Crossing the Chasm
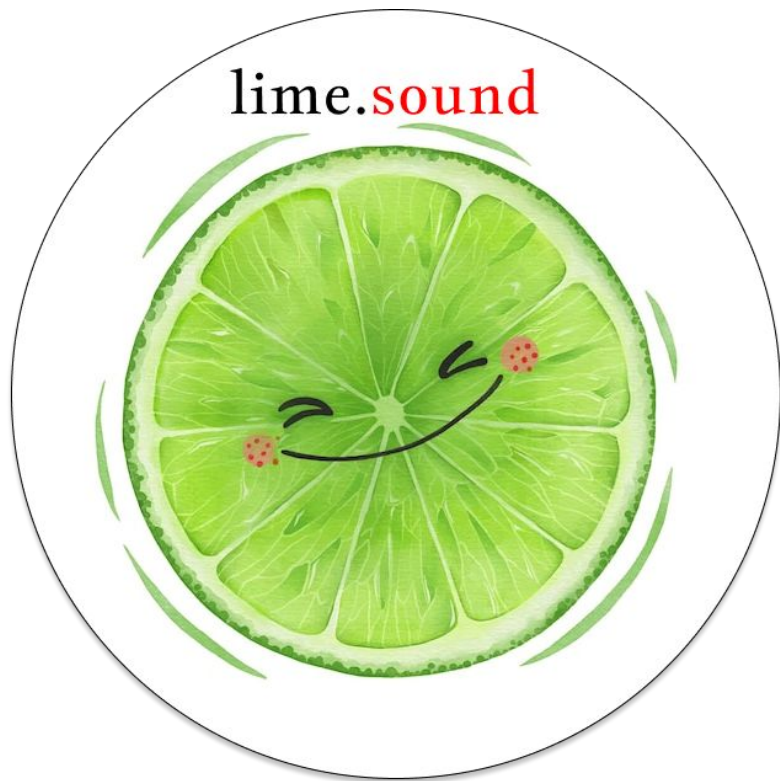
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Lime

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.

Psychographic Segmentation and Targeting methods

Source

https://thinkinsights.net/strategy/crossing-the-chasm/

Innovators

Technology enthusiasts

- Open-source enthusiasts who are interested in the scale and technical footprint of the project.
- Coders and musicians experimenting with programmatically-generated music.
- Beginners who are trying out new, cutting-edge tools for music production.

Innovators

Marketing Strategies

- Showcasing the products in summits, meet-ups and conferences, so that open-source enthusiasts can contribute to Lime.
- Participating in programs like GSoD, GSoC and Hacktoberfest, that would bring buzz and value to the project.

Early Adopters

Visionaries

- Budding artists that trust Lime and its business model and the power of its community
- The creators of Lime, i.e, frequent contributors and moderators who are invested
- New listeners looking to discover new music and streaming platforms

Early Adopters

Marketing Strategies

- Keeping the Lime community active and thriving by introducing bounties for open-source contributions.
- Maintaining strong social media handles that promote Lime's values and new artists on the platform will give a nice boost to said artists and will motivate them to publish new material.
- Making administrative decisions that solidify the values of Lime and documenting the same would woo new users to the proposition of the platform.

Early Majority

Pragmatists

- Listeners discovering Lime after extensively using platforms like Spotify and Soundcloud
- Established artists who have already published their work to other streaming platforms
- Budding artists that are looking for their first record label or striving to meet their eligibility on other platforms
- Up-and-coming producers who are looking for new tools that are easy to use and will help them make their first pieces of music,

Early Majority

Marketing Strategies

- Lime's unintrusive advertisements should increase user retention and keep them listening to more artists for longer
- By stressing on the no-holds-barred approach of publishing music in the documentation and tutorials, budding artists can reconsider switching to Lime, and up-and-coming producers can cross the chasm of production and start producing music on Lime

Late Majority and Laggards

Skeptics

- Large artists who are already household names in the industry
- Professionals and experienced producers who are proficient in other production products like Ableton and FL Studio

Late Majority and Laggards

Marketing Strategies

- Artists, whose songs become viral through the platform can inspire large artists to cross-release their music on Lime
- Lime comes packaged with many new AI-enabled customised tools which can be used as a toolkit alongside the tools they're currently using. Using Lime repeatedly might make it part of their repertoire.