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Creative Business Project

Task one- Proposal

Module Code: BMTY7006

Introduction

For my Creative Business Project, I am curating and developing a networking app for concert and festival goers. The app is called 'Save The Date' and allows users to connect with others attending the same event as themselves. Although anyone can use this app, it is mainly aimed at those who intend, or don't have a choice but to go to a musical event alone. Save The Date helps connect those who would prefer to meet like-minded people to attend gigs and festivals with, allowing them to also network and create friendships.

Statistics have shown that half of young people aged 18-24 are going to gigs alone. 75% of those people said that either their friends couldn't make it, or they weren't into the same music as them, leaving only 31% who said it was a last-minute decision, so they went alone. Young people connect so much over social media these days but often live too far away to meet or find it hard to connect over similar interests. Save The Date caters for a very specific interest, which is music. Facebook have events for concerts and festivals however, those who aren't on one's friends list are not visible and only shows an amount of attendees rather than who's attending. This makes it harder for anyone to reach out to another person attending the same event and connect with others.

Features

Save The Date offers different features on the app, which is why it makes it different than other apps such as LinkedIn and Facebook. This app combines social media and networking into one place to create an easy-to-use environment for users to feel familiar in and find it easy to make their way around the app. The app is available to download for Android and IOS so that everyone with a smartphone can use it including laptops and tablets.

Once users have downloaded the app, they must make a personal profile, this can include a short bio on themselves, a profile picture and options on how private they would like their profile to be.

The layout of the app is referred to as 'Sites' as in campsites, which going with the theme of the app. Each Site is a different concert or festival which users can join if they are attending that particular event. In these Sites other users can see how many people are part of the group and if their profile is on public, who is in the group.

On the Site, also known as an open forum, consumers can publicly write posts, post pictures, comment on posts users have written and have open discussions on the page. Users also have the option for private chats whether they be a group chat or one-on-one. These chats are not posted publicly anywhere on the app and this allows users to get to know and potentially attend their event with.

Once on the app user can search for the gig or festival they are attending and 'Enter the site' where they will find information about the event including all the other attendees and their profiles. There is also one big forum, which is the main forum for users to communicate in rather than separate sites. In the main forum people will often ask if others are attending a particular event and start making conversation through that. The main forum focusses more on bringing people together who share a love of music rather than a particular event as this app doesn't only focus on that and wants to cater for all.

Social Events

Save The Date doesn't only help connect people online, but we also host pre-gig/ pre-festival parties for users to attend. These parties are organised by the team and take place in specific areas in the UK (which are yet to be decided). The parties/ meet ups will be held at a venue or bar/ pub depending on the size of the festival and gig. If it is a larger festival or concert then the location will be of a larger size and likely rented for the evening.

The events will be ticketed only and users will have to pay for their place as the venue's will cost to hire. As mentioned above, some will be more expensive than others and depending on the venue size, tickets will be sold according to that.

At the larger social events where space must be hired, we aim to have live music and a themed evening of the concert or festival. If there are smaller bands and artists playing at our events we will have them join and do a 'pre-concert preview' of their set.

Benefits for musicians

Musicians and bands can make their own artist profile on the app where they can also connect with their fans on a more personal level. When artists have performances lined-up they can promote it on their artist page and join in the Sites if they are performing at the festival or if the site has been created for their gig. Rather than social media they can actually post in the group forum and create a more personal relationship with those using the app.

They will have their own profile where users can 'follow' them and the artists can update followers on future events lined up.

Smaller musicians can also apply to have their gig added and promoted on the app, they will need to send details of their concert including all their social media and music streaming locations. This is great for smaller artists as they are not only gaining more exposure but also receive a percentage of money made through ticket sales to the pre-event party, if they are playing at the event.

Save The Date will also have playlists on music streaming sites for users to download and listen to especially with the smaller artists being featured on it.

Competitions

In order to keep users interested and feel like they are getting other stuff out of the app, there will be monthly competitions held on the app and during the pre-event party we host. These competitions will be held separately in each Site. Some of the winners are announced online and some are announced at the events we host but all users have to apply online. We offer standard competitions and also raffles, where users will put a sum of money in a hypothetical hat and win a prize related to the event or artist.

Musical acts can either donate old merchandise or have their merchandise available for purchase on the app. If an act donates their old merch, then this will be one of the prize-draws also.

The biggest prize we offer are free tickets to any of the festival and gigs that are on the app. Each separate forum will have it's own ticket prize and will be available to those who are in the group.

Safety

In order to put together a successful app health and safety must be taken into consideration.

The app is 16+ only, it has been set to 16 because GCSE and A-Level students are legally allowed to attend festivals without being accompanied by an adult, so it made sense to set the same age for this. The messages and profiles are going to be carefully watched over and any offensive language and abusive will be a cause for disciplinary action.

Subscription

Save The Date has a freemium and premium feature. The freemium feature will last for 30 days as a trial and from then on be a subscription of £6.99 a month. This is how Save The Date will generate an income.