



Group 5:

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IN 2024, YOUTH MUSIC SURVEYED 2,100 CHILDREN AND YOUNG PEOPLE TO BETTER UNDERSTAND THEIR RELATIONSHIP WITH MUSIC.

83%

of people had listened to music very recently

68%

said they feel like they couldn't live without music

58%

feel supported to make music

55%

considered themselves musical,
a 9% drop from 2018.



PROBLEM

IN A WORLD WHERE THERE IS LIMITED
ACCESS TO MUSIC EDUCATION AND
CREATIVE CONNECTION, WE ARE THE
ONLY ARTISTIC PLATFORM
THAT ALLOWS CREATIVE MINDS TO
EDUCATE, CONNECT, AND CREATE MUSIC
CONTENT
IN ORDER TO ENGAGE WITH LIKE-MINDED
INDIVIDUALS AND GROW THEIR
AUDIENCE.

SPOTIFY CC
CREATIVE CLUB

02 USER STORIES

WHEN I'M

I WANT TO

SO THAT I CAN

A user who is new to creating music

have easy access to reputable learning materials

learn the foundations of creating sounds, writing music, and how to edit music.

A new creator of music who is looking to expand my career

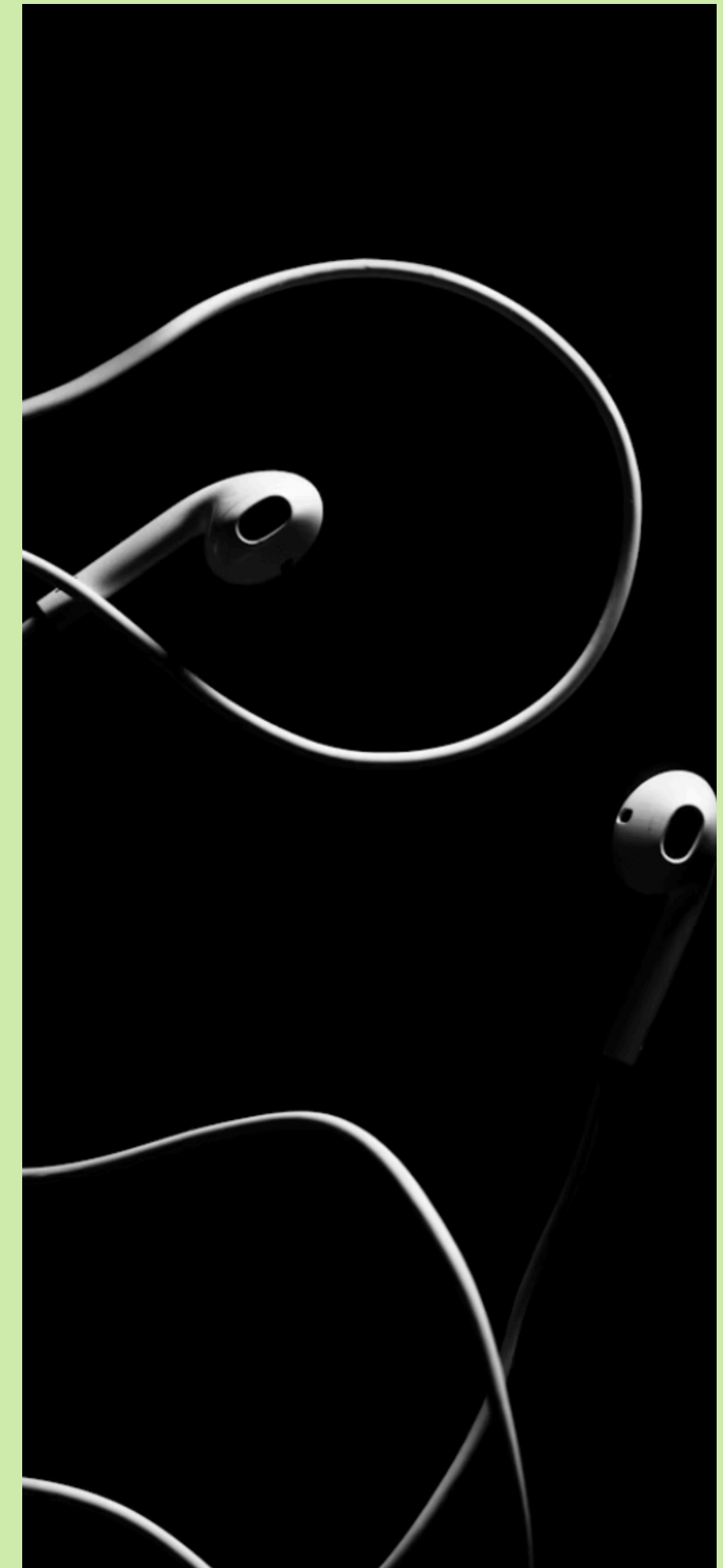
access to a mentor who has experience in the same music industry as me

learn from them, ask questions, and gain advice from an experienced music creator.

An artist passionate about creating music

meet and share ideas on a single blog channel with other likeminded creative people

find community, network, and learn from others



MEET CHRIS

NOVICE, STARTING IN MUSIC, STUDENT

INTERESTS	CREATIVITY, NEW HOBBY OUTSIDE OF SCHOOL, MUSIC TO SOCIALLY CONNECT WITH FRIENDS
NEEDS	CREATIVE OUTLET, ACCESS TO EASY-TO-FOLLOW MUSIC WORKSHOPS/RESOURCES
PROBLEM	LACK OF ACCESS TO AFFORDABLE, PROFESSIONAL, ARTISTIC EDUCATIONAL RESOURCES
VALUES	AFFORDABILITY, VARIETY, EXPLORATION, LOW-COMMITMENT
WHAT WE OFFER	UNIVERSITY-SPOTIFY CREATIVE CLUB COLLABORATION TO PROVIDE ACCESS TO BASIC LEARNING MATERIALS, DEMOCRATIZING MUSIC LEARNING AND EMPOWERING EMERGING ARTISTS

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MEET CIARA

CREATIVE COLLABORATOR, AVID MUSICIAN

INTERESTS	CONTENT CREATION, SINGING, GATHERING MUSIC INSPRIATION
NEEDS	PLATFORM TO CREATE, EDIT, AND POST CONTENT, BUILD NETWORK OF ARTISTS
PROBLEM	NO WAY TO UPLOAD AND PROMOTE HER OWN MUSIC, HASN'T MET THE RIGHT PEOPLE IN THE INDUSTRY
VALUES	EXPAND LISTENERS, COLLABORATION, MENTORSHIP, AND COACHING
WHAT WE OFFER	PLATFORM TO EDUCATE ON THE RELEASE, PROMOTION, AND GROWTH OF MUSIC CAREERS, COLLABORATION CHANNEL FOR ATISTS, MENTOR MATCHING TO EXPAND NETWORK AND OPEN DOORS

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03 OUR PROPOSAL

INCREMENTAL

BLOG FOR ARTIST COMMUNITY

ALLOWS BEGINNERS AND EXPERIENCED CREATORS CONNECT, ASK QUESTIONS AND SHARE IDEAS, FOSTERING COLLABORATION AND ENGAGEMENT

- HIGH IMMEDIATE IMPACT ON COMMUNITY GROWTH

DISRUPTIVE

MENTORSHIP SYSTEM WITH ESTABLISHED ARTISTS

A PROGRAM CONNECTING EMERGING CREATORS WITH RENOWNED MUSICIANS FOR GUIDANCE, CONTENT CO-CREATION, AND POTENTIAL LIVE COLLABORATION

- HIGH LONG-TERM IMPACT BY TRANSFORMING LEARNING AND EXPOSURE OPPORTUNITIES

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04

EXPERIMENTATION LAB

21,032
21,032
21,032
21,032

Hypothesis

Creators want more than tools; they want a space where they can connect, share ideas, and grow together.



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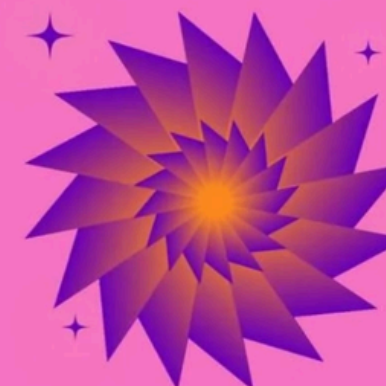


Experiment

We'll launch a simple blog-style channel inside the app where creators can start conversations, post ideas, and reply to each other.



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Metrics

Engagement: posts, reactions, replies
Conversion: users clicking "Join Waitlist" + completing early access sign-up



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Criteria

It's a win if 50%+ of users join the waitlist for early access.



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05 PROTOTYPE

- COHESIVE COLOR PALETTE REFLECTING IDENTITY OF SPOTIFY
- UPON SIGNING UP, FIRST-TIME USERS ARE GREETED WITH A QUIZ
- THE MAIN FEATURE OF CC IS ITS MENTORSHIP NETWORK AND GAMIFICATION FEATURE, INCLUDING CHALLENGES AND REWARDS

SPOTIFY CC

Login with your Spotify credentials

Email

Password

LOGIN

06 BLUEPRINT

	DISCOVERY	REGISTRATION	ONBOARDING	USAGE
INSIGHTS	Music lovers and emerging creatives seeking tools, knowledge, and community for self-expression and connection.	Trust Spotify's credibility and seek a safe, inclusive community where learning and growth feel accessible and judgment-free.	Users need early wins feeling guided and creatively capable from the start. I can actually create something kind of feeling.	Sustained engagement depend on sense of belonging, progress, and recognition. Ongoing learning, visibility, and collaboration will be the drivers.
FRONT STAGE	• Artists (top & low) inviting • Social media ads, Spotify in-app promotions • Universitys partnerships	• Testimonials from top artists. • Simple sign-up with Spotify or email. • Clear value proposition.	• Profile quiz (goals, stage, genre, skills). • Mentor matches suggested mentors based on your answers. • Guided tour step-by-step walkthrough of the platform basics.	• Access to mentor sessions. • Workshops by genre. • Gamification challenges. • Community hubs (genre-based or regional).
BACK STAGE	• Social media & Advocay campaign • Targeted campaigns using Spotify data • Partnerships with universities, schools	• Artists testimonials showcased • Secure authentication • Easy UX experience	• Algorithmic mentor or projects match • Automatic welcome message • Intro to learning paths and mini-projects	• Regular content updates • Moderation of community hubs. • Data-driven personalization • Feedback loop collection
MOOD	🤔 Curious but uncertain	😊 Reassured and intrigued, insecure	😊 Motivated, slightly doubtful but guided.	🥳 Empowered, creative, connected.
METRIC	• Reach, impressions &CTR ad • Number of sponsor. • Brand sentiment: social mentions,	• Registration rate • Time to complete sign-up • Opt-in rate	• Onboarding completion rate • % users starting a project within 24h • Engagement time during first week	• Active monthly users & NPS • Mentor session attendance • Repeat interactions per week • Retention rate

07 WHAT'S NEXT

ADDRESSING USER NEEDS

OUR COMMITMENT AS
SPOTIFY'S NEXT PARTNER

NEXT TECHNOLOGY
INNOVATIONS



YOU TOO CAN
BE AN ARTIST



QUESTIONS

