

# Synchronize

A Social, Stream-Sharing Concept



# The Problem

- There's no “digital headphone splitter”--annoying and difficult to share music and video!
- What if you want to have a digital experience with someone remotely--for both work and social reasons?



# The Problem



BOSE CONNECT APP



# Solution

**What if** there were a site or app that could stream your media to your friends, family, or coworkers in real time, on any platform?



# What's Synchronize?

Synchronize is an integrated streaming and social media platform that allows people to share high-quality digital experiences remotely.

# Value Proposition

Synchronize allows people to maintain or enhance their relationships through synchronizing their digital experiences, creating togetherness remotely.



# Action Plan

Conduct market research, to define a clear business model/design the product

Design a simple User Interface

Create a metadata syncing model, focusing on **ubiquity**.

Build social media presence and popularity

Seek partnerships with media industry

Iterate!

# Steps Taken

- Finalist in **MIT 15K Creative Arts Competition**
- Received \$500 in **MIT Sandbox** funding



# Steps to Take

- Conduct preliminary market research
- Find additional team members
- Build a product concept
- Build the product!

# Priorities

1. Access to network of potential team members
2. Mentorship
3. Technical Guidance
4. Support from a community
5. Funding