

Motivation:

Music deserves to be valued!

Vision:

We aim to be a company, that enables authors to produce and sell their songs without the extensive fees for recording companies. We offer direct web services, which are easily and globally accessible, fast and reliable. Using them, millions of people can get the song they desire and buy it without any complications.

Delivery:

Web server ó authors upload their songs and albums. They decide, which songs are free and which are for sale. Customers have their account using which they can buy music and stream it anywhere. Authors can use their accounts to see the number of sold songs, earned profits and various statistics. It is of course possible to download the songs and listen to them offline. To help people decide what they want to listen to, many ways of evaluating, commenting and discussing the songs are enabled (similar to CSFD, recommendation system like last.fm...).

Target benefit:

-*Authors:* Independent from the recording companies. Instead of 80% going to the big music houses, the 80% go to the author. A faster way of delivering their songs to the public. A wonderful possibility for beginning authors.

-*Customers:* Feeling, that they support their favourite author directly. No more greedy recording companies. Cheaper songs. Easy access to their song collections from anywhere (with internet connection, of course).

Our roles:

Honza ó software solutions

Lubos ó marketing

Jan ó team manager

CS:

music authors, people who like listening to music

Channels:

Web service, music festivals, internet marketing, personal meetings with the authors

Customer relationship:

Relationship management and communication with the client runs through his account. Supporting some concerts and festivals to build an image of a company that is giving back to the society that makes it profitable.

Key partners:

Webhosting, external web application development (accessing all platforms is needed), marketing and accounting partners.

Key activities:

Developing the application, testing and running it. Spreading our name among the authors and listeners, sales support (such as 3+1 for free, gift vouchers, bring a friend etc.).

Key resources:

Physical: technology

Intellectual: songs

Human: programmers, distributors

Financial: startup loan or investition

Revenue streams:

For what value are our customers really willing to pay? ó For the music directly to the authors. For excluding recording companies from the chain and making music more accessible,
For what do they currently pay? ó For the music, but to the recording companies.
How are they currently paying? ó All means possible (cards, cash, direct).
How would they prefer to pay? ó Electronically.

Processes:

Orto:

Name: Song upload

Goal: Enlarging song database, presentation of songs

Requirements for resources: Author needs to record the song and upload it

Main inputs: Song

Main outputs: A record in the database

Name: Song purchase

Goal: Profit

Requirements for resources: Creation and support of the system

Main inputs: Song in the database

Main outputs: Money from the customers for us and for the author

Para:

Name: Buyer account

Goal: Creation and management of the account, using which you can buy songs.

Requirements for resources: Technical background for data storage, web system

Main inputs: User info, account info, payment method...

Main outputs: Enabling song purchase

Name: Artist account

Goal: Creation and management of the account, using which you can offer songs.

Requirements for resources: Technical background for data storage, web system.

Main inputs: Artist info, artist presentation, account info, payment method...

Main outputs: Enabling song sales.

Name: Comments and evaluation

Goal: Feedback for the authors, sharing personal experience among the customers.

Requirements for resources: Technical background for data storage, web system, personal experience.

Main inputs: Personal experience

Main outputs: Visibility and propagation of songs and authors.

Name: Recommendation system

Goal: Propagation of songs

Requirements for resources: Technical background for data storage, web system, users, information about their preferences.

Main inputs: Recorded preferences of users

Main outputs: Visibility and propagation of songs

Name: External propagation

Goal: Make the whole concept visible for public.

Requirements for resources: sales representatives, marketing specialists

Main inputs: \$

Main outputs: New clients, goodwill.

Name: Accounting Outsourcing

Goal: Outsource compulsory accounting and consult its findings with the experts.

Requirements for resources: external accounting partner

Main inputs: \$

Main outputs: Legality, business overview.

Reflection report on the team project:

Organization:

How did you establish your project team and arrange things before you started to work?

- Our team leader contacted us through IS mail, he was first to act because he was to be abroad the fourth week. We agreed on a face-to-face meeting, no special pre-meeting organization was discussed.

Did you reflect your personality types?

- We discussed our personality types and based our business roles and team organization on them. First we actually thought that we should focus just on them and on our team potential. But during the seminar we discovered, that we should focus on a specific business plan and not just the team.

Did your personality types affect the team work? In what way?

- Our personalities affected our work in a positive way. We lead our meetings in the form of brainstorming and we were discussing many various possibilities of everything. We were able to quickly explain everything to each other.

How did you organize the agenda of your projects?

- We did not have regular fixed meetings. Most of our communication was through email, some through Skype. We also tried 123.writeboard.com, but it did not catch on. We usually agreed on a meeting after the seminar.

If you had been given a chance, what would you do differently?

- Next time we would definitely concentrate more on meeting organization, so that we can meet deadlines.

Team cooperation:

How did you generate ideas?

- With three rational types, two of them inventors, it was just natural to stick to brainstorming. We discussed all the issues, everybody contributed and together we shaped the solution.

What technical means did you use for communications? Were they helpful?

- We used IS mail, which you have to check regularly, so we were sure, that the messages would be read. But it is not too effective, as you have to search the mailbox. As has been already mentioned, we tried using an internet writeboard, but it was not successful. Maybe GoogleDocs would have been, but we did not try it. Part of the team used Skype to quickly consult individually assigned work, which helped. On the whole, it could be said that most of the raw work was done during face to face meetings and the technical means for communications were mainly used to finalize and share the work.

Did you find easy to come to an agreement?

- Yes. It is not surprising if we take similar personality types into account.

Did you argue about anything?

- We didn't argue at all.