

# Music Marketplace Platform

UM Pre-College Entrepreneurship Bootcamp

Day 8 = Pitch Day. All work completes by end of Day 7.

## Vertical 5: Music Marketplace Platform

### Sponsor: Saadin Dassum

**Mission:** Solve the chicken-and-egg marketplace problem by running 30 real interviews (15 venues, 15 musicians), building a dual friction map, and delivering UX recommendations the sponsor can implement immediately.

### Your KPIs

- 15 venue owner interviews completed
- 15 musician interviews completed
- Friction map built for both sides (color-coded)
- UX recommendations document delivered
- 25 venue prospects in acquisition pipeline
- Dual onboarding strategy written
- **Stretch:** Real event booked through the platform

### Your Toolbox

Tool	Use
Calendly	Schedule all 30 interviews
Google Forms	Two separate interview scripts
Google Sheets	Dual-sided friction map
Maze	UX click-testing of the platform
Notion	UX recommendations document
Hunter.io	Venue contact emails
Loom	Record platform friction walkthrough

### Day 1: Foundations

Read the Glossary. Pay attention to Two-Sided Marketplace and the chicken-and-egg problem – that is your core challenge this week. Prepare your 2-minute personal pitch.

### Day 2: Pitches, Team Reveal, Setup

After pitches: create Slack channel **#team-music**, set up Notion, watch founder video, assign roles, read Days 3–4 before leaving.

## Days 3–4: Discovery Sprint

### Day 3 – Morning

**Set up Calendly (30 min).** Two event types: “Venue Owner Interview – 15 min” and “Musician Interview – 15 min.” Set availability 9 AM to 2 PM daily. Get both links.

**Build two interview scripts in Google Forms (60 min).**

Venue form (9 questions): venue type, current booking process, hours spent on booking per month, single biggest frustration, platforms tried, what would need to be true to use a booking platform monthly, typical budget per booking, what matters most selecting a musician, optional follow-up contact.

Musician form (9 questions): performer type, current gig-finding process, hours spent searching per month, single biggest frustration, platforms tried, what an ideal platform would do, typical rate per performance, most important platform feature, optional contact.

**Explore the platform yourself (30 min).** Use it as a venue owner trying to book, then as a musician trying to find a gig. Write “First-Pass Platform Observations” in Notion: first impression, where you got confused, what almost made you quit, what actually works.

### Day 3 – Afternoon

**Find 30 interview prospects.**

Venues: Google “live music venues [Miami/your city],” “bars with live music,” “restaurants with live entertainment.” Check Yelp filtered by Live Music.

Musicians: Search Instagram and TikTok #miamilivemusic, #localbands. Check local Facebook music event pages. Post in musician communities.

Send Calendly links or Google Form links to at least 30 prospects. Goal: 10+ interviews confirmed or forms sent.

**Day 3 checkpoint:** Two Calendly types live. Two Forms built and linked to Sheets. First-pass observations in Notion. 30 outreach messages sent.

### Day 4 – Morning

**Run interviews – target 20 today.** Fill in the Google Form yourself after each call. Write one insight line in Notion’s Interview Log immediately after each call.

**Build the friction map in Sheets.** Two tabs: “Venue Friction” and “Musician Friction.” Each has columns: Step in Platform Journey, Number of Interviews Who Mentioned It, Friction Score (1–5), Best Quote, Our Recommendation. Steps to map: creating a profile, searching, filtering, making contact, confirming details and pricing, post-booking communication. Color code: red = 4–5 (critical fix), yellow = 2–3 (moderate), green = 1 (works).

### Day 4 – Afternoon

**Venue acquisition pipeline.** New Sheet tab: “Venue Acquisition Pipeline.” Columns: Venue Name, City, Type, Contact Name, Email, Reached Out, Responded, Notes. Use hunter.io to surface publicly listed emails (search by venue website domain, 25 free searches). Goal: 25 venues in this pipeline by Day 6.

**Day 4 checkpoint:** 20+ interviews done. Friction map with 8+ rows per side and color coding. Venue pipeline started with 10+ entries.

## Days 5–6: Execution Sprint

### Day 5 – Morning

**Complete remaining interviews.** Finish all 30. If someone no-shows, immediately send the form to the next prospect – don't let a no-show become a gap. Finalize both friction map tabs. Every high-friction step (score 4–5) needs a recommendation in the last column.

**Maze UX test.** Go to maze.co, sign up free, create a Prototype Test. Upload platform screenshots or paste the URL. Create 3 tasks: (1) Find a jazz musician available this Friday within 30 miles. (2) Contact that musician and ask about their rate. (3) As a musician, set your availability for next weekend. Share with 10–15 people who have never used the platform. Let it run 24 hours. Maze produces click maps, task success rates, and time-to-complete.

### Day 5 – Afternoon

**UX Recommendations document in Notion.** Five sections: Top 3 venue pain points (quotes + friction scores), Top 3 musician pain points (quotes + friction scores), Quick Wins table (fixable in under 1 week), Bigger Improvements (1–4 weeks), Your #1 priority recommendation and why.

**Day 5 checkpoint:** 30 interviews complete. Friction map color-coded with recommendations. Maze test live and sent. UX document at least 50% complete.

### Day 6 – Morning

**Pull Maze results.** Screenshot click maps per task, task success rates, and average time-to-complete. Add to the UX document. Update prioritization based on where users actually got stuck.

**Dual onboarding strategy in Notion.** New section: “Onboarding Redesign Proposals.” For Venues: what the first post-signup screen says, minimum info before they can post a booking, what the platform does automatically in the first 24 hours to retain them. For Musicians: the hook that drives sign-up, how fast they see their first gig opportunity, how the platform proves its worth in the first session.

### Day 6 – Afternoon

**Record Loom platform walkthrough.** Three minutes. Script: problem intro (show Whimsical/Notion flowchart, state the hours-per-week cost), specific screen where 12/15 venue owners got confused with your recommendation, musician side with same structure, 5 prioritized changes at the end. This video replaces 2 slides in the pitch.

Get venue pipeline to 25. Send outreach to all 25 via email or DM introducing the platform.

**Day 6 checkpoint:** Maze results in UX document. UX document complete. Loom recorded. 25 venues in pipeline with outreach sent. KPI board updated.

## Day 7: Pitch Preparation

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Slide	Title	Content
1	Cover	Team + Platform Name
2	The Problem	Where this marketplace specifically breaks
3	Our Methodology	30 interviews + Maze usability test
4	Venue Pain Points	Top 3 with direct quotes
5	Musician Pain Points	Top 3 with direct quotes
6	The Friction Map	Color-coded Google Sheet screenshot
7	Maze Results	Click maps + task success rates
8	UX Recommendations	Top 5 with priority ranking
9	Venue Pipeline	25 prospects + outreach status
10	The Ask	Which fix to implement first, timeline, why it unlocks growth

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Play your Loom video during the pitch. Aim to replace 2 slides with it.

### Day 8: Pitch Day

Have the UX recommendations doc open. Be ready: “How long would it take to fix these?” – “The quick wins are 3–5 days of dev time each. The friction map is the roadmap. Work through it in priority order.”

## Program Syllabus

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### What This Program Is

Seven working days, 9 AM to 3 PM daily. Day 8 is pitch day. You are placed into a live business vertical with a real sponsor on Day 2. You execute inside that vertical and deliver real, sponsor-ready work by the end of Day 7.

**The Execution Formula: Validation + Marketing + Management.** “Product” is not in the formula. Build nothing before you validate demand.

### Schedule

Day	Focus
Day 1	Startup vocabulary, BMC, VPC, customer discovery, the three costs (time, opportunity, money). Watch DoorDash YC pitch and Snapchat explainer. Homework: prepare your 2-minute personal pitch.
Day 2	Individual pitches (hard 2-minute cutoff). Team reveal. Vertical reveal. Tool setup: Slack channel, Notion workspace (KPI Board, Interview Log, Task List, Pitch Deck Outline), founder video, role assignments.
Days 3–4	Customer discovery sprint. Interviews, research, first KPI check.
Days 5–6	Execution sprint. Build, test, iterate.
Day 7	Pitch prep. Dry runs. All deliverables finalized.
Day 8	Final investor-style panel pitches. Feedback. Debrief.

### Assessment

Component	Weight
Individual 2-minute pitch (Day 2)	20%
Team execution vs. KPI board (Days 3–7)	40%
Final investor pitch (Day 8)	30%
Engagement, professionalism, tool use	10%

### Three Rules That Apply Every Day

1. **Evidence over opinion.** “I think customers want X” is worth zero. “12 out of 20 people said X” wins.
2. **Done beats perfect.** A live landing page with a typo beats a flawless one that doesn’t exist yet.
3. **Update your KPI board daily.** If it’s not on the board, it didn’t happen.

### Pitch Day Rules (Day 8)

- Open with a real number, not a plan.

- Hard 8-minute cutoff. Practice until you know your 7:30 mark.
- Every team member is assigned slides before you walk in. No fumbling.
- Know your 3 hardest numbers without looking at the screen.
- End with a specific Ask – named channel, dollar amount, timeline.
- Export the deck as PDF the night before. Record a Loom backup of any live demo.

### If You Get Stuck

<b>Problem</b>	<b>Fix</b>
Can't get interview responses	Post in a different community, change the subject line, offer to share findings
Tool not working	Use the backup tool listed in your toolbox, or ask your TA
Team conflict	5-minute timer, each person states position once, majority vote, document and move on
Behind on KPIs at Day 5	Triage: pick your 1–2 most important KPIs and cut everything else
Sponsor unreachable	Use materials already provided. Document outreach attempts – that's data.

## Startup and AI Glossary

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### Core Startup Terms

Term	What It Means
BMC	Business Model Canvas – your business on one page across 9 blocks. Fill outside-in: start with the customer.
VPC	Value Proposition Canvas – customer jobs/pains/gains vs. your solution. Mismatch = guess, not product.
MVP	Minimum Viable Product – in 8 days this is a landing page, a form, or a manual process. Not code.
PMF	Product-Market Fit – 40%+ of users would be “very disappointed” if your product disappeared.
Pivot	Change one core assumption based on data. Day 4: discipline. Day 7: denial.
CAC	Customer Acquisition Cost – total spend divided by new customers. In this program: hours spent divided by customers converted.
LTV	Lifetime Value – total revenue from one customer over their full relationship with you. Target LTV:CAC of 3:1.
Churn	Customers lost this period divided by customers at start. Fix retention before scaling.
KPI	Metric with a deadline. Red on Day 5 means fixed by Day 6.
Unit Economics	Revenue minus cost per single unit. Negative = scale makes things worse.
WTP	Willingness to Pay – found through interviews, not surveys. Ask: “Have you ever paid for something like this?”
ICP	Ideal Customer Profile – the exact person most likely to convert and retain.
TAM/SAM/SOM	Total market / reachable portion / realistic near-term capture. Investors care about SOM.
NPS	Net Promoter Score – % Promoters minus % Detractors. Positive NPS from real users is strong pitch evidence.
Viral Coefficient	New users each user generates. $K > 1$ = self-sustaining growth.
UGC	User-Generated Content – reviews, videos, social posts created by users. Lowest-cost, most credible marketing.

### The Four AI Tools

**Rule:** Use 3–4 tools in sequence. One tool for everything = mediocre outputs.

Tool	Best Use
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NotebookLM	Upload source documents. Answers cited directly to your sources. Fastest way to turn 40 pages into a 2-page action brief. Not a brainstorming tool.
Gemini	High-volume fast synthesis. Paste 25 interview responses, get a bullet-point summary. Longer free context than most.
Claude	Long-context reasoning and high-quality output. BMC/VPC analysis, pitch deck copy, pricing models. Save for pitch-critical work – daily message limits apply.
ChatGPT	Fast creative volume. 15 taglines, 20 headlines, quick name ideas. Generate options here, polish in Claude.

**The Four-Tool Cascade**

1. **Ingest (NotebookLM)** – Upload all source docs, get condensed outlines.
2. **Process (Gemini)** – Paste bulk data, synthesize fast.
3. **Reason (Claude)** – Feed outputs in for strategic analysis and high-quality writing.
4. **Ideate (ChatGPT)** – Generate volume fast, bring the best back to Claude to finish.

**Context Management – 8 Rules**

1. Compress before you paste. Run transcripts through NotebookLM or Gemini first. 90% fewer tokens, same output.
2. Keep a VERTICAL\_BRIEF.md – under 400 words, updated daily. Paste at the top of every new AI session.
3. One task per session. Each major task gets its own conversation.
4. Match tool to task. Claude for quality reasoning. Gemini for bulk. ChatGPT for creative volume.
5. Build a Prompt Library in Notion. Save every prompt that produced a great output. By Day 5 you should have 10–15.
6. Specify output format. Weak: “Give me insights.” Strong: “Output a 4-column markdown table sorted by frequency.”
7. When a session degrades, start fresh. Paste your VERTICAL\_BRIEF.md and continue. Don’t try to fix a degraded conversation.
8. Rotate tools when one hits its cap. Never stop working because one tool hit its limit.

**AI Decision Matrix**

Task	Tool
Summarize a 20-page document	NotebookLM
Synthesize 25 interview transcripts	Gemini
Build the BMC or VPC	Claude
Write the pitch deck narrative	Claude
Generate 15 tagline options	ChatGPT
Draft one cold outreach email	Claude
Draft 50 cold emails at scale	ChatGPT
Social captions and short copy	ChatGPT
Financial model from interview data	Claude

Web research synthesis	Gemini or ChatGPT (search on)
Build an automation	Make.com
Add AI to an automation	Make.com HTTP module to Claude API

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**No-Code Tool Reference**

Tool	Use
Notion	KPI board, interview log, task list, pitch outline. Replaces five apps.
Canva	All design. Use the Brand Kit to lock colors and fonts from Day 2 onward.
Carrd.co	Landing page in under 1 hour. Free, no code.
Make.com	No-code automation. 1,000 free operations per month.
Mailchimp	Email marketing. 500 contacts and 1,000 emails per month free.
Buffer / Later	Social media scheduling. Plan content once, post across platforms.
Typeform / Tally	Polished survey forms with better UX than Google Forms.
Miro / Whimsical	Visual mapping. Whimsical for flowcharts, Miro for personas and journey maps.
Apollo.io	Verified B2B email finder. 50 free exports per month.
Hunter.io	Find emails by company domain. 25 free searches per month.
Loom	Record demos. 90 seconds of live demo beats any slide. Record before pitch day.
Similarweb	Competitor website traffic data. Use to validate market size.
Maze	Usability testing platform. Produces a quantified task success rate.