

enough how much detail we are

going in to, and they didn't listen

properly to the music."

" People get to personal about the

allows for too much freedom."

music. It just needs to be kinda like more

structured than an open conversation. It

detailed as possible

what was bad."

e sessions are too unstructured which leaves too

ch room for open discussions.

about the tracks they

provided and tell them

what was good and

for the job?"

Evaluation of the curators after a specified

amount of time, this being the moment were the

curators are evaluated in a tender people can

rally to become the new curator of the brand: in

this way you add fresh perspective to the game.

nice, like the amount of tracks

listened and also the uptime per

play their own music."

Be the service partner around music, meaning

for their venues.

by the curator or kollekt.

also for example live events and booking of DJ's

Input from the client's clients in some way, filtered

Not just a document that

implementation. Don't be shy,

let boris not be shy to tell them

you send that helps for

how to do it.

ew idea's are always hard to role out on a large scale

f not rolled out properly or with minor issues fror

etition in the first months after implementatio

Dynamic play lists based on crowdedness of

Non-remote training by someone of the kollekt.fm

Dynamic volume based on crowdedness of venue

Seamless integration with a hardware partner that

art people will switch back to old solutions.

team to explain the program/service.

gh and reflects the old situation.

we recommend.

or noise (like in a car).

store, to make sure they do not

they do, in terms of building those

and they amplified it so well like they

sonic brands, we gave them a little bit

'I was struck positively that the

we got back"

brand guidelines we provided were

business.

so well reflected in the product that

"I am curious what tools or

exercises kollekt might have for

other clients that don't know

what their brand sounds like, like how they narrow down what their sound is."

I want discover new things about music that I

never knew before that could be important for my

Especially the way you present your offer

isually is super important, and that went

not understand what I pay for, what makes kollek

Transparency about the audio quality that I get

mixed which will give me more credibility about

the strong technical aspects of the system.

and a simple technical explanation how songs are

e better than other competito

really well. The details that are involved

made that clear."

"The offering could have been

clearer, like what do you get

for what, I'd like to see that in

base my decisions on"

Dreams

an overview, makes it easier to

gislations that apply for my business.

harassed by multiple parties that try to capture tion, they are too 'pushy'

re no understanding of the B2B music market with

oody has something to offer, what do I choose s important for my business?