



Moosify

TSM Europe: Munich Company Study

Done By

Calcy Tay Jie Ying | Siti Mardiana Tumadi

Agenda

- **Objectives**
- **Moosify App Features**
- **SWOT Analysis**
- **QaDIM**
- **Business Expansion Strategy**
- **Market Strategy for Expansion**

Objectives of the Moosify App

**The exciting way to
meet cool new people
through music.**

***David Guetta or Green Day?
Dancefloor, Coffee Shop or Pub?
moosify connects you with new
people, new places & music!”***

Objectives of the Moosify App

Demands and behavior of the youth generation

Moosify is more on the discovery side, not so much focused on the dating aspect

Objectives of the Moosify App

Leveraging on mobile technologies

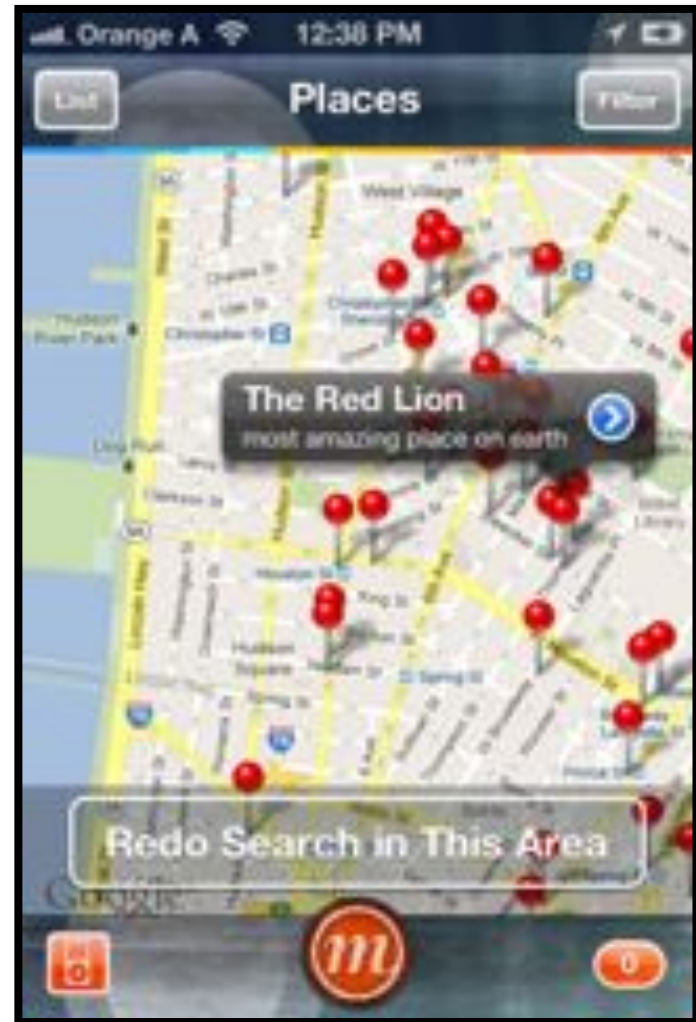
Featuring music-related places as a strong connection to real life

App Features

Available as a Spotify app, iPhone app and Android app



App Features



App Features

Around you (New York)

LIVEMATCH

GENDER

LOOKING FOR

AGE



Women and men

All kinds of things

About my age



Dave

♂ 41, New York



MauriceandLiza

♀ 40, New York



Raymond

♂ 35, New York



Andy

♂ 35, New York



SWOT Analysis

Strength

- **Uniqueness: Connecting people through music**
- **Current funding from business angels and have potential venture capitalists**
- **Roman Sharf: Acts as a gatekeeper and introduces the right people in Silicon Valley**

Weakness

- **Focuses on those who own and are able to use smart gadgets, mainly the younger generation**
- **Does not fully utilize their location-based services**

SWOT Analysis

Opportunities

- **Rise in the use of mobile technologies**
- **In-app purchases**
- **Advertisements**

Threats

- **External competition; eg. Tastebuds and Felloody on Spotify**

QaDIM

Add Feature

Embed

Combine

Complementary



QaDIM

Add Feature

- **A feature added to allow users to create event invitations to invite other people to join them**
- **Now trending songs feature**
- **Video feature**

Embed

- **Radio app into current app**



QaDIM

Combine

- **Combine 2 products into one: Integrate Superglued (Music event management app)**

Complementary

- **Develop complementary product: An MP3 player**

Business Expansion Strategy

- **Collaborating with indie singers and bands**
 - Subsequent potential to sign record labels for in-app purchase



Business Expansion Strategy

- **Collaborating with other application makers such as GarageBand**



Business Expansion Strategy

- **Collaborating with locations and provide recommendations of places for people to go**
 - **Allow users to provide reviews**



Market Strategy for Expansion

- **Customer referral incentive program**
 - **Free e-points that can be redeemed for songs**



Market Strategy for Expansion

- **Celebrity endorsement**
– **Eg. Maroon 5**





Moosify

Thank you!