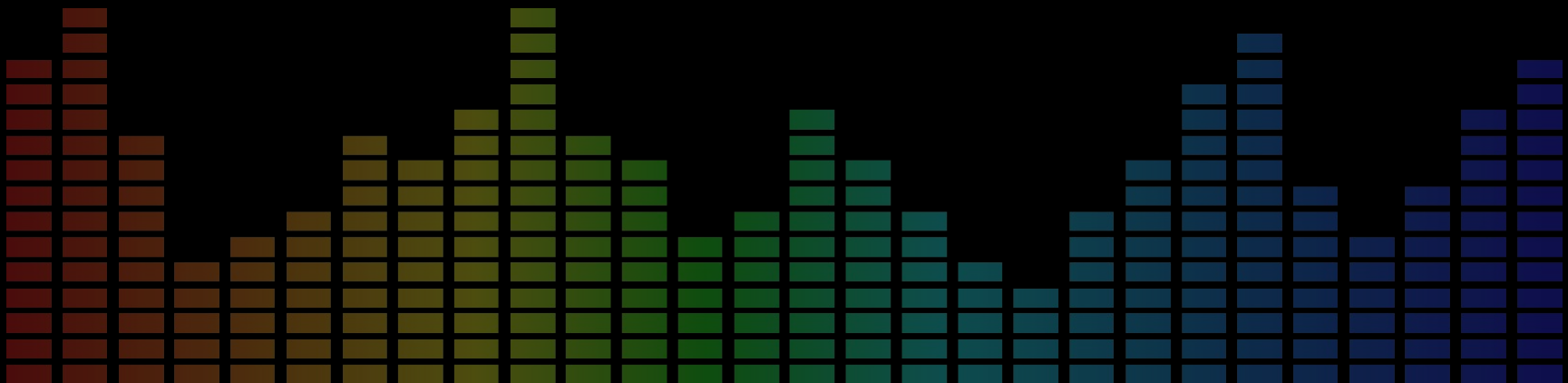
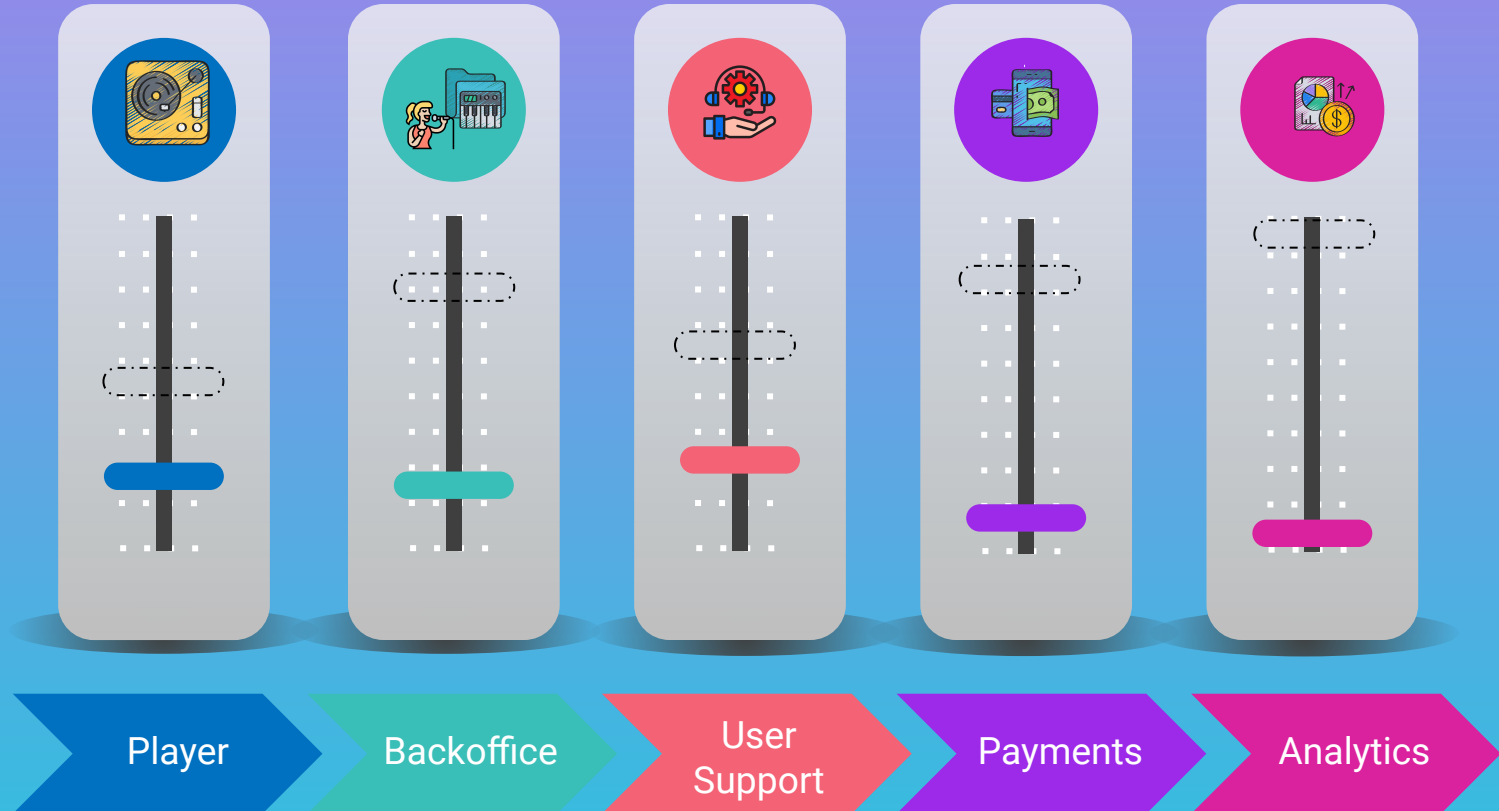


Platform trajectory - DSP

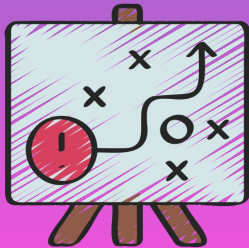
Justifay & 🎧 resonate



Current state, effort & target state



Problems to address



1. Artists need to reach their audience seamlessly in a sustainable way.

2. Artists want to gracefully manage their product catalog in the streaming service to be offered by Justifay & Resonate

3. Artists need to frictionlessly comply with their products' legal and regulatory obligations.

4. Resonate & Justifay wants to produce synergies to materialize its business model as a product of reference in the industry. At the same time, they want to preserve the minimum necessary operational segregation that does not produce unnecessary complexities or increase the individual liability of each organization.



Platform Vision



“The platform will be the artist’s vehicle that will reduce the friction of exposing their creations across various forums and audiences, boosting Justifay & Resonate to work independently together.”



Platform Mision

“The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.”

Platform trajectory



Player

Simple and easy-to-use player with basic capabilities where listeners can explore & enjoy artists catalogue without frictions.



Backoffice

A self-service artist backoffice where the catalogue can be gracefully offered to listeners.



User Capabilities

User control and actions based on roles, entitlements and permissions



Payments

Secure and effective payment platform for the listeners.

A trustworthy payments engine that can give transparency to artists about the payments and the insights coming from their assets



Analytics

A reporting and analytics engine that can help admins and artist to make decisions, understand results and trends through the insights represented as reports.

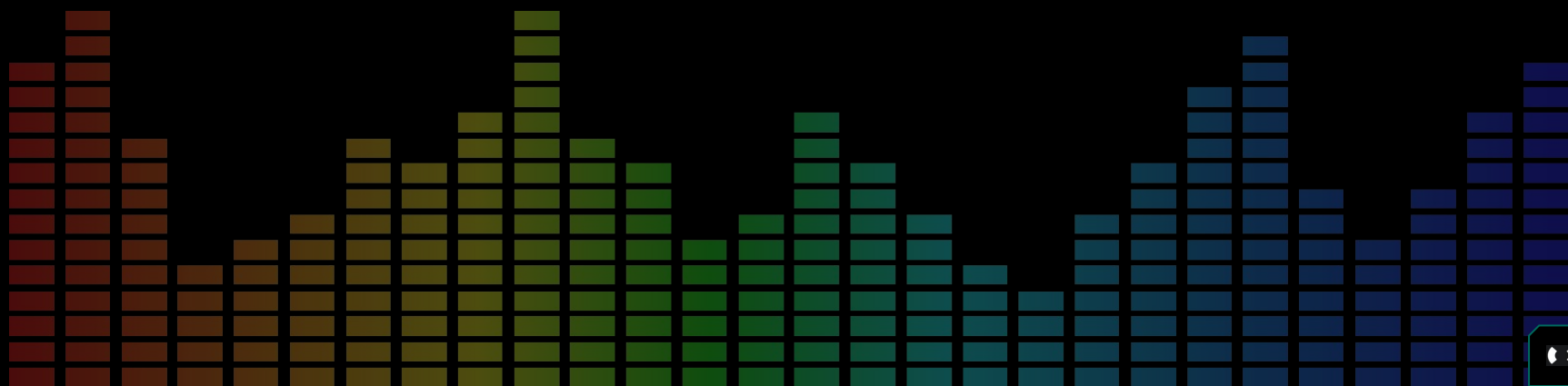


Support & Operations

Support service to timely respond to requests and reduce the frictions suffered by users in any of the different platform processes.



Plan execution



Building the MVP



Euterpe V1

Artists: {
Backoffice,
Player ,
Support }

- Artists onboarding
- Automated artists UX
- Basic player & catalogue searches
- Support to artists processes



Euterpe V2

Listeners: {
Backoffice, Player ,
Payments, Analytics,
Support }

- Listeners onboarding
- Payments subscriptions & donations
- Playback stats & aggregated data
- Listeners UX: Playlists & favourites



Euterpe V3

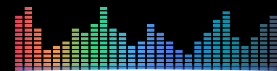
Labels: {
Payments,
Backoffice, Support }

- Labels onboarding
- Backoffice Label UX
- Playback stats & aggregated data

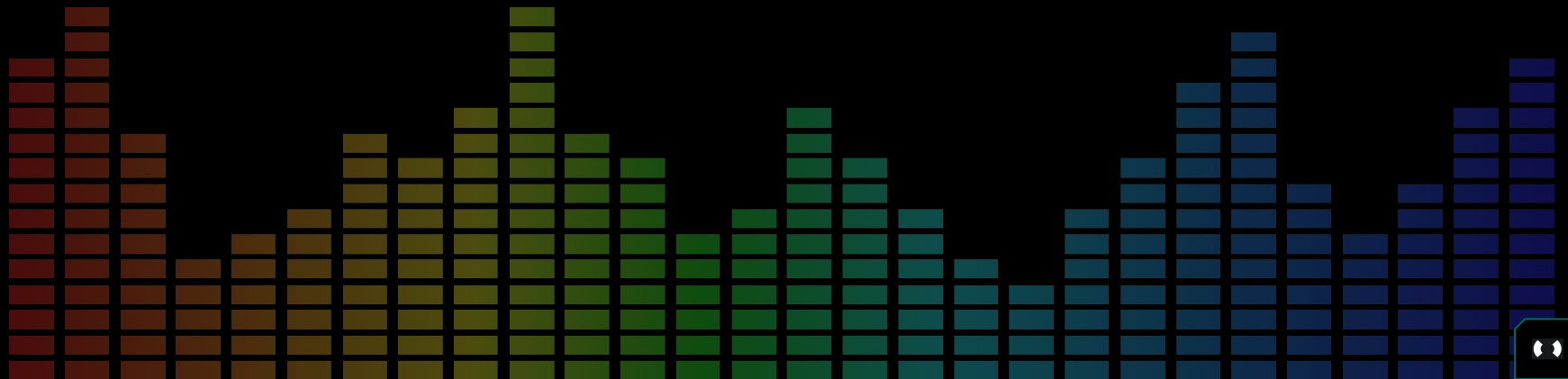


Euterpe MVP

Go-Live!



Components roadmap



Components roadmap



V1



V2



V3



Automated Asset services

Artist profiles

Artist onboarding

Login & Auth

Artist onboarding

Login & Auth

Listener profiles

Label profiles

Login & Auth

Automated Asset services

Label onboarding



Searching Experience

Player actions

Metadata &
add assets

Playlist experience

Actionable query results

Playing songs & Playlists

Favourites & Likes on assets



Support on artists actions at back office

Support to listeners processes

Listeners actions over assets

Support listeners actions back office

Support on labels actions at back office

Support on analytics & payments processes

Service KPIs & metrics

Service status toolkit



Multi-tenant record keeping

Business rules implementation

Regulatory adjustments & rules

Audit trail & info access

Donation actions

Payments & Donations

Multi-tenant record keeping

Business rules reconciliations & controls

Process management monitoring

Periodic payments reports generation

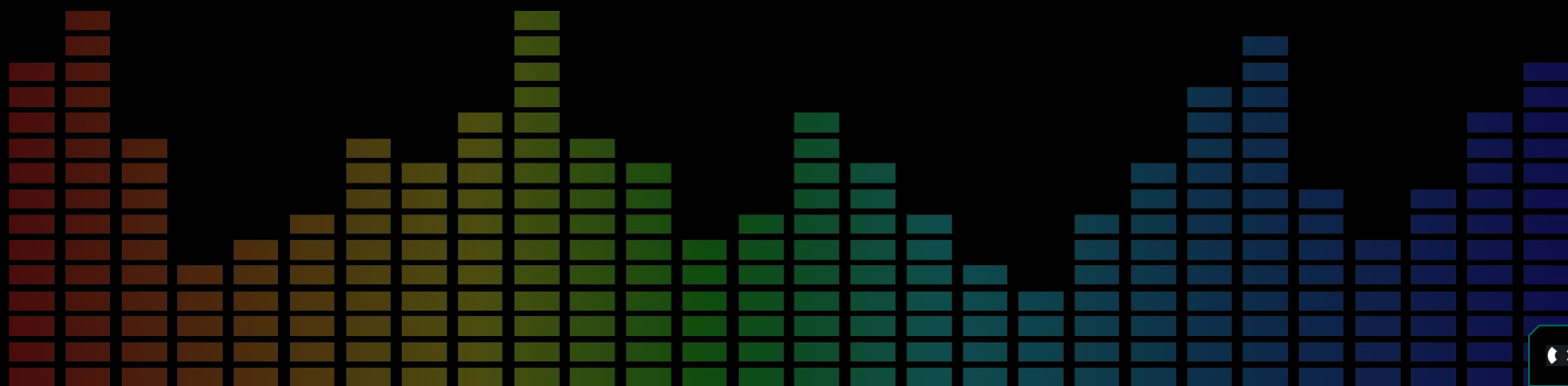


Events & Playback tracking

Data Aggregation statistics

Reports Generation

Plan execution



Roll-out plan



Euterpe V1

Artists: {
Backoffice,
Player ,
Support }

- Artists onboarding
- Automated artists UX
- Basic player & catalogue searches
- Support to artists processes



Euterpe V2

Listeners: {
Backoffice, Player ,
Payments, Analytics,
Support }

- Listeners onboarding
- Payments subscriptions & donations
- Playback stats & aggregated data
- Listeners UX: Playlists & favourites



Euterpe V3

Labels: {
Payments,
Backoffice, Support }

- Labels onboarding
- Backoffice Label UX
- Playback stats & aggregated data



Euterpe MVP

Go-Live!



Roll-out plan



Euterpe V1

Artists: {
Backoffice,
Player ,
Support }

- Artists onboarding
- Automated artists UX
- Basic player & catalogue searches
- Support to artists processes



Euterpe V2

Listeners: {
Backoffice, Player ,
Payments, Analytics,
Support }

- Listeners onboarding
- Payments subscriptions & donations
- Playback stats & aggregated data
- Listeners UX: Playlists & favourites



Euterpe V3

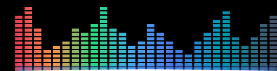
Labels: {
Payments,
Backoffice, Support }

- Labels onboarding
- Backoffice Label UX
- Playback stats & aggregated data

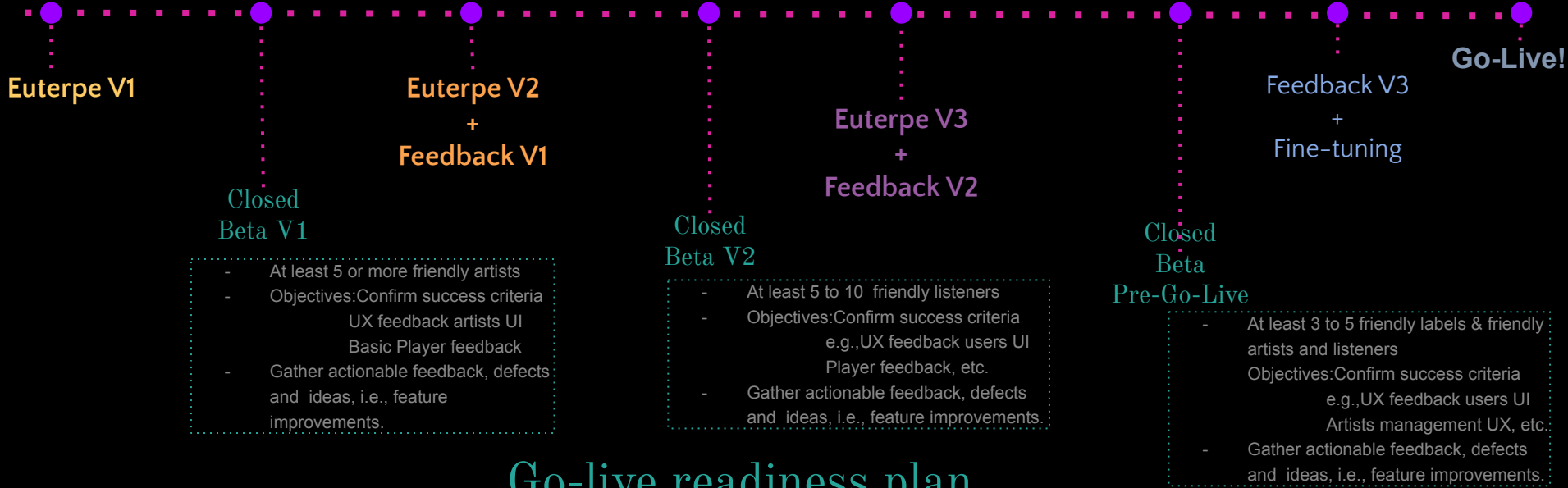


Euterpe MVP

Go-Live!



Roll-out plan



Go-live readiness plan

Pre-Beta:

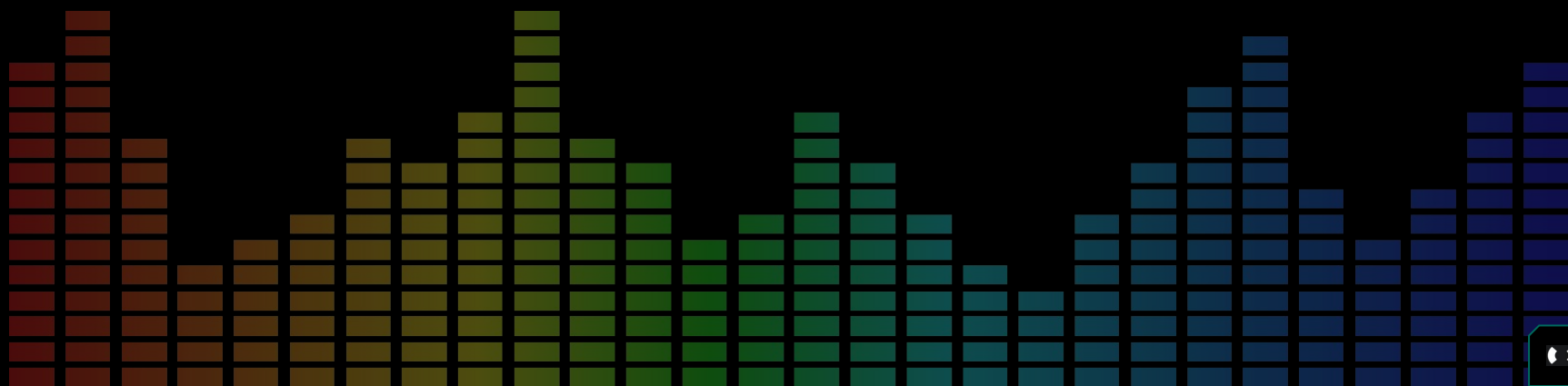
- Product documentation
- Release notes
- What to expect from the beta
- Feedback survey questionnaires

Pre-Go-live:

- Full Product documentation
- FAQ
- Tutorials & instructional videos
- Launching campaigns - ??
- Go-to-market plan execution - ??



The team



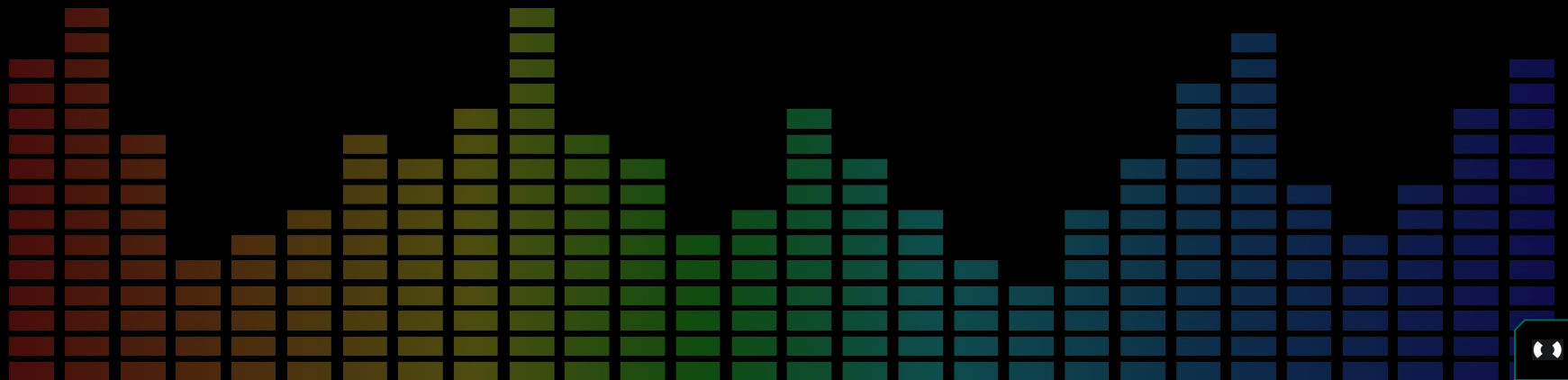
The team

TBD

Resources

- ❑ Team(yearly):
 - ❑ Infrastructure & Licences (yearly):
 - ❑ Estimated time to Go-live: months
 - ❑ **Total cost of the project - €**
-

Versioning plan V1





Plan 2023-2024 - V1

Strategic plan: Back office



 **Mision:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A self-service artist backoffice where the catalogue can be gracefully offered to listeners.

 **Success:** Built a backoffice where artist can automatically manage the assets in the platform with no manual intervention.

Smoothing frictions produced in the asset managed by artists in the platform

Facilitating an easy registration and onboarding experience to welcome and identify users.

Ensuring a secure and reliable access to the platform

Artist profile experience

Artists back office UI.....
Creator of artists profile pages.....

Alleviating artist's assets management pain points

Interfaces to upload music and assets.....
Integrity verifications and business rules.....
Assets quality verifications.....
Storing artists assets and metadata.....
CRUD operations on artists assets.....
CRUD operations on metadata.....

Login & authentication

CRUD operations on authorized artists profiles...

User registration

Interfaces to introduced basic data.....
Basic Integrity verifications and business rules.....
Interfaces to expose and accept T&C by users.....
Interfaces to perform CRUD operations on user data.....

Artists crew

Interfaces to assign one or more users to an artist.....
Users entitlement to perform specific actions.....

Reliability & security

Secure storage of information.....
Payments information storage based on regulatory principles.....

Credentials creation flow

Credential generation & confirmation process....
Endpoints to create and confirm credentials.....
Credentials storage, encryption in transit, at rest..

Reset password process

Endpoints to request a reset password.....
Reset password flow.....
Confirmation of new credentials endpoints...
Session management under reset password flow..

Login & authentication


Sign in flow.....
Access to users sections and entitlements...





Plan 2023-2024 - V1



Strategic plan: Player

 **Mision:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** Simple and easy-to-use player with basic capabilities where listeners can explore & enjoy artists catalogue without frictions.

 **Success:** Built a player that allows listeners to consume the assets available in the platform artists catalogue.

Gracefully explore and deep dive into the artists catalogue available in the platform

Offer a seamless listener experience

Deliver contextual information and assets to enrich the listener experience

Enabling Searching experience

Interfaces to retrieve assets, artists, playlist or bands through queries.....
Endpoints to handle advanced searches.....
Caching results.....

Navigating searching results

Logic to sorting, grouping, listing or aggregating results.....
Interface to present results on different pages...
Endpoints to handle assets of the query results, e.g., images, names, metadata.....

Player actions & commands

Interfaces and endpoints to play the songs and execute commands over the audio stream (i.e.,song), e.g., play, pause, rewind, forward, player.....
Interfaces and endpoints to act over the elements of a playlist, e.g., shuffle, repeat, repeat one.....

Playing songs & playlists

Endpoint to call the streaming service that will play the selected audio stream, i.e., song.....
Endpoint to call the playlist listing and trigger the player over the songs.....

Listing metadata & additional assets


Enhance the query results with all the metadata and additional assets related to each query result.....
Endpoints and methods to list all the metadata and assets related to a song or a playlist.....





Plan 2023-2024 - V1

Strategic plan: Support & Operations



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** Support service to timely respond to requests and reduce the frictions suffered by users in any of the different platform processes.

 **Success:** Offer capabilities to the platform Admin, to facilitate the back office tasks that artists need to perform to manage their assets in the service, so the Admin can act on behalf of the artist when operational difficulties happen.

Reduce frictions by supporting artists during the asset management process

Enhancing back office actions to the platform Admin

Enable Admin users to perform actions in the back office interfaces of the artists.....

Enhance Admin capabilities to go across the different artists backoffice and supervise the state of the assets.....

Versioning plan V2




Plan 2024-2025 - V2

Strategic plan: Payments



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A secure and effective payment platform for the listeners.

 **Success:** Built a trustworthy payments engine that can give transparency to artists about the payments and the insights coming from their assets

Enhance a payments engine that automatically manages payments and donations in the platform

Enhance listeners to support their artists

Provide trust and transparency to artists and listeners

Multi-tenant record keeping payments system

Architecture, storage and Interfaces to store and process payments within the platform.....
Limit access and payments to the right tenants.....
Regulatory rules and requirements for the payment system.....
Storage and recording of the payment methods...
Implement actions for artists like trigger payments, raise questions.....

Payment rules & logic

Logic and rules to manage payments.....
CRUD operations related to payments processing.
Audit trail of payments and actions.....

Donations on the fly

Endpoints to trigger donations from listeners to playlists or artists.....
Link payment methods from listeners to actions on donations.....

Payment system for listeners

Membership & donations payment engine.....

Historical data and metadata

Endpoints to query payments and donations information by artists, asset, or user.....





Plan 2024-2025 - V2

Strategic plan: Analytics



 **Mision:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A reporting and analytics engine that can help admins and artist to make decisions, understand results and trends through the insights represented as reports.

 **Success:** Track the usage statistics from obtained from the player, and enrich the data with additional aggregated data and contextual metadata.

Provide insights about the assets consumption by listeners

Usage of assets, playback time

Generatiion of events, attributes and triggering conditions to track the songs, and playlist played by the listeners.....

Aggregated information to artists

Providing information about the followers, time played, songs, playlists included, based on data and metadata.....





Plan 2024-2025 - V2

Strategic plan: Player



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** Simple and easy-to-use player with basic capabilities where listeners can explore & enjoy artists catalogue without frictions.

 **Success:** Enhance the player with additional capabilities that allow listeners to select and group their preferred music according to their preferences.

Offer a seamless listener experience

Organizing and classifying music preferences

Endpoints to perform CRUD operations over proprietary playlists.....

Endpoints to add metadata to songs and playlists e.g., likes, favourites.....




Plan 2024-2025 - V2

Strategic plan: Back office



 **Mision:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A back office that allows user listeners to have a seamless onboarding experience.

 **Success:** Enhance the back office that allow listeners to join and get access to the service.

Facilitating an easy registration and onboarding experience to welcome and identify users.

Ensuring a secure and reliable access to the platform

User registration listener users

Interfaces to introduced basic data.....
Basic Integrity verifications and business rules.....
Interfaces to expose and accept T&C by users.....
Interfaces to perform CRUD operations on user data.....

Reliability & security listener users

Secure storage of information.....
Payments information storage based on regulatory principles.....

Credentials creation flow

Credential generation & confirmation process....
Endpoints to create and confirm credentials.....
Credentials storage, encryption in transit, at rest..

Reset password process

Endpoints to request a reset password.....
Reset password flow.....
Confirmation of new credentials endpoints...
Session management under reset password flow..

Login & authentication

Sign in flow.....
Access to users sections and entitlements...




Plan 2024-2025 - V2

Strategic plan: Support & Operations



 **Mision:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** Support service to timely respond to requests and reduce the frictions suffered by users in any of the different platform processes.

 **Success:** Offer capabilities to the platform's Admin, to clarify issues related with payments, to resolve problems reported by user listeners, to perform a basic triage of potential operational problems and help artists with support actions related to their profiles.

Reduce frictions by supporting artists during the asset management process

Alleviating listeners frustrations across the service journey

Enhancing actions to the platform Admin over artists profiles

Enable Admin users to perform CRUD operations over the artists pages.....

Generate App logs where the Admin can identify operational problems.....

Grant Admin reading access to the App logs

Enhancing actions to the platform Admin over listeners journey

Enable Admin users to perform CRUD operations over the user profiles.....

Enabling the platform Admin as the single point of contact

Endpoints to trigger emails to the assigned support address.....

Endpoints to report issues related to the assets consistency or its attributes.....

Versioning plan V3





Plan 2024-2025 - V3

Strategic plan: Payments



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A transparent and reliable payments platform.

 **Success:** Implement controls that help to identify discrepancies or issues in a seamless way, and offer comprehensive reports where listeners can have visibility over the history of their payments.

Provide trust and transparency to artists and listeners

Checks & controls engine

Business rules, reconciliations and exceptions management related to the payments management processes.....

Warnings, errors, and process status for the calculation engine.....

Reporting & status

Generation of periodic reports to reflect the payments history and status.....





Plan 2024-2025 - V3

Strategic plan: Support & Operations



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** Support service that can have control over the service delivery process to offer a minimum Service Level.

 **Success:** Provide the necessary tools to the support staff so they can be able to react about operational events that can impact the service delivery status, e.g., processes performance, status and results of the different services offered by the platform.

Ensure a minimum service level with an actionable event detection system in the platform

Performance & Service Delivery

Implement KPIs and status indicators of the overall processes performed by the platform.....


Implement KPIs, status and metrics related to the results of the payments engine system.....


Enhance Admin toolkit with access to the overall performance indicators of the platform processes.....


Plan 2024-2025 - V3

Strategic plan: Back office



 **Mission:** The platform is the one-stop shop where the interests of artists, audiences, labels, and cooperatives converge under an effective, sustainable, fair, and ethical environment.

 **Objective:** A self-service back office where labels can gracefully manage the assets of their underlying artists, and allow listeners to manage their private profile..

 **Success:** Enhance the back office that allow labels to join the platform and to have a seamless assets managing experience.

Smoothing frictions produced in the asset managed by labels on behalf of artists in the platform

Facilitating an easy registration and onboarding experience to welcome and identify users.

Ensuring a secure and reliable access to the platform

Managing Artist profile experience

Label actions and supervisor profile in back office UI
Creator of artists profile pages.....
Creator of labels profiles pages.....
Assignment of artists under the delegation of the supervisor profile from Labels.....

Alleviating managing artist's assets management pain points

Access to Interfaces to upload music and assets.....
Storing Labels assets and metadata.....
CRUD operations on artists assets.....
CRUD operations on metadata.....

Login & authentication

CRUD operations on authorized managing artists profiles...

User registration label users

Interfaces to introduced basic data.....
Basic Integrity verifications and business rules.....
Interfaces to expose and accept T&C by users.....
Interfaces to perform CRUD operations on user data.....

Reliability & security listener users

Secure storage of information.....
Payments information storage based on regulatory principles.....

User private profile UX

Interfaces to visualize payments information, favourite artists,, playlists, donations.....

Credentials creation flow

Credential generation & confirmation process....
Endpoints to create and confirm credentials.....
Credentials storage, encryption in transit, at rest..

Reset password process

Endpoints to request a reset password.....
Reset password flow.....
Confirmation of new credentials endpoints...
Session management under reset password flow..

Login & authentication

Sign in flow.....
Access to users sections and entitlements...



Q&A

