



Soda Music

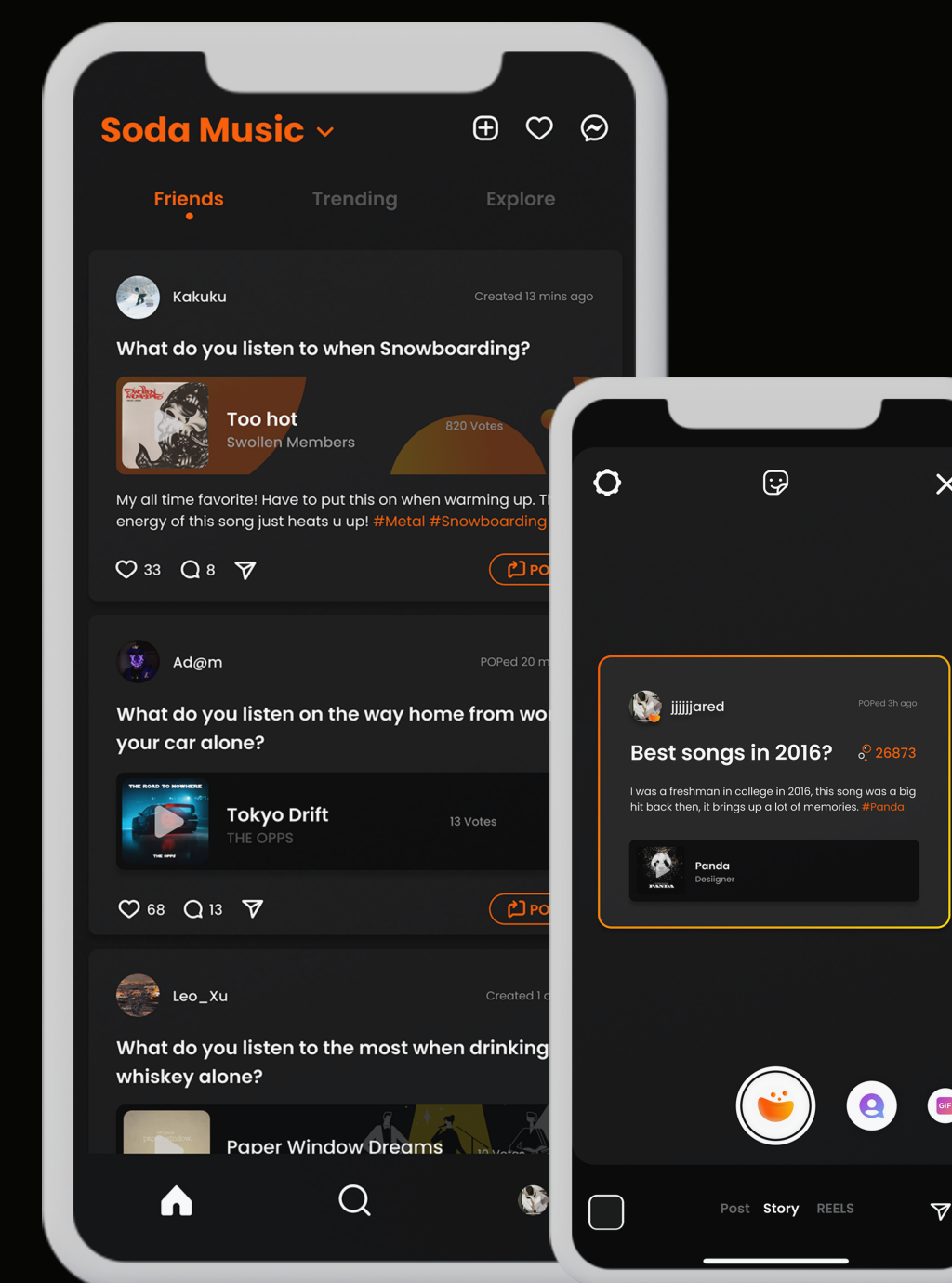
An innovative social music platform that enables music lovers to connect with friends through the music they love.

Problem

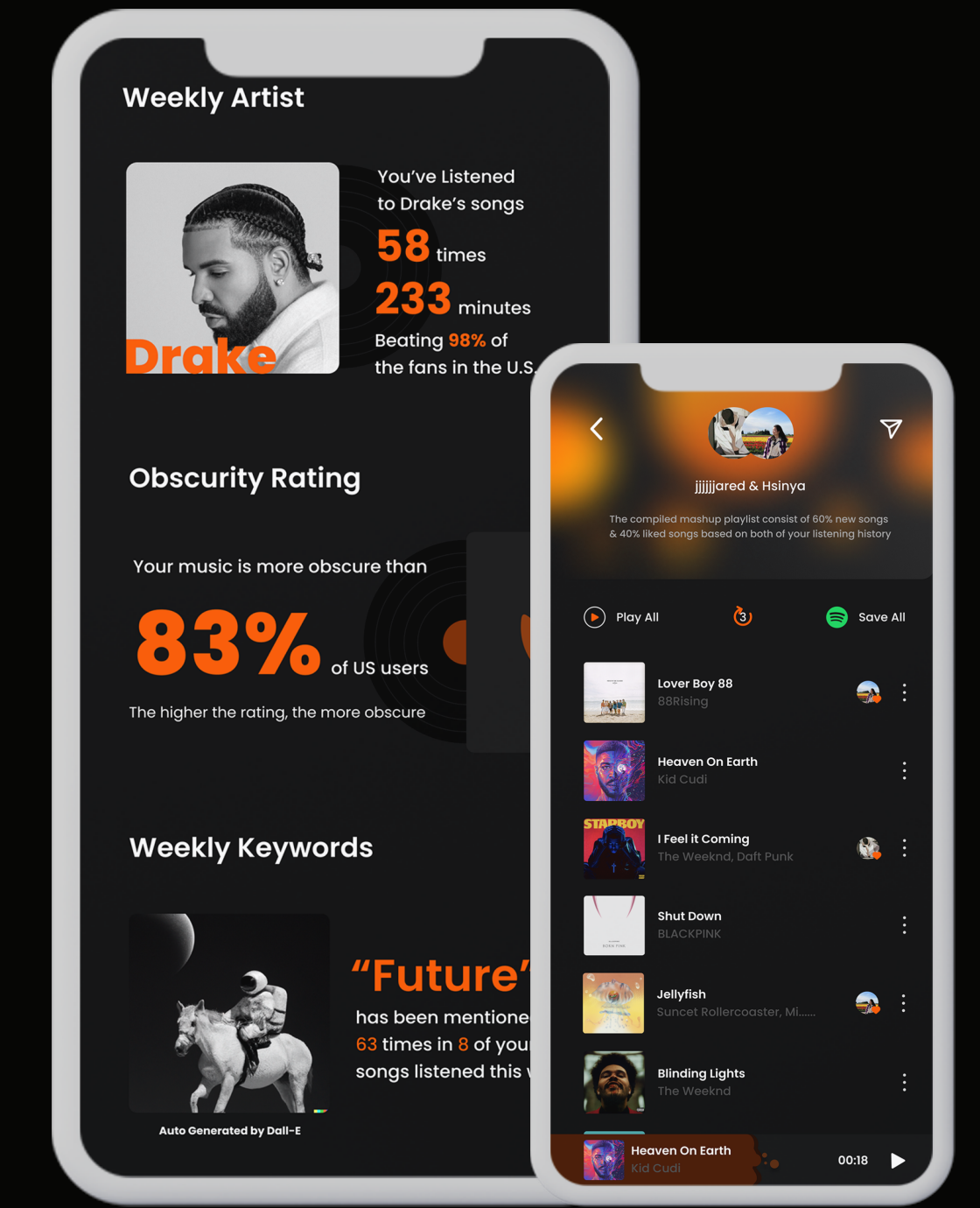
Music help connects people together. However, Gen Z teens are listening to more diverse music than ever before and 97% of Gen Z say they listen to at least five musical genres regularly, which makes it hard for them to find people who share similar music tastes and discover new music effectively. Additionally, around 40% are dissatisfied with the recommendation algorithms of the existing music streaming services, and Instagram (60%) and TikTok (54%) are the top places they're finding out about new artists and songs. They need more friends' different yet potent musical recommendations. Therefore, we aim to help users enhance their social experience with friends around music and explore new music with the community.



Instagram & Music Platforms Integration



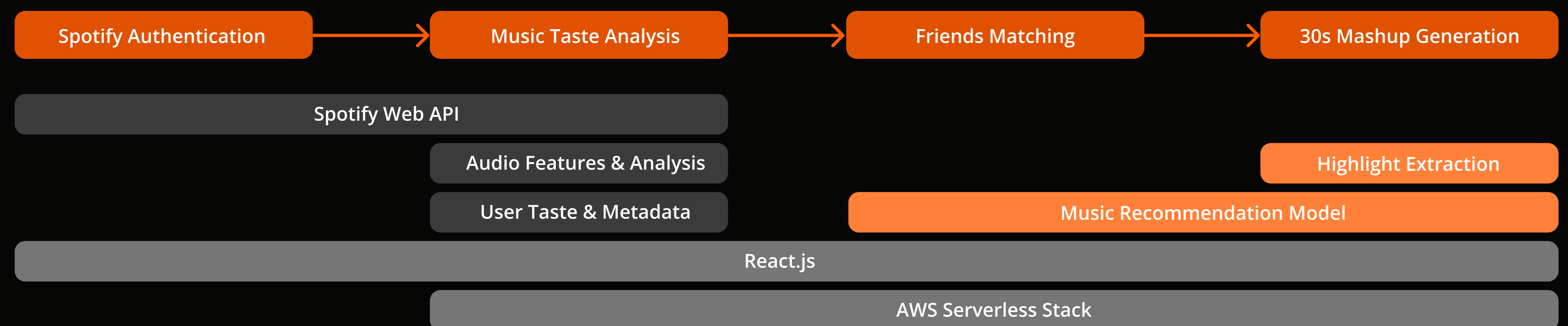
Friend-based Music Community



Friend Matches & Mashup Playlist

Solution

We aim to create a social music platform that enables music lovers to socialize through music with friends effectively. As Gen Z attention spans get shorter and prefer more visual audio content, we provide snackable music content based on their interest and friend community. Through Soda, Gen Z users can match with friends with similar music tastes to receive opt-in, automatic, shared, personalized playlists. Moreover, the friend-based community allows them to get personalized feeds on the basis of their music listening trend and friends' interests.



Software Architecture

Process

