



Company Name: Audio Cloud Innovations
Project Title: BPM Junction

Funding: EI Innovation Partnership

BPM Junction empowers electronic musicians to sell and promote their music online without the need for multiple middle men. The service offers greater revenue to musicians, and provides real-time sales and performance data, allowing for data driven strategic sales and promotion of music. BPM Junction is also the world's first community voted record store and feedback platform.



PROBLEM TO BE SOLVED

Audio Cloud Innovations wanted to provide artists with a platform to deliver their media to their fans. They want artists to be able to sign up under their record label and be easily found by listeners. All users were able to listen to tracks, make playlists and purchase tracks.

They also wanted to implement social networking functionality where users can follow each other, send messages and leave feedback on tracks.



HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY

MSTG engaged with Audio Cloud Innovations to extend the existing functionality of their BPM Junction prototype and implement new functionality based on existing design. From here MSTG worked with Audio Cloud Innovations to develop and test the solutions while regularly revising the functionality until it met the requirements of the product.



IMPACT FOR THE COMPANY

The solution has helped the company by providing them a fully working prototype, which can be used in demonstration to potential investors and to test the target market by seeing what potential users look for in their product.

WHAT OUR CUSTOMERS SAY



Audio Cloud Innovations Ltd. (BPM Junction) engaged with TSSG to develop a solution to allow emerging musicians to publish their media online with media streaming and social network functionality. TSSG provided a scalable prototype delivered in a timely and professional manner. This prototype enabled us to demonstrate our product to potential investors, test the target audience and test our platform. We would love to work with TSSG again in the future if the opportunity ever arose.

- Mark Brennan, CEO BPM Junction

