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Zulu Music Limited:

A music management business
founded by Thando Zulu

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ABSTRACT

Music management is a form of talent management where a person partners with a music creator to aid the furthering of their commercial viability within the music industry. This person (the manager) is responsible for representing the client's business interests in the wider music industry. The manager acts as the business arm of a creator's team. In turn managers are remunerated for their time and efforts. As the music industry landscape continues to change, the role of Music Managers has also changed over time. In my opinion this change has led to a greater reliance on managers from creators such as producers, artists and songwriters.

My business seeks to create a bespoke Music Management service that is commercially viable and creatively innovative in its approach. This paper outlines the vision, values and financial model for this music management company.

Elements of this proposal will be left blank with a view that it will provide a template that can be feedback on ahead of the final business model being created.

KEY ELEMENTS

Music Management Service

Zulu Music Limited will offer management to artists, producers and songwriters. The artists on the roster include; BEKA, Joel Baker and JERUB.

The prospective artists include: Mauvey, HAN, Tim Newman and Fez.

The production roster consists of Daniel Newcombe.

The songwriter roster prospectively includes; Matthew Burrows, Lydia Evangeline.

The value of having artists, producers and songwriters within the same management company is in the ability to collaborate and create a finished body of work of which the entire product can be monetised in the favour of the manager. In this scenario the artist would release a song that was written/co-written by a songwriter within the same management company, which would have been produced by a producer who shares the same manager. The manager would in turn be able to focus on the success of one product (the song) that would lead to the success of 3 clients. This model would increase the efficiency of the created works.

Label Services

Due to the nature of the music industry and the saturation of DIY distribution services including but not limited to; distrokid, cdbaby, tunecore and ditto music, Zulu Music Limited will have a distribution/label offering for early stage artists to tap into.

This label services offering will be given exclusively to management clients to increase the likelihood of opportunities rather than a commercial offering to non-management clients.

The management company would distribute music through a service like Awal, Ditto, Believe, Warner ADA, ingrooves, Virgin Music or Absolute Label Services. All of which are well known distribution companies.

Publishing Admin

Zulu Music will offer publishing admin for all it's management clients to ensure that even prior to partnering with a publishing company, all the royalties due to the artists, songwriters and producers are being properly collected across the world.

GENERAL BUSINESS PLAN

WHY: The Story

Who: Client Profiles

BEKA

Joel Baker

JERUB

Jerub is a singer and writer based in Nottingham, UK. He began his journey as an artist in April 2019 when he released his debut single 'Paint Me in Gold'. Blending a variety of genres from soul to alt-rock with Rnb/Pop influences, JERUB brings a combination of powerful vocals, heartfelt lyrics and magical melodies that resonate with a wide audience. Since then JERUB has garnered support from Dean Jackson with multiple first listens on BBC introducing East Midlands.

To date, JERUB has performed at regional festivals including, Hockley Hustle, Beat the Streets and has supported Jake Isaac. 2020 was a reflective year where the postponing of festivals turned the summer of 2020 into a period of writing and reflection for JERUB in a way that has set up 2021 to be a year full of new music.

Daniel Newcombe

Daniel is a 22 year old producer, session drummer and multi-instrumentalist currently based in Nottingham. Daniel has played in arena tours with New Rules, Joel Baker, Jeserae and has extensive experience of musically directing live shows. Daniel has more recently been honing his studio based skills and works as a freelance engineer at Mount Street Studios in Nottingham.

Daniel has production credits on songs from BEKA, Jeserae, Joe Baxter and Rak-Su.

Prospective Client Profiles

How: Approaches within music management, Legal Considerations, Staffing and personnel, Financial Model, Branding, Client on-boarding process/best practices.

When: Short-term Goals, Long Term goals.

EARLY REFLECTIONS

My initial reflections on starting a music management business is that my vision and desire to work with friends presents a potential vulnerability that could work against the success of the company.

The benefit of working with artists, producers and songwriters that I know well is the ability for trust to be built beyond the business. The potential negative aspect of this same truth is the potential for a conflict of interest where decisions that would aid the friendship also diminish the financial return and vice-versa.

Another consideration which will require more thought is the staffing and financing of the company at an early stage as traditionally music managers receive remuneration based on a commission model. Therefore additional income streams like part-time work will be required to sustain the manager and yet the manager will need the capacity to grow the business to the point of income and in time, profit.

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