

The background is a solid pink color. At the top, there is a dark pink silhouette of a mountain range. Large, faint, light pink quotation marks are positioned on the left and right sides of the image, framing the central text.

**“Music gives a soul to the universe,
wings to the mind, flight to the
imagination and life to everything.”**

Plato

A pink silhouette of a mountain range with jagged peaks and valleys, spanning the entire width of the image. The mountains are a solid, vibrant pink color.

**“Film as dream, film as music. No art
passes our conscience in the way film
does, and goes directly to our
feelings, deep down into the dark
rooms of our souls.”**

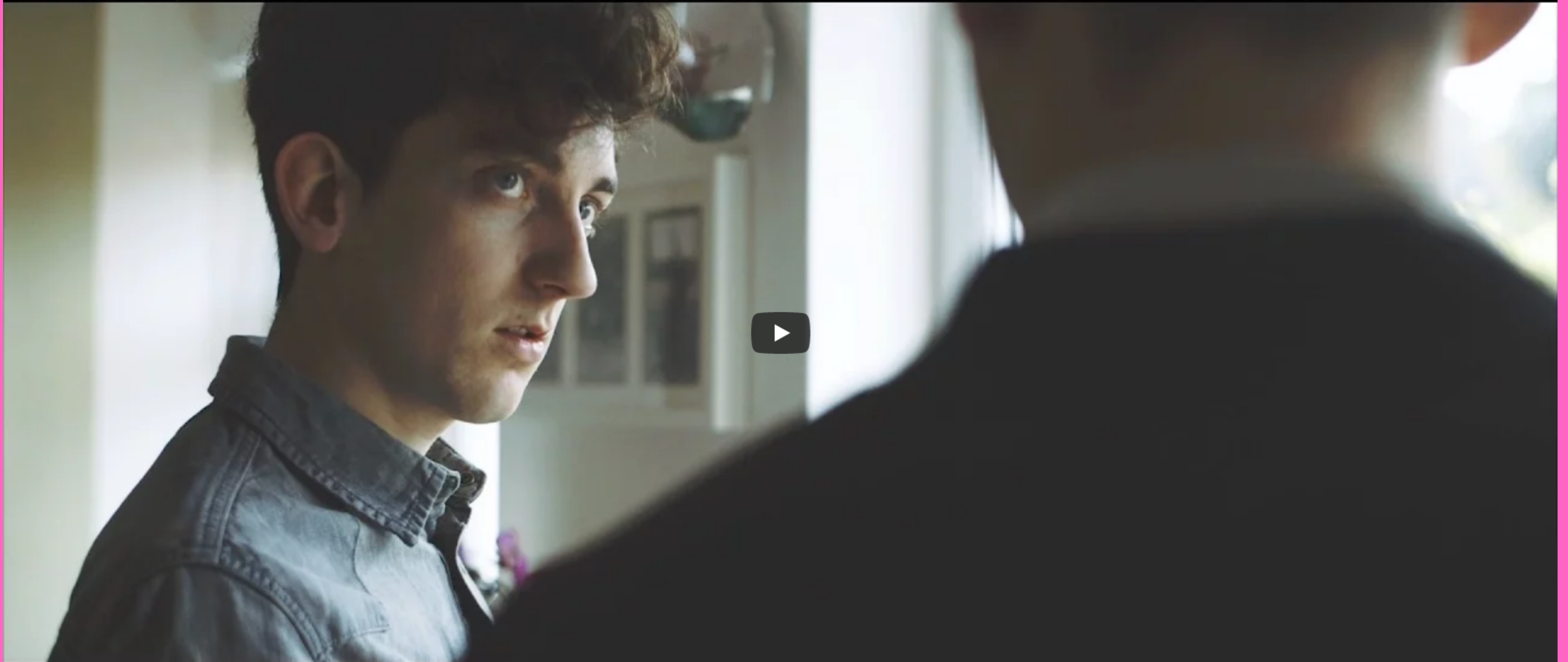
Ingmar Bergman



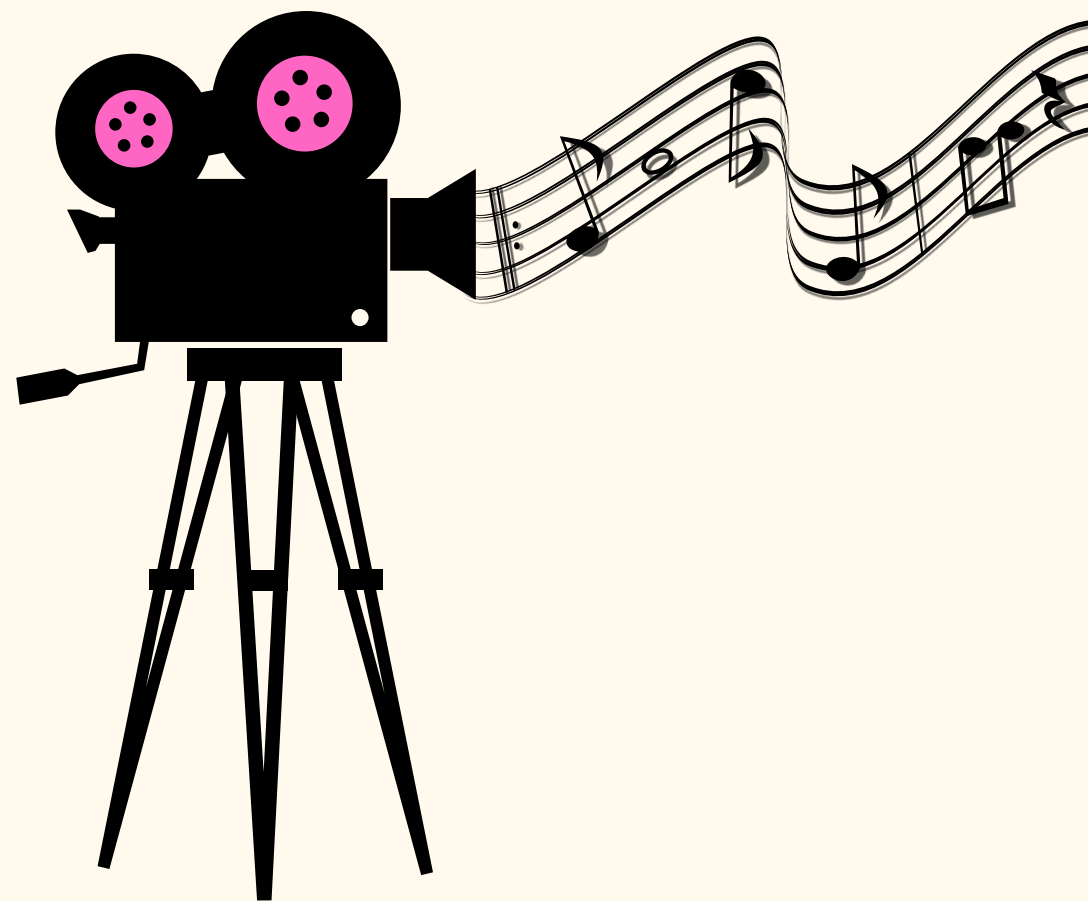
THE POWER OF MUSIC IN FILM - How music affects film



Share



Watch on  YouTube



SCORED

SYNC AGENCY

ABOUT SCORED

Social enterprise

Sync agency

Education

Social network

A&R

Growth

Development

Fairness

Outreach

Dream-making

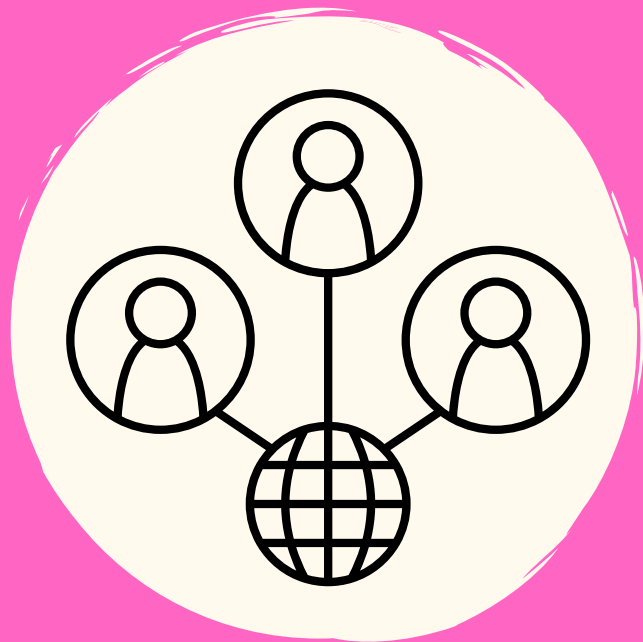
OUR MISSION

OUR SERVICES

WHAT WE OFFER



Education



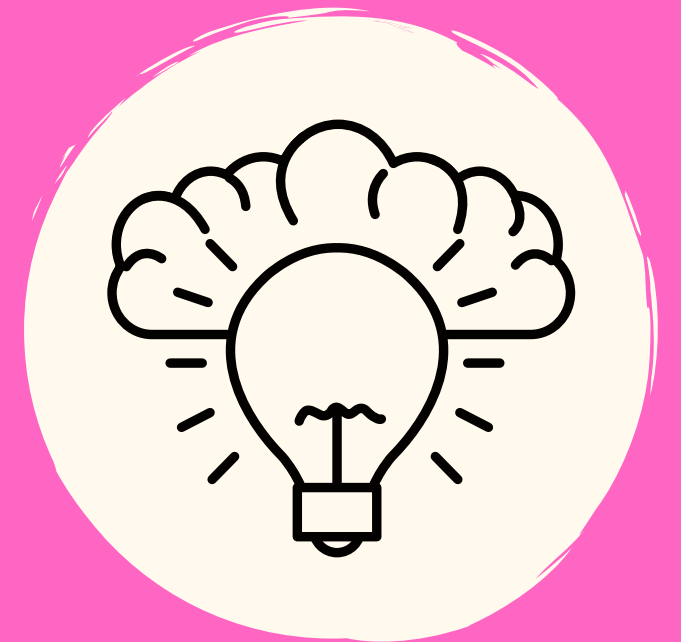
Networking



Consultancy



Community



Creation

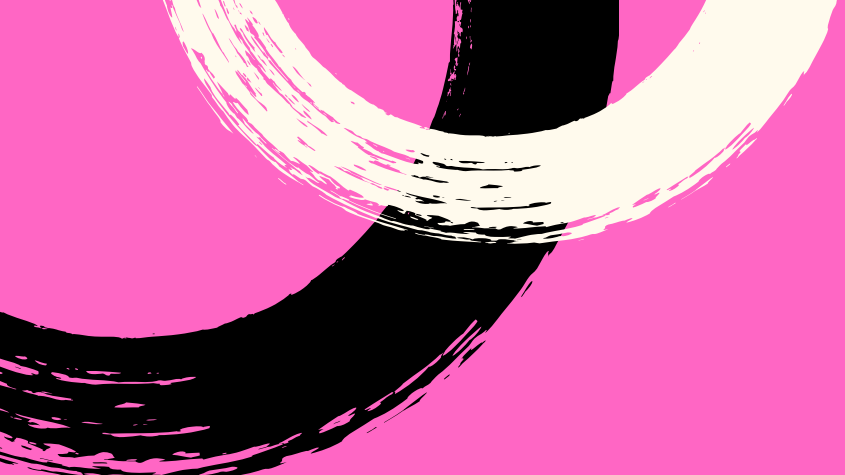
TARGET MARKET

CUSTOMER

UK / Ireland
FTG / Music Universities
Youth organisations
Ethical
Organised
Efficient
Changemakers / innovators

CONSUMER

UK / Ireland
18-30
All genders
Creatives
Students / graduates
Open-minded
Eager



USER EXPERIENCE

FOCUS GROUPS AND SURVEYS

MA Commercial Songwriting and Production at Tileyard Education

MA Film at Napier University



uneducated

eager to learn

USER EXPERIENCE

FOCUS GROUPS AND SURVEYS

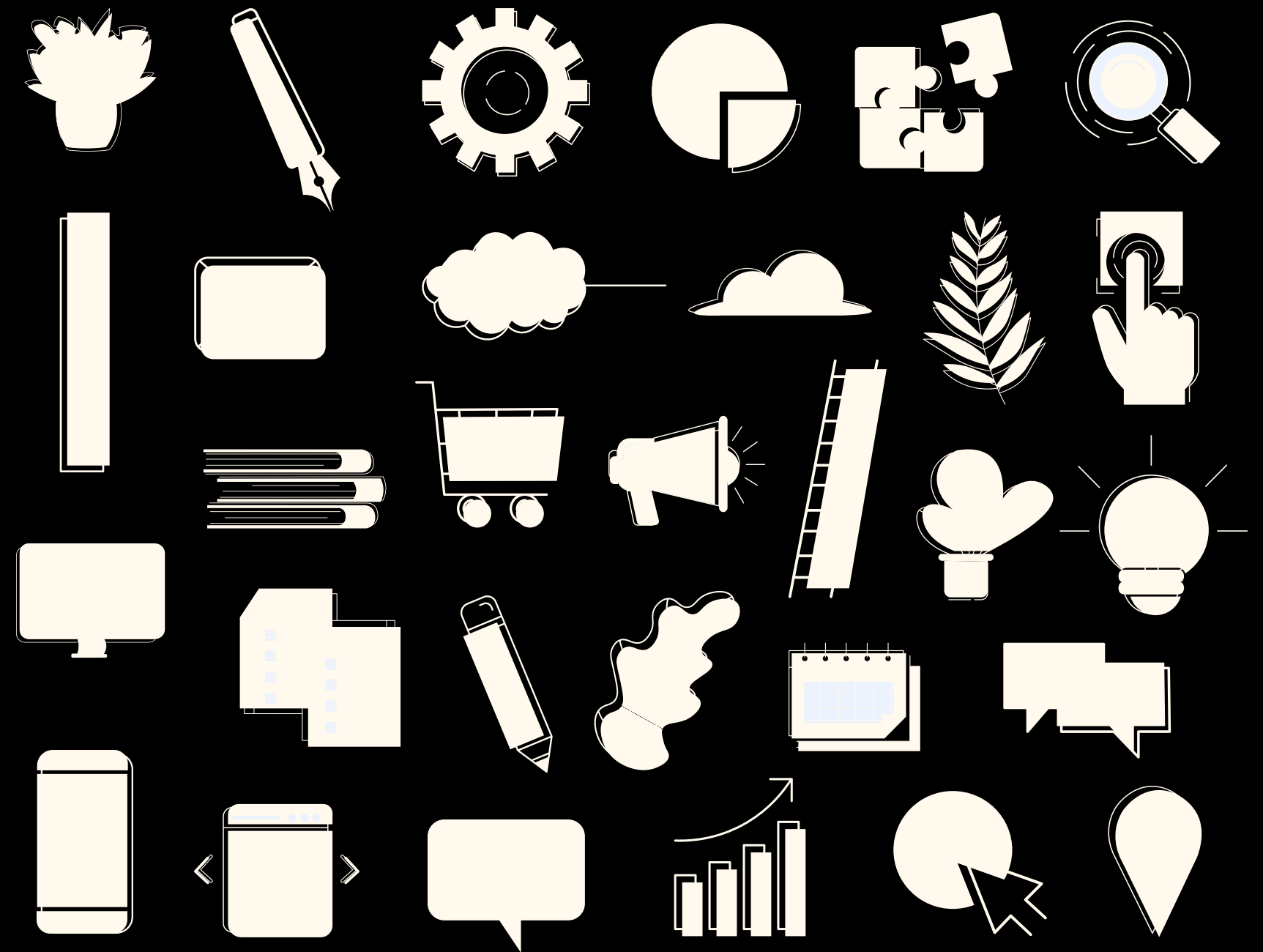
FRUSTRATED

open-minded

confused

SOCIAL ENTERPRISE

How we intend to reach out, educate,
and help young creatives to flourish.*



COMPETITORS

Audio Network

Syncrmusic

Sentric Music Publishing

Sync My Music

Sync Summit

POTENTIAL PARTNERS

Tileyard Studios

DaftSpringer (previously Shout4)

DISCO

Association of Women in Music

Small Green Shoots

Bandzoogle

Music Production for Women

Socialfixt

Creative Access

The Black Guap Fund

MEFA

Black Ticket Projects

CURRENT INDUSTRY LANDSCAPE

**\$549.1
MILLION**

**Synchronisation revenues in
2021***

*IFPI (2022)

CURRENT INDUSTRY LANDSCAPE

**£122
BILLION**

**Creative industries projected
GVA for 2020***

*Creative Industries Federation (2020)

CURRENT INDUSTRY LANDSCAPE

**£40.1
BILLION**

**Global revenue of online
streaming services for film
and TV in 2020***

*Boyle (2020)

CURRENT INDUSTRY LANDSCAPE

**£750
MILLION**

**Netflix budget for UK-
produced films and shows***

*Berry et. al (2021)

CURRENT INDUSTRY LANDSCAPE

SO WHAT?!

BRAND IDENTITY



'a collaborative initiative to help you keep score of the world of sync'

MARKETING TOOLS

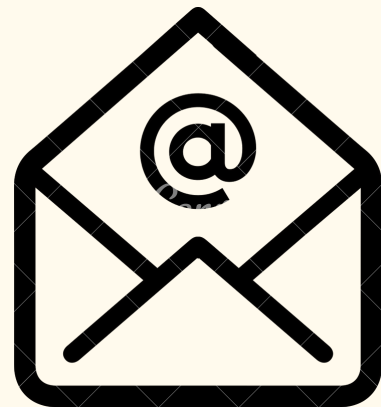
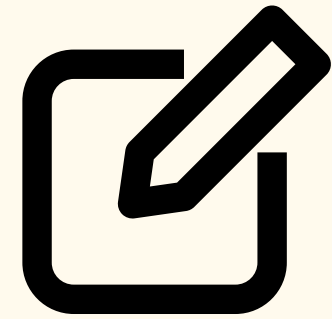


VIDEO CONTENT CREATION

Informative discussions, sample sync placements, interviews

WEEKLY BLOG

Educational topics, interesting findings from wider industry, interviews

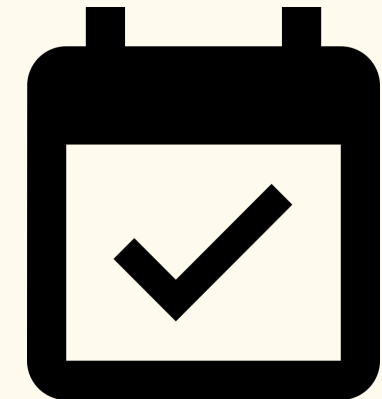


NEWSLETTER

'Sync of the week', communication re events and activities, company updates

REGULAR EVENTS

Networking events, project showcases, live masterclasses



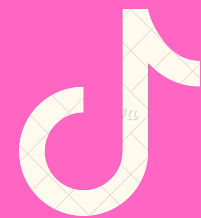
Social Media



LINKEDIN



INSTAGRAM



TIKTOK



YOUTUBE

MEET OUR FUTURE TEAM!



CEO / FOUNDER



COO



CTO



HEAD OF LEGAL AND
BUSINESS AFFAIRS



HEAD OF FINANCE



HEAD OF MUSIC
CONSULTANCY



HEAD OF L&D



HEAD OF EDI

CASH FLOW FORECAST

12-Month Cash Flow Forecast

Name: **Róisín Doyle-Bakare**
Company Name: **SCORED**

Select your starting month: **June**

		MONTHS													
Cash in-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Other sources of cash or equity	Personal savings	£3,500	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£3,500
Sales	Retainer payments from customers	£0	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	£1,100	
Crowdfunding	Peer-to-peer and investor funding	£0	£150	£50	£50	£300	£50	£50	£50	£450	£50	£50	£600	£400	£2,250
Total cash in-flows (A)		£3,500	£1,250	£1,150	£1,150	£1,400	£1,150	£1,150	£1,150	£1,550	£1,150	£1,150	£1,700	£1,500	£18,950

			MONTHS												
Cash out-flows	Description (as required)	Starting point	1	2	3	4	5	6	7	8	9	10	11	12	TOTAL
Rent or premises costs	Workspace access	£0	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£180	£2,160
Insurance	Professional indemnity, employers' liability	£90	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£90
Telephone and internet	WFH costs	£0	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15	£15	£180
Marketing and advertising expenses	Initial pre-launch designs, social media	£200	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£50	£800
Equipment purchase or leasing	Laptops, WFH equipment	£250	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£250
Postage, printing, stationery	Stationery, printing	£0	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£5	£60
Transport	Trains to Edinburgh, flights to Ireland	£0	£45	£45	£45	£45	£45	£45	£45	£45	£45	£45	£45	£45	£540
Professional fees (legal, accounting etc.)	Business registration	£35	£300	£0	£0	£300	£0	£0	£0	£300	£0	£0	£0	£300	£1,235
Your salary	London living wage, based on PSB needs	n/a	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£1,085	£13,020
Your salary (over and above your PSB needs)*	N/A - surplus put back into business / community	n/a	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
Technology	Website and storage, microsoft and adobe license	£125	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£125
Total cash out-flows (B)		£703	£1,680	£1,380	£1,380	£1,680	£1,380	£1,380	£1,380	£1,680	£1,380	£1,380	£1,380	£1,680	£18,463

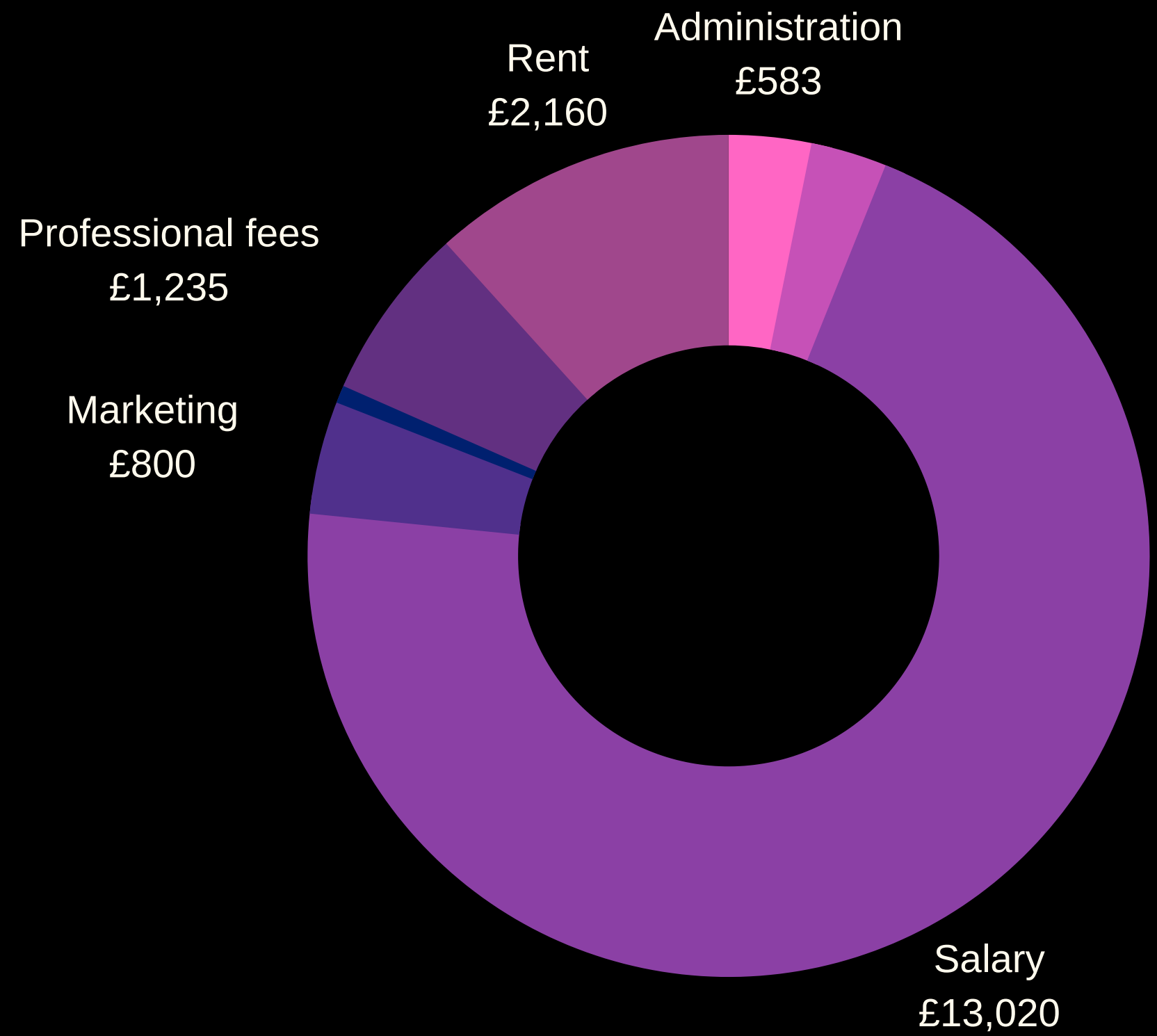
Your net cash flow (A-B)	£2,797	£430	£230	£230	£280	£230	£230	£230	£230	£130	£230	£230	£320	£180	£487
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Your monthly opening business bank account balance	£0	£2,797	£2,367	£2,137	£1,907	£1,627	£1,397	£1,167	£937	£807	£577	£347	£117	£487	£487
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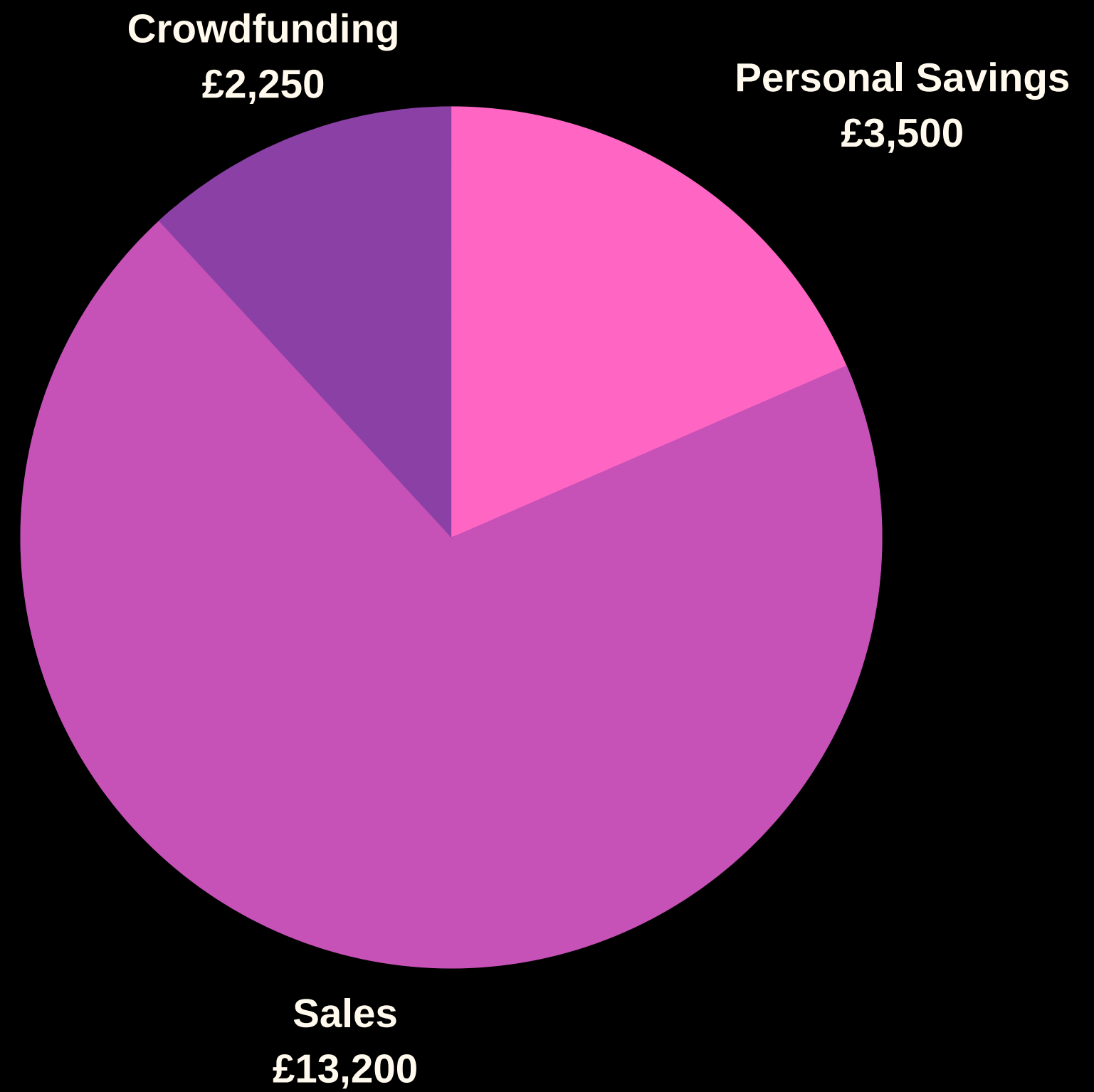
Your closing cash position	£2,797	£2,367	£2,137	£1,907	£1,627	£1,397	£1,167	£937	£807	£577	£347	£117	£487	£487	£487
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YEAR 1 COSTS

IN GBP (£)



**YEAR 1
CASH INFLOW
IN GBP (£)**

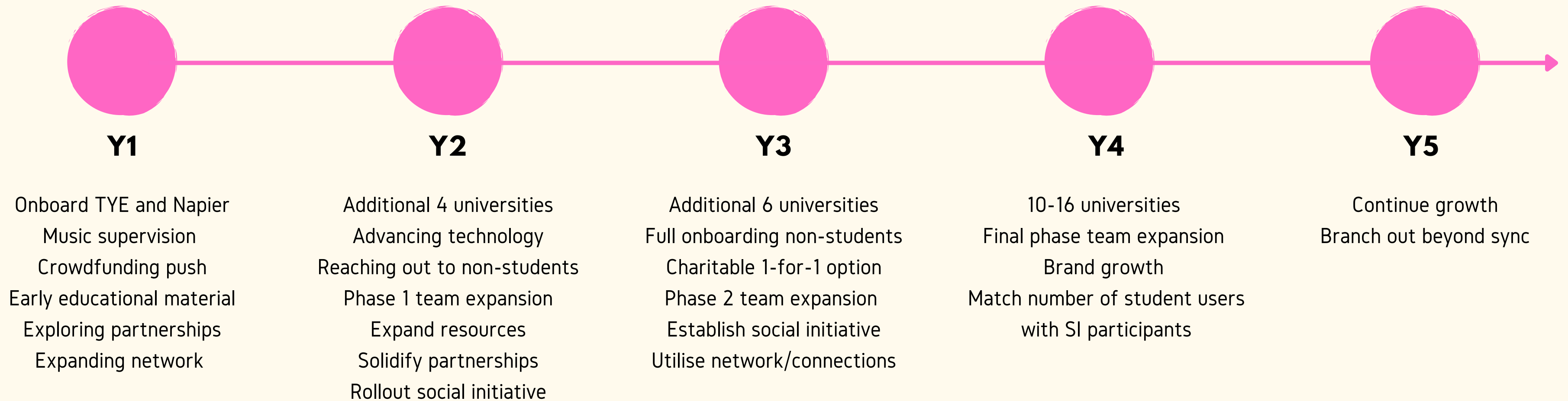


YEAR 1
CLOSING CASH POSITION

£487

ROADMAP

BUSINESS FOCUS





JOIN OUR MISSION

Support young creatives today!

info@scoredsync.co.uk

www.scoredsync.co.uk

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LECTURER: STEVE COLE
MODULE: BMTY7006

RÓISÍN DOYLE-BAKARE
2105286
MA Music Business

