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Locusic: Redefining how we listen to local music

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This music service isn’t just about letting fans listen to music they like; its intent is to connect fans with bands. By airing only bands from a local area, musicians not only gain exposure and are more easily discovered, but fans are more apt to find out about live performances. Both sides win.

Created by Jake Kerber, Locusic is a website that has been growing quickly since March 2011 in the central Des Moines area. Since then it has received second place in the Dream Big Grow Here contest, an online contest where people vote for the idea they like most and the winner receives a grant to help fund the project.

Beginning with a start-up phase as a private beta, users originally had to be invited or register and get accepted to use the features of Locusic. But as of Oct. 15, Locusic launched into public beta and celebrated the accomplishment with concerts held in Des Moines on Oct. 22.

How Locusic was Developed
Kerber originally had the idea about a radio Internet service. He took the idea to Startup Weekend, an organization in Des Moines where entrepreneurs share their ideas and produce a product or service. It was there his idea became a reality. Many were involved in the creation of Locusic, including business advisers, designers, lawyers, artists and advertisers.

Bigger Goals
With this quickly growing music epidemic, Kerber has many aspirations for the Internet radio service, starting with further expansion. Locusic already has more than 100 registered users. The next step is to reach out to more locations such as the Twin Cities, Austin, Texas, and eventually Europe. “Ultimately I’d like it to be a service used across the country to bring communities together at local music scenes,” Kerber says.