

# BluePlaylist

Executive Summary

# Overview

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Currently, many music services focus primarily on the idea of providing music to users on a one-to-one basis. Whether it is on-demand or internet radio, users can typically only discover music based on their own particular tastes or preferences.

BluePlaylist is a service that not only allows users to discover music based on personal tastes, but also allows users to see what their friends are listening to in either the form of predefined playlists or real-time broadcasts, with either the user as the DJ or using an automated DJ.

## Features

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### *Create a Customized Playlist*

BluePlaylist allows users to play any song at any time using our on-demand music service. Using our online database of over 650,000 songs (with about 2,000 songs added daily), users can find and play virtually any song at any time. Furthermore, with an account, users can create their own customized playlist containing all their favorite music.

### *Share Playlists with Friends*

After creating a customized playlist, users can then share their playlist with their friends via an integrated Facebook or Twitter friends list or an in-house social platform. Through BluePlaylist, users can “follow” others’ playlists to keep track of what songs they are adding as well as view the most popular playlists for the day, week, or all time. Using the integrated Facebook or Twitter friends list, users can directly share individual songs or their entire playlist with anyone in their list of friends.

### *Broadcast Music to Friends*

BluePlaylist allows users to broadcast what they are listening to in real-time in two distinctly different ways: With a single user as the DJ or using an automated DJ.

#### *Single-user DJ*

Users can become the DJ to their own real-time music broadcast. By sharing a link to their broadcast with their friends, whether it is one friend or many, multiple users can listen to exactly the same song at the same time. In DJ mode, one user creates the

playlist and chooses the songs to play, bringing music sharing to the next level by allowing users to share an experience in real-time from completely opposite sides of the world.

#### *Automated DJ (**BlueJay Mode**)*

BlueJay mode is a unique broadcasting feature that sets BluePlaylist apart from every other music service on the market. We currently have a patent pending on BlueJay mode.

#### *Remote Playing*

Taking advantage of our mobile application, users can control music playing on their computer on the website via the mobile app. Because this mechanism works over the internet, users can control their music from anywhere in the world, creating a truly "limitless" remote control, a feature that does not currently exist with other music services.

## Current Statistics

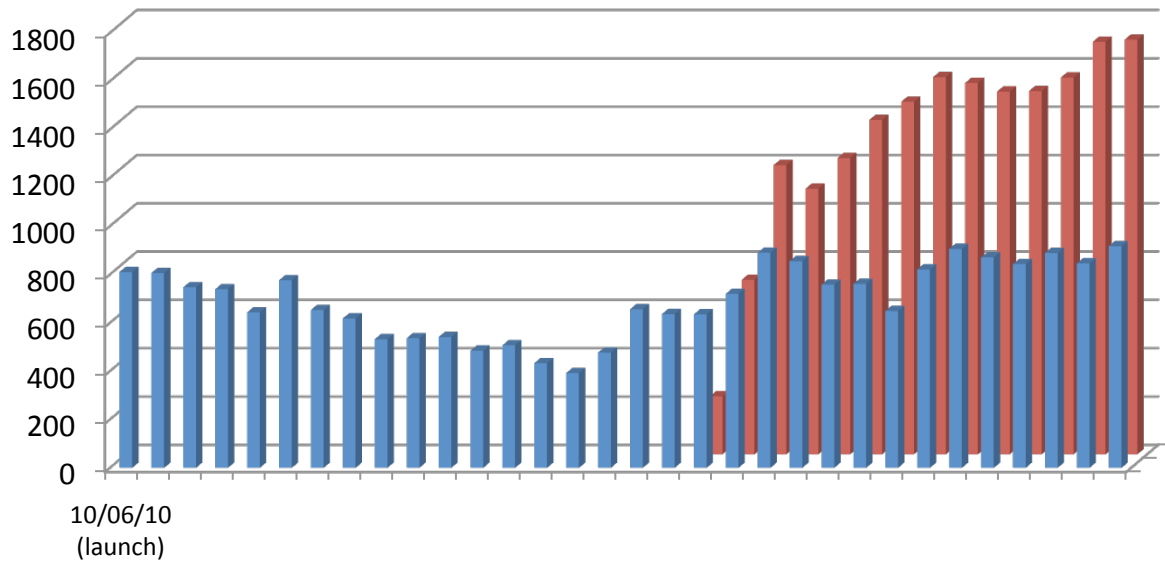
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BluePlaylist is currently available on the web and on the Android mobile platform. At this time, it only supports on-demand music search, the creation of customized playlists, remote playing, and in-house playlist sharing.

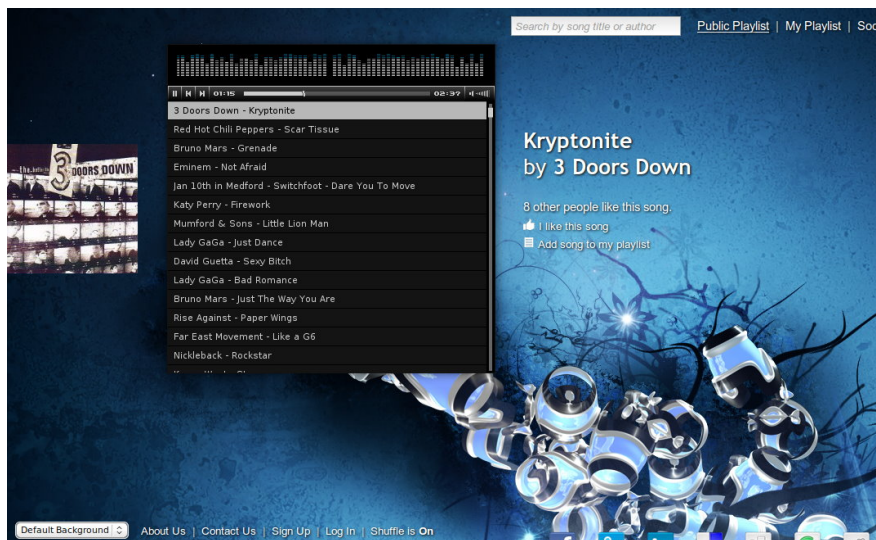
In the near future, we plan to continue development on combining playlist sharing with existing social platforms, such as Facebook and Twitter, and focusing on the creation of our live broadcasting platform. Furthermore, we plan to develop mobile applications for all major platforms, including iOS and BlackBerry, to complement our existing Android application.

To date, we have over 3,300 accounts, with a peak of 100 new accounts per day. Approximately 1,700 people currently have our application installed on their mobile device. The application is used about 300 times each day, where users listen to over 600 songs throughout the day. On the website, we receive over 100 unique visitors, almost 200 visits, and over 600 pageviews every day. This has been accomplished using only word-of-mouth marketing thus far.

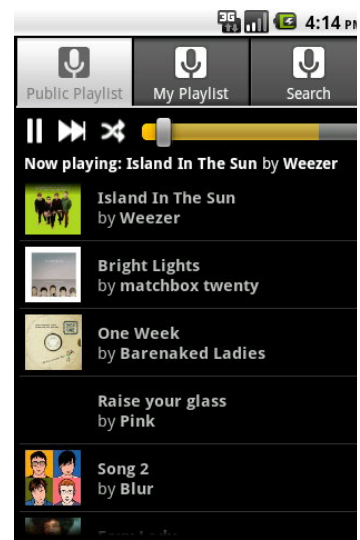
■ Website visits per week   ■ Mobile app installations



### Website



### Android App



# Accomplishments

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The BluePlaylist Android application was featured on androidpolice.com as one of the 30 best new Android apps, games, and live wallpapers for the week of February 16<sup>th</sup> to February 21<sup>st</sup>, 2011.<sup>1</sup>

BluePlaylist was also featured on thedailybuggle.com on March 26<sup>th</sup>, 2011.<sup>2</sup>

## The Market

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At its current state, the music industry is densely populated with many players. However, BluePlaylist represents the next step in the evolution of the music industry. Throughout time, music has evolved across various mediums, from vinyl records to cassette tapes to CD's to iPods to online music services over the internet. In retrospect, each sequential step was an obvious progression towards new technological trends and creating easier ways to listen to music. After the internet became established as a new mode of music streaming, new online music services, such as Pandora, took music streaming to the next level by offering an online radio service that played music based on your implicit tastes in music.

BluePlaylist is the next step in the evolution of music. While services such as Pandora play music personally tailored to individual users' tastes on a one-to-one basis, BluePlaylist allows users to broadcast what they are listening to on a one-to-many basis in real-time. BlueJay mode will then take it one step further and provide a service even more unique by augmenting music broadcasting and personalized music recommendations, revealing an entirely new market that previously did not exist.

Competitors in the online music space mainly consist of music sellers, such as iTunes, on-demand music services, such as Gooveshark, and internet radio services, such as Pandora. While we currently offer an on-demand music service that competes directly with many other on-demand music services in the market, our planned features, DJ mode and BlueJay mode, will differentiate us from any other music service currently available.

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<sup>1</sup> <http://www.androidpolice.com/2011/02/21/30-best-and-2-wtf-new-android-apps-games-and-live-wallpapers-from-last-week-21611-22111/>

<sup>2</sup> <http://www.thedailybuggle.com/on-demand-music-all-the-time-and-anywhere-with-blueplaylist/>

# Barriers to Entry

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Out of the features BluePlaylist has to offer, BlueJay mode will prove to be the most significant.

Dr. Yi Zhang is a professor and researcher at UC Santa Cruz well-known for her work in the areas of information retrieval and recommendation systems sponsored by companies such as Microsoft, Yahoo, Google, and Nokia. She will be assisting in the development of the algorithm used for BlueJay mode.

For BlueJay mode, we currently have a patent pending on the algorithm developed by Dr. Yi Zhang. This patent will create a barrier that will prevent any possible competitors from entering our newly found market in the future, adding value to BluePlaylist.

# SWOT Analysis

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## *Strengths*

- Enables the music sharing experience by allowing users to broadcast their music in real time
- Allows customized music selection in the form of a playlist to encourage personalization
- Allows social trend of connecting with friends by sharing and discovering new music
- Serves as a platform for users to be their own DJ, develop a customized playlist, and broadcast it among a group of friends in real time
- Revolutionizes the music experience by evolving from a personal experience to a group experience

## *Weaknesses*

- Small team of only three prevents BluePlaylist from reaching its full potential with lack of experienced technicians, marketers, IT team, as well as lack of legal knowledge
- The website needs improvement such as a larger database of songs and access to original song files
- Lack of complete presence in mobile market

## *Opportunities*

- BluePlaylist will be the first online music service to benchmark broadcasting in real time creating a range of profitable revenue models
- This platform can allow entry into other music industries by licensing re-broadcasts to radio stations who are interested in specific broadcasts (Celebrity channels)

## *Threats*

- Royalties due to various music organizations, such as; Ascap, BMI, Sesec
- The a wide range of legality issues can potentially have an effect on the success of BluePlaylist
- Patent is not finalized

# Equity Distribution

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*Michael Brook (CEO and Programmer)*

54%

*Marissa Beltran (Project Manager)*

23%

*Shana Cohen (Marketing Director)*

23%