

Interdisciplinary Project (IDP): Development of a Digital Jukebox Application

Would you like to choose the music in bars yourself? Or would you like to develop a solution for that? It could be so easy with today's technology. A smart phone, user interface, and a list of songs. Pick yours and pay a dollar. Click, click, done.

Why doesn't this kind of a solution exist yet? Or if it does exist, why haven't we heard of it? Is it difficult to implement? Are bar-goers not interested in paying for the music they want to hear? Don't bars want to offer their customers that option? What kind of a platform would be appropriate? How to best build that platform? We are not sure, but we want to learn and make it happen!

We are looking for two or more Informatics students who are interested in the initial development of a multisided music platform application. This app would allow for bar-owners to create their own rules in their jukebox space and the users to choose their favorites from numerous songs easily within seconds! If you would like to be part of developing a novel creation that will visibly (or better, hearably) change the way we enjoy our after-work socials and weekend drinks, please apply individually or as a team by submitting your CV, transcripts, and a brief letter of motivation to petteri.leppaenen@tum.de.

This project deals with the analysis, evaluation, and development of a multisided music platform. You will work together with the founders and a team of TUM business students. The project will be conducted together with the TUM Entrepreneurship Research Institute under the supervision of the Professorship of Strategic Entrepreneurship (Prof. Oliver Alexy).

After a successfully completed project, you may have the chance to join our team as a co-founder!

