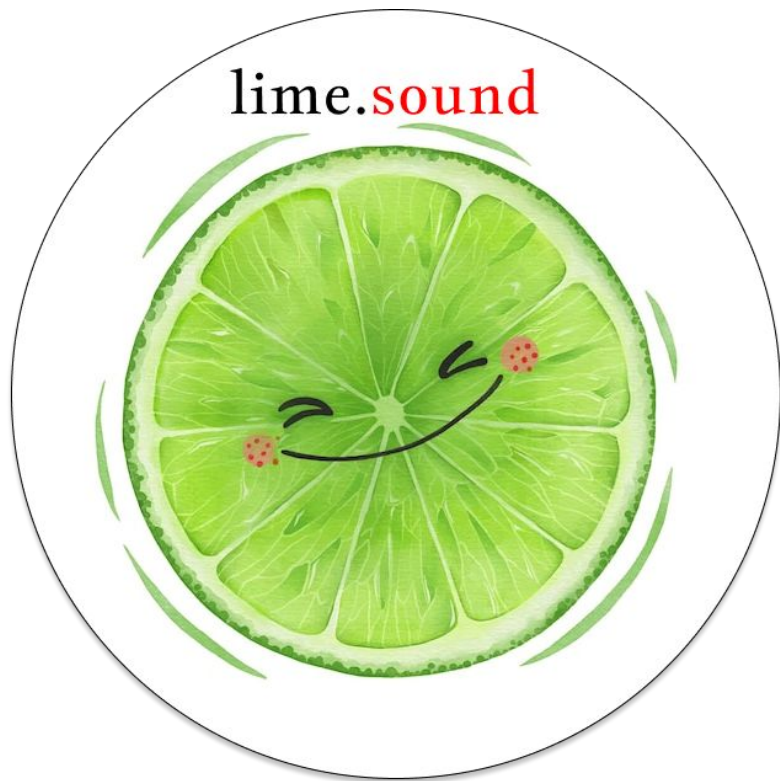


Lean Canvas

IMT2019525 VIJAY JAISANKAR

Lime



Lime: An end-to-end music creation, hosting, and promotion platform for budding creators.

Mission statement:

Harness the power of communities and make your sounds heard.

Vision statement: To be the top preferred music platform for any new creator, anywhere.

The Lean Canvas

Designed for:

Lime

Designed by:













Vijay Jaisankar

Date:

09/10/2022

Version:

1.0

Problem  <p>Budding creators find it expensive to get music their career started due to the cost and contractual issues with record companies</p> <p>Advanced musical software needs complex hardware to run and is very specialised</p>	Solution  <p>Built-in tools and extendability through OSS</p> <p>Fair and cheap hosting and licensing</p> <p>Web-based music discovery platform</p>	Unique Value Prop.  <p>Open-sourced and accessible tools, combined with an open and inclusive community, leads to an inviting platform for budding creators.</p>	Unfair Advantage  <p>The Open-source community, when combined with the creator ecosystem, forms a strong bond with the platform that keeps on growing.</p>	Customer Segments  <p>Budding music creators</p> <p>Casual listeners looking for new artists to listen to</p>
Existing Alternatives  <p>There are many (costly) paid, and open source libraries that help make software, but they suffer from the lack of extensibility</p> <p>There are also sites that host music for creators - our product adds creational benefits to this.</p>	Key Metrics  <p>User acquisition and music upload rates</p> <p>Community support through new plugins and discussions</p> <p>Hit(Click) count trends</p>	High-Level Concept  <p>Soundcloud, Audacity, ChillHop, and Flgma - all in one, for music creators.</p>	Channels  <p>Social Media</p> <p>Github</p> <p>Chat servers</p> <p>Referrals</p>	Early Adopters  <p>Small creators/music clubs who will try the product</p> <p>Software developers in the audio domain</p>
Cost Structure  <p>Marketing costs</p> <p>Development costs</p> <p>Hosting and maintenance</p>			Revenue Streams  <p>Advertisements shown to casual listeners</p> <p>Premium (ad-free) subscriptions' revenue</p> <p>Collaborations with artists</p>	