco
Media Associate, MSC
External Affairs AVP, AECES

KYLE

COO, SoundTrip
Software Engineer Intern,
Spectres.Solutions Inc.

MART

CTO, SoundTrip
International Robotics Olympiad
AVP for Special Projects, AECES

PLANS FOR THE FUTURE:

Bluehost | Tickera

Website hosting and security

Dragonpay | Paymaya | Gcash

Payment channels

Play store | App store

Product marketing

Fuelling their Passion

MUSICIANS

Traction and Customers

ESTABLISHMENTS

Music with no Hassle

FANS

SoundTrip

SoundTrip

MUSICIANS

PARTNER ESTABLISHMENTS

FANS

ORGANIZERS

BOOK for an EVENT

VENUE

PROMOTION & TICKET SELLING

GIG

40
Gigs/month in Quezon City
P150
Average fee per day per customer
P1M+
Revenue in one year
8%
commission on every ticket sold

TOTAL AVAILABLE MARKET

100,000+

Music performers in the Philippines

SERVICE OBTAINABLE MARKET

30

Gig establishments in QC (via Google maps)

SERVICEABLE ACCESSIBLE MARKET

40

Gigs/month in QC with SoundTrip

MARKET SIZE

USE OF INVESTMENT PROCEEDS

Product development : PHP 60,000.00 a year
(Hosting, domain privacy protection)

Product testing:PHP 2000.00 a gig
(Payment transaction through Dragonpay for each gig):

Product marketing : PHP 10,000.00
(Play store, App store, and boost posts)

Number of gigs managed: 40 per month
Tickets sold: 100 per gig
Partner establishments: 40 partners
KEY METRICS

MUSIC ARTISTS

As a <persona>	I want to <action>	So that <outcome>
Musician	Get booked to gigs	I can be able to establish myself as an artist
Musician	Get booked to more gigs	I can be able to share my music to a wider audience
Musician	Get booked to more gigs	I can expand my social network
Musician	Get paid in gigs	I can be able to properly maintain my instruments and practice for my performances
Musician (full-time)	Get paid in gigs	I can be able to sustain my daily needs

ESTABLISHMENTS

As a <persona>	I want to <action>	So that <outcome>
Establishment owner (prod or invitation)	Contact musicians	Negotiations for the gig can be done
Establishment owner (prod)	Post our events	Musicians can book for a gig and undergo screening
Establishment owner (prod)	Negotiate with the artist	Both sides can agree on the terms to be able to gig
Establishment owner (prod or invitation)	Promote our events	More audience will come and there will be more revenue