

Introduction

- My name is Dhruva Grandhi, a year12/ grade 11 student at The British International School, New Delhi, India.
- I am a Hindustani Classical Vocalist. However, my journey into the music world was not accidental. I struggled academically due to dyslexia and found solace in music.
- This also helped me face the world confidently. I want to share this experience with others.
- As a musician my challenge is how do I get spotted? How do I showcase my talent? How do I get mentorship?
- To bridge this gap and give an opportunity to budding musicians to get spotted & connected to Gurus/Mentors, I'm excited to present ECHOES — a breakthrough music platform designed to help singers and instrumentalists discover the artist within and rise to their full potential.

Challenges for Emerging Musicians



Access to Opportunities

Auditions, collaborations, and festivals are hard to access, especially for artists outside metro areas.

Visibility Challenges

Traditional genres lack visibility due to algorithm bias favoring short-form, trend-centric content over artistic merit.

Cultural Preservation Impact

Lack of supportive platforms risks the preservation and elevation of traditional musical forms.

Lack of Curated Discovery and Mentorship

Talent Overshadowed by Virality

Many skilled artists remain undiscovered due to entertainment-focused platforms prioritizing viral content over artistic growth.

Limited Access to Qualified Mentors

Artists face challenges accessing qualified Gurus and structured feedback, essential for refining their skills and professional growth.

Challenges for Industry Stakeholders

Festival organizers and talent scouts struggle to find credible artists due to lack of verified profiles and standardized reviews.

Fragmented Growth Opportunities

Creators lack clarity on rights management, bookings, and industry expectations, resulting in uneven access to opportunities.



Blue Ocean Business Idea – Echoes music platform

“Where Passion meets Possibility”



Cultural Heritage Meets Technology

Echoes merges ancient Indian classical music traditions with modern digital tools to expand global reach. Our musical roots trace back 1000 years of Vedas, Shlokas etc.

Structured Artist Discovery

The platform enables musicians to upload performances, receive Guru validation, and attract industry stakeholders.

- Its is a truly global multilingual platform that empowers artists in any language, from anywhere in the world

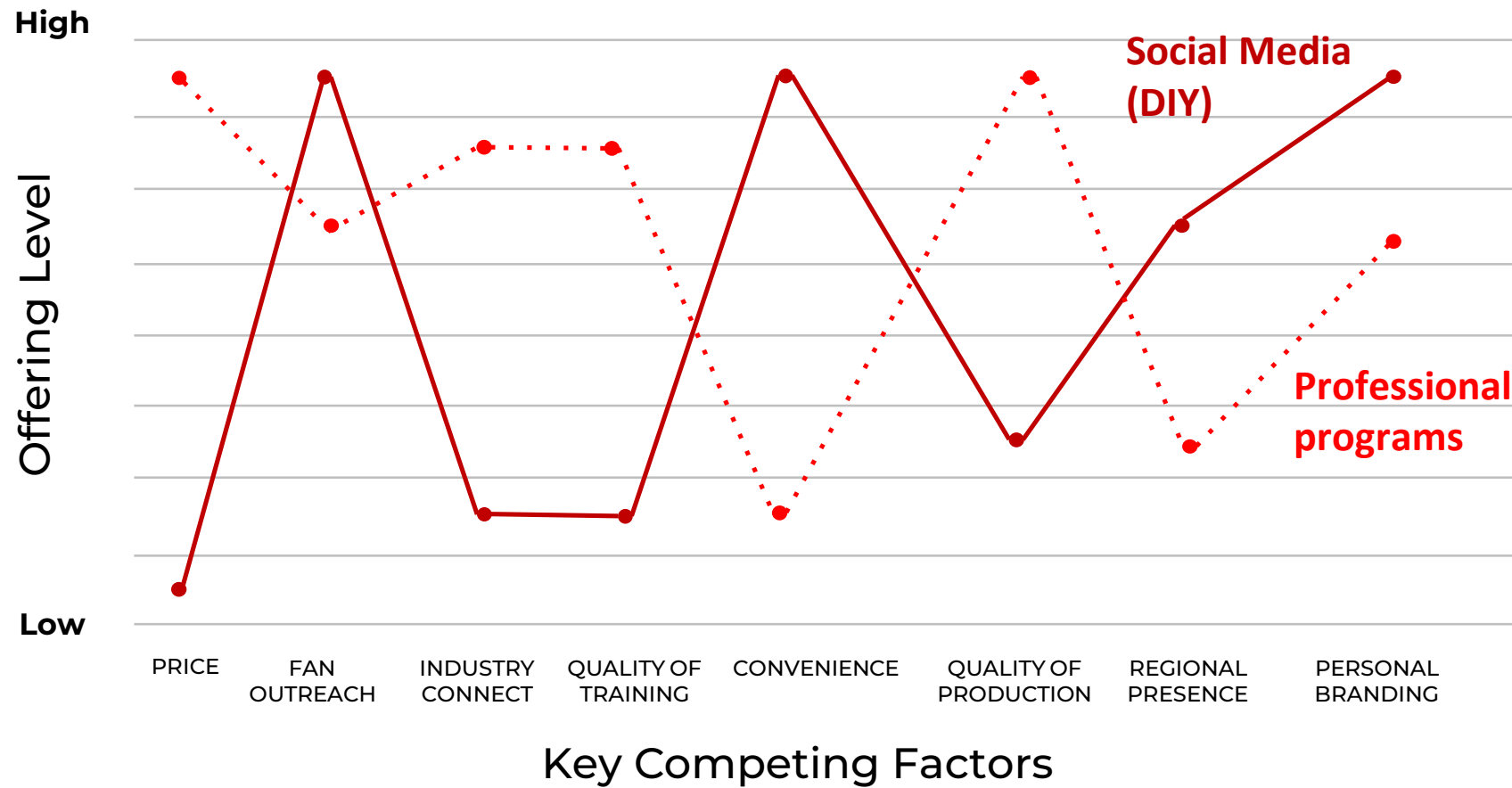
Inclusive Opportunity Creation

Echoes provides a level playing field for all upcoming budding artists lacking opportunities access and mentorship.

Reviving Cultural Renaissance

The platform catalyzes a cultural renaissance by transforming talent into professional artists contributing to the creative economy.

Draw Your As-Is Strategy Canvas



Current customers vs Potential market



Current Customers:

Industry players target aspiring youngsters taking up Music as a profession. Their skill levels range from absolute beginners to seasoned professionals looking to secure certifications from National and International institutes

Market Scenario:

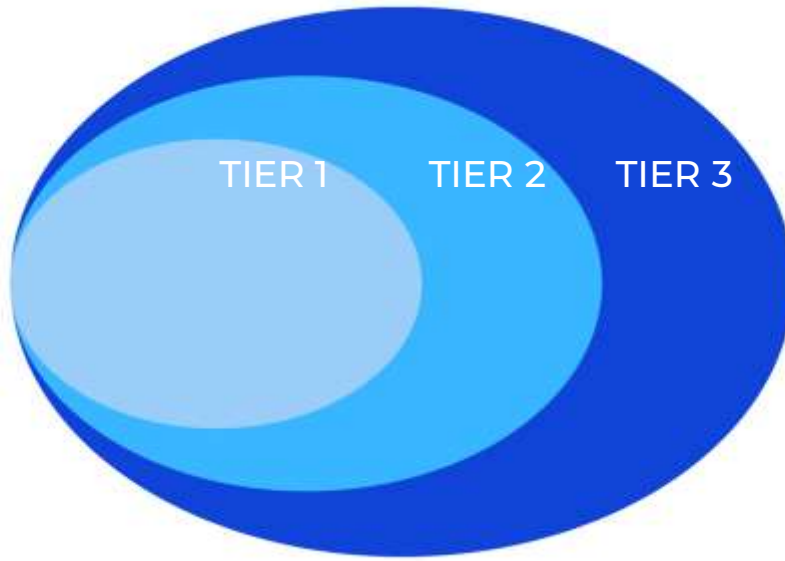
In India there are ~180,000 to 270,000 teenagers creating, uploading or publishing music

Advantage India:

- Demographic dividend - youngest creator base in the world
- Highest youth adoption of digital music platforms
- Fastest-growing regional music markets in the world
- 22 official languages, >1,600 regional dialects with each region carrying its distinct musical identity and tradition

Globally there are 2 to 3.5 million 13–17-year-old musicians actively creating or uploading music

3 Tiers of Noncustomers (Talented high-schoolers)



TIER 1

Want a career in music but lack opportunities; limited to small social-media followings

TIER 2

Treat music as a hobby; focused on other career options due to pessimism about opportunities in the Music industry

TIER 3

Students in rural/ semi-rural areas who lack awareness/ access to resources

Complete Your Eliminate-Reduce-Raise-Create (ERRC) Grid

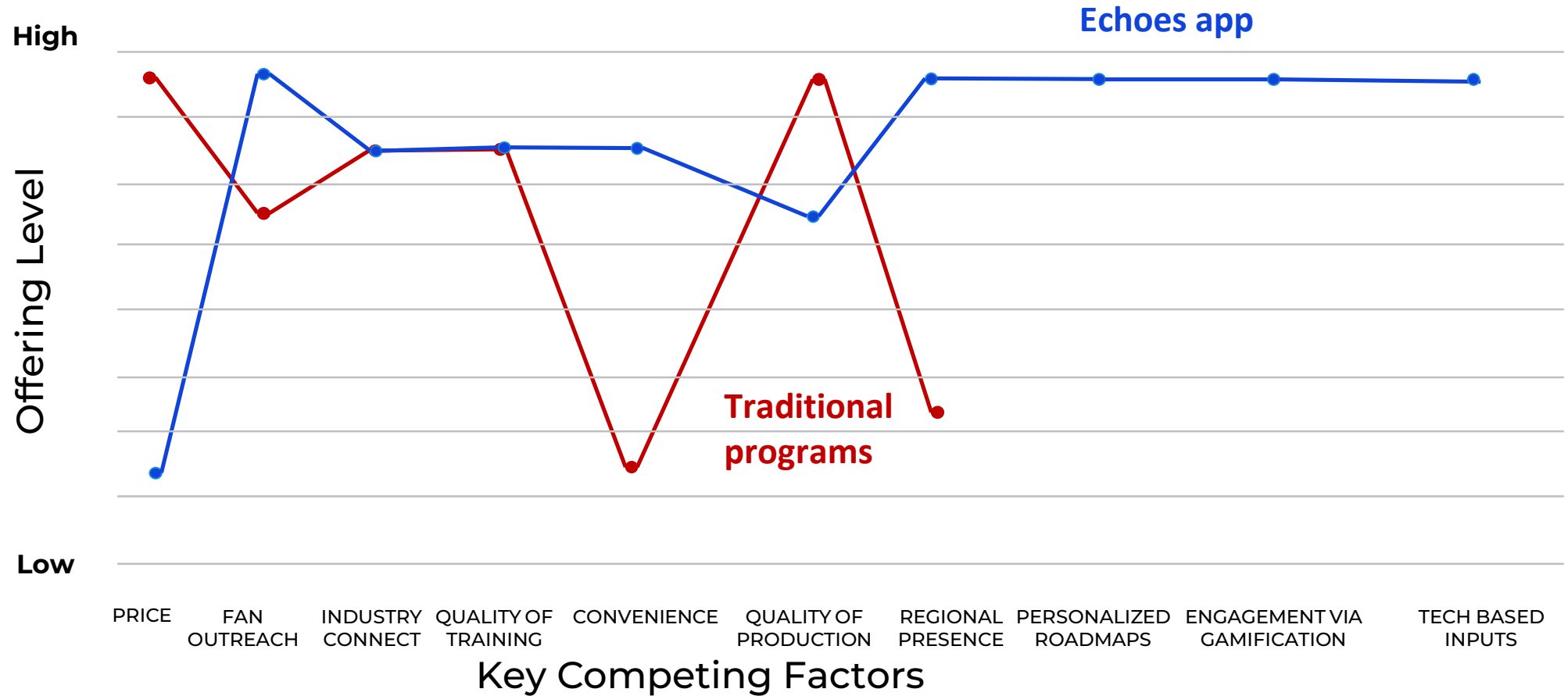


Eliminate	Raise
• Physical Auditions • Gatekeepers • Nepotism	• Industry connect • Personalized coaching • Flexibility of incorporating different styles
Reduce	Create
• Production Budget • Search for Mentors • Time	• Pipeline of talented youngsters • Self-branding for artists • Multiple global opportunities • New music formats

Draw Your To-Be Strategy Canvas



Where Passion meets Possibility



The Buyer Utility Map



The Buyer Experience Cycle

Here you can rename your buyer experience cycle if needed

The Six Utility Levers

		Purchase	Delivery	Use	Supplements	Maintenance	Disposal
The Six Utility Levers	Customer Productivity		Therapeutic experience			Guidance from Industry experts	
	Simplicity				Easy to operate		
	Convenience		Simple App installation			Regular app updates	
	Risk Reduction	Monthly/Annual subscription		Accessible on any mobile device			
	Fun and Image		Gamification to make it engaging				
	Eco-Friendliness			No physical product			

YouTube link for pitch