

PYRAMID MUSIC LIMITED

PRESENTATION

STUDENT NAME: LUCAN MILLS

STUDENT NUMBER: 1906671

MODULE CODE: BMTY7006

MODULE TITLE: CREATIVE BUSINESS PROJECT

ASSIGNMENT TITLE: PRESENTATION

LECTURER: STEVE COLE

PYRAMiD MUSIC

EXECUTIVE SUMMARY

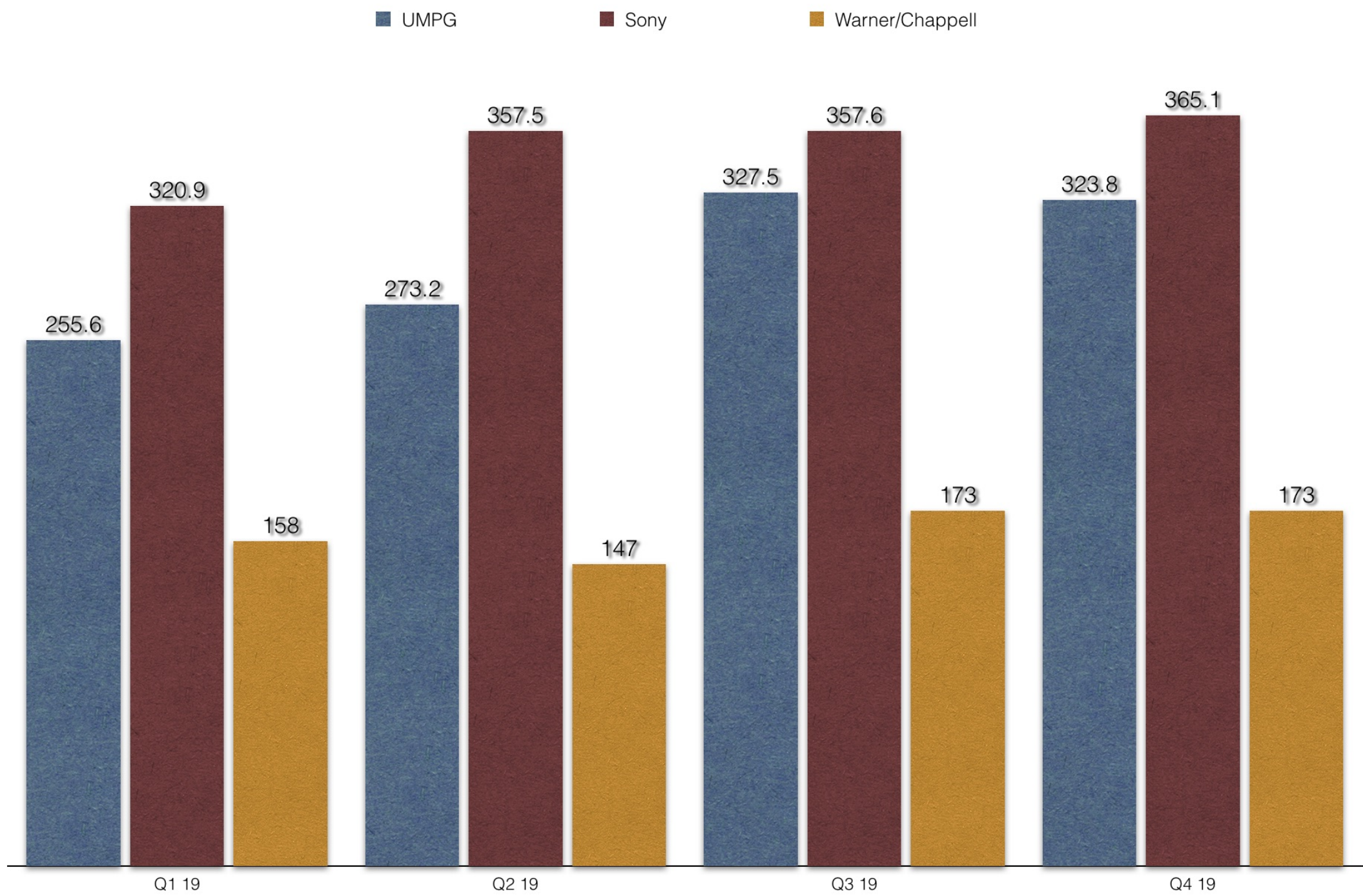
Pyramid Music Limited is a music services company aiming to capitalise on the growing entertainment industry by signing and developing an extensive business with high-quality music, songwriters, and producers.

We will focus on the consumer and commercial music sectors, including mainstream popular music, licensing, film, and TV.

At Pyramid, we intend to differentiate ourselves from other publishing companies by providing a consistently strong catalogue of work, a compelling roster, and a clear sense of selectiveness about whom we represent.

Most importantly - we stand for transparency, efficiency and firmly believe the music always comes first!

Major music publishing revenues in past four quarters (\$ million)



(Ingham, 2020).

MARKET OPPORTUNITY

The Music Publishing Market was valued at 5.44 Billion dollars in 2018 and is projected to reach 8.15 Billion dollars by 2026, growing at a CAGR of 5.44% (MarketResearch, 2021).

One of the most significant growth areas in the publishing market is Asia and Latin America, and with new independents growing quickly, Pyramid can implement itself in these emerging markets by spotting key trends and adapting to the tastes and music that these markets require.

This, amongst other areas like synchronisation and writer development, is at the top of Pyramid’s agenda.

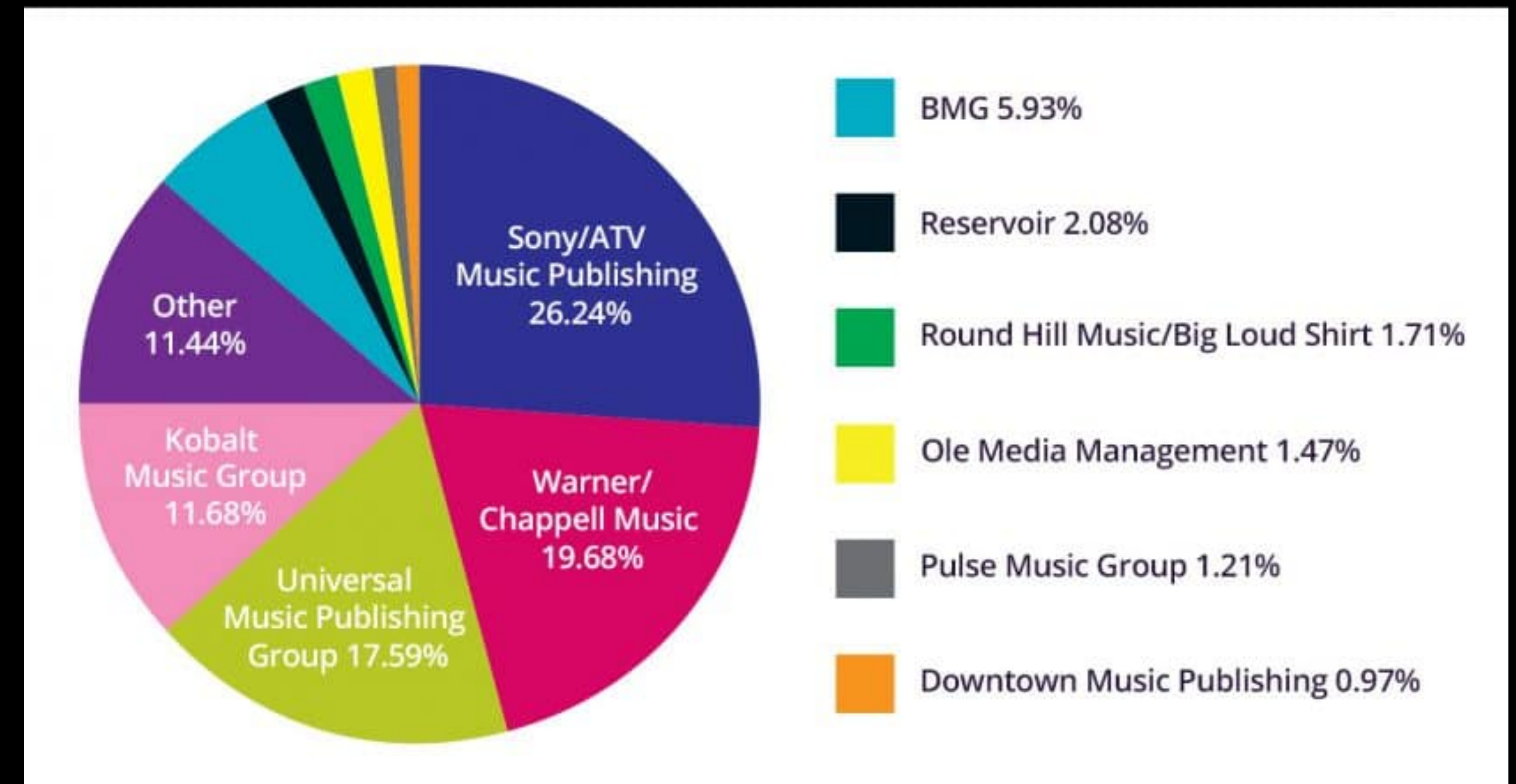
COMPETITIVE LANDSCAPE

Independent publishing is rising, seeing its market share grow to 27% (Musically, 2020).

Pyramid Music intends to embrace its competition and look closely at what has worked well in the industry, for example, emerging markets and sync, whilst also focusing our efforts on the right relationships.

With the competitive landscape constantly adjusting and the evidence of continued growth in the market despite a pandemic, it is an exciting time to launch onto the market.

TOP 10 PUBLISHERS



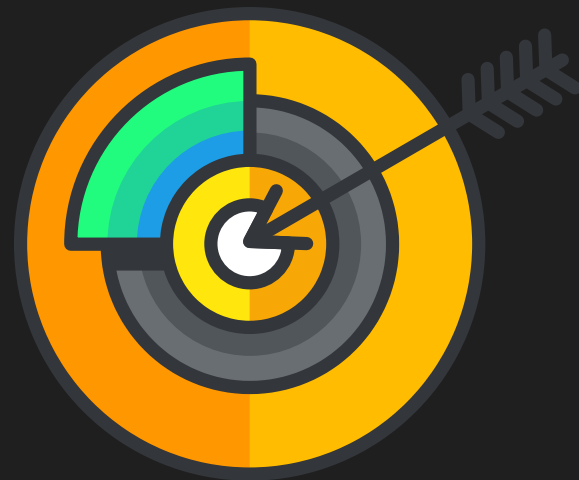
(OpenMicUK, 2018)

PYRAMID MUSIC

***“THE MUSIC PUBLISHING I OWN IS
FABULOUS RECORDING.”***

(McCartney, 1984).

TARGET AUDIENCE



The publishing sector is vastly multi-faceted as a business. We have several different target audiences to contend against.

It is essential to understand that we must pay equal attention to all angles to maximise the companies chance of success best.

"When stop believing that everyone is into what you offer, and instead can start aiming the message at those who truly care. So, with all of this put together, you should hopefully understand the reason for having your own niche." (StopTheBreaks, 2017).





MARKETING STRATEGY

The critical areas in Pyramid's marketing strategy will focus on brand awareness.

We are trying to establish ourselves in the industry as a new player and make talent in the industry aware we exist.

Social media will be a crucial area for us to use these platforms to connect with people faster. It is said that being a business on social media networks, you might want to make the most out of these consumers' habits, which can help you create some significant leads (Henderson, 2020).

We are also planning a live networking event so that we can connect with people face to face as well. These events are valuable in bringing people together and can achieve better results in arranging placements.

KEY FEATURES

Introducing our business highlights – the road to the top of the Pyramid

GREAT MUSIC	TRANSPARENCY	HARD WORK	FAIR CONTRACTS	FASTER PAYMENTS	FLEXIBILITY
The most important key feature of our business is delivering great music consistently. Pyramid will be selective with its talent selection and make sure the roster that we sign follows the same ethos at Pyramid. We want the business to ooze quality!	One area we feel is vitally important in business is transparency. Pyramid Music wants to make sure that all business that takes place is transparent and fair for everyone. No hidden percentages, or clauses or misdirection.	Pyramid believes that hard work pays off and that actively working your catalogue is essential to success. Too often, writers and producers have been left to fend for themselves in larger companies, which we want to avoid - even in growth.	We want the talent we work with at Pyramid to be HAPPY! Pyramid will always sign fair deals with fair percentages for the work we do and follow our industry standards. No long terms, and removal of moral rights. No significant cuts being taken away and a share of masters if suitable to that particular deal.	We want to adapt to the modern world, and with cryptocurrency and bitcoin on the rise, we want to make sure Pyramid utilises this new technology to make royalty collection more accessible and faster for our talent. We can assure our writers that we pay out more times and year and manage this more effectively.	The music industry is constantly changing, and that fluid landscape is something we feel is necessary for progress in the music business. Pyramid will remain flexible in keeping our ear to the ground and making sure we adapt to change the best we can at all times.

PRICING AND REVENUE

Pyramid hopes to achieve a net income of £120,000 in year one with a gross margin of 30.1%, leaving £36,231 net income.

Growing to £180,000 in year two with a gross margin of 37.6%, and a net of £67,856.20,

In year three, we look to achieve £240,000 with a gross margin of 39.9% and a net profit of £95,785.

Our operating costs will be £83,769 in year one, rising to £112,143.80 and £144,215.

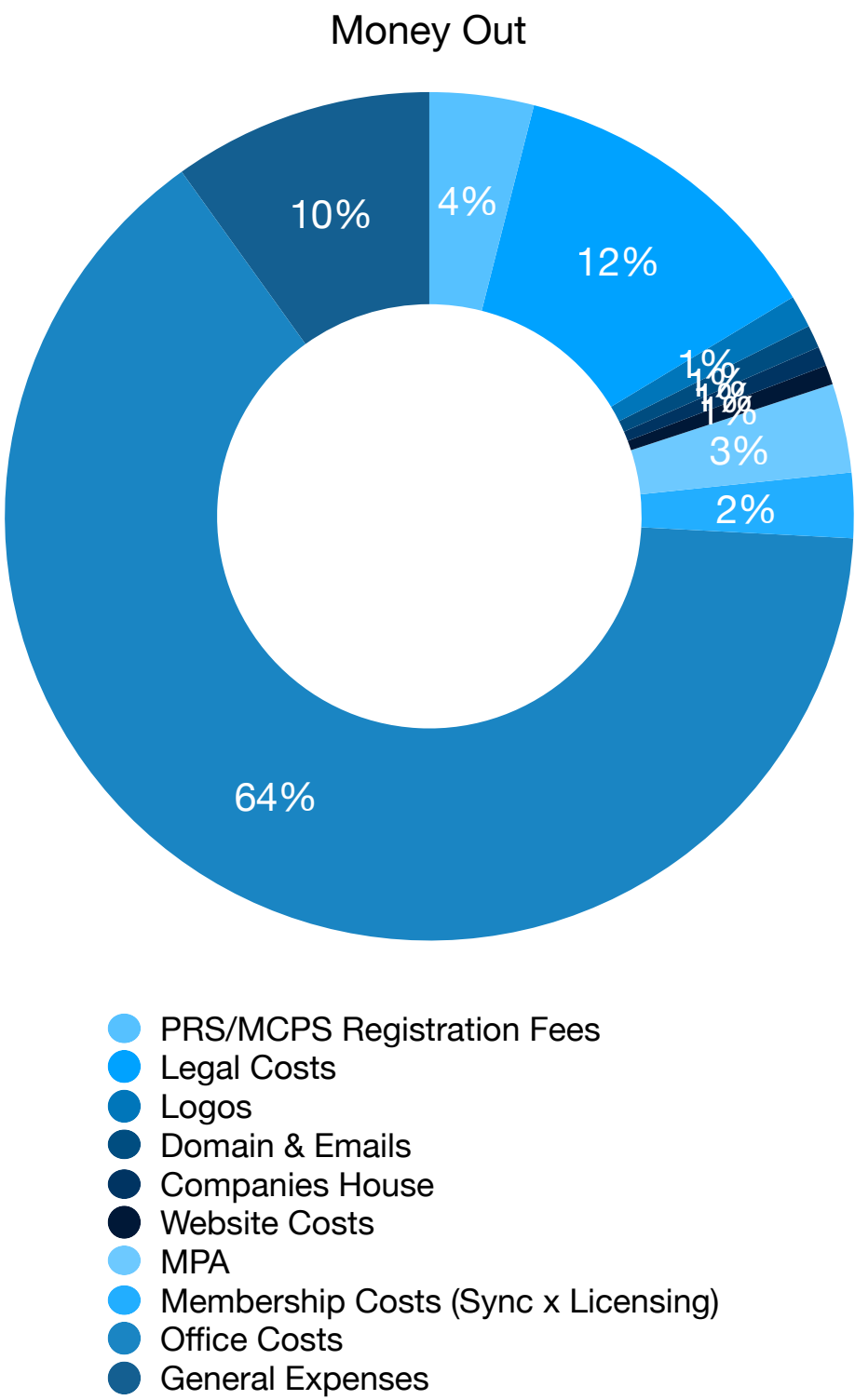
Pyramid Music aims to start the business with £84,000, including £28,000 in initial investment from the three current board members. We will seek a further £56,000 in investment for our start-up costs, bringing us to our complete capital requirements.

Pyramid Music Limited (Year One)

Money In	
Writers Income (six writers)	£120,000
Additional income	Unknown
Total income	£120,000

Money Out	
PRS/MCPS Registration Fees	£800
Legal Costs	£2,500
Logos	£250
Domain & Emails	£175
Companies House	£150
Website Costs	£150
MPA	£684
Membership Costs (Sync x Licensing)	£500
Office Costs	£12,960
General Expenses	£2,000
Advances Budget	£20,000
Salaries	£40,000
Contract Legal Costs	£3,600
Total expenses	£83,769

Money Left Over	
Income minus expenses	£36,231



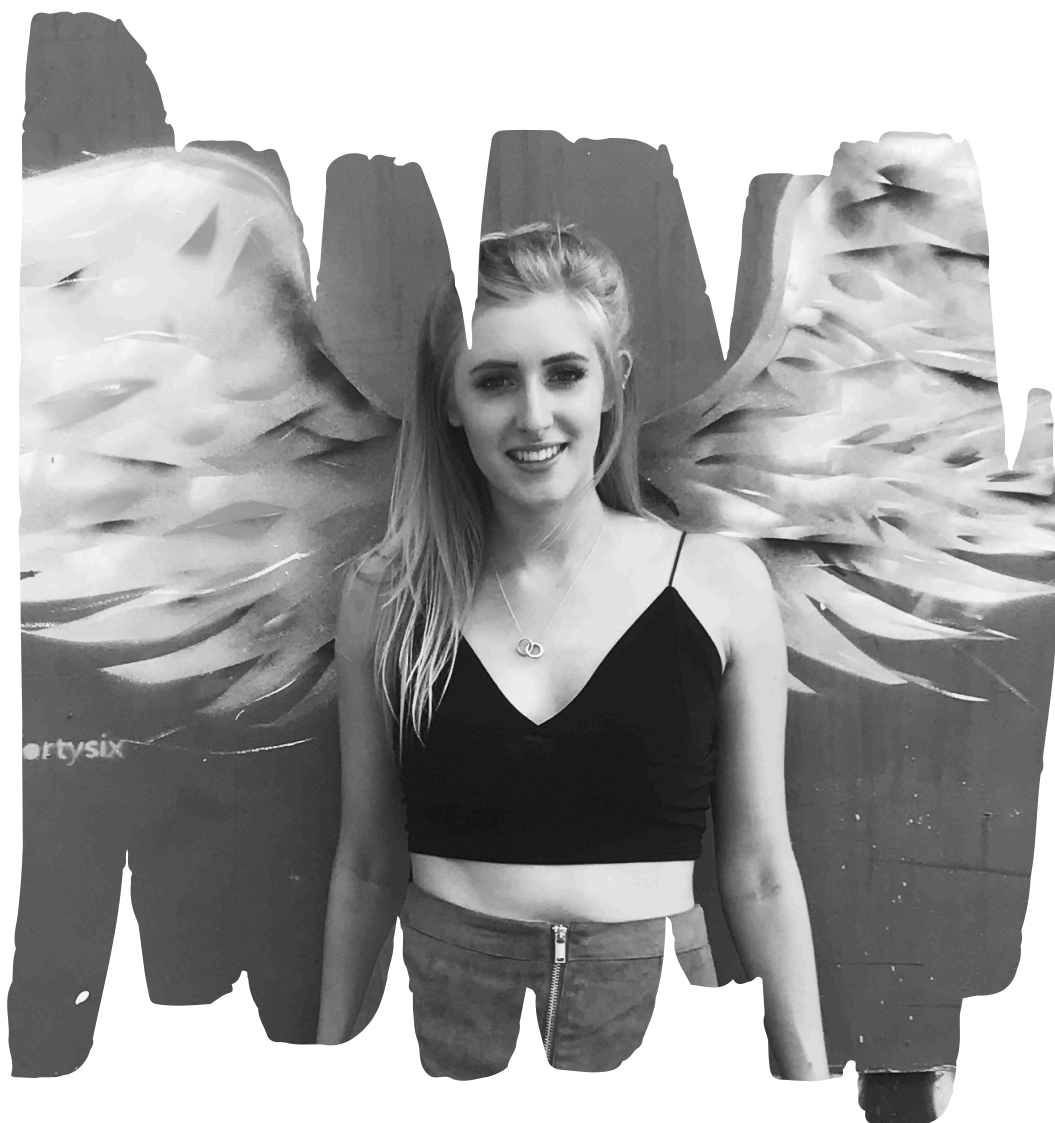
PYRAMID MUSIC LIMITED

MEET THE TEAM



LUCAN MILLS
CEO/FOUNDER

 @lucanmills



AMY WESTON
SECRETARY

 @amyweston



RHYS FLETCHER
DIRECTOR

 rhysfletchermusic

“AT PYRAMID WE AIM TO CHANGE THE LANDSCAPE OF MUSIC PUBLISHING BY DELIVERING TRANSPARENCY, HARD WORK, AND MOST IMPORTANTLY - GOOD MUSIC!”

LUCAN MILLS - FOUNDER

CONTACT US

HELLO@PYRAMID-MUSIC.CO.UK

ANY QUESTIONS?

THANK YOU

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