Q5： answer

The functions provided by our software services are mainly two parts on individual users. The first is musical instrument social and musical instrument trading. At this point, our functional design is similar to the website reverb.com. Reverb.com is a dedicated platform for the sale of online instruments. Because this site only concentrates on instrument sales, it makes it different from the large comprehensive online shopping site such as Ebay. The positioning of the website from a public to a small fixed group can more accurately grasp the needs of musicians, while providing more professional music information sharing (1). For example, excellent private instrument collectors and small but reputational musical instrument stores will have received more market in Reverb. At this point, the concept and function of our website is the same as reverb.

The second feature we offer to individual users is special. Musicians display and promote professional musical instrument information through the sharing of musical works. Because of this feature, we can distinguish it from reverb. We use the artist's work to link to these used instruments. In fact, we have increased the social attributes of music knowledge, and at the same time let interested people increase the chances of buying their favorite instruments.

Our website provides two-way service to business users. Let the musician find the venue that suits his performance. This is achieved by providing free venue information and prices on the website through the venue. This feature is similar to the musiciancasting.com website. It is also a platform for two-way service for musicians and venues. But they are more powerful. On the musiciancasting platform, musicians can rent instruments, and professional tour managers can manage and organize their artists' performance plans more effectively. Compared to their profession, our marketing strategy is to let users enjoy the function of booking a place for free. Because there are very few companies that offer such special services in the market, and whether the services on the market can be successfully satisfied with e-commerce services is still unknown. Under the premise of unknown risks, there is a free strategy that is better than the charging strategy. It is uncertain whether the specific needs of music can be met before payment. Because there is not enough market feedback information for analysis and comparison. In the current market environment, musicians' demand for small-scale services is faced with many risks. For example, many large-scale music interconnection companies, such as Spotify, are gradually entering the music service market (2).

Reference:

1. K. Pearsall, “Effects Guide: What is Reverb?,” *Fender Guitars*, 05-Feb-2019. [Online]. Available: https://www.fender.com/articles/tech-talk/pedal-board-primer-reverb/. [Accessed: 19-Apr-2019].

2. M. Errico, “Touring Can't Save Musicians in the Age of Spotify,” *The New York Times*, 25-Jan-2016. [Online]. Available: https://www.nytimes.com/2016/01/25/magazine/touring-cant-save-musicians-in-the-age-of-spotify.html. [Accessed: 19-Apr-2019].