



Key Partnerships

The company does not have any major partnerships currently.

They state that they would be willing to partner with entities who “serve artists first and foremost.”

As their business continues to grow, more opportunities for partnerships will emerge.

Key Resources

Brand, Community

- The Bandcamp brand is now synonymous with being the ‘anti-Spotify’
- The community continues to drive growth, referrals, and new signups across the platform

Key Activities

Product Innovation, Network Effects

- Continuous product innovation to help connect artists/labels with fans
- Bandcamp can focus on leveraging network effects to continue growing profitability

Value Proposition

A digital-only record store and music community.

Allows artists to set the price of their own goods, including:

- **Digital Downloads**
- **Vinyl Records**
- **Merchandise**
- **Bundles**



Customer Relationships

Online Store, Community Tools

- Customers purchase directly from artists, who ship directly from their homes (no warehouse)
- Tools on the platform allow fans to connect with artists/labels

Channels

App, Social Media, Platform

- Offer a native app for iOS and Android
- Engage with community across social media
- Platform has tools to help artists/labels and fans connect with one another

Customer Segments

Artists, Fans, Labels ...

- **Artists** of all different backgrounds/genres are listing their products on Bandcamp
- **Labels** are offered a [specific platform](#) on Bandcamp where they can manage multiple artists and
- **Fans** of various artists come to Bandcamp to purchase products/ find new music
- Roughly [43% of sales](#) come from the US and 15% come from the UK

Cost Structure

Technology + Platform - the company continues to invest in their platform in the image of Etsy, adding tools to better connect buyers and sellers

Staff - the company currently employs ~75 people

Payment Processing Fees - ~5% for processing payments

Revenue Streams

Digital Items: 15% (for artists making < \$5K in sales) and 10% for those that go over that threshold

Physical Items (including vinyl and merchandise): 10%

Bandcamp Fridays: on the 1st Friday of every month, the company waves its fee