



Spotify®

BUSINESS MODEL



Music For Everyone

CUSTOMER SEGMENTS

Middle Class
Upper Class

VALUE PROPOSITION

Website | Mobile Application | Desktop Application
Music plateform (For Customers to listen to music and Artists to share music)
Review | Share | Rating | Favorite List | Shaffle Play | Auto Play | Search
Personal Account (Customer and Artists)
3 Months Free Subscription Plan Account

CHANNELS

Website
Mobile Application
Desktop Application

CUSTOMER RELATIONSHIP

Reviews
Rating
Call Center
Social Media

KEY RESOURCES

- Prepaid Expenses
 - Server Domain
 - Server Hosting
 - System Analysis
 - System Design
 - Office
- Code Implementation
- Code Maintenance
- Workers Expenses
- Social Media Expanses
- App Store and Google Play Store application upload fees



✓ KEY ACTIVITIES

Product Development
Product Maintenance
Product Management
Marketing
Customer Acquisition
Artist Acquisition
Managing Artists
Artist Support
Customer Support

🔗 KEY PARTNERS

Server Domain Supplier
Server Hosting Supplier
Artists

🏷️ COST STRUCTURE

Expenses	Cost
Server Domain (Domain.com)	\$ 10
Server Hosting (Digital Ocean)	\$ 120
Development	\$ 500
Marketing Cost	\$ 350
Maintenance Cost	\$ 250
Graphics Cost	\$ 100
Total Expenses	\$ 1,330

💰 REVENUE STREAM

Offering different Subscription Plans:

- A. Individual Subscription Plan
- B. Family Subscription Plan

3 months free

Individual

EGP 49.99/month after offer period
1 account

- ✓ Play anywhere - even offline
- ✓ Listen to music ad-free
- ✓ On-demand playback

GET STARTED

Offer not available to users who already tried Premium. [Terms and conditions apply](#). Offer ends Jun 30, 2020.

3 months free

Family

EGP 79.99/month after offer period
Up to 6 accounts

- ✓ 6 Premium accounts for family members living under one roof
- ✓ Family Mix: a playlist for your family, regularly updated with music you all enjoy
- ✓ Block explicit music
- ✓ Ad-free music listening, play offline, on-demand playback

GET STARTED

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