

Flippy

MUSIC AGGREGATION AND DISCOVERY TOOL

JOHN NGUYEN

What is the problem?

Current music streaming landscape is fragmented and frustrating!



Makes it difficult to listen holistically and hampers music discovery.

Who is the customer?

Avid music listener

- Utilize multiple music platforms
- Total music library contains 1000+ songs
- Spend 25+ hours per week listening to music

Meet our customer: Tessa (Convenience Queen)



Bio & Demographics

- Tessa
- Female, 22, Los Angeles
- Account Executive
- "Is it on Apple Music yet?"

Behaviors

- Has single dominant music listening service - Apple Music
- Friends share music with her using SoundCloud, Youtube, other platforms
- If she likes it but it isn't on Apple Music, too bad - she will likely forget about it
- Listens to music at work, on the road
- Mainly mobile listening

Stories & Scenarios (Context of Use)

- She wants an easy way to save songs that others share with her.
- She will only use the app if it is convenient and easily to learn.

Goals / Needs

- Ability to save music to a single place regardless of platform.
- User interface that follows standard design conventions so she doesn't have to learn new things.

Meet our customer: Frankie (Organization Freak)



Bio & Demographics

- Frankie
- Male, 25, New York City
- Software Developer
- "Music should be ordered like a good database."

Behaviors

- Uses multiple music platforms: Spotify, Soundcloud, Google Music, YouTube - has dominant service but still uses the others frequently
- Chooses the listening platform based on his mood or listening queue
- Large and organized music library
- Uses desktop at work, mobile while commuting

Stories & Scenarios (Context of Use)

- He spends lots of time organizing his music, but since it is fragmented, he can't listen to all of it at once.
- He saves duplicate versions of songs he likes on different platforms.

Goals / Needs

- Single source to organize, listen to all of his music
- Cross device support

Meet our customer: Antonio (Song Hunter)



Bio & Demographics

- Antonio
- Male, 28, Los Angeles
- Music blogger / DJ Mama's Boy
- "Check out this banger I found on page 70 of Reddit"

Behaviors

- Uses 10+ music platforms regularly: Spotify, Soundcloud, Google Music, YouTube, Hype Machine, Bandcamp, etc.
- Chooses the listening platform based on where he can find the song.
- Highly engaged in seeking and sharing new music with others.
- Listens to music at home (90% desktop).

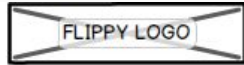
Stories & Scenarios (Context of Use)

- He likes to be the tastemaker, but it is hard for him to share because many don't have the same access/patience that he has.
- He keeps internet bookmarks to keep track of his songs, so it is a pain to get it into playlists.

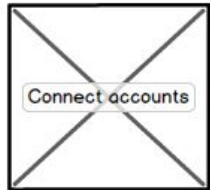
Goals / Needs

- Multi-platform search function for finding music.
- Single place to save his findings.
- Ability to share with others.

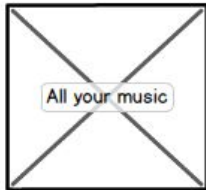
How big is the market?



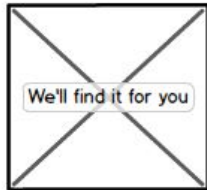
All of your music, in one place. Can't find that new song? We'll take care of it.



Connect all of your music accounts...



Access it all in one consolidated library...



Can't find something?...

Interested?

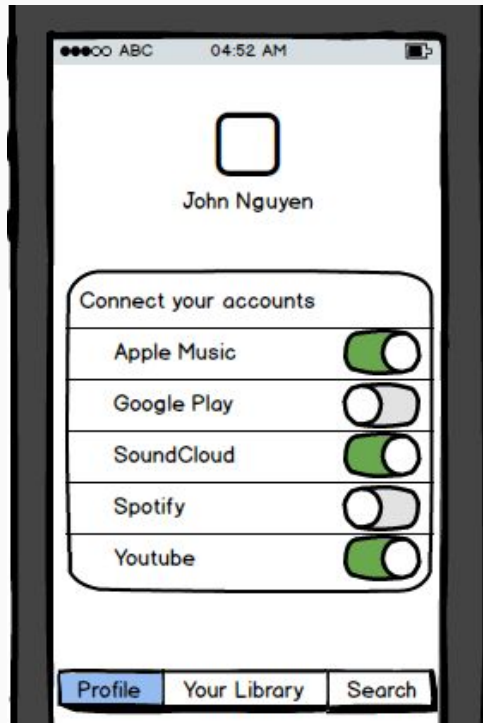
Minimum Viable Product: Landing page of benefits.

Objective: Grow customer base.

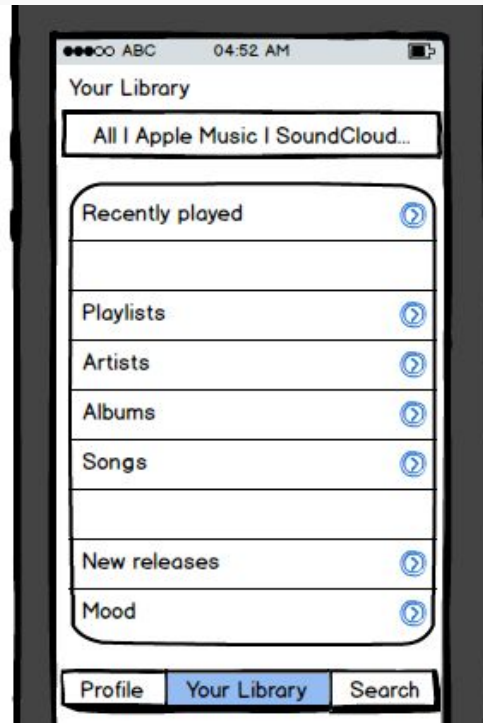
Key Result: 100K sign ups within first 30 days of launch.

Actual Result: 200K sign ups, still increasing by 30% WoW.

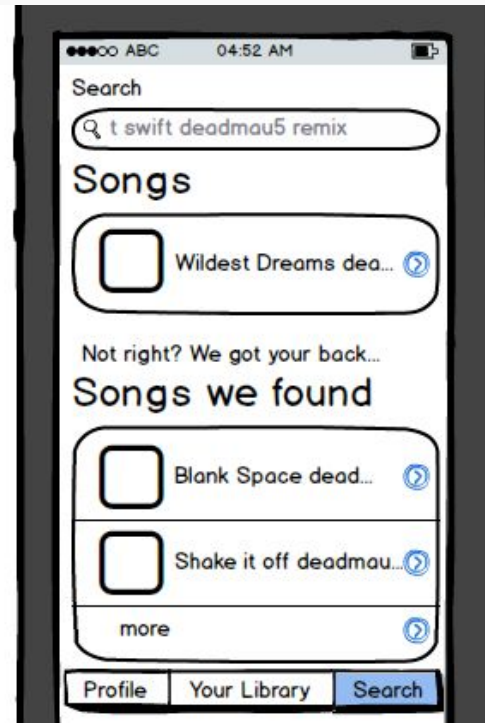
What is the solution?



Flippy aggregates a user's music into a consolidated library.



Songs, playlists, saves, shares are all available in a single place.



Be able to search through all the platforms at once.




How is this solution differentiated from competitors?

Benefits	Flippy		Bop.fm (sold & shutdown)	Spotify
Supports multiple music platforms	Yes, Apple Music, SoundCloud, Spotify, Youtube (initially)		YouTube, SoundCloud, Spotify, Apple Music	No
Ability to listen to entire library	Yes		Yes	Yes
Ability to organize entire library	Yes		Yes	Yes
Share music with others	Yes, in app		Yes	Yes, in app
Automatically search for alternate versions of songs	Yes		No, only manually	No
Desktop	Yes		Yes	Yes
Android	Yes		Yes	Yes
iOS	Yes		Yes	Yes
Cost	Free		Free	Free, Pay for no ads

How will this be big?

Short term objective is user growth

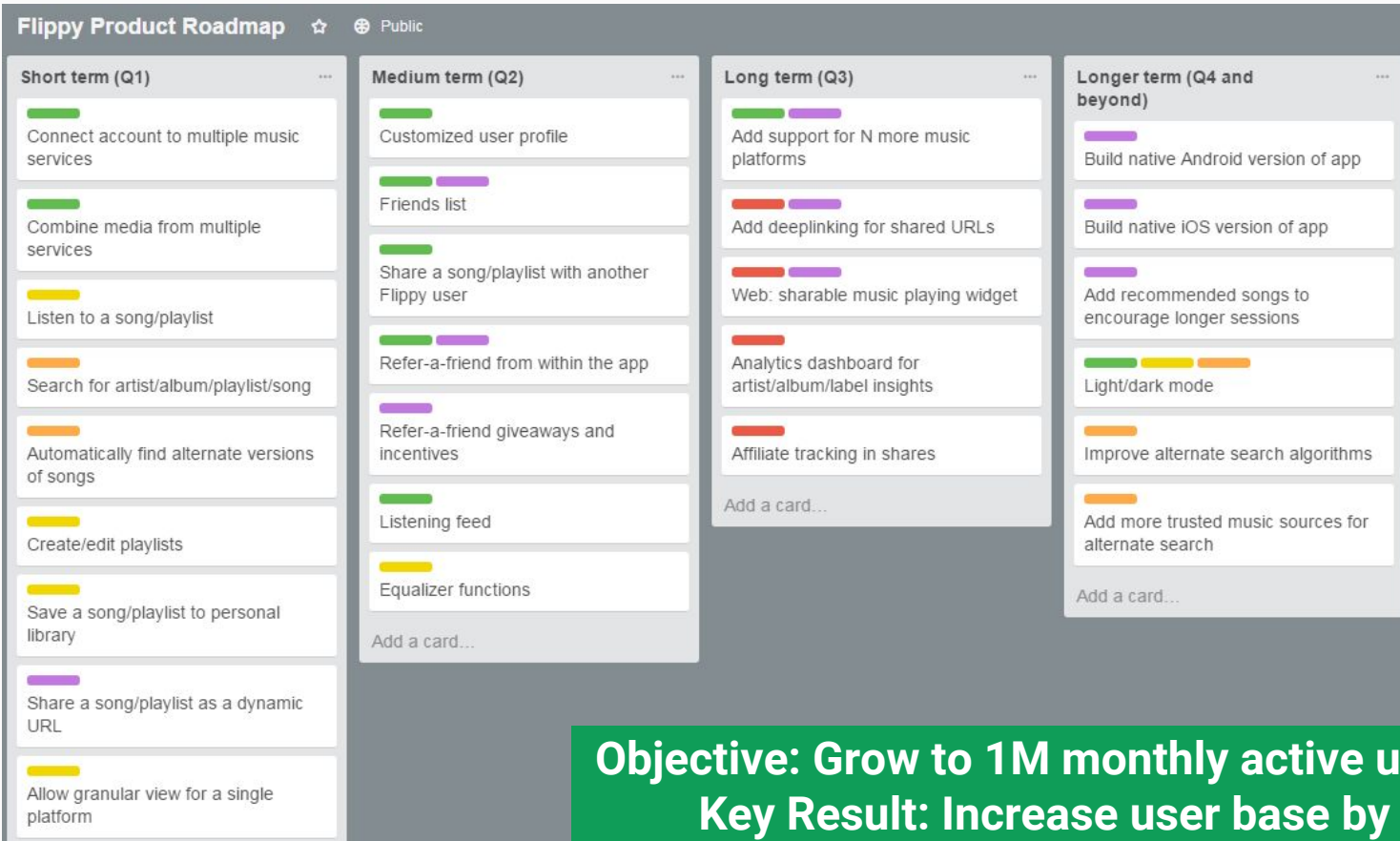
Long term monetization strategy:

1. New user referrals for platforms 
2. Use big data to provide listener insights
 - a. Sell to others 
 - b. Curate new content
3. Affiliate network with influencers (artists, labels, etc.) 

What are the major risks and assumptions to validate?

	Risks	Assumptions
Short term	<ul style="list-style-type: none">• Adequate # of music platforms are supported to satisfy customers• Design for consolidated music experience is intuitive/efficient enough to retain customers	<ul style="list-style-type: none">• High % of interested customers will trial the application• Satisfaction with initial releases will garner more traffic
Long term	<ul style="list-style-type: none">• Platform usage agreements (capacity) once user base increases• Fragmentation reduced by a higher entity (litigation, labels, acquisitions)• Competitors duplicate value props	<ul style="list-style-type: none">• Market of multi-platform users will continue to grow

How much are we building? What is the goal? What is the timeline?



Flippy 🙄

Questions?

Thank you!