

THINKLABS COLLECTIVE PRESENTS

Mad Noise Music Management

Creative Business Project: Presentation

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What We'll Discuss

TOPIC OUTLINE

Business Overview
Artist Management
Marketing Plan
Financials
Meet Our Team



PONDER ON THIS

"YOU'RE BUILDING A BUSINESS FOR THE ARTIST; YOU'RE A BUSINESS DEVELOPER, RIGHT? THAT'S WHAT YOU ARE. SO YOU'RE NOT ACTUALLY A MANAGER; YOU'RE A BUSINESS DEVELOPER."

- ELLIE GILES, STEP MUSIC MANAGEMENT



Business Overview

DISCUSS WHAT THE BUSINESS WILL AIM TO DO

- Provide management services to clients (artists, producers, creative stylists etc)
- Build a brand collective representative of culture, genre of music and creative direction
- Partner with labels, companies in distribution deals, label services
- Provide a safe work environment
- Social actions through social change; mental health awareness, diversity inclusion etc
- Build a sustainable and profitable ecosystem, a business model that works



1. **WHAT DOES THAT LOOK LIKE?**
2. **HOW WILL TARGETS AND AIMS BE ACHIEVED?**

Image: Lord Isaac with producer Jordan at Studio 64, London.

Artist Management

We are in the process of building a boutique management firm with the latter consisting of subsidiaries including a label, publishing company and social initiative charity. Owned by a family of young entrepreneurs seeking to work with talented musicians in order to help gain recognition in the music business as well as other creative people in the industry, so not limited to producers, graphic designers, directors, photographers.

The study conducted by MMF (2019) commissioned by Music Ally will prove to be a useful sources here, research and survey done with members of th emusic community discusses in depth the opportunities in artist management.

ACTION PLANS

1

ACQUIRE TALENT

How will we find talent, AI tools, major label competition, how to compete with the big 3?

2

BUILD AUDIENCE FOR THE BRAND

Focus on building a community of supportes/fans worldwide

3

BUSINESS DEALS

Branding partnerships, sync deals, publishing, merchandise, joint ventures, agency services

4

GOALS ACHIEVED

What will be considered a success? How will it be reported and is this beyond financial?

Q: WHAT TASKS DO MUSIC MANAGERS DO?

85%

take responsibility for label & release management (MMF, Managing Expectations, 2019)

Q: HOW DO THEY EARN A LIVING?

66%

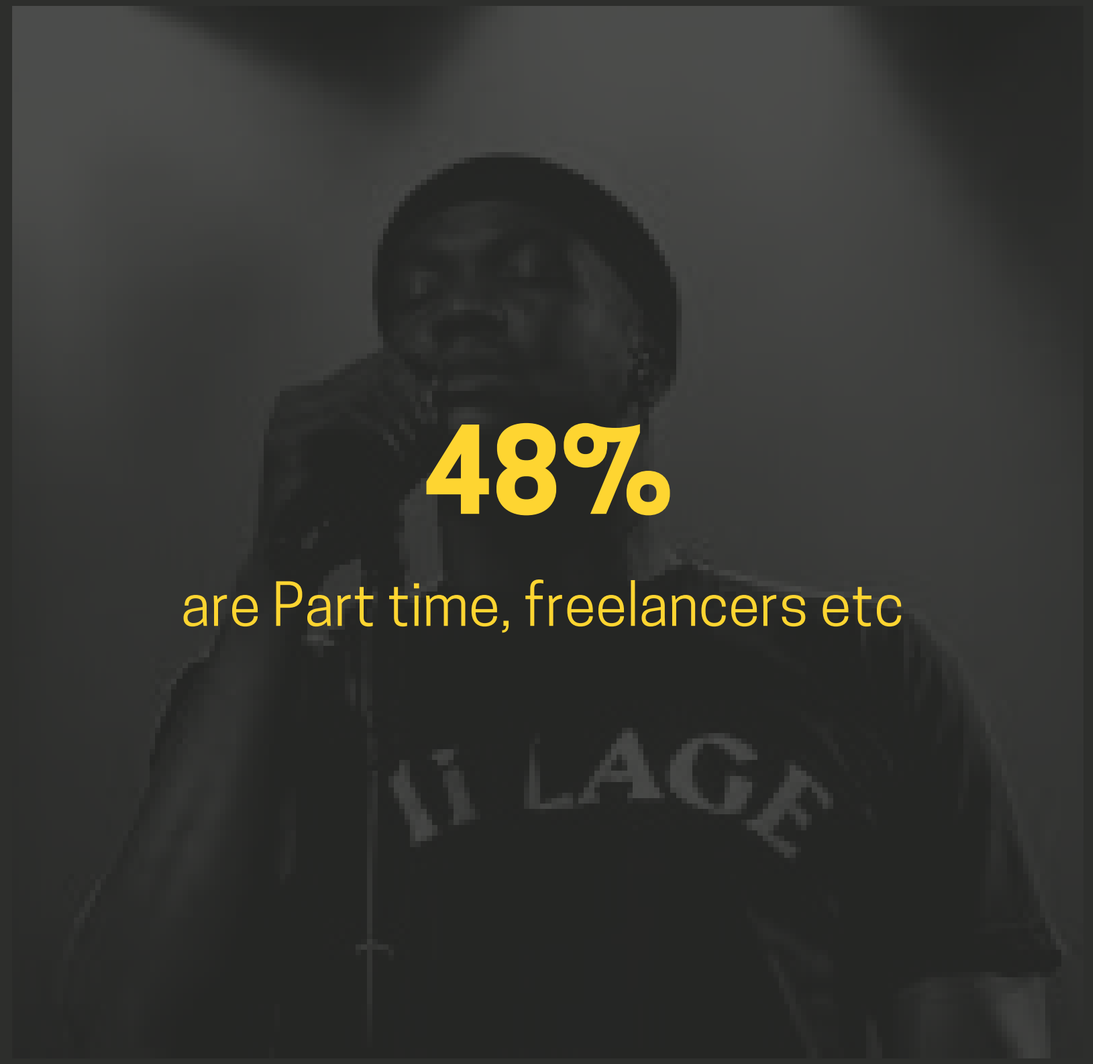
Still rely on commission-based earnins. 75% of these are on a 20% commission (MMF, Managing Expectations, 2019)





52%

are still full-time employees



48%

are Part time, freelancers etc

FROM THEORY TO PRACTICE

Marketing Strategy

NAVIGATING THE MUSIC INDUSTRY

Understanding the market & our target audience

EXAMPLES OF QUESTIONS IN MARKET RESEARCH:

DESCRIBE YOUR TYPICAL CUSTOMER:

WHERE ARE YOUR CUSTOMERS BASED?

WHAT PROMPTS YOUR
CUSTOMERS TO BUY YOUR PRODUCT/SERVICE?



KEY FACTORS

DIGITAL MARKETING

Focus on areas such as social media, emphasis on staff, media marketing and reporting. Has results accumulated growth?

LEGAL & CONTRACTUAL

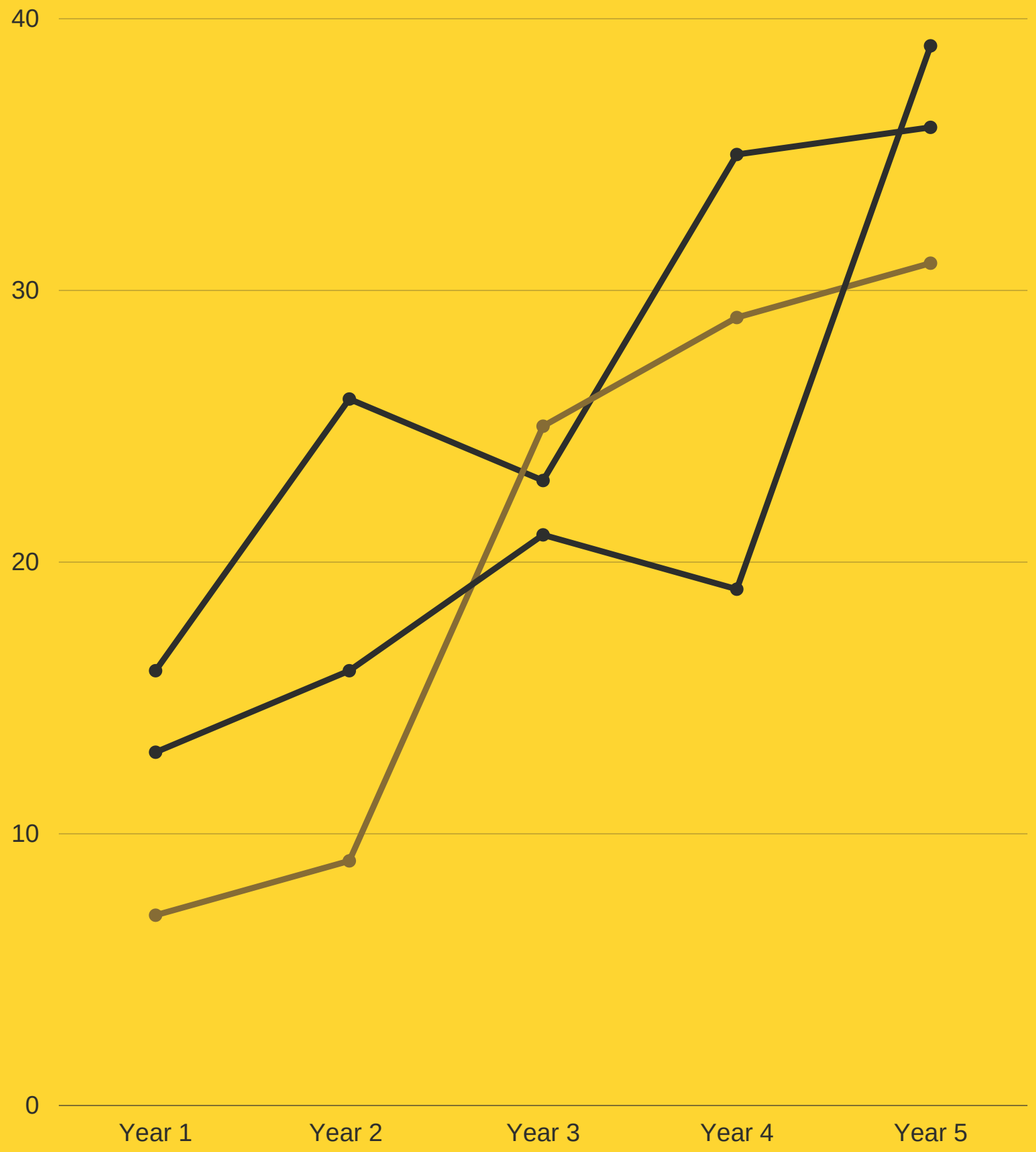
Understanding all logistical components of agreements and contracts. Reviewing the business model to explore emerging commercial models

BRAND MANAGERS

Brand partnerships have become an important part of the modern music business. Th industry has seen artists use this as a strategy to implement and roll our projects

DATA ANALYSIS

Data management is the music industry right now. DSP tools (like Spotify for Artists or Apple Music For Artists) has allowed independent companies to access a host of information and resources



5-Year Projections

WAYS IN WHICH THE COMPANY WILL TURN A PROFIT?

1 – 3 years

- Label Services
- Merchandise
- Collective Community

3-5 years

- Record Label Partnerships
- Social Initiatives/Workshops – via the collective, DJ workshops, Introduction to
- Music Business courses, Marketing courses
- Internships with the Company

Meet Our Team

ASSOCIATES HAVE NOT BEEN INCLUDED



TRACEY KASONGO
Director, Artist Mnager



OLIVIER VALE
Director, Artist Mnager



SIMON SEBHAT
Financial Accountant

CONNECT WITH US



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We'd love to chat!

HOW TO REACH US



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10 Minute Q & A

FINAL DISCUSSIONS