

The logo consists of a solid yellow circle. Inside the circle, the words "The Hub" are written in a bold, black, sans-serif font. "The" is positioned above "Hub", and the two words are centered horizontally within the circle.

**The
Hub**

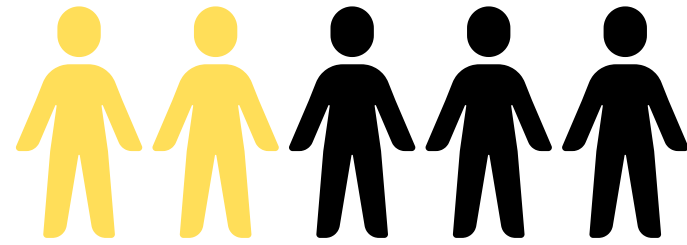


What is The Hub?

We are a safe creative community space

The Hub will provide a safe space which brings creatives together; providing space for networking, mentoring, workshops and live music.

The Problem



There is a distinct lack of diversity within the music industry

and even more pressure on individuals to look after their mental health

13.9%

is the number of women in executive roles within the music industry. 4.2% are black.

Our Solution



Bookable mentoring and counselling sessions

Sessions with freelancers with industry specific specialisms and free counselling



A easily assessible bulding

A thriving hub open 365 days a year which provides open mental health sessions



A recording studio

A one stop management shop providing music recording, music videos, management, PR and event management

Our Business Model

We create opportunities for those who are under represented

The Hub will sell memberships to its users for a monthly fee. We will also sell advertising space, merchandise and even hire out our spaces.

The logo for 'The Hub' is centered within a yellow circle. The text 'The Hub' is written in a bold, black, sans-serif font, with 'The' stacked above 'Hub'.

**The
Hub**

The logo for 'The Hub' is centered in the upper half of the image. It features the words 'The' and 'Hub' in a bold, black, sans-serif font, stacked vertically. This text is enclosed within a solid yellow circle. The background of the entire top half is a photograph of an office environment. In the foreground, a woman with long dark hair tied in a ponytail is seen from behind, looking towards a laptop. Another woman is seated at the laptop, looking at the screen. A third person, wearing a tan shirt, is standing in the background near a whiteboard. The office has large windows on the left with potted plants on the sill.

**The
Hub**

Our Mission is...

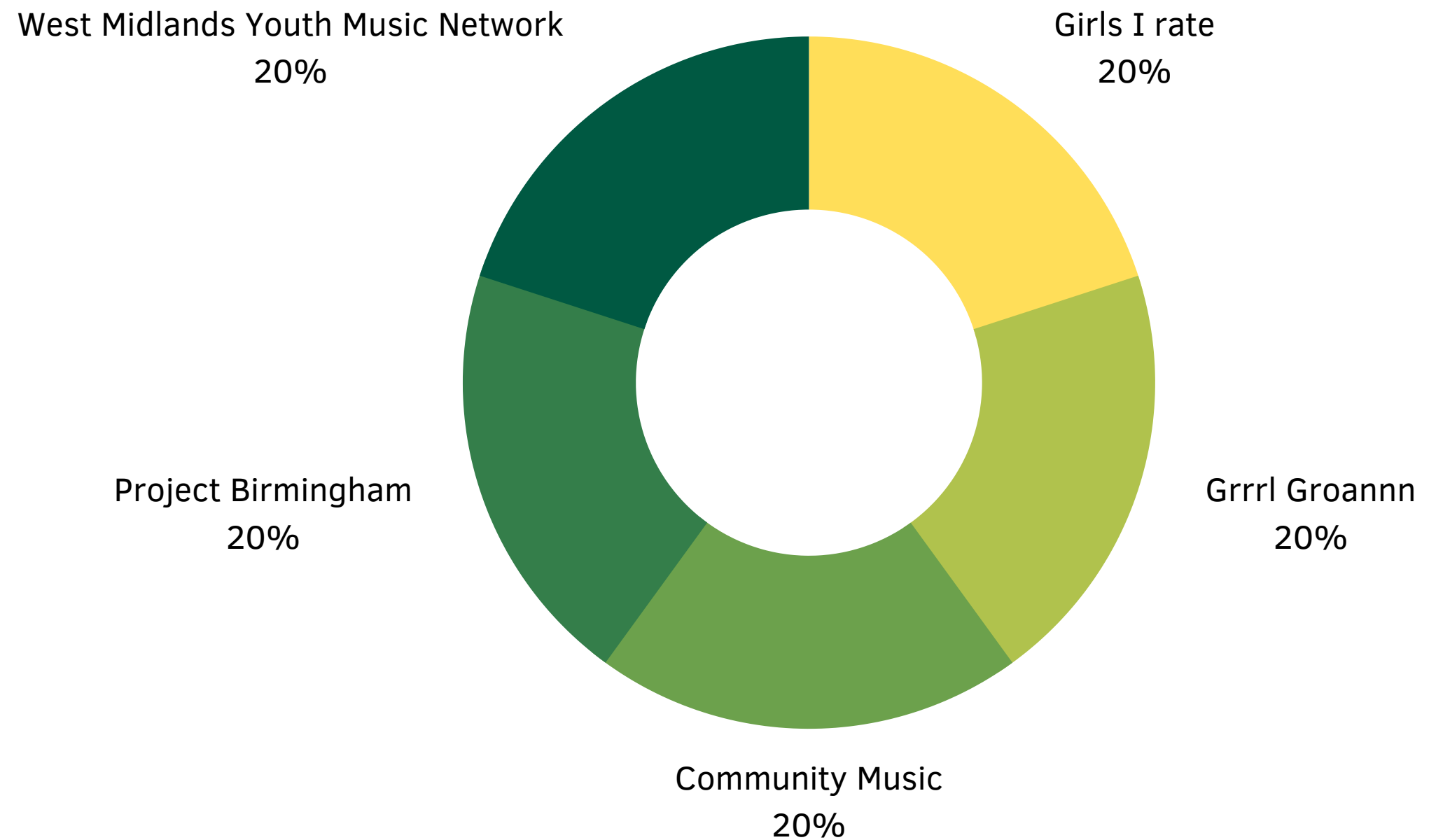
A horizontal bar with a yellow-to-white gradient, positioned below the text 'Our Mission is...'.

Diversity. Creativity. Opportunity.

Competitors

There are a number of charities and organisations who are working towards bridging the diversity gap in the music industry

THESE ARE OUR TOP COMPETITORS





What makes
us different?



Digbeth, Birmingham

**The creative capital of the
second city**

Target Audience



Individuals

18-55

Women, people of colour, LGBTQ+ individuals



Businesses

145+ in Birmingham

Independant businesses for advertising and netoworking.



Organisations

LGBT Birmingham and Girls In Bars

those who provide services in other fields

The
Hub



S

Strengths

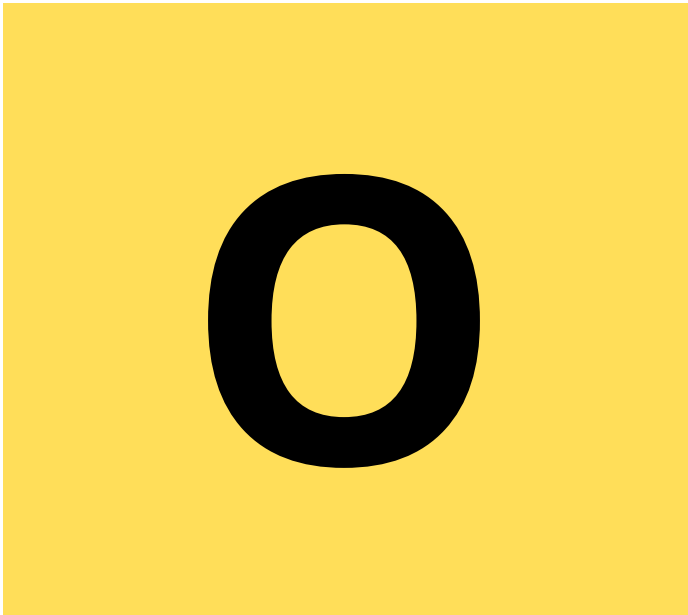
Physical building,
accessible 7 days a week
Not specifically just for
women - but for everyone
under represented
No other similar service
in the city of West
Midlands



W

Weaknesses

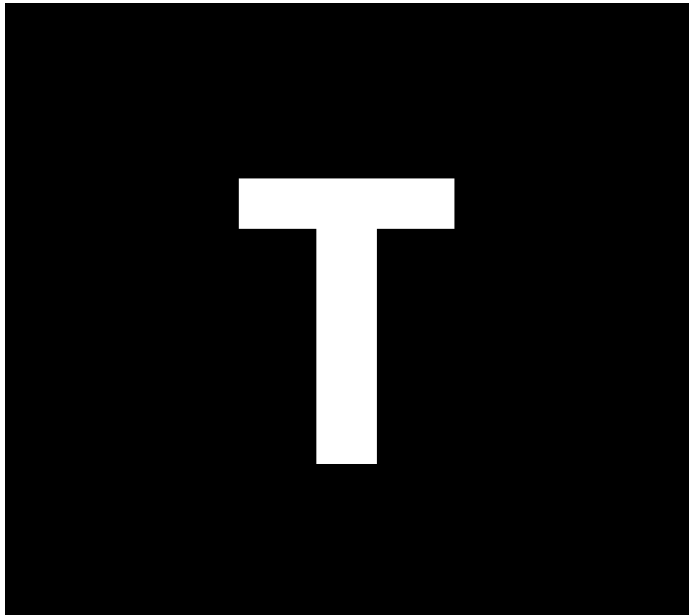
Lack of 'well known'
industry professionals for
mentoring
currently limited local
connections



O

Opportunities

Scope to expand on
current network
Team of passionate
individuals who beleiev in
the cause
HS" due for completion in
2026 making the city
more accessible



T

Threats

Limited funding
Independent businesses
may not be interested in
collaborating
People need to be willing
to pay for the service for
it to succeed.

Marketing Strategy

Pilot Event

We plan to host a 4 day event in the Spring of 2022 which will offer all of the services The Hub aims to provide

This will give us opportunity to gage real time feedback and to start networking





	Thursday	Friday	Saturday	Sunday
9:30 AM		Introduction to the days events	Introduction to the days events	Introduction to the days events
10:00 AM	Welcome Talk	Guest Speaker Three (GS3)	Guest Speaker Five (GS5)	Guest Speaker Seven (GS7)
11:00 AM	Guest Speaker One (GS1)	Workshop (GS3)	Workshop (GS5)	Workshop (GS7)
12:00 PM	Workshop (GS1)	Music Lessons / One-To-Ones	Guest Speaker Six (GS6)	Music Lessons / One-To-Ones
1:00 PM				
2:00 PM	Guest Speaker Two (GS2)	Guest Speaker Four (GS4)	Workshop (GS6)	Guest Speaker Eight (GS8)
3:00 PM	Workshop (GS2)	Workshop (GS4)	One-To-One (GS5)	Workshop (GS8)
4:00 PM	One-To-One (GS1)	One-To-One (GS3)	One-To-One (GS6)	One-To-One (GS7)
5:00 PM	One-To-One (GS2)	One-To-One (GS4)	Guest Speaker Ten (GS10)	One-To-One (GS8)
6:00 PM	Music Lessons / One-To-Ones	Guest Speaker Nine (GS9)	Workshop (GS10)	(SPACE FOR ADDITIONAL ONE-TO-ONES IF NEEDED)
7:00 PM		Workshop (GS9)		Live Music Perfomances
8:00 PM		Open Circle		Live Music Perfomances
9:00 PM		Open Circle		Live Music Perfomances

Our Products



The Hub will offer a membership which will give the user access to a number of discounts and free events



**The
Hub**

Pricing Strategy

FREE MEMBERSHIP

- Access to The Hub all year round
- Access to bookable mentoring sessions
- Invite to Hub hosted events



PAID MEMBERSHIP

- Access to The Hub all year round
- Access to online community
- Discounts on Mentoring
- Free entry to Hub hosted events
- discounts at local businesses
- Invite to anual 'Thank You' Party

Pricing Strategy

This is an example of our pricing strategy for memberships only - remember, we will also be selling merchandise!

	<u>Product/service name</u>	Membership Scheme
<u>A</u>	<u>Number of units in calculation</u>	100
<u>B</u>	<u>Product/service components</u> Email mailout Free tickets Discounts	<u>Components cost</u> £0 (10000 free sends with mailchimp) £5 assumed entry free. Assume 3 events. TBC will depend on arrangement with freelancers
<u>C</u>	<u>Total product/service cost</u>	£15 Per year
<u>D</u>	<u>Cost per unit</u>	£1500 for 100 memberships / £1.25 per month, per individual membership
<u>E</u>	<u>Price per unit</u>	£3 per month = £3600 per year for 100 memberships £36 per individual membership per year
<u>F</u>	<u>Profit margin (£)</u>	£2100 for 100 memberships per year £1.75 per each month - £21 each year for individual membership per year
<u>G</u>	<u>Profit margin (%)</u>	58%
<u>H</u>	<u>Mark up (%)</u>	140%

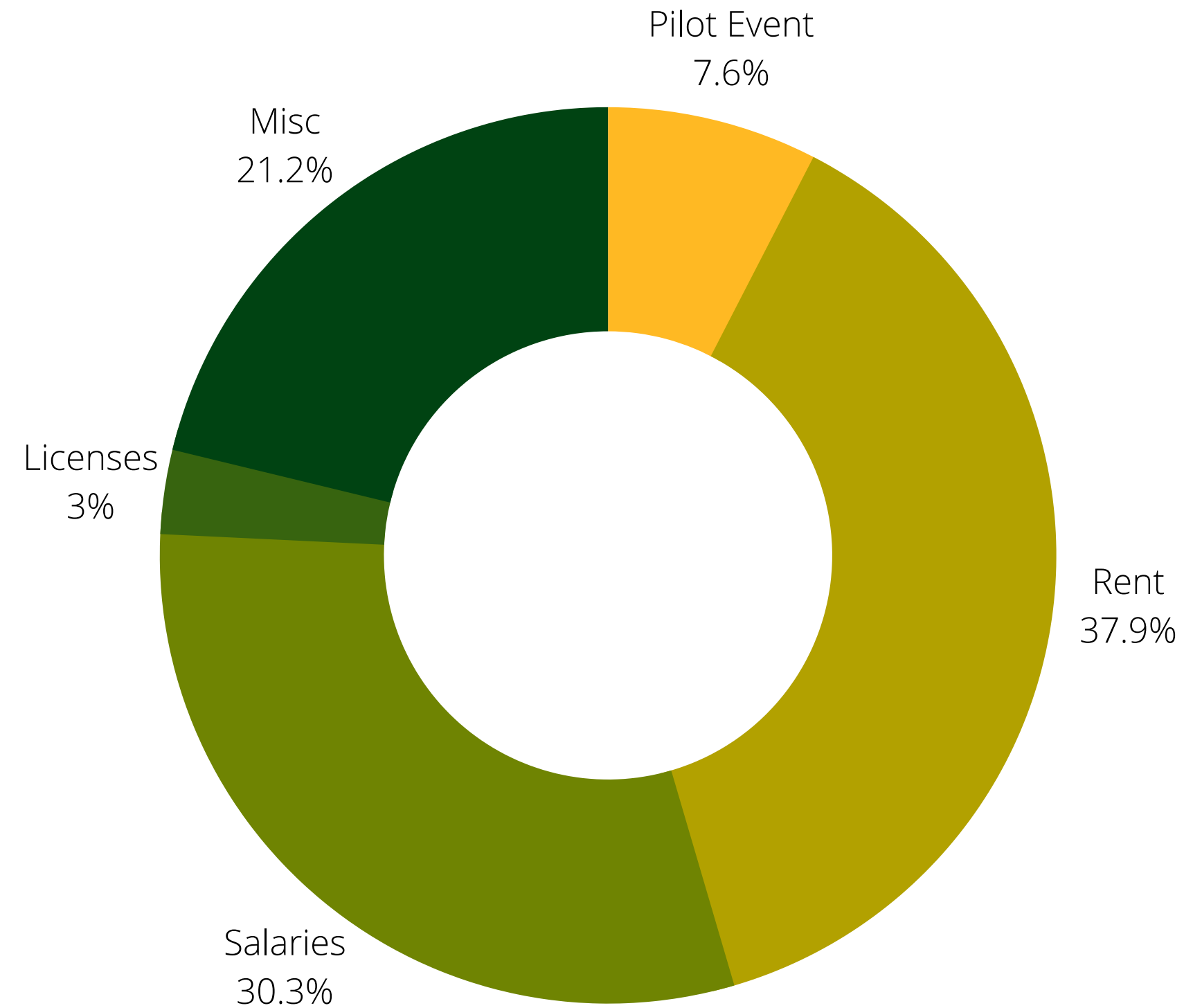
Financial Information

Current data and investment
information

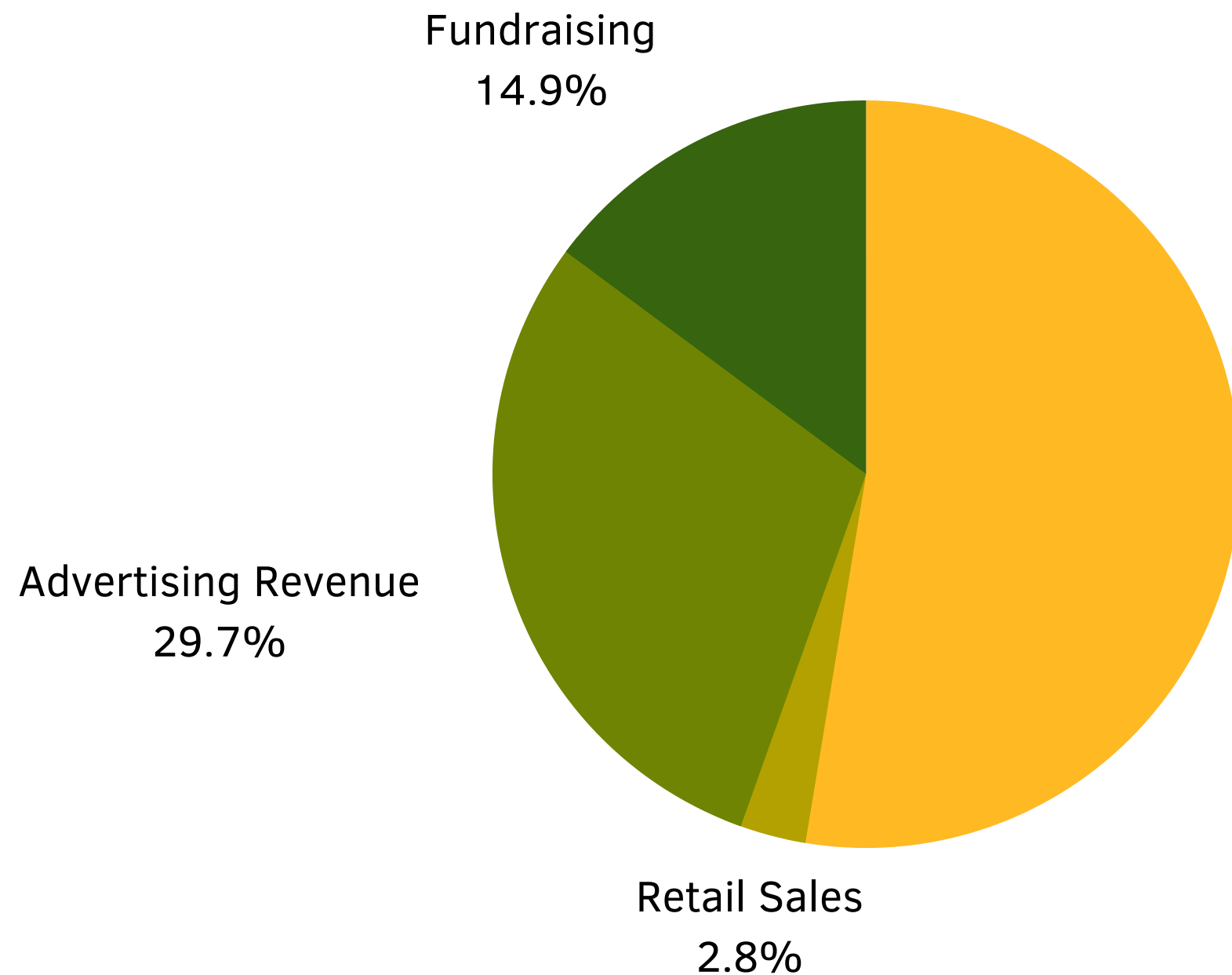


**The
Hub**

Income and Expenditure



Income and Expenditure



Membership Subscriptions
52.6%

Revenue forecast

We estimate that we can generate revenue from 4 different sources, with paid membership subscriptions providing the majority of our income.

Projected Assets & Liabilities

as of Aug 75,000

as of Aug 50,000

as of Aug 25,000

as of Aug 0

Assets
Cash in bank"
Inventory
Grants
"Fixed Assets
Furniture & fixtures
Rental of spaces
(LESS accumulated depreciation on all fixed
"Other Assets
Total Other Assets
Deposits
Liabilities and Equity
Accounts payable
Taxes payable
Other current liabilities
"Long-term Debt
Notes payable to stockholders
Other long term debt
Total Liabilities
Invested capital"
Retained earnings
Total Liabilities & Equity



Revenue growth

After 12 months projected
assets - why are they less?
Why are liabilities more?

Back up plan

WHERE WE WANT TO FOCUS ON

Networking Events

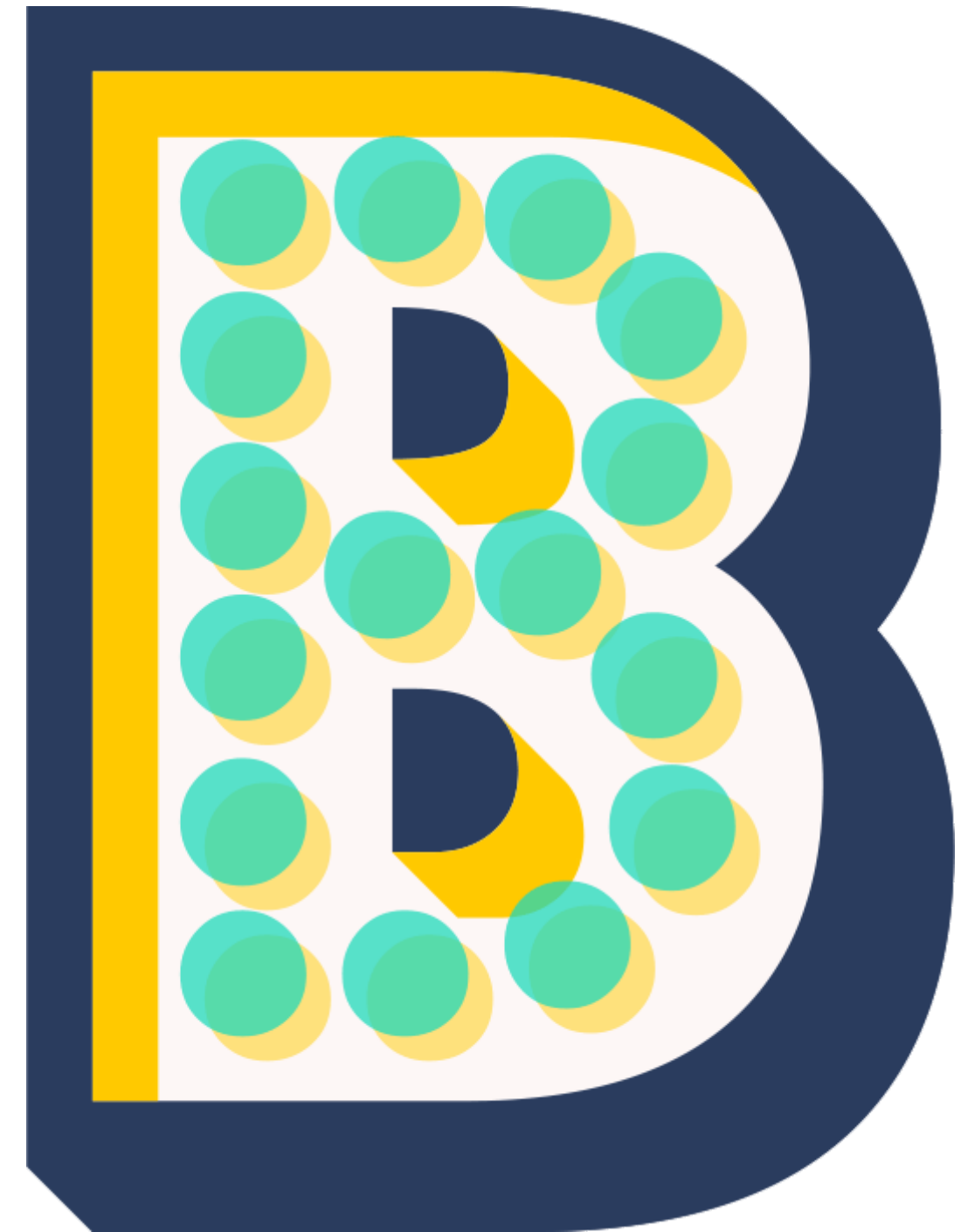
Bookable mentoring sessions, music lessons, workshops and open seminars. Live music performances.

Open Circle

A weekly open mental health circle set up in The Warehouse

Change of Timeline

Work on building the community first, then investigate the logistics in setting up The Hub further down the line



References

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