

# MUSIC NFT STRATEGY CANVAS

Project Name

## Purpose

- What is the motivation behind initiating this music NFT project?
- What are your interests and what drives you on?
- What are you passionate about?

## Team

- Who comprises your team?
- What expertise does each team member possess, and are there any gaps in skill sets?
- How much time is each member able to dedicate to the project?
- What strategies do you have in place to motivate and reward team members?

## Utilities

- What benefits and features can you offer to potential buyers of your NFT?
- Have you devised a strategy for delivering long-term value to NFT holders?
- Consider whether it is feasible to fulfill the promised utilities within a specific time frame.

## Personas

- Who comprises your fan base, and which demographics do you aim to appeal to?
- What interests them, are they tech-savvy?
- What issues will your NFT release address, and what benefits will it provide?
- What are the key features or aspects your audience seeks in a music-related NFT?

## Story

- What narrative do you aim to convey through your music NFT release?
- Is there a specific message you wish to communicate in order to resonate with your audience?
- Do you plan to involve the community in the storytelling process and encourage them to participate in the journey?

## Assets

- Which assets do you plan to utilize, and what is their significance?
- Does the core message of your story resonate with the chosen assets?
- Are the required resources available for the creation of these assets?

## Channels

- What strategies will you employ to engage your fans and target audience for the promotion of the music NFT release?
- Which communication channels do you plan to utilize in order to connect with your fanbase and community members (e.g., Twitter, Discord, Instagram, Email, Telegram, etc.)?
- Which platform have you chosen for the launch of your music NFT?

## Community

- What are the defining characteristics of your community?
- Do you have a plan for incentivizing community members and establishing reward systems?
- What strategies will you implement to maintain community engagement?
- How do you aim to transform potential prospects (followers, listeners) into NFT holders?

## Costs

- What is your financial plan, and what expenses are necessary to execute your music NFT release?
- What portion of your budget will be allocated to marketing efforts?
- Is it necessary to hire assistance for development or marketing purposes?
- What is the anticipated cost for minting the NFTs?

## Revenue

- What is the planned minting price for your music NFT release?
- What quantity of NFTs do you plan to make available?
- What are your revenue projections?
- Do you have any predictions / expectations concerning secondary market sales for your NFTs?



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