

Project Proposal

My business proposal is for an artist management company (name pending) that is managing musical artist Lillvi. A business plan will be created to outline the revenue potential for a grassroots artist looking to increase success and notoriety in a sustainable way.

The main problem that artists face is generating revenue for their art, they often do not see themselves as a business in the same way that a physical company might- this is the problem that I aim to solve for my artist within this project. To do this I will gather information that other artists in a similar position will express through surveys and interviews, in the hopes to paint a picture of the landscape of the industry, to better explore the barriers that grassroots artists face when trying to grow within the music industry.

I will connect with businesses within the Tileyard community, to see where collaborations, sponsorships and deals can be created to support a new artist, and analyse how accessible these resources are by asking peers if they were aware of these companies and the services they provide. I predict this will highlight that information access and industry education are necessary for an artist to succeed

Secondary research will most likely analyse fan habits and social media patterns that can be useful when deciding how to brand the artist. Exploration into social and political factors that influence trends will also be useful and provide solid reasoning to decisions and directions that we decide to go in.

The business plan will contain an explanation of the company's aims, internal structure, business and revenue models will be provided alongside a market analysis, strategy and financial plan. Within this, the artist's branding and strategic plan for releases will be explored, accompanied with marketing techniques and campaigns designed to benefit the growth of the artist within the current climate.

An example of a potential campaign that will promote the artist as well as management company, is to explore the stories of female artists that have experienced being taken advantage of by industry professionals and how this company plans to do better to protect vulnerable artists just beginning their careers. This will be a TikTok campaign spearheaded by the artist Lillvi who will give tips to fellow grassroots artists on how to spot when they are being manipulated or blackmailed and what they can do about it. It will highlight the benefits of having a female-run management company to support them and act as a barrier to hold guilty parties accountable, with the aim that if artists choose to work with us they will be better protected from inappropriate advances as the company will expose the

perportater and publicly ruin their reputation. This campaign will serve not only to promote our management company and establish branding, but also do the same for the artist as it will align her with a political agenda that will gain her attention and followers on social media.

Any business that relies on social media attention to succeed is always at risk of content not doing as well as hoped due to unpredictable algorithms and the habits of consumers.

Therefore there are no guarantees to predict income based on views on videos and music, in order to combat this, other sources of revenue are necessary. In addition to this, there is always a risk that an influencer can say the wrong thing and get 'cancelled' due to having not mainstream views about sensitive topics. This is something that can ruin a career, therefore online content must be carefully curated and planned ahead of time.

I hope that this project will expand my knowledge of the industry and provide necessary information that will help me create opportunities for Lillvi, as I am currently already managing her.