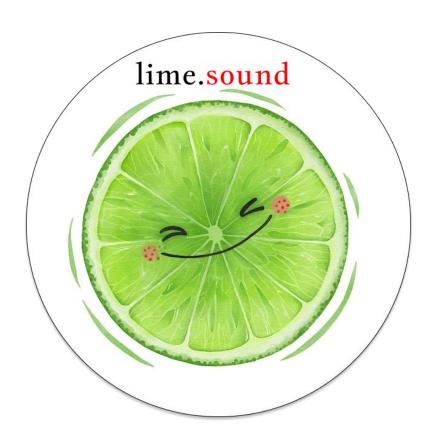
## Value Canvas and Value pyramid

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

Budding creators find it

and is very specialised

**Existing Alternatives** 

suffer from the lack of

There are also sites that host

music for creators - our product adds creational benefits to this

expensive to get music their

and contractual issues with

career started due to the cost

needs complex hardware to run

Designed for:

Designed by:

Vijay Jaisankar

Date:

17/10/2022

Version: 1.1

**Problem** 



Built-in tools and extendability through OSS

record companies licensing

Advanced musical software Web-based music discovery

Web-based music discovery platform

Fair and cheap hosting and

### **Key Metrics**



Community support through new plugins and discussions

Hit(Click) count trends

#### Solution



## Unique Value Prop.

Open-sourced and accessible

tools, combined with an open

to an inviting platform for

**High-Level Concept** 

creators.

budding creators.

and inclusive community, leads

Soundcloud, Audacity, ChillHop,

and Flgma - all in one, for music



Unfair Advantage



The Open-source community, when combined with the creator ecosystem, forms a strong bond with the platform that keeps on growing.

Lime allows creators to focus on their music, and it takes care of the rest

#### Channels



Social Media

Github

Chat servers

Referrals

## Customer Segments



Budding music creators

Casual listeners looking for new artists to listen to

#### **Early Adopters**



Small creators/music clubs who will try the product

Software developers in the audio domain

#### **Cost Structure**

extensibility

Marketing costs

Development costs

Hosting and maintenance



#### **Revenue Streams**



Premium (ad-free) subscriptions' revenue

Collaborations with artists



## Clarifications

## Unfair advantage

- The Open-source community, when combined with the creator ecosystem, forms a strong bond with the platform that keeps on growing.
- Such a holistic platform "saves" new creators from predatory labels and offers a no-holds-barred and transparent experience, so that the creators can focus on their work and not worry about anything else.

# Could this be a two sided platform?

- Lime is democratic any user can be an artist and publish their work.
- An interesting addition to this business model is Auctions: artists can quote their prices and Lime can facilitate fairer earnings.
- We feel like this feature is an exciting future prospect for Lime after it gets a good amount of credibility (and hence builds trust) in the community.

# Could this also be a collaborative platform for artists and accompanying artists?

- Yes this is a brilliant idea and thanks for the suggestion!
- Lime is based on the ideals of communities and sharing is a key indicator of growth.
- Artists can collaborate with other artists and publish music as "groups".
- The music-making tools will also be collaborative and real-time.

# Value proposition canvas

## **Value Proposition Canvas**

**Gain Creators** 

Designed for:

Vijay Jaisankar

Creators want to make new songs and expand their discographies

and find new audiences

find new music.

Creators want to engage with other creators

Casual users want a less intrusive way to

People in the ecosystem can find a way to

actively contribute to the products they use.

Large companies and labels take an

them to find music organically

eye-watering cut from their producers

Users are usually bombarded with in-music

ads and sponsored content that do not allow

Most of the music production software is quite expensive and offer a high barrier to

Designed by:

17/10/2022

Date:

Gains

2022 1.0

Artists want to make music

contracts, publishing, and

shouldn't worry about

storage.

and focus only on that - they

Casual listeners want to find

find like-minded individuals

budding artists to support and

Open-source contributors want

to build a large-scale product

and support the community

Version:

Customer

Lime

Lime offers an easy-to-use, dependency-free, collaborative, and powerful software to make and host music.

It also involves a rich community to make connections with other creators and foster collaborations

Strategic placement of advertisements and a more organic content discovery system help users find music safely and easily

As this product is built on the open-source code written by users themselves, they essentially build their product themselves.

Lime offers a very low entry barrier and negligible royalty free along with legal protection

Un-intrusive ads and the underlying community make finding new music very easy

Lime is completely free to use and publish

Customer Segment

Budding artists, Music enjoyer, open-source developers

**Pains** 

Value Proposition

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

The main pillars of Lime are Web-based music and production software **Products** Easy content hosting and (.0: management platform The open-source and music community that underpins the user base

**Pain Relievers** 

Design and Copyright by: Strategyzer AG (https://www.strategyzer.com/). PowerPoint implementation by: Neos Chronos Limited (https://neoschronos.com/). PowerPoint implementation by: CEBY-SA 3.0

## Value pyramid

## Source

https://media.bain.com/elements-of-value/#

## **Functional**

- Lime saves time for artists as they don't need to waste time on installing and setting up software, and integrates them directly to their publishing platform.
- It simplifies the entire process as it is an all-in-one tool; and reduces their risk
  of publishing as they're not contractually bound to quantity or time-frame
  based agreements with any record labels.
- It also connects them with other creators and listeners, hence making them appeal to a larger audience.

## Emotional

- Lime rewards loyal listeners and artists through custom badges that they can show on their profiles.
- Its design is made with accessibility and ease-of-use in mind, so Lime can be used by as many people as possible.
- Music is a great source of entertainment for many, and Lime is the ideal platform for anyone to discover new music.

## Life-changing

- The Lime community makes people feel a strong sense of belonging, and this community is what spurs its growth.
- Starting a project is normally quite hard, Lime intends to change this and motivate more people to make music because it's only a few clicks away.

## Social Impact

 As Lime is democratic and transparent, artists of marginalised communities can make their voices heard and showcase their unique takes on music.