



BUSINESS PROPOSAL

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MA Music Business

Creative Business Project – Proposal

BMTY7006 – Level 7

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Overview

This document contains the proposal for my creative business project, it will cover my initial ideas, the plan for academic research and my long-term plan for the business.

The starting concept for my project was to develop a live promotions and event business, that specialises in upcoming independent artists. The initial plan is to focus on alternative genres such as Rock, Punk and Metal, but with aim to expand into other genres when the business becomes more established. This choice was made in order to ensure the business focuses on a niche market during the start-up, allowing the business to thrive with in a particularly community and scene. Using a niche market will also allow for the business to have better direction when it comes to elements such as venue locations as well as from a narrative and marketing point of view.

In order to ensure the company has a unique standing within the wider market, the aim is to create a monthly showcase concert, each one will be comprised of a different line-up of independent artists. Eventually the company will also focus on promoting standard concerts outside of the showcases, but during the start-up stages it feels important to establish the companies' main brand and mission in order to generate a loyal following amongst fans and artists. The main mission being a promotions company that specialises in independent artists and grassroots venues. The aim is also to create a platform that strives for equality and specialises in providing opportunities for underrepresented minorities.

All artists involved in the monthly showcases will have the opportunity to work with the companies' network of freelancers in order to record a single that will be released

before their particular showcase. This collection of singles may be released on vinyl or streaming depending on the outcomes of the market and academic research. This would allow for artists to treat the company similar to a “One Stop Shop” where they are able to network with studio professionals, develop a single and achieve a chance to play live to the local scene. There is also an opportunity to bring social media and marketing freelancers on board, along side production freelancers, to assist with the clients marketing and release campaign, but this may be a element that is instigated at a later date.

Business Structure

The overall team for the business will start small to ensure staffing costs stay low, this is recommended when following the lean start up business model. The starting team will contain two permanent members and an array of freelancers who can be called upon when needed.

My role will be creative director meaning I will instigate the vision of the company across all elements. A large amount of my previous experience revolves around events and music production, allowing me to handle production elements of the business with confidence. Both team members have previous experience in marketing and social media so this role will be spread between the two of us for the time being.

The second team member will take on the position of the events and marketing manager. They will be responsible for handling event logistics and the marketing that surrounds them and will be important in the development of future events within the company.

The last element of the staffing will be an array of creative freelances, who will either help with the single development of the business or who will help with the organisation and logistics of the monthly showcases and future events.

Academic Research

When completing the project, academic research will be conducted in order for the final project to meet the learning outcomes. References will be researched and considered when planning any aspect of the project, these references will take the form of books, journals, online articles and visual content such as films and TV.

I also aim to complete peer to peer research by organising online surveys for the target audience to complete. These survey results will help me determine certain aspects of the business such as which venues would be best to hold monthly showcases in and what programming would be the most successful. One survey will cover whether fans within the rock community prefer seeing a night of unknown bands over seeing a showcase that contains a well-known headliner alongside. Doing this research would allow for us as a company to plan the most effective launch event and lay out a well research plan for the business moving forward.

Companies Mission

A company mission and narrative are effective as it allows for a business to stand out amongst competitive businesses. Luna Live aims to bring exposure to underrepresented artists within the alternative community, it aims to do this by providing exposure via a live event and an opportunity to work with successful creatives in order to create a commercial level single. The company aims to assist all

unsigned artists with emphasis on helping disabled, LGBT, Female and POC musicians as these are the most underrepresented with the alternative community. This proposal covers the initial ideas for the project, but other ideas include organising a festival that meets the companies aims or featuring at an established festival. Research will be completed on these elements but these may become plans for the future rather than a plan for the companies starting stages.