Aural

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The problem:

- Personalized content discovery and current CDPs are insufficient for expanding to new genres of music.

- When a person discovers a new track or artist, there is no efficient, simple, and convenient mechanism for sharing this discovery with friends.

- In the age of digital music, Internet radio, and mp3 players, the trading, sharing, and borrowing of CDs is being phased out.
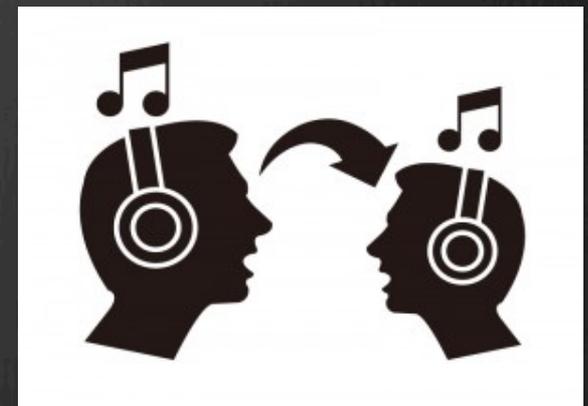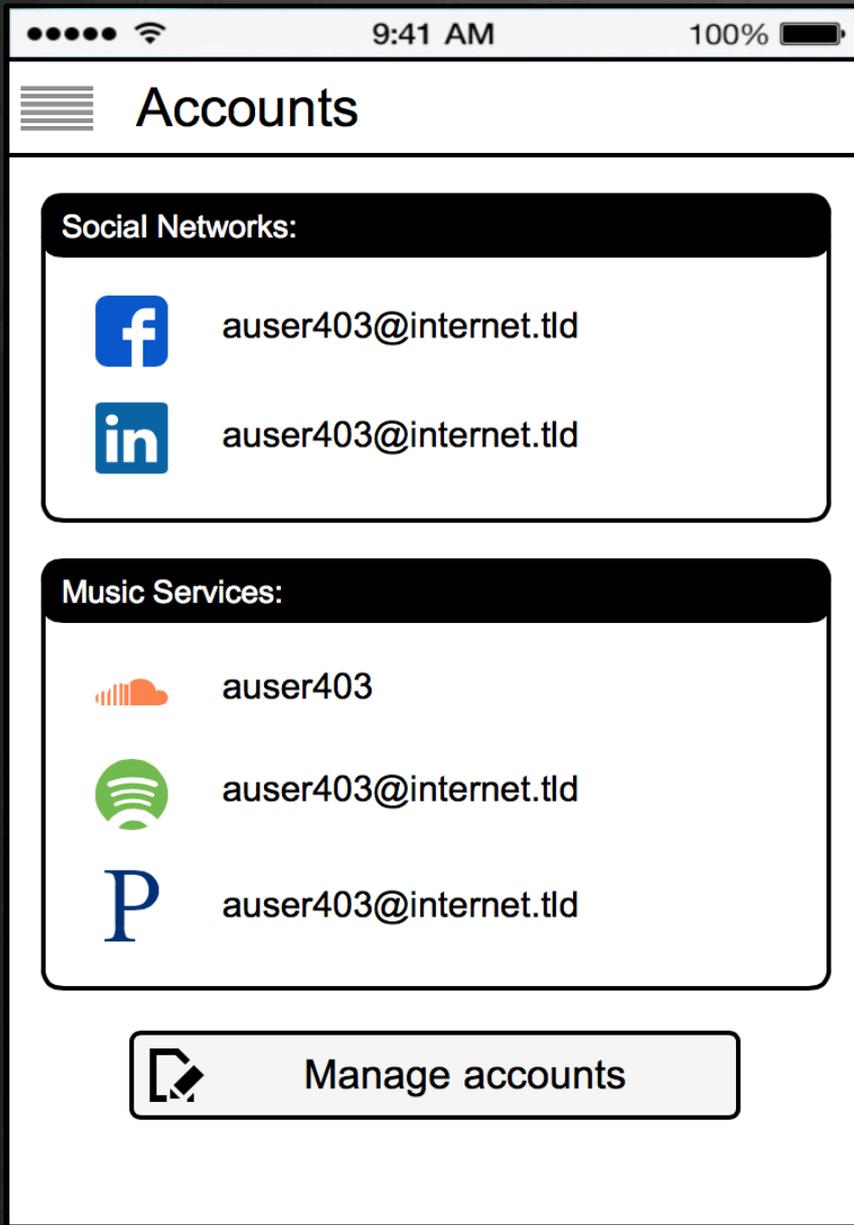
Our solution:

- A social music application that directly connects users to the playlists of others.
- Users can connect multiple music and social services.

Features:

- Uses preexisting social media connections.
- Indexes playlists, likes, tracks from various services.
- Allows access to music from playlists.
- News feed to alert users to friends' likes or changes in friends' music libraries.
- Forum for users to discuss or inquire about music.

Competition:

- In-app music sharing (Spotify)
- Posting to Facebook (SoundCloud, Spotify, etc.)
- Listn, purchased by Beatport but experienced lacked an online community and user engagement.

Possible Languages, Tools, Skills:

- Mobile application development for Android and/or iOS
- Mobile: Java/Objective-C/Swift
- Web: HTML5 / JavaScript
- Backend: Parse