

AfroCharts Executive Summary

Market

The global music streaming industry, valued at \$30 billion, offers a significant opportunity to showcase the diverse musical heritage of Africa. With over 300 million Africans living abroad looking to stay connected to their African cultures and an estimated 500 million smartphones in Africa by 2025, there is a vast and untapped market hungry for African music. Current Music streaming platform focus on Music from 3 African countries (Nigeria, Ghana, South Africa) leaving out the rest of 52 countries.

Traction

Organically, AfroCharts has achieved remarkable traction with over 6 million unique website visitors, 150,000 app installs, and 15,000 artists with 200,000 songs on the platform. Generating \$50,000 in revenue, AfroCharts has proven its appeal to both listeners and artists.

Problem

Despite the immense demand, African music faces significant challenges in reaching a global audience. Mainstream streaming platforms lack comprehensive representation of African genres from each African Country, leaving listeners frustrated in their search for authentic African music. Additionally, African artists encounter barriers in growing their careers, burdened by expensive distribution fees and limited exposure.

Product

AfroCharts provides the ultimate solution to these challenges. As a specialized African music streaming platform, AfroCharts connects listeners worldwide with the richness of African music. Artists can directly upload their music onto AfroCharts, bypassing costly intermediaries, and monetize their music and gain access to real-time analytics to manage their music career effectively.

Key Features

- Vast Music Library: AfroCharts offers a diverse collection of African music browserable by country and genres providing a comprehensive showcase of Africa's musical heritage.
- Real-Time Charts: Our dynamic charts provide up-to-date rankings of popular songs, albums, and artists, enhancing transparency and helping artists track trends and measure their success.
- Curated Playlists: Expertly curated playlists offer personalized music discovery for users and valuable exposure for artists.

Revenue Model and Financial projections

Freemium and Premium - Listeners are able to listen to music for free, to remove ads and get more features, they have to pay a monthly subscription of \$3.99

Advertisement - Businesses, Artists and Government can advertise

Album and Song sales - artists, record labels can sell their music and AfroCharts takes 20% cut on every transaction

B2B, B2B2C - Product bundling, Music licensing, music distribution, data access and more

Our goal is to generate over **\$3,000,000** in 1-3 years.

Future plans

Our goal is to continue finding more ways independent artists can make more money with their music. In the future, Artists will be able to **sell tickets** and promote shows. We will add **Podcast**, Online **Radios** and **social** experience on to the app, add NFT capabilities (Web3)

Founder and Team

Leonard Novati: CEO and Founder, Experienced with Software, Management, product developments.

Keji Kujo: VP of Operations, USA

Henry Cocobassey : Head of Africa

Daniel Mwinsa: Content Manager - Southern Africa