



# Helping Musicians Inc.

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Who are we

**Part-Time  
Musicians**





# Our Mission

- Helping Musicians
  - Find your skill level?
  - Find what to practice?
  - Find people to play with?
- Target helping improvement



# **Iterations #1: Interview for Early Adopters**

# Our Interviewing Method

- Find musicians we know
- Ask for biggest problems **they** face as a musician
- For each problem
  - Extract the emotion that it brings
  - Ask about their current solution to it. Do they have one?
    - How did they find this solution?
    - Does this solution work for them? If not, what are the deficiencies of it

# No Professional Musicians



Interviewees who were  
*music-majors* or *full-time*  
*musicians*

Focus: **Casual Musicians**

Key Emotions Found

# Frustration & Discouragement



# Where Solutions Were Sought

- Internet
  - **Facebook, YouTube, Reddit**
- Word-of-mouth





# We Found Early Adopters!

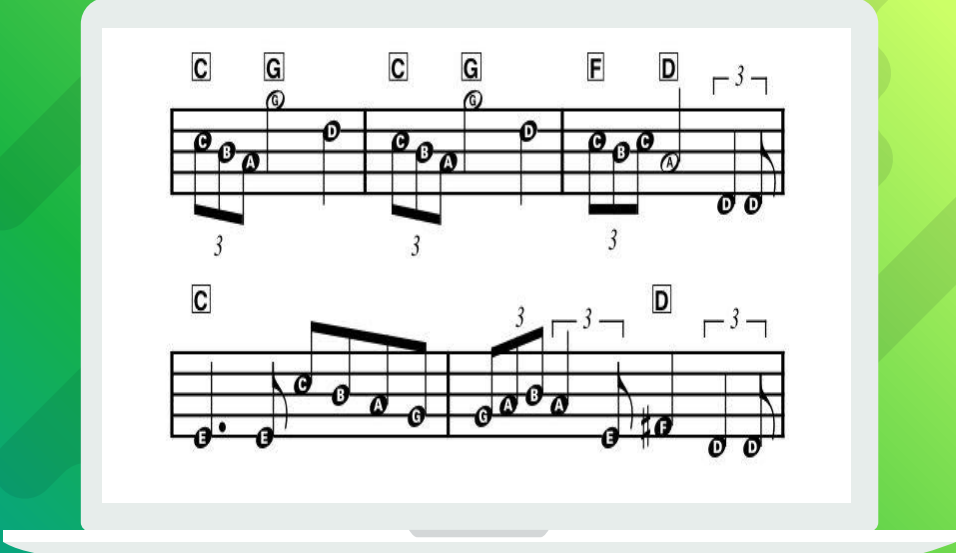


Casual-level musicians who play any instrument, who look for help improving by:

- being part of a musician **Facebook Group**
- watching music educational **YouTube videos**
- posting on musician advice **forums on Reddit**



Feel encouraged to improve your skills and practice music in a fun way by playing a video game with video tutorials that keep musicians motivated and improving



## Interactive Game and Masterclass in one

# How can we accomplish this?

## Employees

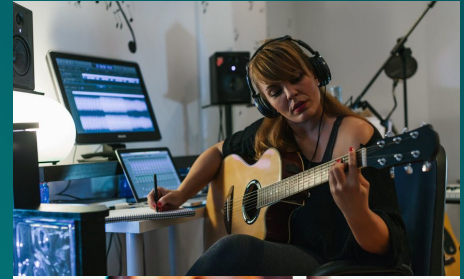
- 2 Music Professionals
- 2 Software Developers
- 1 Marketing Manager
- 1 Graphic Designer
- 1 Filmmaker

## Ads

- Youtube, Facebook, Reddit

## Office

- 150 square feet/employee based in Austin, TX



How can we accomplish this?

 **\$55 monthly subscription**

 **2,188 annual early adopters**

 **\$3,261,806 average annual revenue**

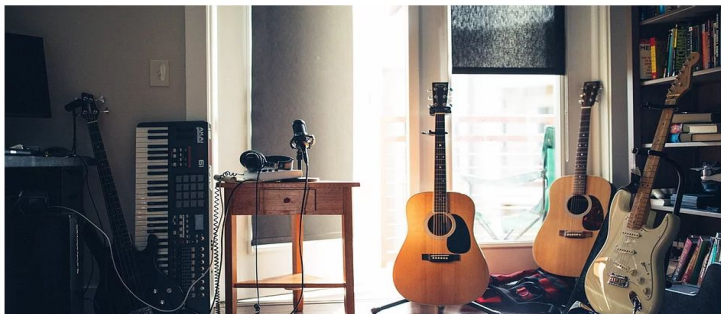


# **Iterations #2: MVP & Customer Feedback**

# MVP

Helping Musicians Inc.

[Home](#) [About Us](#) [Our Solution](#) [Watch our Promo](#) [Give us Feedback](#)



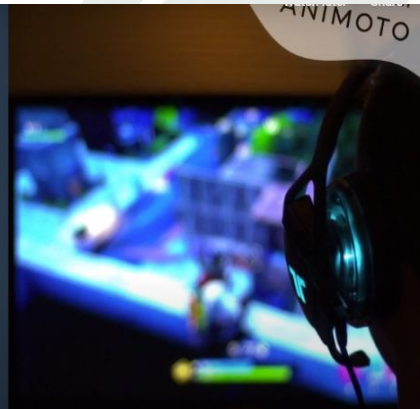
## Helping Musicians Inc.

We think that no one should have to give up on a hobby. We would love your feedback in order to help you sustain in your music. Scroll down to find out more!

### Who We Are

The startup new musicians have been looking for. We're a young group of entrepreneurs at

**Track progress &  
level up every  
time you  
improve**



- Landing Page + Intro Video to our Product
- Web/App based video classes combined with a video game.
- Gamifying the solution addressed the problem of lacking motivation that we saw in interviewees

# Experiment & Iteration #1

- Posted Landing Page link to “Musicians” FaceBook group
- Main goal was to see how much customers would pay for our product
- Takeaways: our price point was a bit too high, YouTube was the primary resource people used



## Experiment & Iteration #2

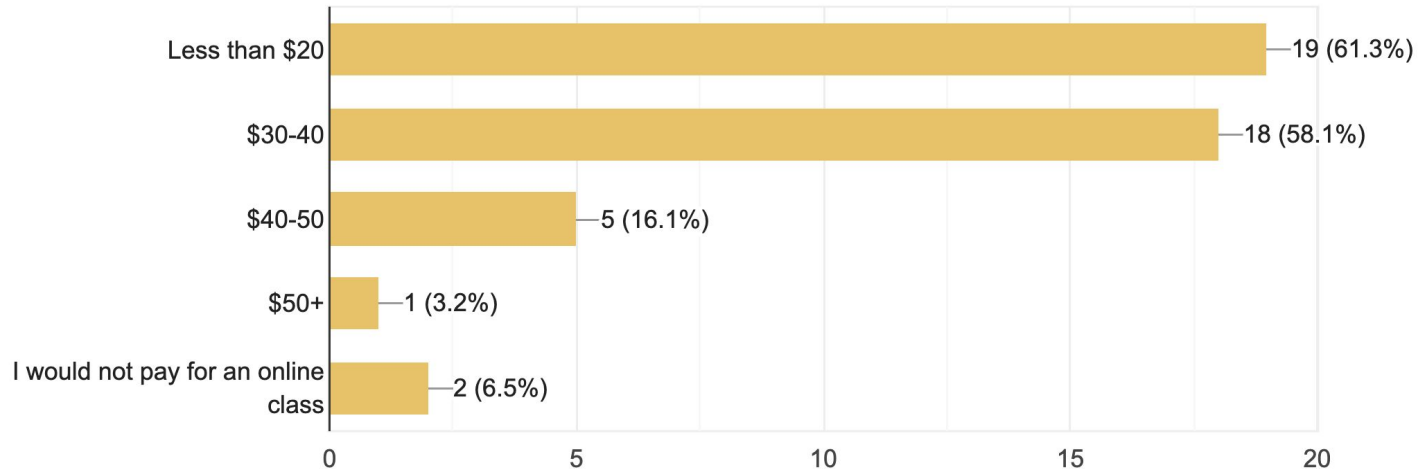
- Posted Landing Page link to Cal Poly Mustang Band Fans FaceBook group
- Goal to get more surveyors, focused feedback and waitlisters
- Takeaways: Good engagement with post, not nearly enough surveying. Need to improve landing page design.



## Price Preferences

How much would you be willing to pay (per month) for an online, gamified master-class? This would involve lessons from professional musicians,...mes that help you improve (choose all that apply)

31 responses



**How can we accomplish this better?**

 **\$30 monthly subscription**

 **6,263 annual early adopters**

 **\$5,093,500 average annual revenue**

Key Partners

- Professional Musicians
- Website Hoster

Key Activities

- Software game development
- Lesson creation
- Filming
- Graphic Design
- Marketing

Key Resources

- Office and convention supplies
- Filming equipment

Value Proposition

Feel encouraged to improve your skills, enable yourself with the knowledge of what to practice, and have fun playing music in an easy way.

Solution: Lesson videos paired with a video game that keeps musicians motivated and improving.

Customer Relationship

- Automated onboarding

Channels

- Facebook
- YouTube
- Reddit

Customer Segments

Casual musicians who play any instrument (guitar, piano, wind, strings, etc.) who watch musician-focused Youtube channels that post lessons and musical resources who are members of musician-focused subreddits on Reddit where help-questions are asked in a musician-focused Facebook group where advice and collaboration is held

Cost Structure

- Musician Partnerships
- Marketing
- Software Engineers
- Game Designers

Revenue Streams

Subscription Payments (Monthly)

# Where would we improve

## Market Differentiation

Appeal to beginners by emphasizing fun emotion

- a. Interviewees who weren't early adopters were most experienced music majors/full-timers→ early musicians
- b. Emphasize a fun, great experience

Prioritize the game feature and add interesting capabilities

- a. Give professional partnerships/masterclass feature the back seat

Gain more insight into the music world

# Next MVP Experiment

## New Marketing/Sales Approaches

Word-of-mouth was prominent solution among early adopters from first interview experiments

- Going straight to physical locations and marketing product physically.
- music stores
- gig venues (bars, coffee shops, etc.)

Partnerships



# Thanks!

**Any questions?**

