



Making 85% of Unknown African Music Landscape Discoverable



Client Business Description

- ◇ A Kenya based Music startup leveraging mobile for delivering content & increasing artist outreach.

Background

- ◇ Good Ideas Lab aims to utilize African continent's vibrant and localized music scene to be a leader in providing mobile music service.

Challenge

- ◇ With very less content discovery platforms, almost 85% of music being listened to in Africa remains undiscovered.
- ◇ Lack of a better Artist-Fan connection means artists don't get their audience volume and that less monetization avenues.

Idea

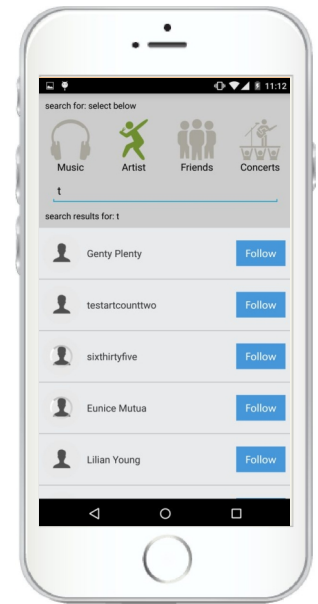
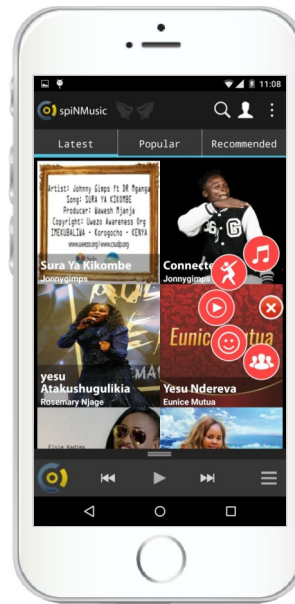
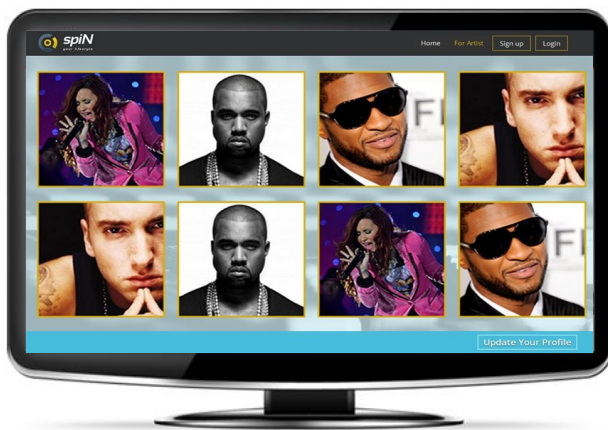
- ◇ To design a Cloud based web platform for allowing musician / artists an easier way to manage upcoming concerts.
- ◇ Develop subscription based model to allow fans to download / listen to songs.
- ◇ Data analytics to show real-time visibility of album popularity / concert for specific artists.

Our Solution

- ◇ Developed a Cloud based portal where Musicians / singer can manage the music, albums and videos from web interface.
- ◇ Listeners can listen / download, follow, like and comments on the favorite song / album using Android mobile app.
- ◇ Listeners have social media section from where they can search / follow friends / artist. Listeners also gets notified of new album / song releases by their favorite artists.
- ◇ For high availability and scalability our solution utilizes MongoDB.

Technologies Used

- PHP, Codeigniter
- HTML, JavaScript, CSS
- RESTful Web Services
- Mongo DB
- Core Java, Android SDK, Android Studio



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