- **Karl Gordon**
- **Creative Business Project Presentation**
- **Student No. 1906316**
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- Discipline Tutor Steve Cole

HIP POP RECORDS

PLEASE LISTEN TO MY DEMO

(Carrie, 2021)

Without a significant social media presence, these two artists would probably be overlooked in today's market

- Adele

(Kacala, 2020)

- Ed

(Forbes, 2020)

What's the Problem?

- Labels are not signing artists without momentum
- Not all budding musicians have access to studios or recording equipment
- Not all artists are marketing & branding genius's
- Many artists find their own sound, look & ethos but very few find all three

Our Solution

Find undiscovered talent and sign them to a development deal

Give them the tools to enhance their skills

Help them find their audience

Competitors

MAJOR LABELS

More money, more infrastructure, more power

INDEPENDENT LABELS

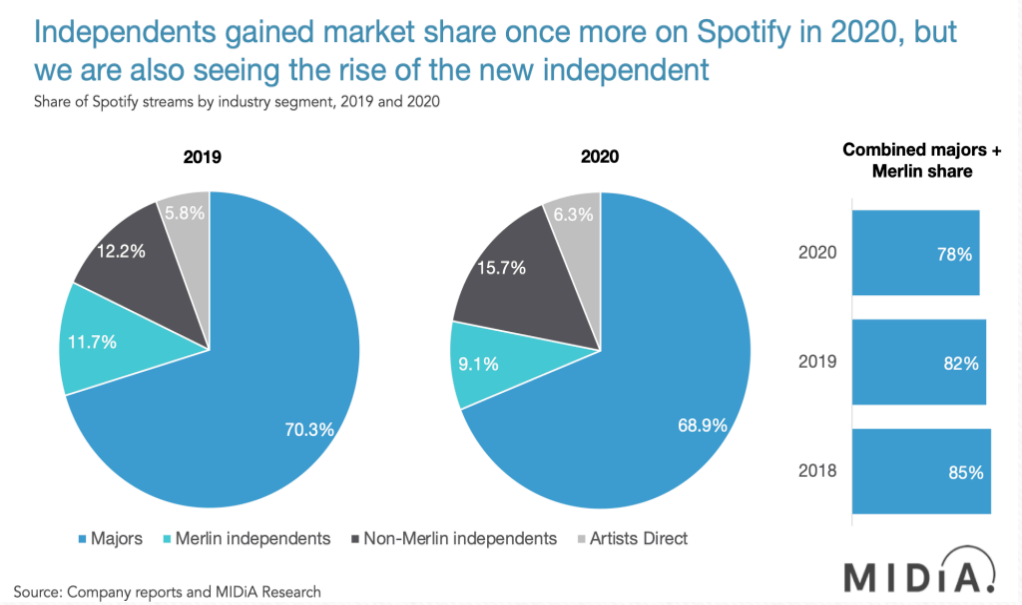
Size varies greatly. almost 2,000 independent labels in the UK

DIRECT TO MARKET ARTISTS

Lowered barriers to entry means that anybody can now release music contributing to a saturated market

The Market

1) Easier than ever to release music
2) The market is favourable for independent labels
3) Independent labels gained market share on Spotify between 2019-2020



(Mulligan, 2021).

Business Model

STREAMING

In 2020, streaming accounted for 83% of the music industry's income.

(Bonifacic, 2021)

MERCHANDISE

Merchandising accounts for between 20% and 30% of an artists' live revenue.

(Merchandising: How Musicians Can Make the Most of it, 2020)

PHYSICAL

Live music is expected to reach £22 billion in global value by 2022.

(Pastukhov, 2019)

Roadmap & Traction

2020 Hip Hop Records had several number one singles.

2021 285,000 accumulative streams and downloads with no marketing or promotion.

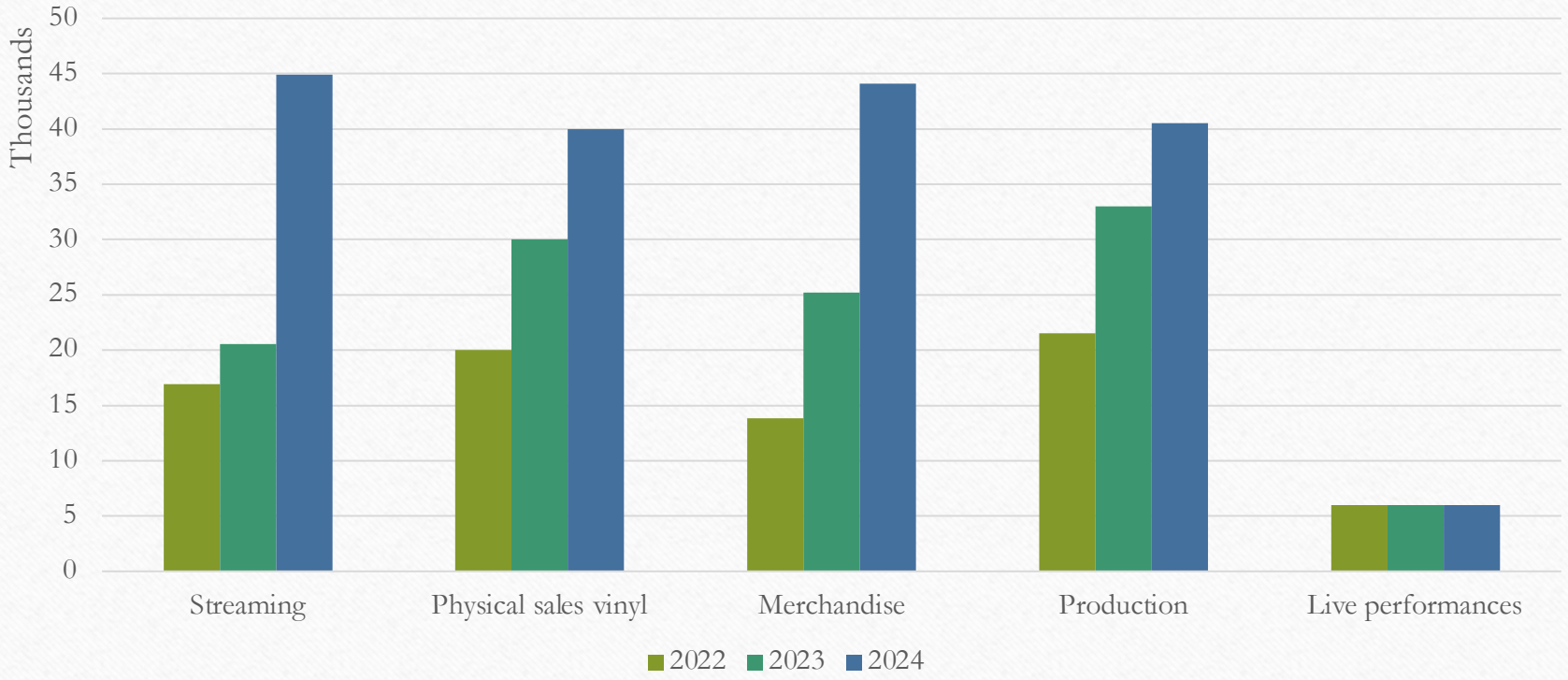
2022 10 X streams in the first year with marketing & promotion.

2023 Joint venture with a larger label.

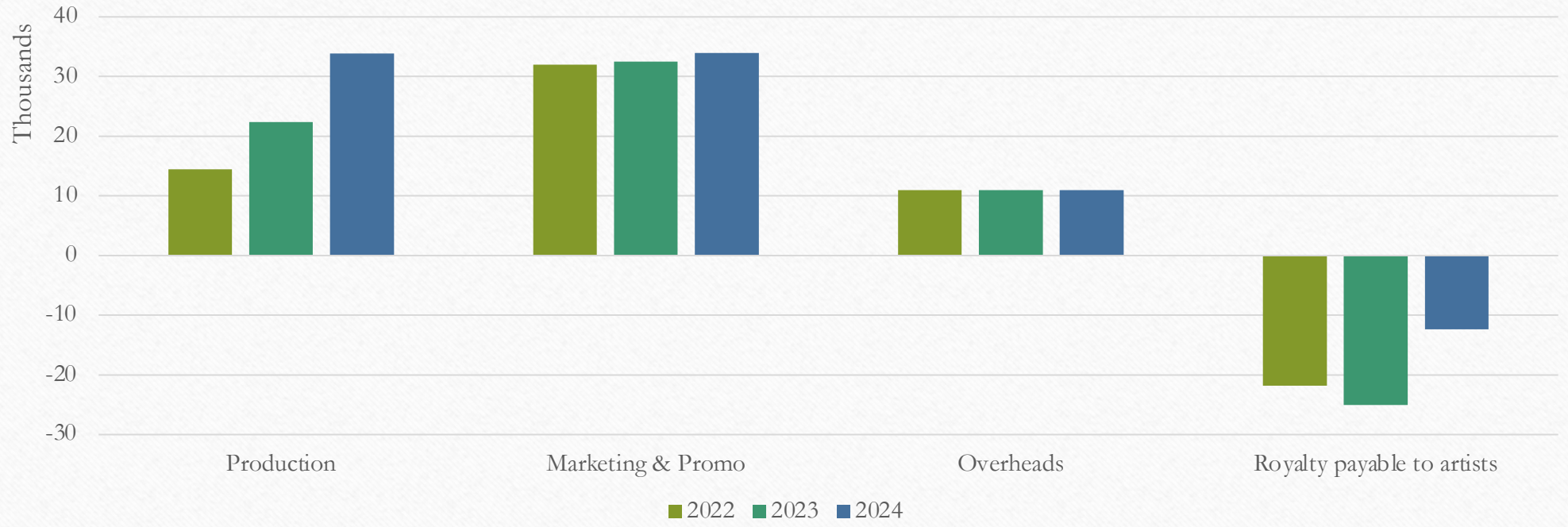
Marketing and Promotion

1) Sustained digital marketing strategy
2) Bespoke social media ads on Facebook & Instagram
3) Live digital broadcasts on all major social media platforms

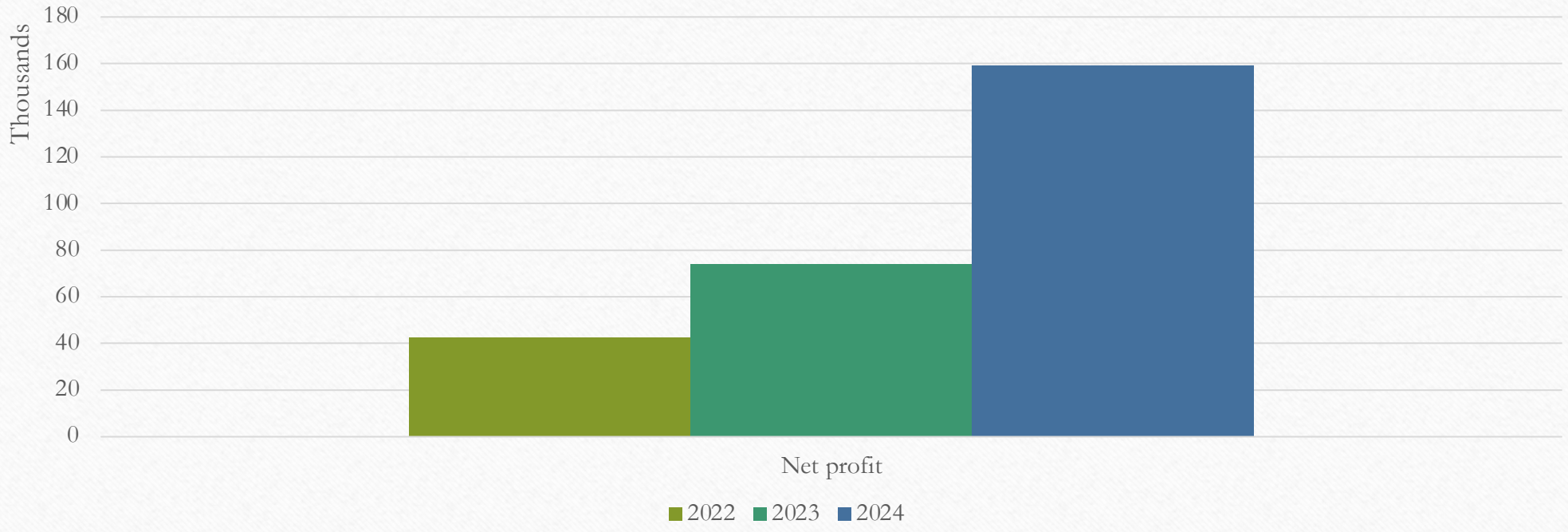
Projected revenues



Projected expenditure



Projected profits



The Team

Head of Finance
Renee
Bhasin

Creative Director &
CEO
Karl
Gordon

Label & Artist
Managment
Teejay
McQ

Any questions

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