Team

Jagdeesh Narayanan
• Web Designer
• System Architect

Krishna Pavan Bhat
• Social Media Analytics Expert
• Cloud Platform Architect

Sagnik Roychowdhury
• Web Designer
• APIs Integrator

Prajwal Shirurkar
• APIs Integrator
• Database Developer
Introduction

Musicology

Learn and Share

Advertise and Sell

Teach and Earn

Online Advertisers
Application Objectives

• Provide one-stop access to music related resources
  • Images, videos, web contents

• Enable learning and sharing
  • Video lessons posted by teachers
  • Music school recommendations based on location
  • User interactivity through multiple media

• Offer e-commerce capability
  • Gateway to Amazon
  • Market place to buy and sell instruments

• Offer insights
  • Social media popularity and sentiment analytics
Music Lessons Over Skype Grow In Popularity

October 12, 2012 9:32 AM
Finding the perfect music instructor for just got easier thanks to the Internet. And, as CNET's Kara Tsuboi reports, that teacher can live several time zones, or continents, away and still deliver a quality lesson.

Instructors are turning to Skype and other technology. To Tale Tolchin, teaching remotely doesn't change much: 'When you see someone's face, you see their doubt or their excitement.'

By Lee Romney, Los Angeles Times
Photography by Liz O. Baylen,
Los Angeles Times
Reporting from SAN GERONIMO, Calif.
April 29, 2013

Tale Tolchin ducks into the music studio he built behind his Marin County cottage, where the sun filters through a towering redwood tree and his daughter has dotted the flower beds with flowers. It's time for his next Skype lesson.

With Enough Bandwidth, Many Join the Band
Dr. John McClure practiced the bagpipes in Edina, Minn., while his teacher, Jori Chikunlu, watched online from Seattle.

When Dr. John McClure, a pathologist in Edina, Minn., was pondering his wish list several years ago, he added something a little
## Competitors

<table>
<thead>
<tr>
<th>Feature</th>
<th>Music Institute</th>
<th>Berklee</th>
<th>Active Bass</th>
<th>Musicology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online courses</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Skype classes</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Video classrooms</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Social media analytics</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Twitter streams</td>
<td>✗</td>
<td>✔</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Social media integration</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Amazon affiliation</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✔</td>
</tr>
<tr>
<td>Market place</td>
<td>✔</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
</tbody>
</table>
Application functionalities

- Search stores near you
- Skype with teacher
- Attend classes and chat with peers
- Use analytics on instruments, brands
- Purchase through Amazon
## APIs Used

<table>
<thead>
<tr>
<th>API</th>
<th>Functionality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>Sources in Amazon listed musical instrument details</td>
</tr>
<tr>
<td>Facebook Comment</td>
<td>Allows to comment about Musicology contents on the Facebook</td>
</tr>
<tr>
<td>Facebook Like</td>
<td>Allows to like Musicology contents on the Facebook</td>
</tr>
<tr>
<td>Facebook Share</td>
<td>Allows to share Musicology contents on the Facebook</td>
</tr>
<tr>
<td>Google Map</td>
<td>Enables music instrument shop search by location</td>
</tr>
<tr>
<td>Google Plus</td>
<td>Connects to Google + services</td>
</tr>
<tr>
<td>Skype</td>
<td>Enables video-audio communication link between teacher and student</td>
</tr>
<tr>
<td>Sound Cloud</td>
<td>Sources in audio contents related to music instruments</td>
</tr>
<tr>
<td>You Tube</td>
<td>Sources in video contents related to music instruments</td>
</tr>
<tr>
<td>You Tube Data</td>
<td>Sources in data contents related to music instruments</td>
</tr>
</tbody>
</table>
Screenshots – Home Page
Screenshots – Music Instrument Store Locator
Screenshots – Analytics
# Business Model

<table>
<thead>
<tr>
<th>User</th>
<th>Access</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unregistered Student</td>
<td>Free Demo</td>
<td>$0</td>
</tr>
<tr>
<td>Registered Student</td>
<td>Free Demo + Courses for Purchase</td>
<td>Per hour charges</td>
</tr>
<tr>
<td>Premium Student</td>
<td>Free Demo + Courses for Purchase + Bundled Courses</td>
<td>Per hour charges + Fixed Price</td>
</tr>
<tr>
<td>Teacher</td>
<td>Upload contents</td>
<td>$0</td>
</tr>
<tr>
<td>Advertisers/Affiliates</td>
<td>Host advertisements</td>
<td>Commission per Transaction</td>
</tr>
</tbody>
</table>
Revenue Channels

Registered Students purchasing courses

Premium Students subscribing to courses

Affiliate Marketing with Amazon and Advertisers
Future Plan

- Add more musical instruments
- Develop a marketplace for users to buy & sell instruments
- Implement a Payment Gateway
- Refine and advance current analytics feature
Contributions

Jagdeesh Narayanan
- Web Development
- API Integration

Prajwal Shirurkar
- APIs Integration
- Database Development and Integration

Sagnik Roychowdhury
- Web Development
- APIs Integration

Krishna Pavan Bhat
- Sentiment Analytics using twitter streams
- System Integration in EC2 Cloud Instance