

# upswing



AN INTERACTIVE MUSIC DISCOVERY PLATFORM BY MARLA MILANO

*upswing*

W H Y U P S W I N G ?



*Electric  
Family*





**GM**

GEORGIA MODI  
PHOTOGRAPHY

**upswing**

*“My **entire friend group** is comprised of friends I’ve made through concerts and festivals.”*

*-KEVIN, 25*

*“Almost every single friend I have in my life is through music. **It’s such a connecting factor**, and you already have something in common so it’s easy to relate to others.”*

*-JORDANN, 28*

*"I have made lifetime friends/family members through traveling to different festivals and shows together. It has brought us to a sense of camaraderie. It has been very positive and you get a better understanding of people that you go to festivals with. The more festivals you go with your group, the closer it **brings everybody together**. Everybody should experience a music festival together, if they have not done it."*

—RYAN, 24

**91% of all artists are completely undiscovered.**

NEXT BIG SOUND

# SO, WHAT'S THE POINT?

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- Give up and coming artists the recognition they deserve
- Support local venues and increase ticket sales
- Be in the know of Chicago's music scene



**Travelers want local and authentic experiences.**

PEAK + SKIFT

# DO IT LIKE THE LOCALS

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- There is a rising demand for more authentic and engaging travel experiences
- Experiential travel- inspiration, personalization and a path toward self-discovery
- Small businesses account for 99.7% of all businesses in the United States (SBA)



Sydney Rane'e - 17 (Official Video)

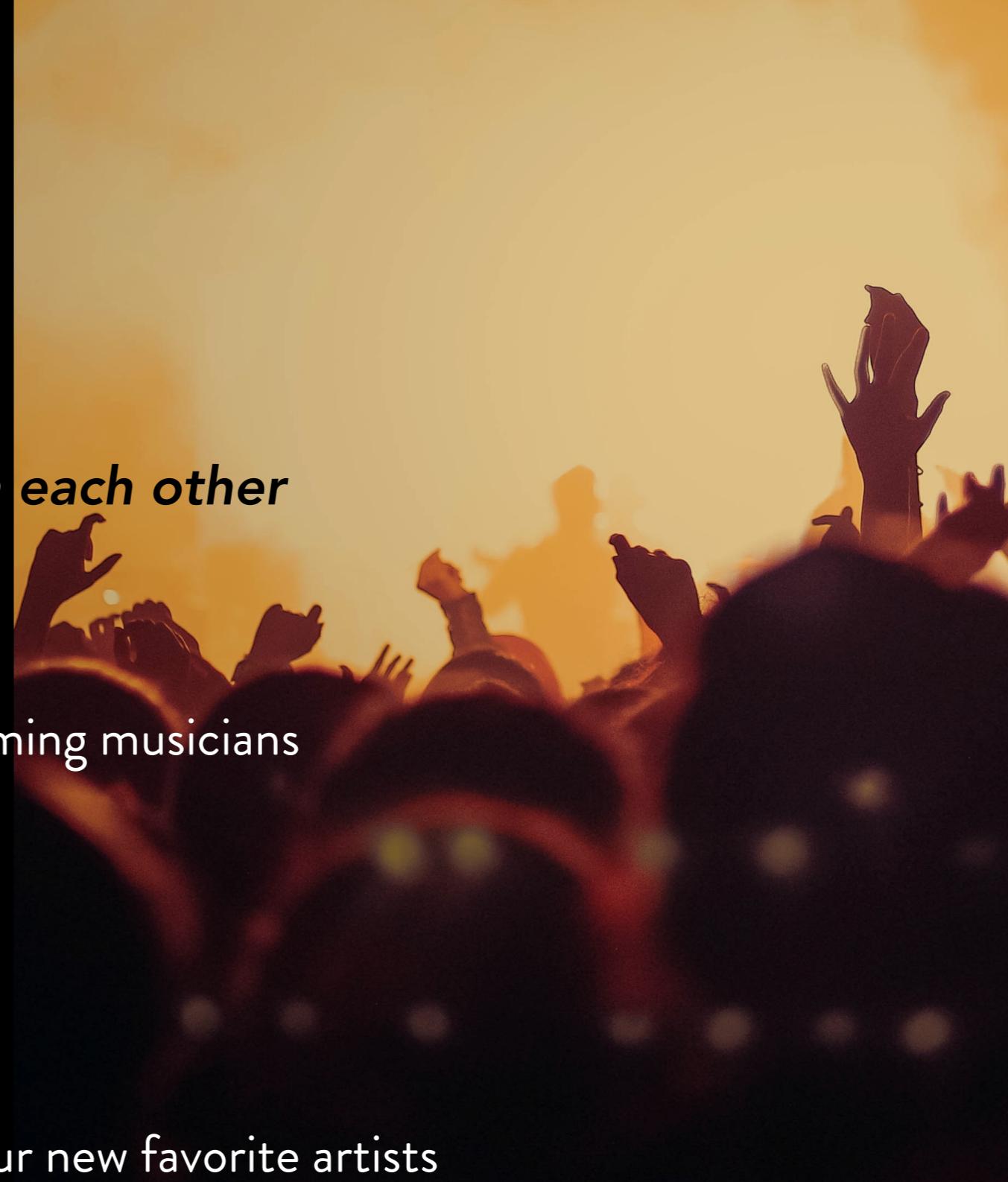
5,809 views

1 like 98 0 share 3+ save

# THE SOLUTION

*Connect live music fans with each other*

- Discover & review up and coming musicians
- Search by genre
- Find local shows near you
- Build camaraderie around your new favorite artists



UPSWJNG

# AUDIENCE

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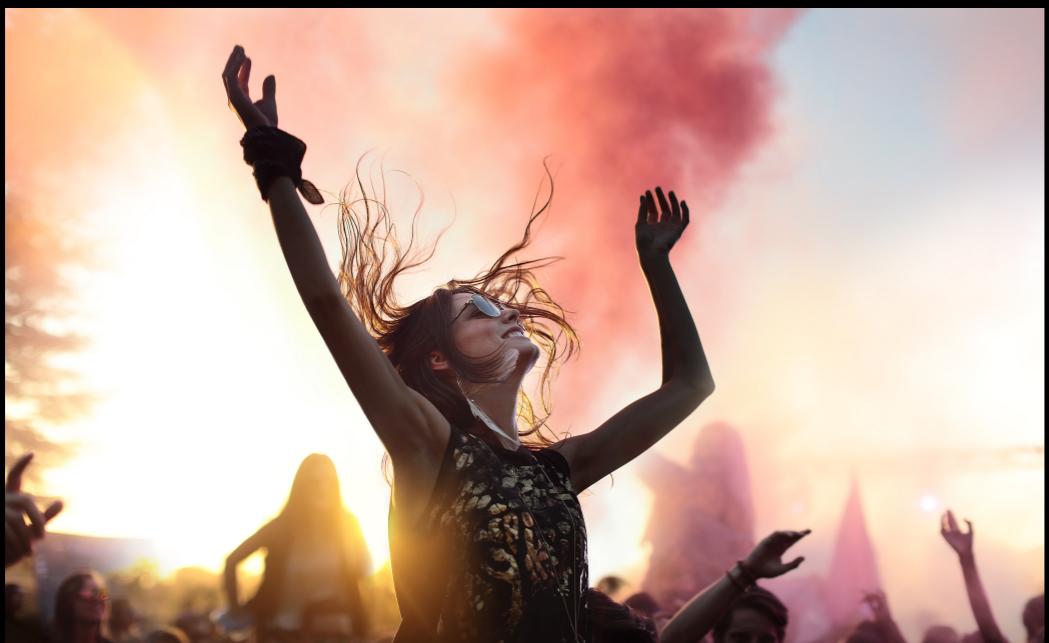
## Primary

CHICAGO LIVE  
MUSIC FANS  
SEEKING NEW  
LOCAL MUSIC



## Secondary

TRAVELING MUSIC  
FANS SEEKING  
LOCAL AND  
AUTHENTIC  
EXPERIENCES IN  
CHICAGO



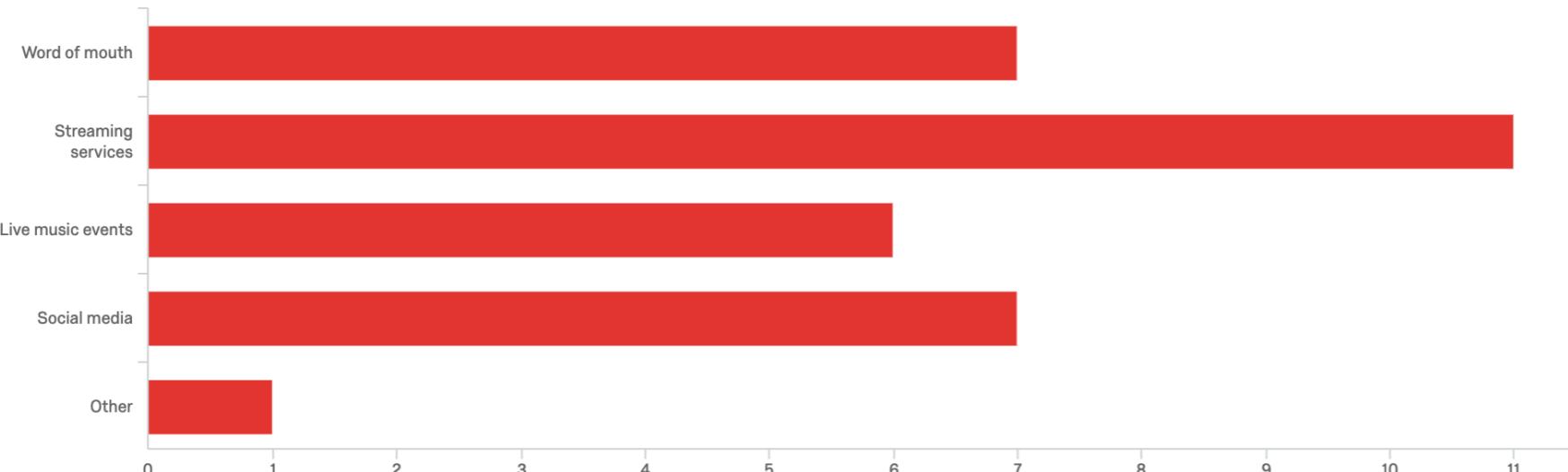
# USER RESEARCH

# QUESTIONNAIRE INSIGHTS

**upswing**

Q9 - How do you usually find new music?

Page Op



Which social media platforms do you use to discover music?

26 responses

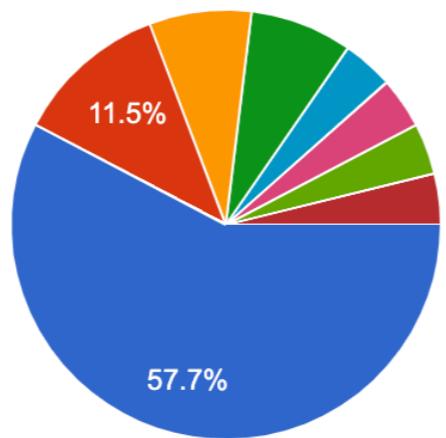


# QUESTIONNAIRE INSIGHTS

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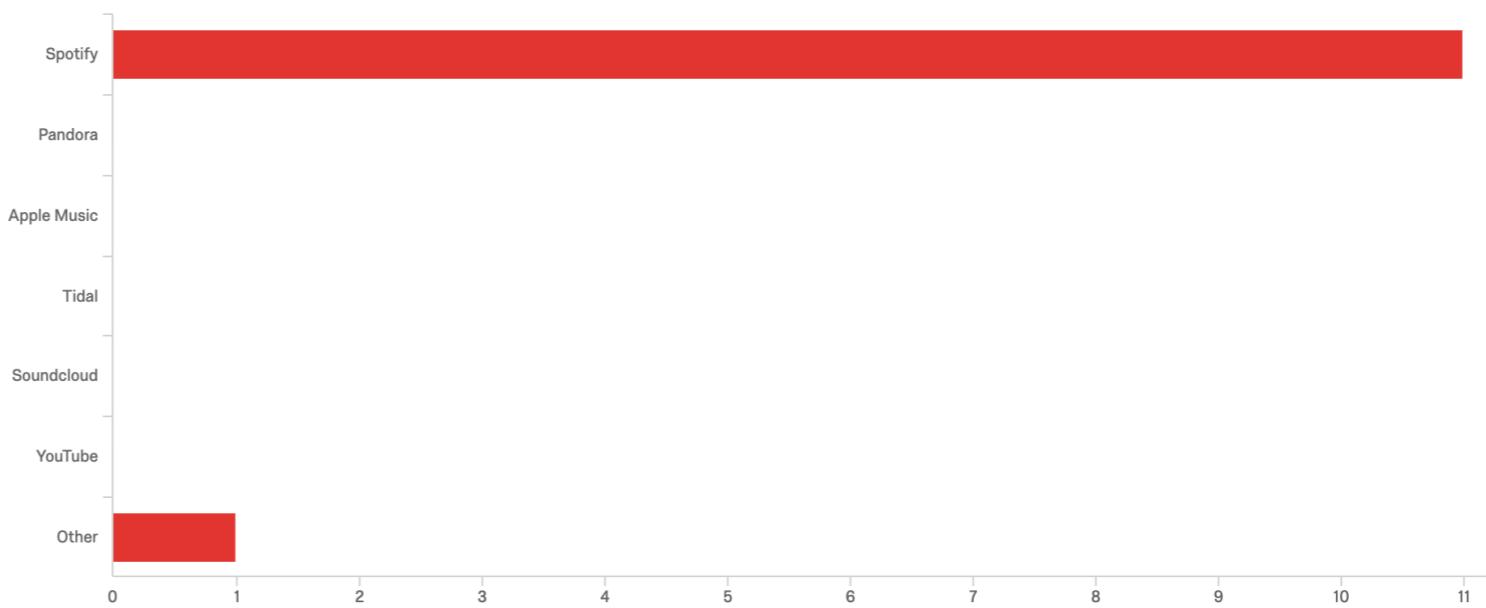
## Which streaming services do you use to listen to music?

26 responses

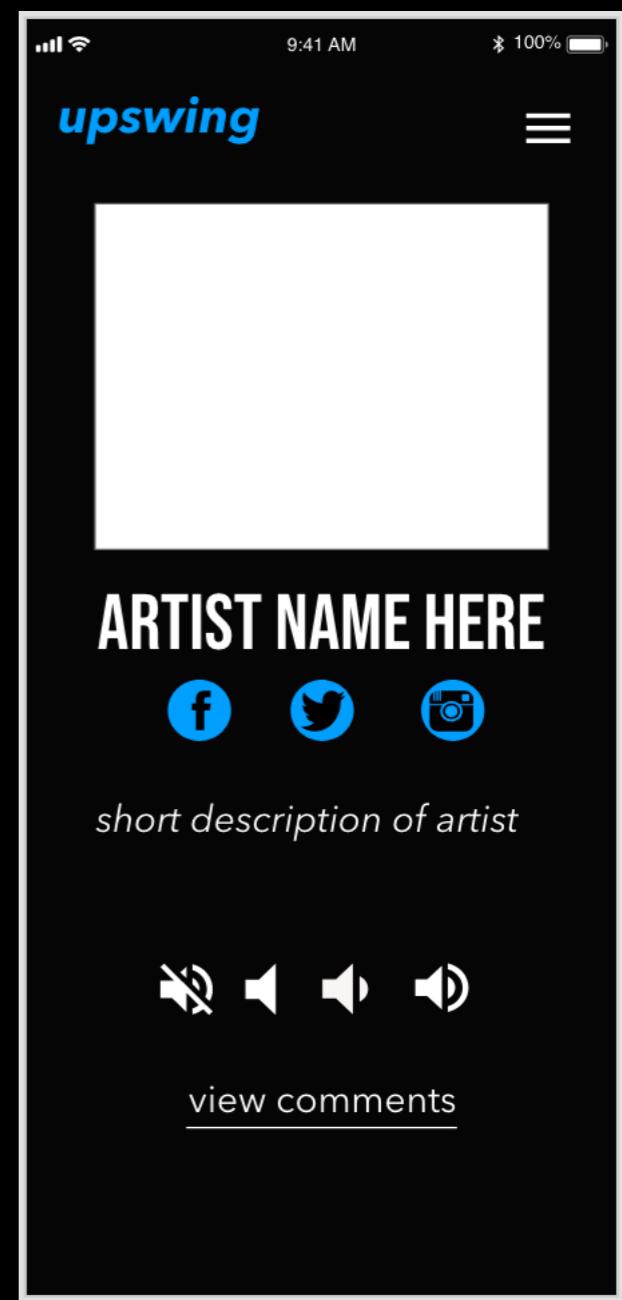
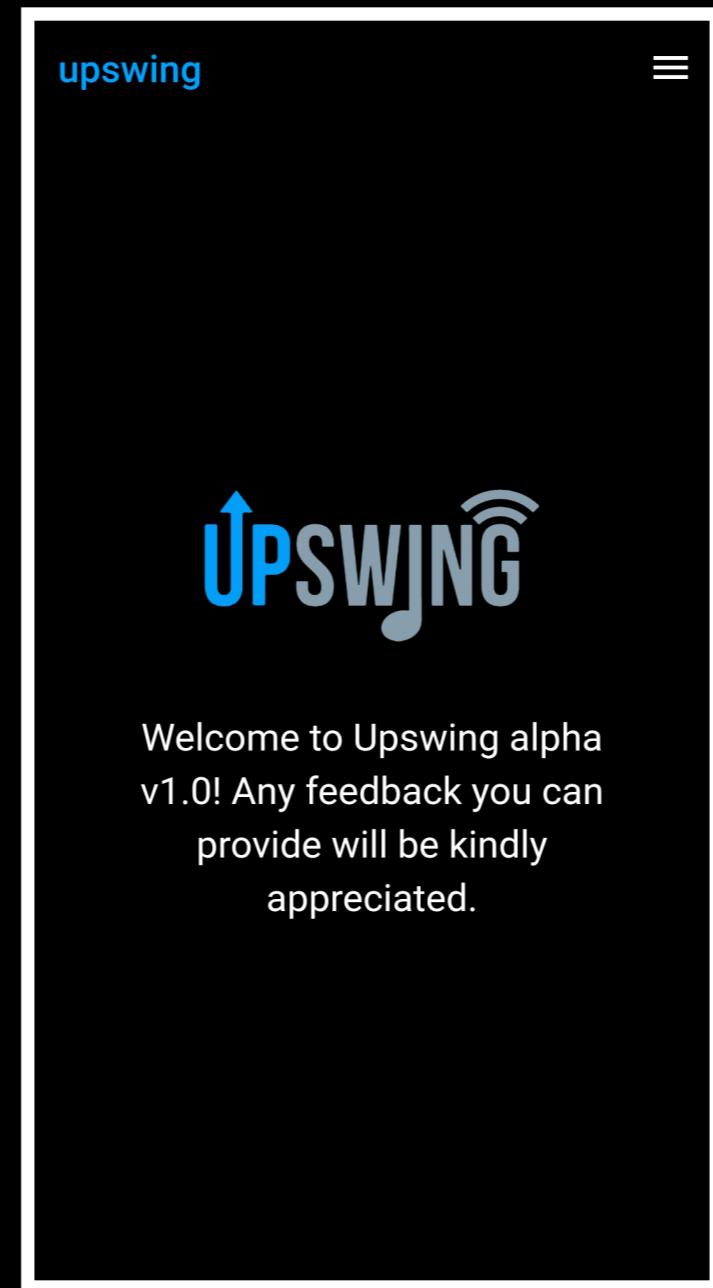
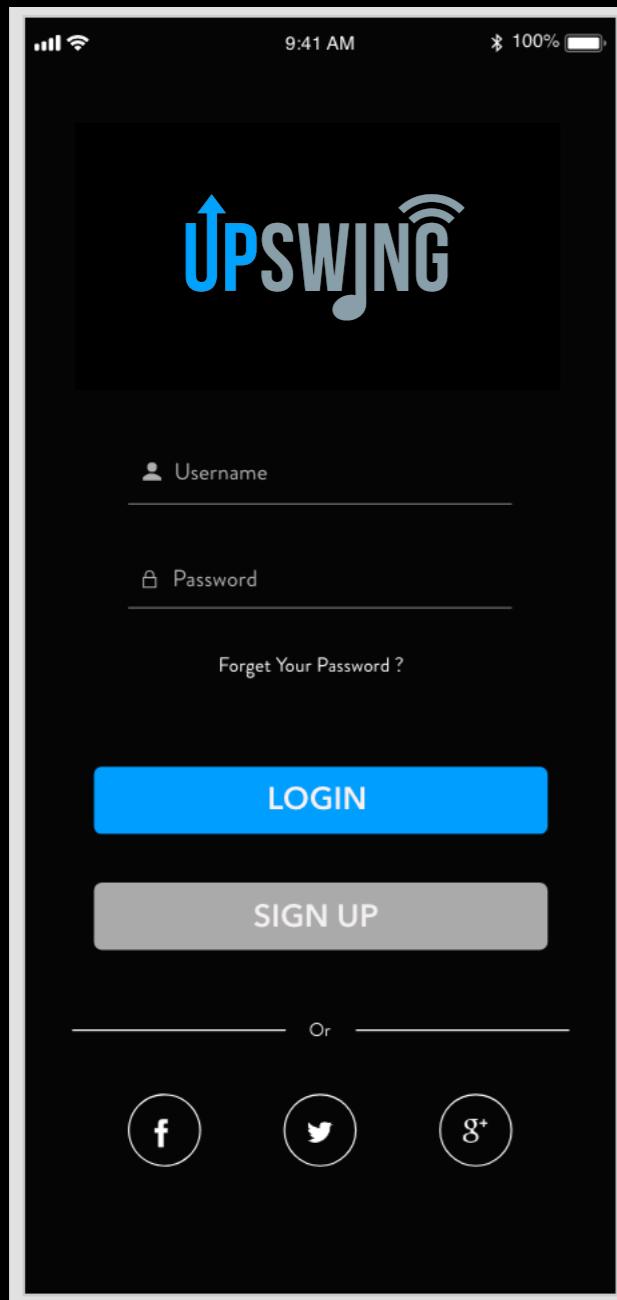


- Spotify
- Apple Music
- Soundcloud
- Pandora
- Tidal
- I don't stream I download since I want a physical copy of the music. If I str...
- Apple Music and Spotify new
- Google play music
- Sonos, Sirius

## Q23 - What is your favorite streaming service?



# PRODUCT ECOSYSTEM



- Artist profiles
- Commenting
- Reviews (Artist + Venue)

# WEBSITE

**upswing**

The image shows a website landing page for 'upswing'. The background is a blurred, high-contrast image of a crowd of people with their hands raised, suggesting a concert or a large event. The 'upswing' logo is prominently displayed in the center. The logo consists of the word 'upswing' in a bold, sans-serif font. The letter 'U' has a blue upward-pointing arrow as its top stroke, and the letter 'G' has a blue curved line as its top stroke, resembling a smile or a signal wave. Below the logo, the text 'Coming Soon' is centered. At the bottom of the page is a black rectangular sign-up form with the text 'Subscribe To Our Newsletters' and a field for 'Email address' with a 'Subscribe' button. The overall aesthetic is modern and energetic, with a focus on the 'upswing' theme.

Coming Soon

Subscribe To Our Newsletters

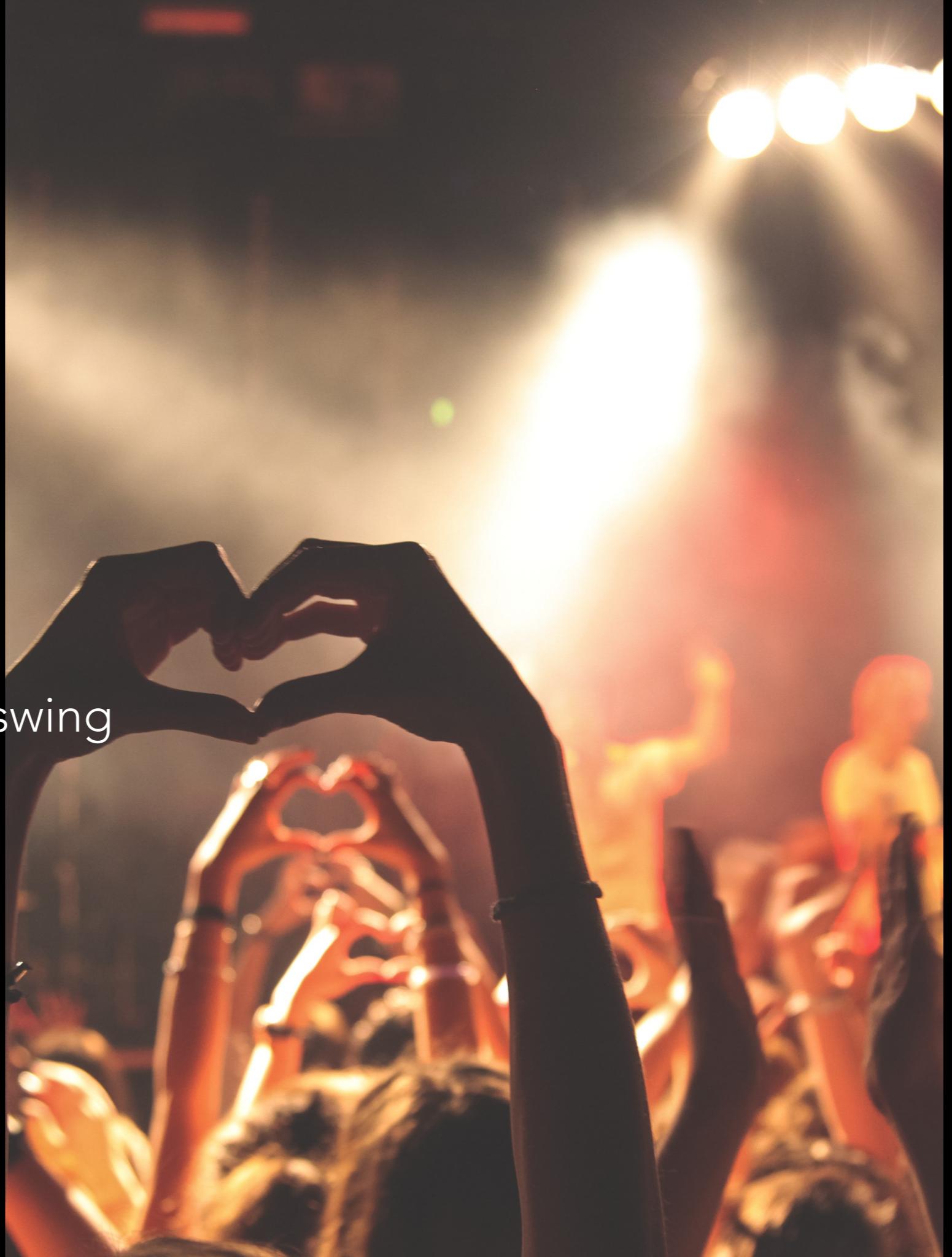
Email address

Subscribe

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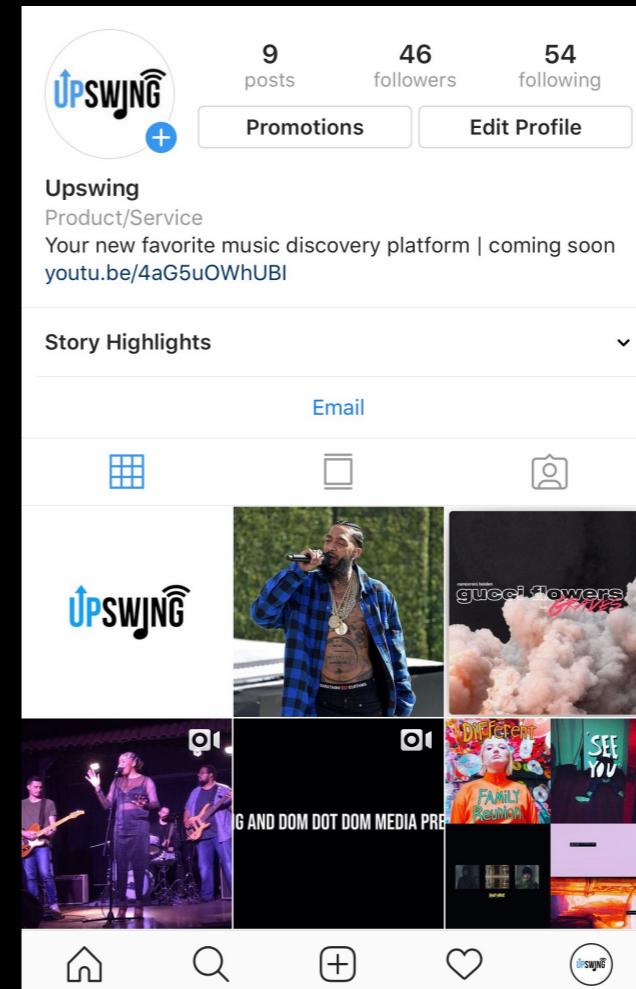
# CONTENT

- Original graphics
- Venue Partnerships
- Emphasize that Upswing is Chicago-based



# SOCIAL MEDIA

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- New Music Monday's
- Featured Friday's
- Chicago-wide venue review

# THE STRATEGY

# STARTUP COSTS

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SALARIES

\$0 (equity)

MARKETING +  
ADVERTISING

\$500/month

APP  
DEVELOPMENT

\$50-100,000

DOMAIN

\$40/year

# REVENUE STREAM

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## UPSWING FREEMIUM MODEL

Free	\$5/Month	\$15/Month
Review + Comment	Review + Comment	Review + Comment
	Free Drink At A Venue	Free Drink At A Venue
		Early Access To Tickets/Meet And Greets

# LONG-TERM GOALS

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## Year 1

APPLY TO  
ACCELERATOR  
PROGRAMS

20% CONVERSION  
RATE ON UNPAID  
TO PAID USERS

BUILT BETA  
VERSION OF APP

## Year 2

50% CONVERSION  
RATE

20 VENUE  
PARTNERSHIPS AT  
5-10% PER \$20  
TICKET

BREAK EVEN

## Year 3

80% CONVERSION  
RATE

OFFER MEDIA  
PACKAGE TO  
ARTISTS

PROFIT

# THE TEAM

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## Tony Le- Developer

- Tony and I work at the same agency together and met at DePaul. From there, he became interested in helping me make Upswing happen.
- Tony created Upswing's landing page and developed the mobile app.



# THANK YOU!

 [upswing.digital](http://upswing.digital)  
 [@upswingofficial](https://www.instagram.com/upswingofficial)  
 [@upswingofficial](https://twitter.com/upswingofficial)

UPSWING