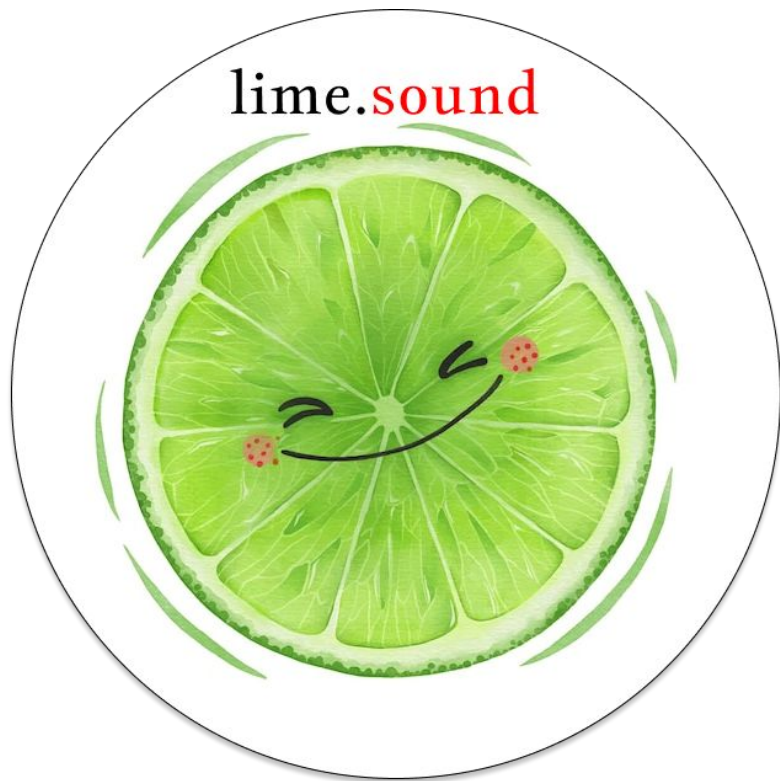


Value Canvas and Value pyramid

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

Designed for:

Lime

Designed by:













Vijay Jaisankar

Date:

17/10/2022

Version:

1.1

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> <p>Lime allows creators to focus on their music, and it takes care of the rest.</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 Fligma - 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>	

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

Designed for:

Lime

Designed by:

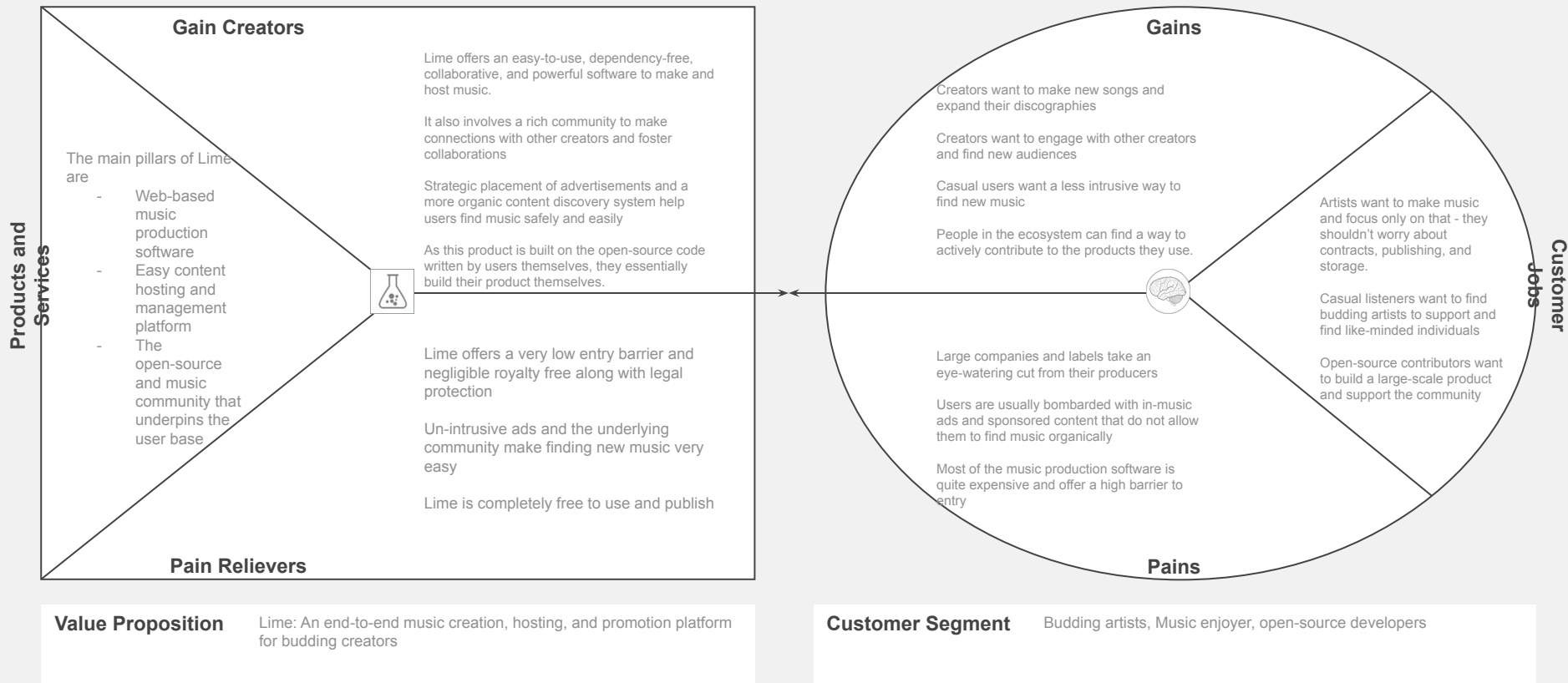
Vijay Jaisankar

Date:

17/10/2022

Version:

1.0



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.