



ADP Course 2<sup>nd</sup> of Autumn 2010

Ahti Ahde and Oki Tåg

Why?

How?

What?

# Why?

1. "We believe in challenging the status quo."

Oki Tåg and Ahti Ahde

Location: Kaisla

Date: 7.11.2008

- 2.

Introduction:

Jack

35 YO

Music Industry Professional

6 years of work exp

# Why?

1. "We believe in challenging the status quo."

Oki Tåg and Ahti Ahde

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Why?

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**NEED**

## How?

1. Answer the needs present (by)
2. Offering SAAS tools to solve the challenges
  - User friendly
  - Practically designed
  - High business scalability

What?

## We build tools for the music industry

- huge need for improvement
- concrete problems to be solved
- very little competition

The movie industry has tailored tools (IMDb Pro etc., even Finnkino). And the music industry much bigger than the movie industry.



## **LoudDemo**

- Record companies receive tons of demos through snail mail
- Artists are calling the companies, phones are constantly ringing
- Most of the time the companies services don't match the artists' needs



## **LoudDemo**

- By digitalizing and formalising the entire communication process
- By gathering comprehensive set of relevant screening data about the artists
- By providing analysis tools that support the decision making process
- We can...





## **LoudDemo**

- Build a SaaS solution that will make the record company executives more efficient in their demo management tasks
- Provide them with added value from data analysis, about artist popularity, competition etc.
- Snail mail and phone contact information only given for artists they are interested of



## **LoudDemo**

- PHP / Zend Framework / MySQL / Linux / Ajax
- Building business model with record label executives
- Basics of social network analysis enabled solutions



## **LoudScope**

- Artist names and homepage links in gig listings are weak marketing tools
- Music is too many clicks away from the Web users
- Would you buy a car, without a test drive, only because it has a fancy name?



## **LoudScope**

- By bringing the music to the gig listings
- By making discovery of interesting events easy
- By building easy to plug Flash gadget
- We can...



## **LoudScope**

- Build a gadget and a service that makes discovery of interesting events easy
- Make the sample music one click away from the gig list
- By music samples venues will be able to attract more audience to the events



## **LoudScope**

- Integration of Ajax with Flash AS 3
- Building business model with music venue executives
- Basics of media streaming in distributed system



What else do we offer?

- Great team and environment for learning
- Chance to be employed by interesting ICT startup
- Entrepreneurial spirit, you can do it too!