

BUSINESS VALUE PROPOSITION FOR ACCOMPANY ME

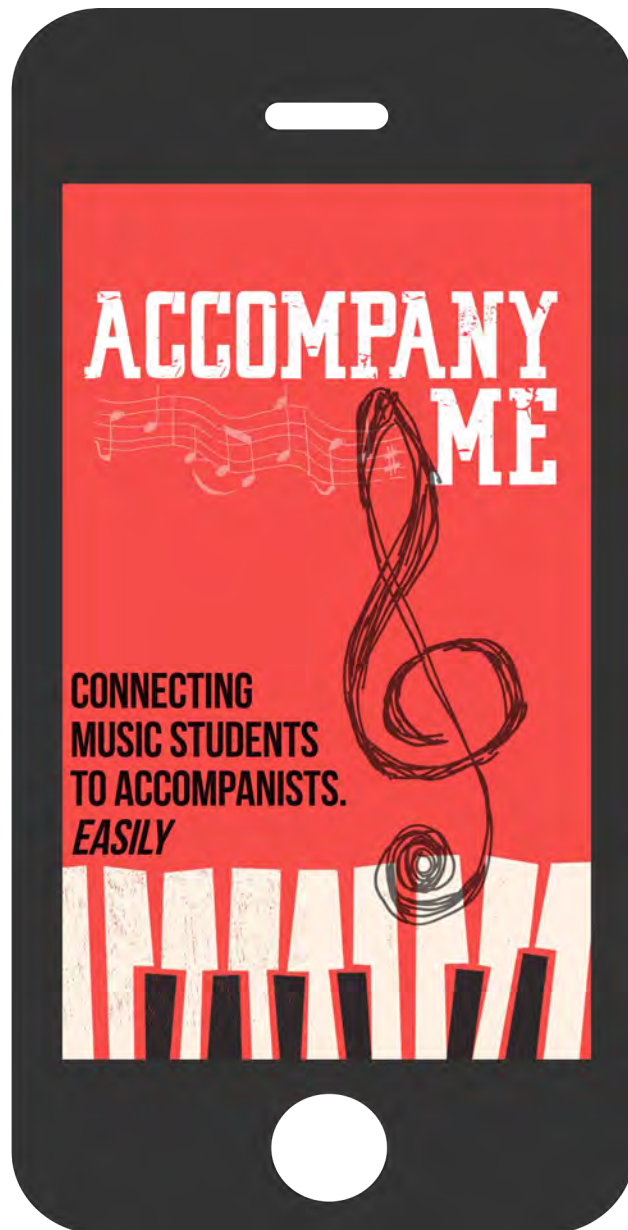


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INTRODUCTION

Accompany Me connects music students with piano accompanists. 40,000 NSW students sit Australian Music Examination Board (AMEB) exams annually (AMEB 2018) and research shows that 70% are required to source their own accompanist (Boucher 2018), which for many parents is a time consuming and stressful experience.

To assist, tutors provide a preferred accompanist list which parents systematically work through. If that list is exhausted, accompanist information is accessed via word of mouth, online resources or social media, and can take days or weeks depending on examination time. Individual timeslots are notoriously difficult to fill and present a less attractive proposition for accompanists (Pecar 2018, pers. comm., 4 June). 50% of parents surveyed were unable to use the same accompanist for subsequent exams (Boucher 2018). These factors demonstrate a gap in the music exam sector which *Accompany Me* bridges by connecting students to available accompanists.

INITIATION

COMPANY OVERVIEW

Accompany Me's app provides a list of available accompanists, filtered by instrument, level, accompanist location, date and time information. Value is added by providing:

- Lists of available accompanists.
- Research/interview accompanists rather than accepting first available.
- Trust transfer through recommendations/rating systems.
- Mechanisms to manage availability and only receive enquiries aligned with accompanist schedule.
- Accompanist profile space and accurate contact information.
- Opportunities for accompanists to minimise gaps in exam schedules.
- The ability to accept or reject enquires at the touch of the button.

By creating value for two distinct, albeit niche, customer segments; and early modelling demonstrating a willingness for engagement via a user pay system (Boucher 2018), indicates the app's potential for a highly successful business model.

NAPKIN SKETCH

The napkin sketch demonstrates *Accompany Me's* prototype. 72% of parents make multiple calls to source an accompanist (Boucher 2018). The app allows parents to send one enquiry and receive a list of available accompanists alleviating time and stress pressures.

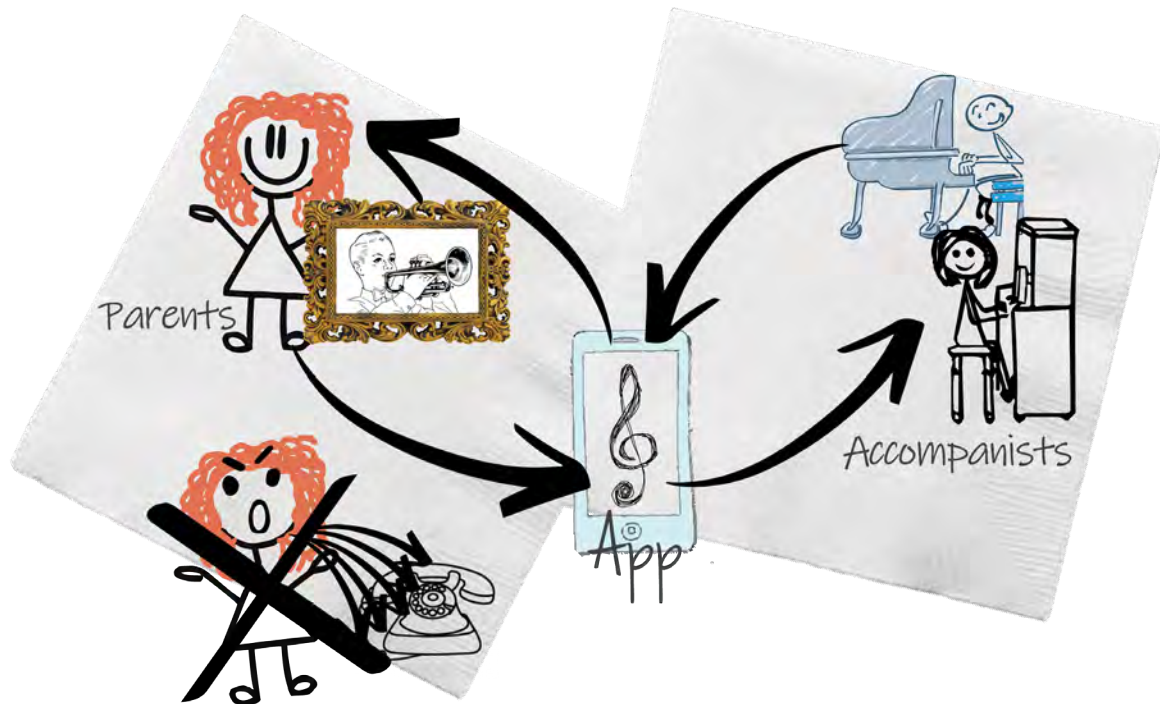


Figure 1: Napkin Sketch

CHALLENGES

Accompany Me viability faces several challenges, mainly patronage of large volumes of subscription paying accompanists. This barrier can be overcome by creating a business model that provides tangible accompanists benefits not currently available in the market. Developing partnerships with industry leaders will glean wider access to this niche market.

BMC

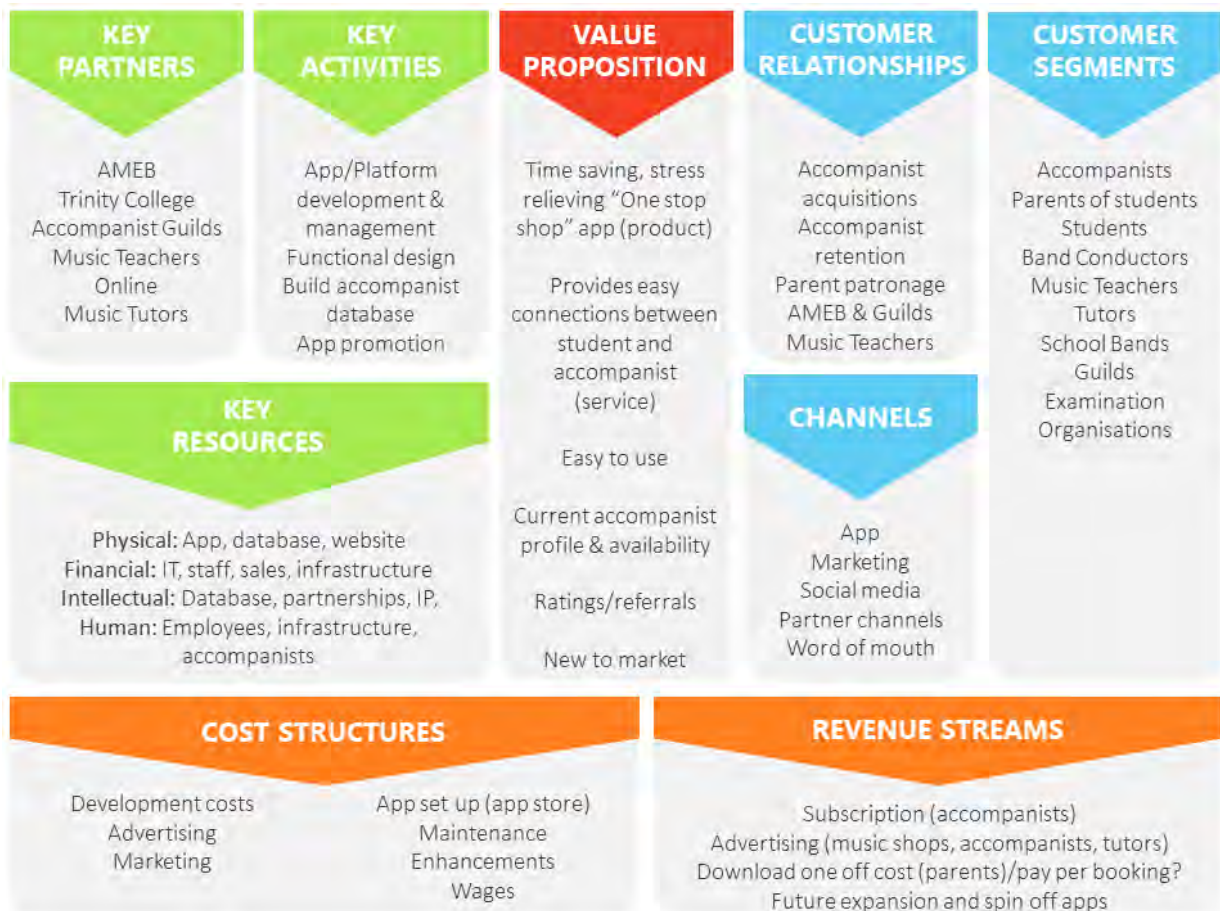


Figure 2: BMC

BMC ANALYSIS

CUSTOMER SEGMENTS

The multi-sided platform caters to a niche market of accompanists and parents of music students. Accompanists are specialised pianists who join students to play 2 pieces of music during the exams (AMEB 2018). Accompanist have limited time during the exam periods, particularly when HSC and AMEB exams clash (Pecar 2018, pers. comm., 4 June).

The app provides a bridge between these two segments and both accompanist and student/parent patronage are required to ensure its success (Osterwalder et. al. 2015). Accompanists are both a customer segment and key resource and integral to the service.

VALUE PROPOSITION

Accompany Me is new to the market and its peer-to-peer platform creates better access to accompanists in a convenient user-friendly way, improving performance by providing ratings/recommendation system and detailed accompanist profiles. It is both a service and a product. Accompanists only receive requests that align with their availability and can maximise time spent in exam centres and earning potential.

CHANNELS

The app will initially rely on significant investments in traditional direct marketing channels such as print advertising in music shops, music conservatorium, and exam centres to maximise awareness. Developing key partnerships will play an integral role in developing indirect word of mouth channels and leverage the reach partners have fostered in the music community.

As the app's reputation builds, less reliance on costly print campaigns is required and can concentrate investments via social media, key partners websites, direct mail to accompanists and app website.

CUSTOMER RELATIONSHIPS

The app is a self-service platform and acquisition and retention of accompanists is vital to the app's success, as well as parent patronage. The app provides an automated service for accompanists to accept or reject matched requests and parents can filter available accompanists based on accompanist profiles information. Parents are a short-term customer segment with the capability of reoccurring relationships if the parent derives value from the service, as well as word of mouth recommendations to other parents.

REVENUE STREAMS

The model depends on significant volumes of reoccurring accompanist subscriptions and will drive most of value created and work in twofold – direct revenue and creating a quality database. Advertising space will provide a secondary income. Charging parents a modest download fee would assist continuous revenue generation. Alternatively, early modelling has demonstrated that 35% of parents would pay to successfully secure accompanists via the app (Boucher 2018), a revenue stream not initially identified.

Initial rollout would focus on building NSW accompanist subscriptions and partnerships. Future expansion to include other Australian states and spin off apps would increase profits to offset development costs.

KEY ACTIVITIES

Key activities include app design, functionality, database creation and IT infrastructure and requires considerable investment during the design and development phase. Post initial development, the platform will require maintenance and enhancements to continue meeting customer needs, add value and comply with current industry regulations.

KEY PARTNERS

Seeking strategic partnerships with music exam institutions, guilds and particularly, Music Teachers Online will help reduce risks by widening access to accompanists, as well as leveraging the reputation the partners have established in the music industry. These alliances could help prevent competitors from entering the arena.

KEY RESOURCES

From a physical resource perspective, keys to success includes the app platform and service it provides and the strength of the database. From a financial standpoint, *Accompany Me* is typical of most service providers and benefit is driven by the design, development, maintenance of the app, as well as the strength of the infrastructure that manages it (Osterwalder & Pigneur 2010). Intellectually the accompanist database and creating partnerships are integral and the IP to protect this business model from competitors. *Accompany Me* will focus on fostering strong relationships with accompanists, music tutors and key partners and aims to produce a company culture that engages staff and increases productivity.

COST STRUCTURE

Accompany Me will significantly invest in developing and maintaining the platform. Advertising and marketing will be another substantial cost to assist acquiring accompanist patronage and offset economies of scale by increasing subscription numbers. Fixed costs include wages, website creation and maintenance, eCommerce, app and other infrastructure costs. Economies of scope savings are achieved by providing one service that satisfies two distinct customer segments.

BMC PATTERNS

TWO-SIDED MARKET AND PEER-TO-PEER

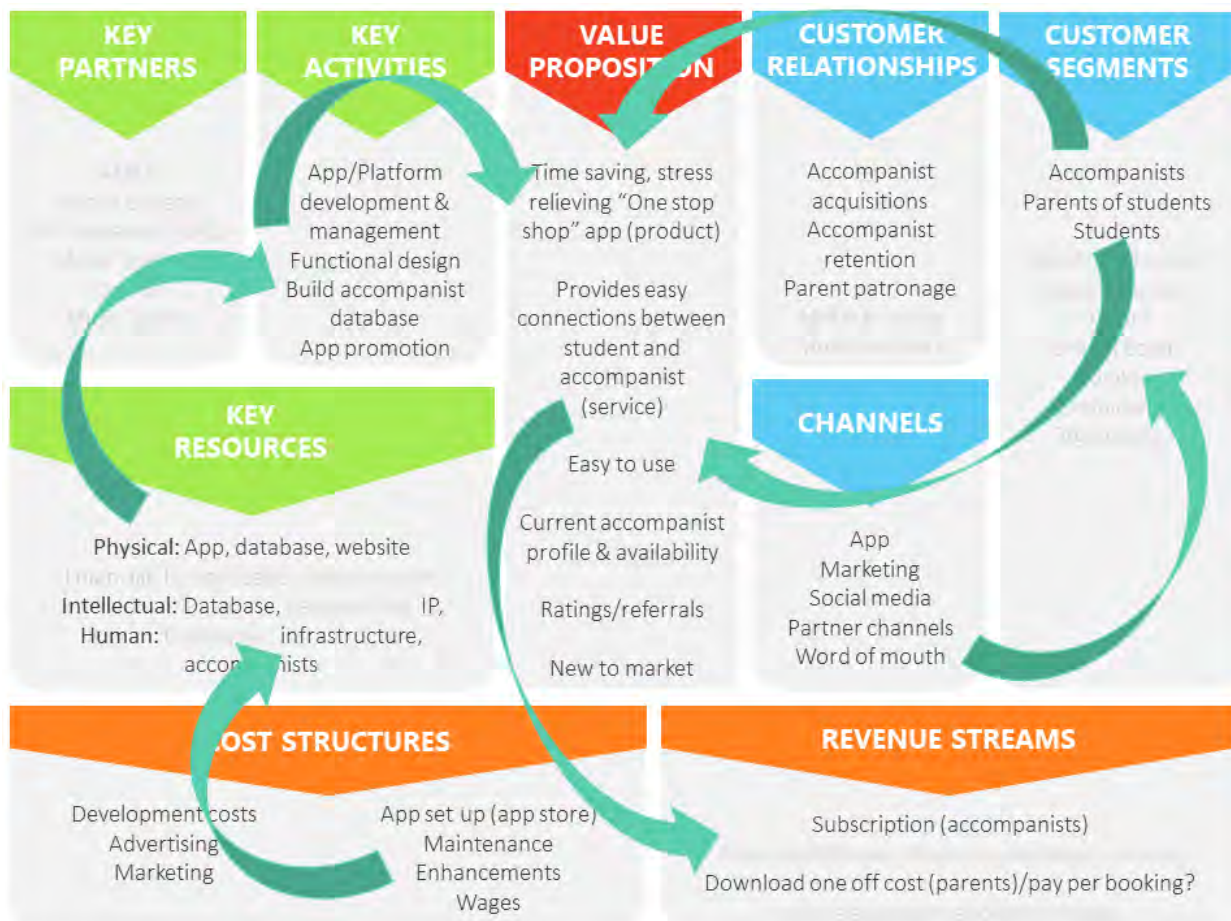


Figure 3: BMC demonstrating two-sided and peer-to-peer patterns

The peer-to-peer app is a multi-sided platform connecting two interdependent customer segments; the more customers utilising the product, the better value the service provides (Osterwalder et. al. 2015), and any increase in customer numbers will improve financial opportunities. Accompanist acquisition will be managed through marketing and partner channels. The two customer segments benefit from distinct value propositions and revenue streams capabilities. The app's key resource is its strong database and filtering capabilities and investments in design and development will ensure the quality of this communication service (Gassmann et. al. 2014).

SUBSCRIPTION & SOLUTION PROVIDER

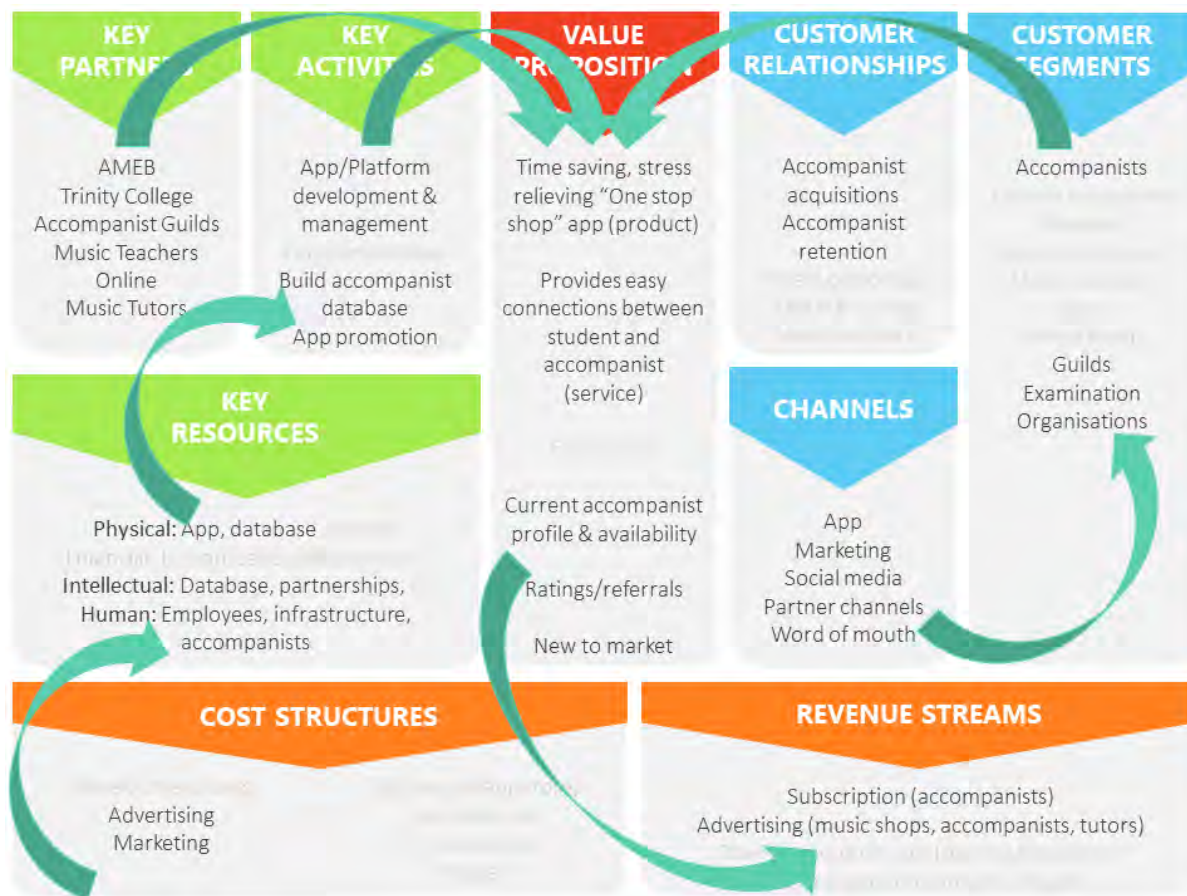


Figure 4: BMC demonstrating subscription and solution provider patterns

The accompanist customer segment maintains their app presence via an annual subscription creating value by providing a more efficient method of digitally connecting with their students (Gassmann et. al. 2014). The key resource is the app which utilises existing match-making technology to cater to this niche market. The key activities include app development and management, and advertising investments to maximise accompanist patronage, which are also the two main cost structures. The app demonstrates a full-service solution provider pattern that adds features not currently available in the market and promotes usage incentives for the various customer segments (Gassmann et. al. 2014).

SWOT



Figure 5: App SWOT

SWOT ANALYSIS

STRENGTHS

The current online NSW accompanist search functionality is particularly narrow offering a 1:1 postcode match, and their small database size suggest that accompanists receive little value from their \$40 annual subscription (Accompanists' Guild of NSW 2018). 40,000 students sit exams in two 6-week sessions (AMEB 2018), it's highly unlikely there are only 74 NSW accompanists allowing the business model to capitalise on the lack of alternatives available.

Being first to market, *Accompany Me* has no current competitors. Boulding and Christen (2003) suggest that holding this market space has "significant impact on customer preferences, memory, learning, and judgment". The app's two-sided innovation caters for students and accompanists and provides economies of scope by benefiting both customer segments simultaneously.

Accompany Me creates value in the industry where there are genuine communication issues within a flawed system (Shearer 2018, pers. comm., 4 June) by providing a one-stop shop connection and communication service. Accompanists manage availability to maximise bookings during the exam periods and parents minimise time spent acquiring an accompanist reducing time and stress.

WEAKNESSES

Asking accompanists to pay subscription fees for an unknown and untrusted service is an initial hurdle. The app requires access to large numbers of accompanists and could prove benefits and alleviate fears by offering a free trial period. Modelling has shown that 20% of parents would prefer a free app to secure an accompanist (Boucher 2018) and requires further modelling to ascertain the ultimate price point.

The music industry is a niche market which currently operates on word of mouth recommendations which can be emulated through the ratings/recommendations system.

The significant upfront development and advertising investments is a viability risk, and to achieve competitive advantage *Accompany Me* will need to continually monitor the business operations and reduce costs wherever possible (Zhou 2008).

Music tutors organise the accompanists for 30% of students (Boucher 2018) reducing the pool of potential customers in niche market.

OPPORTUNITIES

There are distinct opportunities to secure a partnership with Music Teachers Online who have a current membership base of over 10,000 music teachers (Music Teachers Online 2018). Partnering with accompanist guilds and AMEB will assist promotion and transfer of trust from reputable organisations.

Accompany Me has 40,000 potential customers in NSW and research suggests that 70% acquire their own accompanist (Boucher 2018). Capturing this market via advertising channels, as well as expanding to other states would ensure longevity.

THREATS

A major threat to the app's viability is a recent AMEB initiative. Albeit relatively unknown and probably only available to a select few (Shearer 2018, pers. comm., 4 June), the service allows accompanists to block book exam times directly with AMEB, assigning preferred teacher numbers and the students of these teachers will be automatically booked with that accompanist (Pecar 2018, pers. comm., 4 June).

The model is easy to imitate as essentially, it's a match-making platform for musicians. The many peer-to-peer software readily available would allow competitors to copy the model.

Accompany Me requires well planned functional design to ensure accompanists are retained in the system and maintain legitimacy and credibility in this niche market.

IDEATION

VALUE PROPOSITION CANVAS

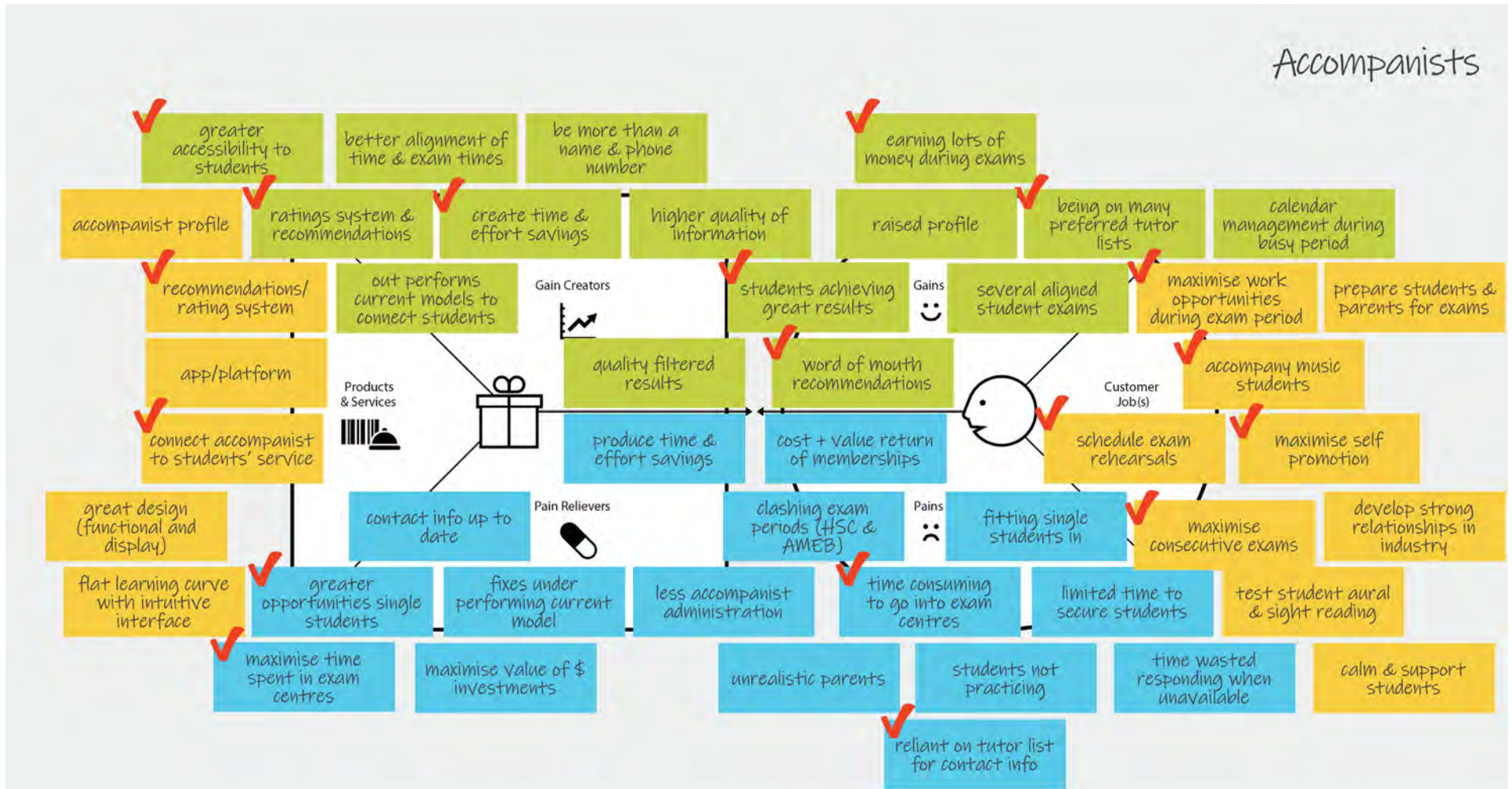


Figure 6: Accompanist VPC

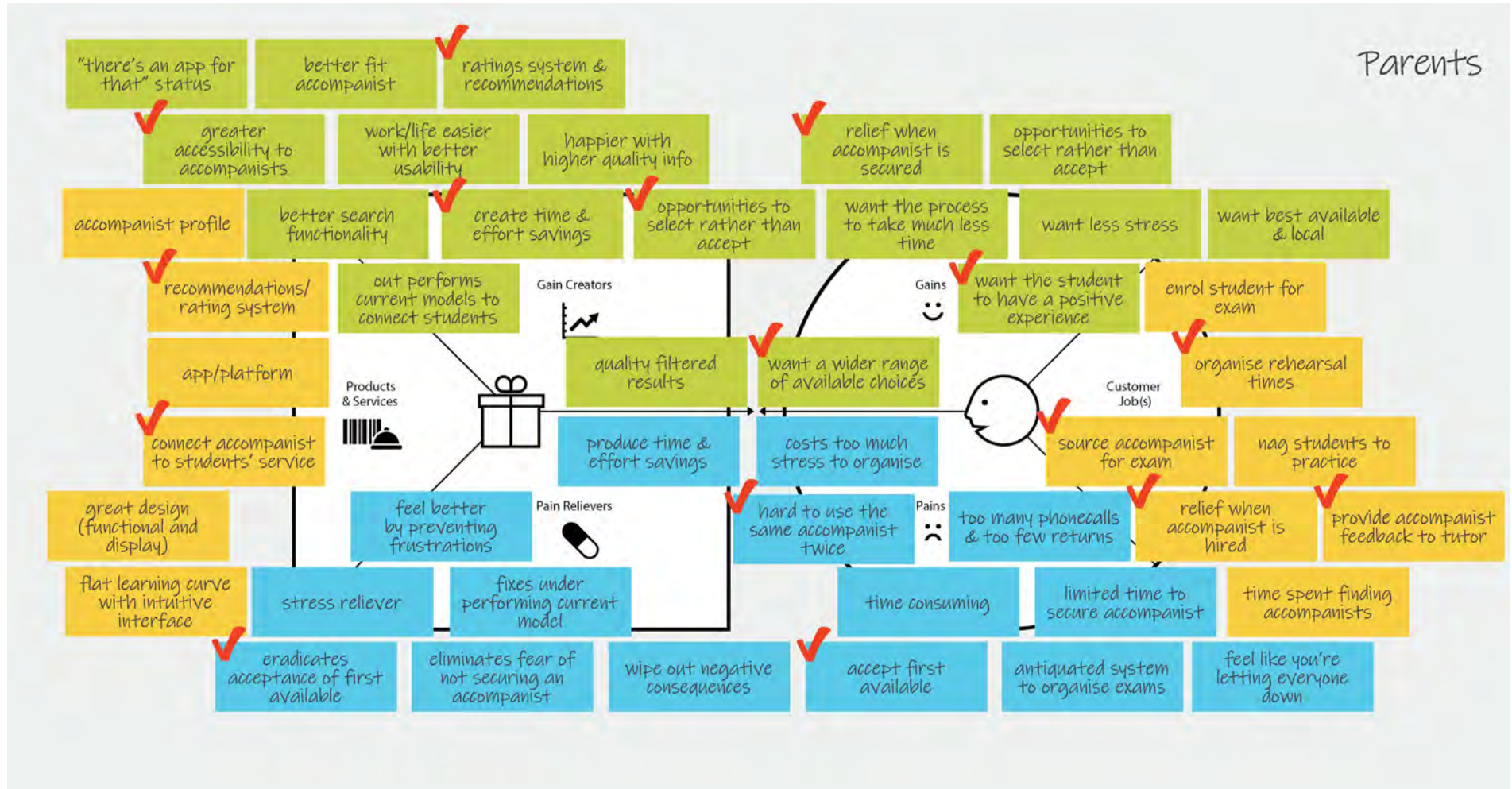


Figure 7: Parent VPC

VPC ANALYSIS

Accompany Me is a two-sided model where viability is determined by patronage by accompanists and parents, and best practice recommends mapping each customer segment on separate value proposition canvasses (Osterwalder et. al. 2015) displayed above, followed by an analysis of the key characteristics below.

CUSTOMER PROFILE

The customer profile characteristics have been analysed with data obtained from a survey and interviews with music tutors, accompanist and parents.

CUSTOMER JOBS

ACCOMPANISTS

Accompanist services are required twice a year in a 6-week period block of intense activity. Securing students and scheduling extra rehearsals while maintaining the 'day job' is difficult. Fostering strong relationships with music tutors is advantageous as tutors provide parents with preferred list of accompanists. Accompanists also self-promote through guild memberships, social media and websites. Accompanists prefer to secure consecutive blocks of exams to eliminate time wasted travelling into exam centres and tend to reject individual requests that don't align with their current schedule. Accompanists build rapport and help calm anxious students.

PARENTS

Research shows that 70% of parents arrange the accompanist (Boucher 2018). For many, securing an accompanist is a time consuming frustrating job. Parents try to secure previously used accompanists, and 50% will be unsuccessful (Boucher 2018). Many calls go unanswered and can wait days to hear back from accompanists, and as exam deadlines loom, stressed parents tend to accept the first available accompanist.

CUSTOMER PAINS

ACCOMPANISTS

The music exam industry is a reactive environment, accompanists wait for receipt of exam notifications and then the influx of phone calls commences. It has been observed that the current system is antiquated and there is a communication disconnect between examiners, accompanists and students (Shearer 2018, pers. comm., 4 June). Accompanists are a name and a number on a preferred list, rely on word of mouth recommendations and have no control over contact information accuracy. One big obstacle accompanists face is risking single student

exams, as each exam takes 10-minutes and they may waste time and money travelling and usually reject these bookings.

PARENTS

Acquiring accompanists can be frustrating for both parents and music tutors. Due to availability, only 50% of students use the same accompanists twice (Boucher 2018). Parents risk running out of time and need to pay to extend exam dates, and feelings of letting the kids down are overwhelming (Boucher 2018).

CUSTOMER GAINS

ACCOMPANISTS

Accompanists feel an overwhelming sense of pride when their students have performed well in their exams (Tamaru-Karasawa 2018, pers. comm., 4 June). Arranging back to back student exams minimises the wasted time sitting in exam centre waiting rooms and maximises earning potential.

PARENTS

For parents, the relief of securing an accompanist is palpable. They hope the process will be a positive experience for their child, an ideal outcome for their dedication in exam preparation. They want the time taken to acquire the accompanist to be substantially less painful.

VALUE MAP

The value map outlines the *Accompany Me's* key features and how they add value to the targeted customer segments.

PRODUCTS AND SERVICES

PHYSICAL/TANGIBLE

Accompany Me connects students to available accompanists based on time, date and exam location. The app provides additional features not available in the current market, including a recommendations/rating system and accompanist profiles.

INTANGIBLE

Trust that is transferred by word of mouth recommendations is emulated through the ratings/recommendations system. Greater accessibility to accompanists and ability to research and interview reduces the stress currently felt by parents. For accompanists, work/life balance is improved by reducing the administrative time taken to respond to parents when unavailable and minimising the risks with ad hoc student exam bookings.

DIGITAL

The platform provides a flat learning curve with an intuitive interface to ensure all customers can utilise the system and greatly improve the service currently available in the market.

FINANCIAL

Accompanists will be less risk adverse when receiving ad hoc exam enquiries as the system will provide wider opportunities to secure additional bookings which contributes to solving the pains currently felt by parents and accompanists. Research has indicated a willingness of parents to pay for successful bookings which provides accompanists with additional income stream (Boucher 2018).

PAIN RELIEVERS

ACCOMPANIST

Accompanist's eliminate extra administrative work during their busiest times. They maximise time spent at exam centres by managing availability and have more opportunities to secure work from a wider field of students. In addition, the app eliminates being simply a name and a number, as their profile outlines experience and current working with children information.

PARENTS

Accompany Me eliminates the obstacle of finding available accompanists producing time and effort savings. By improving the way accompanists are accessed creates a better system that outperforms existing methods of communication and eradicating acceptance of the first available accompanist. The app wipes out negative social consequences of feeling you've let everyone down.

GAIN CREATORS

ACCOMPANISTS

Accompanists maximise additional revenue opportunities by reaching a wider audience and minimise time wasted responding to nonaligned enquiries. Secondly, the app allows exam centre time management opening opportunities to book single students while minimising risks associated with ad hoc timeslots. Lastly, they control their contact information through accompanist profiles which details their experience, ratings and any recommendations.

PARENTS

The app produces outcomes that exceed expectations by changing the way parents connect with accompanists. Firstly, by eliminating the stress, effort and time taken, and the relief felt once an accompanist is selected. Secondly, by providing quality filtered results and trust established via the rating/recommendation system allow parents to interview accompanists rather than

settling for the first available. Lastly, the positive social consequences of “there’s an app for that” social status and feeling good helping ease the anxiety of others locating an accompanist.

IS IT A FIT?

On paper, there is empirical evidence (Boucher 2018) to prove that *Accompany Me’s* value proposition addresses the pains, gains and jobs customers face, achieved through connecting music students to available accompanists. The app addresses trust transfer concerns by integrating of a ratings/recommendations system.

The app’s viability is demonstrated by the value offered to two distinct customer segments and achieves economy of scope by satisfying both with the one product. Adoption of the app will be derived by delivering a quality product that lowers the risk and time pressures experienced when securing an accompanist.

Accompanists would be encouraged to accept ad hoc bookings as the app creates value by managing time and creates options to block book multiple singular students and would benefit the time it takes for accompanists to travel in for a 10-minute exam (Shearer 2018, pers. comm., 4 June).

Further research will determine if *Accompany Me* has achieved business model fit and can be truly profitable. Early evidence (Boucher 2018) using lean to market strategic tools indicates that the model is scalable and potentially profitable. It is important that the pricing model accurately reflects customer’s expectations, or the app will miss the opportunities that come from being first to market.

VALUE INNOVATION

VALUE CURVE

The value curve allows *Accompany Me* to understand and find differences in the market it’s competing in and adds customer value by diverging from these competitors (Kim and Mauborgne 2005). Three characteristics are used to establish viability:

1. Focus
2. Divergence
3. Compelling tagline

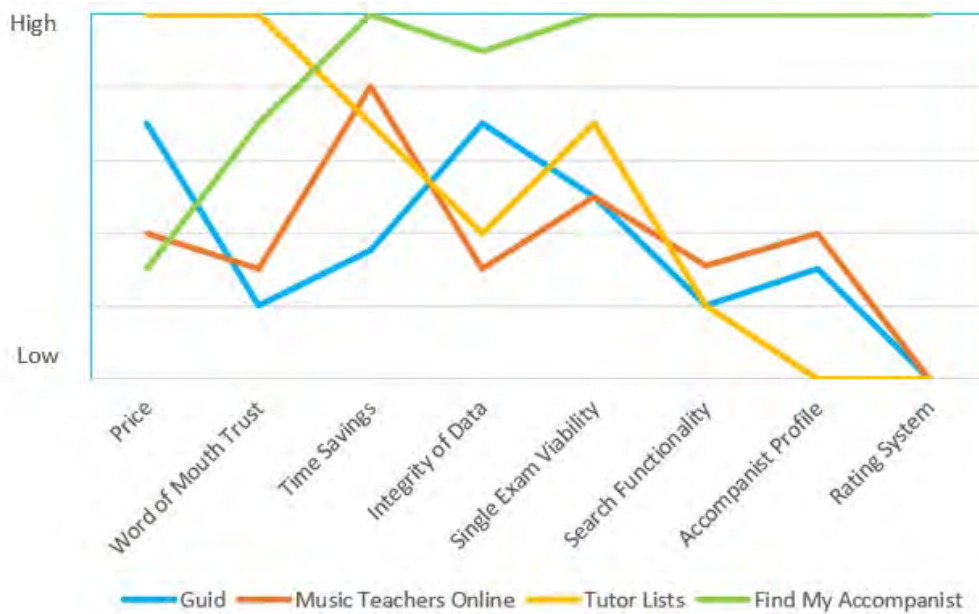


Figure 8: Value Curve

FOCUS

The industry overlooks one important factor, the music tutor. 30% of music exams are organised by their music tutor (Boucher 2018) and the remaining 70% receive a preferred list of accompanists from their tutor who also maintain list integrity (Shearer 2018, pers. comm., 4 June). Ensuring that *Accompany Me's* design and functionality includes the needs of this important customer segment, opens the app to a wider demographic and provides another drawcard to engage more accompanists to the platform.

DIVERGENCE

The app diverges from the rest of their competitors by offering new features and services. The demand is driven from outside the industry by parents seeking alternative and easier methods to hire accompanists. Key areas of divergence include reducing risks for accompanists accepting single exam student bookings, the accompanist profile and recommendations/rating system that allows parents to search, research and interview available accompanists before selecting the right accompanist.

A COMPELLING TAGLINE

Accompany Me is currently trialling *Connecting music students to accompanists. Easily.* Key words in the message are 'connecting' and 'easily', conveying positive messages that the app solves the headache of finding an available accompanist. Further research will determine if this strategically aligns with customer's expectations.

FOUR ACTIONS FRAMEWORK

The value curve identified three characteristics which combined with the eliminate-reduce-raise-create grid help build *Accompany Me's* strategic profile driving value innovation and creating a new value curve (Kim and Mauborgne 2005).



Figure 9: Four Actions Framework

REDUCE

Parents need significant reductions in the time, complexity and anxiety factors that are the current industry norm when securing accompanists. Accompanists can reduce the time spent idle between music exams by using the app to manage availability. Music Tutors will experience a reduction in list administration by using the platform to digitally create their preferred accompanist lists.

CREATE

Accompany Me offers new industry features and benefits, including accompanist profiles, ratings/recommendation and the ability to connect and interview available accompanists. For accompanists, the ratings system will create trust and will quickly build.

RAISE

The app will raise accompanist accessibility well above industry average and this is a key area of divergence from the current market. It raises earning opportunities for accompanists, their profile in the community and provides trust for potential new bookings. This benefit will cost the accompanist via a subscription model and further research will determine what pricing model that should be adopted for parents.

ELIMINATE

Fear, anxiety and hours of time sourcing an accompanist will be eliminated with the app. *Accompany Me* will eliminate the risks that accompanists feel when accepting single student exam bookings by better managing availability and economic viability. Lists containing names and phone numbers are eliminated by the app's detailed version.

BLUE OCEAN STRATEGY

The Blue Ocean Strategy assesses the BMC for innovation and shows where the models diverge from competitors and aids to create strategic direction in the contested market space (Kim & Mauborgne 2005). The value curve and 4 actions framework models clearly demonstrate that *Accompany Me* offers features and benefits not currently available in the market and has the potential to service a much wider demographic customer segment than existing models. The app solves the problems experienced by parents, accompanists and music tutors aligning cost structures with value innovation creating a new, uncontested market space and ultimately achieving blue ocean status.

INTEGRATION

RECOMMENDATIONS

Current modelling has proven that *Accompany Me* offers an attractive solution for all customer segments in this niche market. The following recommendations are advised to test, measure and learn.

PRICE MODEL

Price modelling requires further research to best assess how much subscription accompanists are willing to pay, and what the parent customer segment will pay to use the app. Pierce (2013) recommends a "freemium", or an in-app purchase model and states, "for every paid download, there will be between 50 and 100 free downloads" and worth exploring as it would encourage

accompanists continued patronage and app engagement to receive a portion of the payment fee. The survey reports that 80% of parents would pay a download fee or a fee for booking (Boucher 2018). Testing via dry wallet eCommerce and a more targeted price survey will establish a preferred model.

MUSIC TUTORS

Music tutors have been overlooked by the industry and have a difficult time communicating with the exam institutions (Shearer 2018, pers. comm., 4 June). This valuable conduit between accompanists, students and exam institutions has been highlighted as an industry non-customer and creates divergence from the current market. Engaging this segment and capturing the remaining 30% of the potential customers (Boucher 2018) to access accompanists, as well as digital accompanist list management would ensure the app's continued viability.

KEY PARTNERS

The success of the app requires access to accompanists and developing alliances with industry partners would assist this process. These partners also provide channels for advertising and information on app future enhancements. Ethics restrictions and access to online ethic application form issues (see appendix six), as well as time pressures prevented access to these partners prior to submission of this report.

SCALABILITY

Being first to market and providing value innovation will positively affect the app's financial performance. To stave off competitors and continue to drive demand, *Accompany Me* will need scalability to reach wider demographics by expanding to other Australian states, or offering spinoff services. Continual value growth, providing exception quality of service and ensuring customer satisfaction will lead to increased customer loyalty and market share allowing the app to charge premium product prices to connect this niche market together (Porter 1985).

REASONS

Throughout the "lean to market" analysis using BMC, SWOT and VPC, we can hypothesise what priorities matter most to the survival of the business model and what needs to be tested to support its legitimacy.



Figure 10: What Priorities Matter Most?

Gaining access to accompanists through key partnerships and providing value from better earning opportunities will ensure accompanist patronage, a factor critical for success of the business model. Demand will also be driven by parents who can't use the same accompanist, and this is a key factor that can test the value proposition.

IMPLEMENTATION

To test the value proposition of this multi-sided app, conceptual prototypes and experiments can be created and will provide more data to measure and learn what changes the model requires and is referred to as the Lean Startup circle (Osterwalder et. al. 2015).

TESTING THE VALUE PROPOSITION

Satisfying several customer segments with the one product requires varied array of testing to gain insights from the customer's perspective. An online survey was sent to parents of music exam students, interviews were held with accompanist and music tutors. Based on data obtained from prototyping tools such as ad-lib, testing and learning cards were developed and are displayed below.

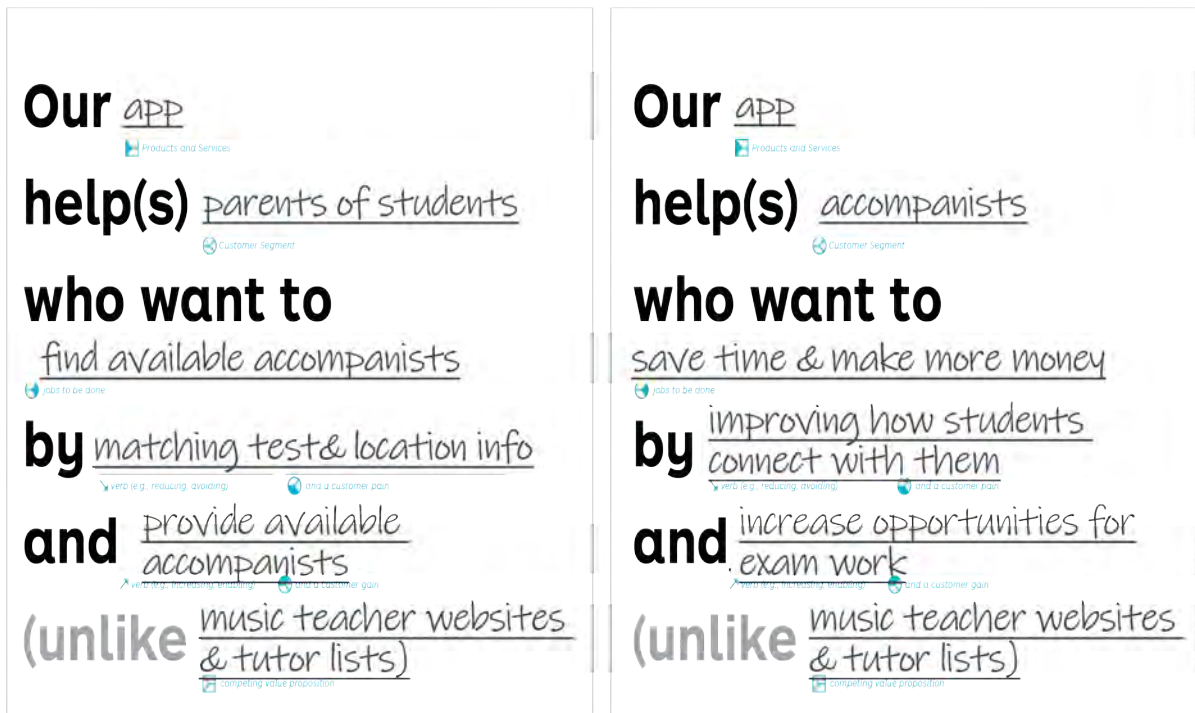


Figure 11: Ab-lib

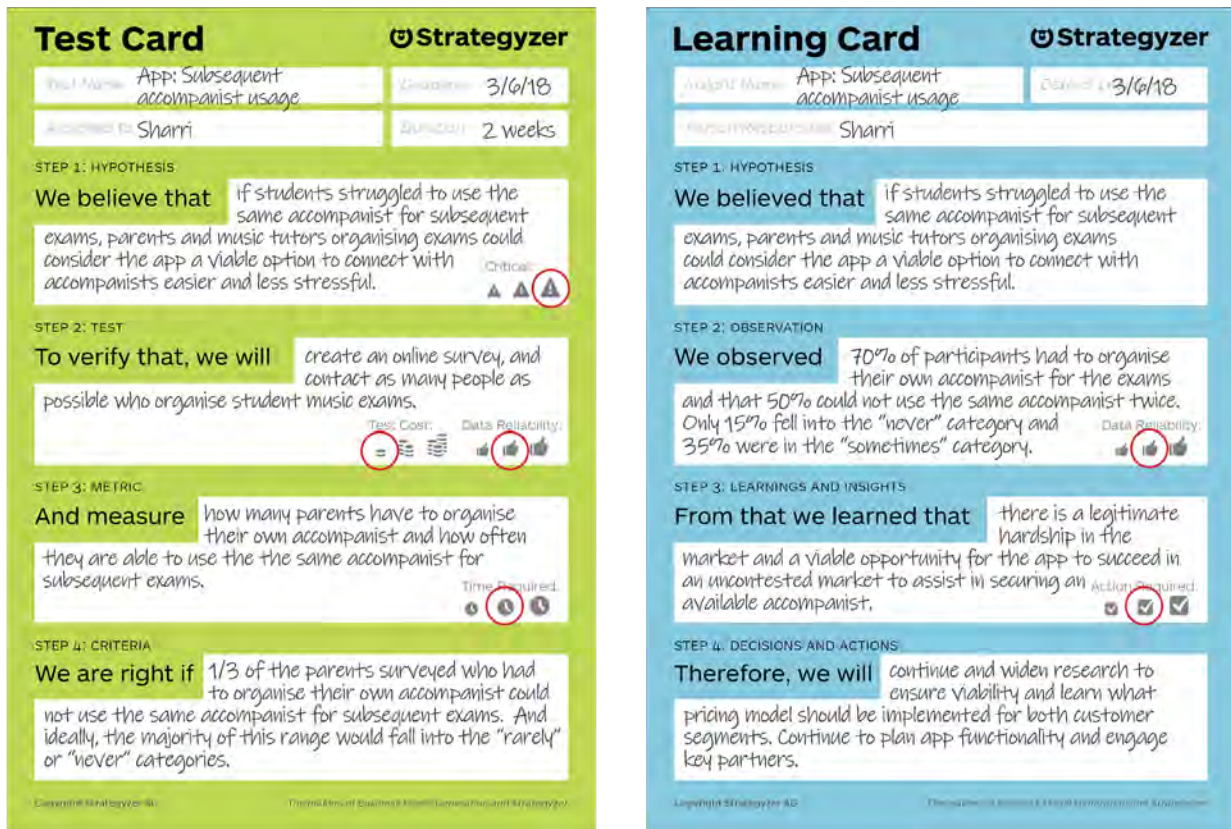


Figure 12: Test & Learning Card

The prototypes created from research conducted prove that *Accompany Me* is a viable business model. Highlighted was one key area that requires further prototyping – the ad hoc student. This is the most difficult customer segment to satisfy as accompanists are reluctant to accept ad hoc students and risk losing a day travelling in for 10-minute exams. The system would need to reassure accompanists that further job opportunities exist, and that the app would help to manage their availability and maximise earning potential. More data needs to be obtained to fully assess this issue.

CONCLUSION

In conclusion, *Accompany Me's* business model offers a value proposition that will innovate the music exam industry and demonstrates a genuine need for the app in the marketplace, music to the ears of parents, music tutors and accompanists alike. With the right partnerships, design and volume of subscribed accompanists, it has the potential to become the preferred channel for accompanist acquisition and should continue to build, measure and learn and get itself into the market to leverage first to market competitive advantage.

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APPENDICES

APPENDIX ONE: PARENT SURVEY QUESTIONS

← Music Accompanist Survey ☆

QUESTIONS RESPONSES 1/1

Music Accompanist Survey

This survey is for the use of an UTS Post Graduate Student seeking to identify a more efficient method of connecting

Have you ever had to organise a music exam that required an accompanist? *

Yes
 No

How many times? *

0-2
 3-4
 5-6
 6+

Did you have to organise your own accompanist? *

Yes
 No

On average, how many phone calls/texts/emails did it require to find an available

1
 2-5
 6-9
 10+

How often have you been able to use the same accompanist for subsequent *

Always
 Sometimes
 Rarely
 Never

On a scale of 1-10 (1 being the lowest), how time consuming do you find the

1 2 3 4 5 6 7 8 9 10

not time consuming frustrating and time consuming

Would you consider using an app that provided you with a list of available

Yes
 No
 Maybe

If the app charged a service fee, would you be willing to pay (you may answer

One-off download fee
 Pay per booking
 No payment

What do you think would be a reasonable rate to pay for a one-off download fee?

Less than \$2
 \$2.00 - \$4.99
 \$5.00 - \$7.99
 \$8+

What is the maximum you would be willing to pay for a successful accompanist

Maximum \$11.00

Please add any comments or stories that you have about the process of finding

Comments

APPENDIX TWO: PARENT SURVEY RESULTS

This online survey was conducted from a pool of parents that have children in various school bands that I am associated with, whose children have done music exams (25 May – 3 June 2018) and may be viewed here:

https://docs.google.com/forms/d/1M3R88E8lrF_JY8WeqLRQ3triecRrWybDvheGthuiHo4/edit#responses

Have you ever had to organise a music exam that required an accompanist?

20 responses



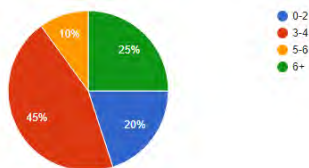
How often have you been able to use the same accompanist for subsequent exams?

20 responses



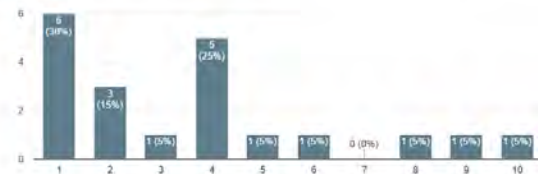
How many times?

20 responses



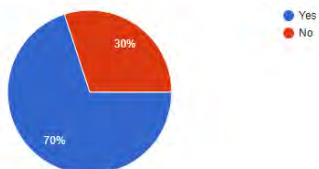
On a scale of 1-10 (1 being the lowest), how time consuming do you find the process of finding an available accompanist?

20 responses



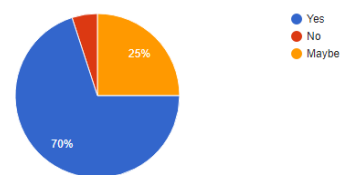
Did you have to organise your own accompanist?

20 responses



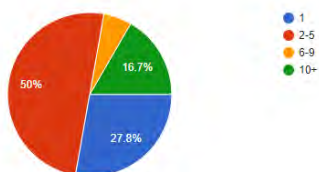
Would you consider using an app that provided you with a list of available accompanists located close to you based on your exam date and time?

20 responses



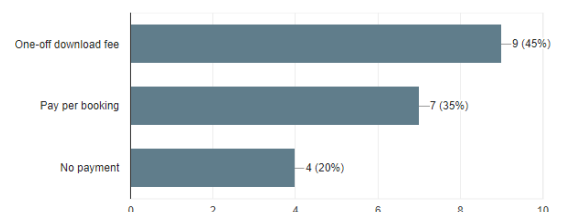
On average, how many phone calls/texts/emails did it require to find an available accompanist?

18 responses



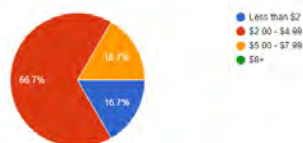
If the app charged a service fee, would you be willing to pay (you may answer more than once):

20 responses



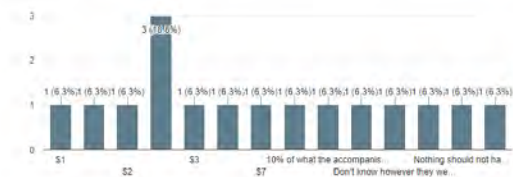
What do you think would be a reasonable rate to pay for a one-off download fee?

16 responses



What is the maximum you would be willing to pay for a successful accompanist match?

16 responses



RAW DATA

Q10: WHAT IS THE MAXIMUM YOU WOULD BE WILLING TO PAY FOR A SUCCESSFUL ACCOMPANIST MATCH?

\$20
\$15
\$7
\$3
\$20
\$5
Up to \$10 depending on how hard I am finding it to find my own. In my case the tutor suggested someone and she was available.
Don't know however they were more expensive than the teachers. On one occasion the music teacher was our accompanist for all higher level grading exams.
\$2
10% of what the accompanist charges
No fee
0
Nothing should not have to pay just for organising an accompanist match
\$5
\$20
\$1

Q11: PLEASE ADD ANY COMMENTS OR STORIES THAT YOU HAVE ABOUT THE PROCESS OF FINDING AN ACCOMPANIST

Most of the time it is the music tutor who has a list of accompanists and gives out the details so I can see if they are available. Also the music tutor will try and do a group of students on one day so the accompanist can do multiple exams on the same day.

Usually get phone number and recommendation from music teacher

Have not had any trouble finding accompanists as they have been organised through our tutor. I could see how the app would be helpful though.

I would want the app to have a referral or rating system

I found our tutor already had someone to advise us to use who made herself available for the dates the tutor had applied for. We were very lucky as I would have had no idea where to turn next. And she was LOVELY!

I required an accompanist some 10 yrs +ago so I'm not sure what the normal charge rates are now OR if there are less of them available- our music teachers gave us recommendations and contact details. I know it was easier when the kids were in their early stages of music to acquire accompanists for exams.

I have over the years put 100's of students through exams. I have my own preferred accompanist and a backup. Personally I would never use an accompanist that I didn't know or was not highly recommended by my muso friends. Good luck with your venture

Highly discourage any such service unless it is closely vetted and only lists those of calibre such as members of Accompanists' Guild, there are enough unsuspecting students and parents being matched up with those attempting accompanying without the wherewithal in this town

Our music tutor recommended an accompanist & it was then up to me to organise the timing for rehearsals. The tutor arranged the accompanist for the exam day. If my situation was different I may use an app but only if it had some kind of referral, rating or customer feedback section so you could be assured the accompanist you where going to hire was the best on for you.

Usually the music teacher is able to help with finding an accompanist

My sons trumpet tutor recommended the accompanist so we just use the same person. She is great and very reliable. I don't really need an app at the moment but might in the future!