

# WHERE MUSIC'S NEXT BIG NAMES WILL COLLABORATE

ONE MAN'S PASSION FOR MUSIC SEEKS TO BREAK THE SHACKLES THAT BIND MUSIC COLLABORATION



## PROJECT SNAPSHOT BOX

PROJECT: **MUSIC COLLABORATION SITE**

PRICE: **US\$1000**

BIDS: **56**

Kanye West and Bon Iver. Kylie Minogue and Nick Cave. Lana Del Rey and Dan Auerbach. Coldplay and Avicii.

Across all genres and generations, team-ups make the music industry more dynamic. Some of those may be unexpected, cool, or outright trashy, but it's certain that collaborations encourage artists to explore things outside their comfort zones and step up their creativity as they try something new.

With today's online environment disrupting the whole industry altogether, the usual middlemen and gatekeepers--the record labels, the managers, and popular songwriters, among many other people--do not need to be the only ones making awesome collaborations happen, especially for the rising stars aspiring to collaborate with fellow artists.

For music collaboration site Ryffed.com founder Adam Gray, technology is turning out to be the great equalizer for the industry. His dream is simple: "I'd like to make the music scene a better place for new musicians as well as for musicians who have been around for a long time."

In a highly engaging video on Ryffed.com, he makes his point clear: A guy named Billy plays the guitar and has played his song to a number of people. He puts it online, and it is heard by Greg, who plays bass. Greg adds his bass to Billy's riff. Meanwhile, Sara, a producer, hears the new combined song and mixes it with the song she's working on in her studio. And while all this is going on, others from different parts of the globe have used Billy's original melody in a variety of ways for their own use.

"I want to make the creation of music a more open environment and try to 'cross-pollinate' genres and musicians who might not have had the opportunity to meet otherwise," adds this video editor and graphic designer. "Especially for those who are just starting out. They may not know someone who can play the banjo for their bluegrass band, but they can certainly log on and

find someone who would be willing to collaborate over the Internet."

The site, which is a play on the term "riff" (a part of a song), is one among many that already exists in cyberspace. While Adam admits that the concept isn't new, he finds the other sites frustrating. "My website is about creating an open space for musicians to participate in building each other up with unique ideas. There are other websites that allow for collaboration but they are either really hard to use or they have restrictions in place on how you are allowed to collaborate, who you are allowed to collaborate with, what you're allowed to do with your music afterwards. Ryffed.com removes all of that."

To bring his idea to life, he turned to Freelancer.com, the world's largest outsourcing marketplace, to look for a web developer who was extremely familiar with the different technologies to create what Adam needed. "I didn't look around too much for other alternatives because I knew Freelancer.com was one of the biggest following, and that I could find great talent to help me accomplish my goals for a good price."

He relied on the site's user review feature to make the difficult task of finding the right partner easier and found NavalSoft Developers. "They did everything I needed to get my music collaboration website up and launched. They provided their thoughts and ideas on how to successfully implement the technology I needed to make my complicated website work smoothly. I love the work they did and super stoked I found them on Freelancer.com."

While the site is currently for musicians, vocalists, DJs, and producers, he will eventually add more features to allow for better fan involvement. "I'm hoping that musicians invite their fans to join and participate in the creation of new music. What better way for a fan to feel involved."



## ADAM'S TIP

*Be specific and detailed in your project description as possible to ensure both parties are on the same page before starting the project.*



WHERE THE WORLD GETS WORK DONE