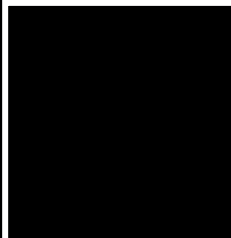


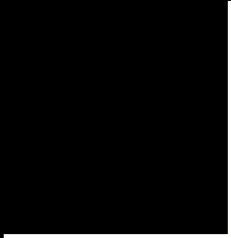


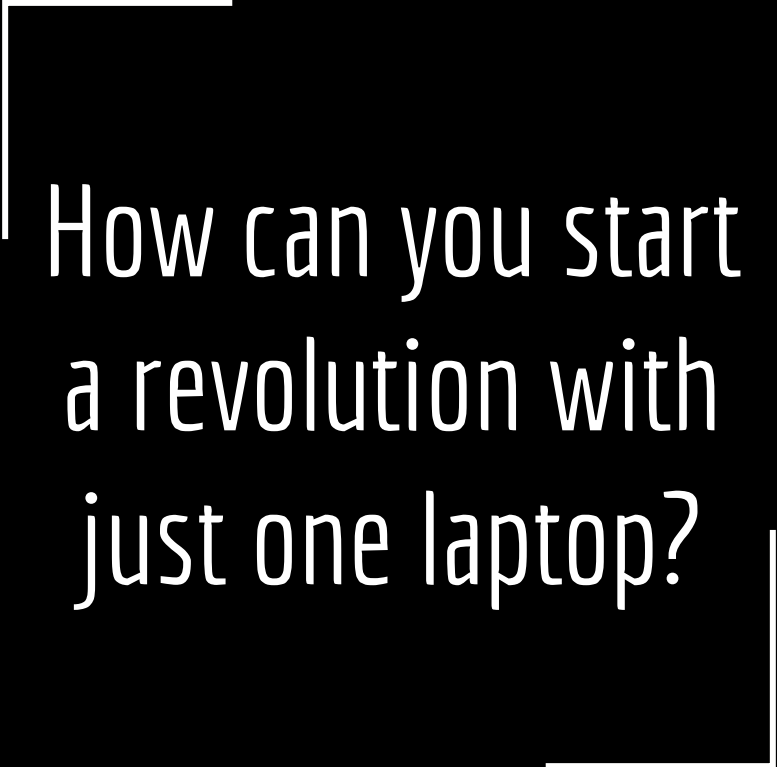
BLACKJACK

Callum Watts
Director // Founder



Live Q&A





How can you start
a revolution with
just one laptop?



Bring down a
government?



Free Julian
Assange and
reform
WikiLeaks?





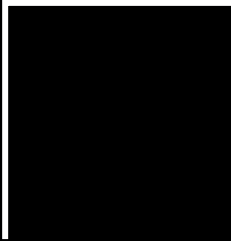
Elect a president
via social media
adverts?



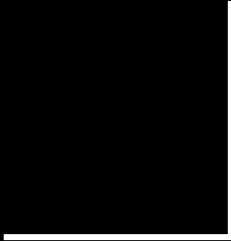
“A sudden, radical or complete change.”

“A changeover in use or preference especially in technology.”

Merriam-Webster Dictionary



All a revolution takes
is an idea.





BLACKJACK

Who are we?



Who are we?

- Conceptualised 2015, formed 2017
- Core, experienced management team
- Multi aspect management company
- Challenging the 'hand we get dealt'
- Competitive, exclusive partnerships



When was the last
time you had an
easy online
purchase
experience?

amazon

 **PayPal**





\$985.063BN



\$142.519BN



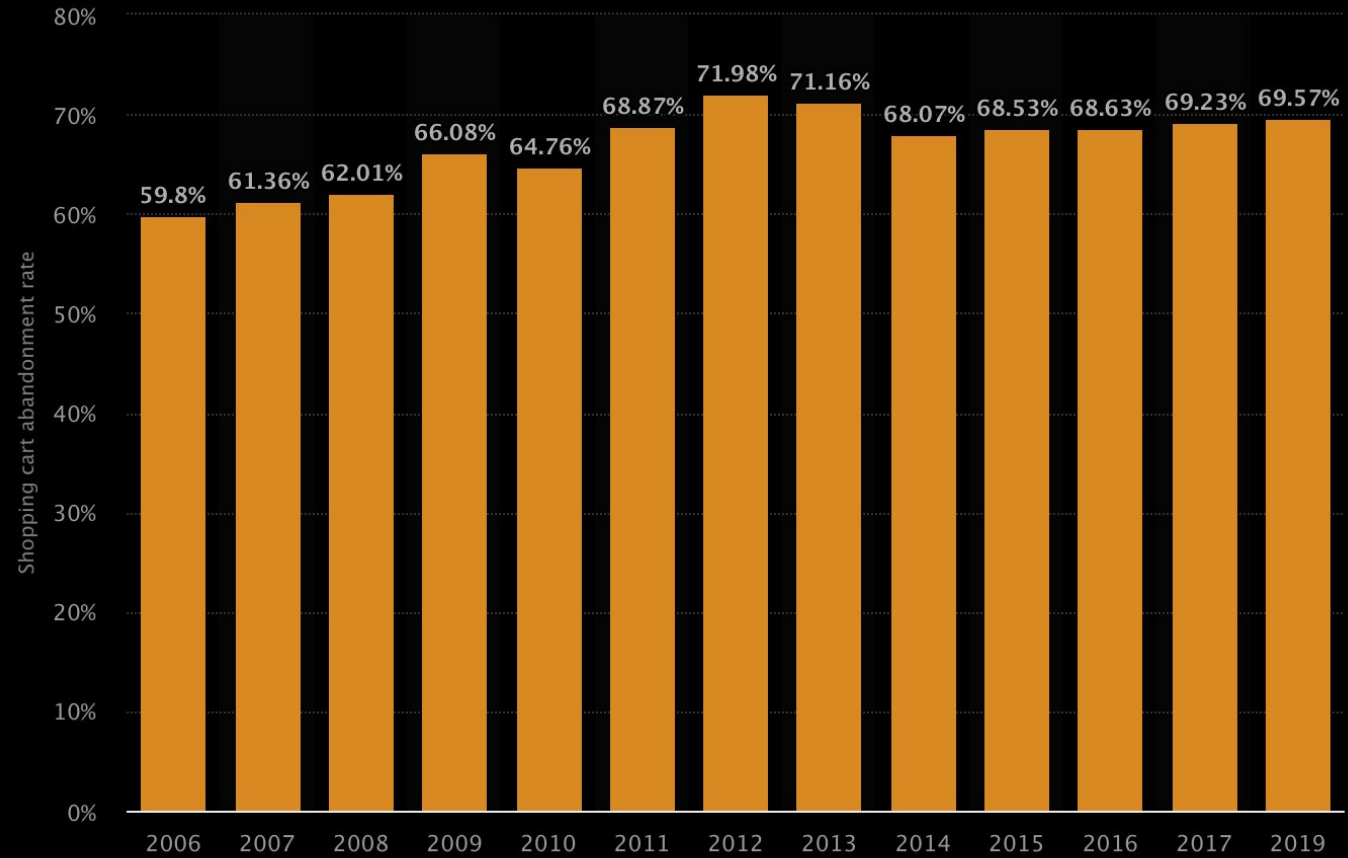
\$413.035BN

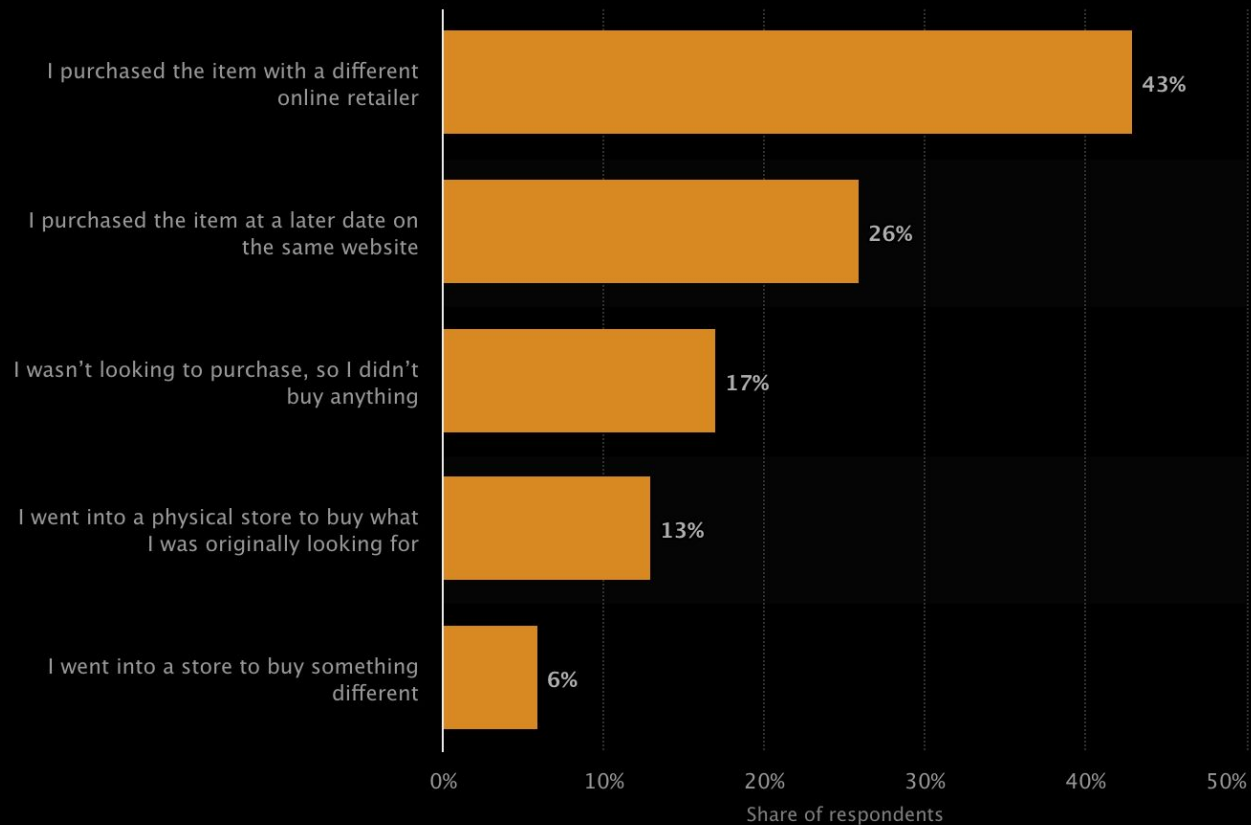
(Held by parent
company VISA
Inc.)

(Figures correct as of 25-07-19)



Ease of purchase.





Ease of purchase

Targeting abandoners

Customer retention

The Business Model



$$CwF + RtB = \$\$\$$$

(Maznick, 2009)

$$CwF + RtB = \$\$ \$$$

Connect with fans + Reason to buy

$$CwF + RtB + EoP = \$\$ \$$$

Connect with fans + Reason to buy + Ease of purchase

$CwF + RtB + EoP = \text{Blackjack}$

Project: *EZMerch*



Project: *EZMerch*

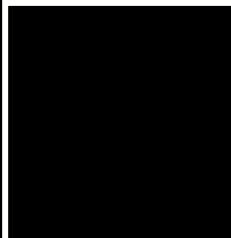
- Online merch & exclusive fan content
- 'The patreon for musicians'
- QR codes + automation
- Reduces impact of customs, taxation and human error
- Instant realisation impact
- Exclusive content and discounts



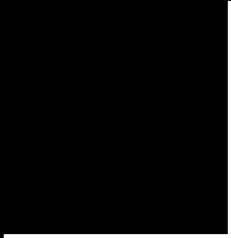
Project: *EZMerch*



What unsigned
acts have constant
access to
professional
facilities?



Ours.



Project:2020

- Longford, Staffordshire
- Refitting and renegotiating
- Long term premises
- London & Longford
- Professional, affordable.
Tresemme for music.



“Most managers long term income comes from live, sooner you can get a profit live, the better.
Every genre has festivals, has gigs, shows and if you can headline these it makes money.”
-Marc Connor, AirMTM. Long time manager of Jamie Cullum.

Project:2020

- Better rehearsed, better shows
- More time creating
- Less time chasing
- Higher creative output
- More to sell



Better live shows = more live shows.

More live shows = more chances to sell merchandise.

More footfall = more sales(?)

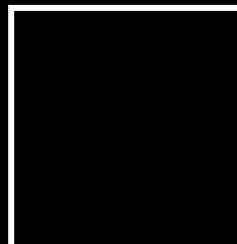
How much will this cost me?
How much will I make?

- Pertinent questions
- Seeking investment of facilities and time or monetary
- 35% Equity
- No crystal ball
- Handouts
- Casino

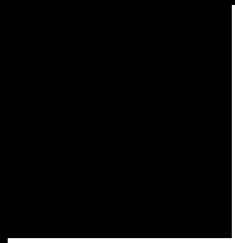




Is this all
we've got?



No.





By 2023, we
will be;



The one stop
management
shop for creative
freedom

Allowing our
artists to invest
in us with
Blackjack Chips

A white L-shaped frame composed of two perpendicular lines, one horizontal and one vertical, forming a corner that encloses the text on the left and bottom sides.

At the forefront
of Blockchain
payment
technologies



Are you ready to
take a gamble on
a winning hand?

Q&A



BLACKJACK

theblackjackgroup.co.uk

References

- Baker, B. (2011). *Guerrilla music marketing online*. St. Louis, MO: Spotlight Publications.
- Connor, M. (2019). *Music Management and Touring*.
- Finance, Y. (n.d.). *Yahoo is now part of Oath*. [online] Finance.yahoo.com. Available at: <https://finance.yahoo.com/> [Accessed 31 Jul. 2019].
- Gassmann, O., Frankenberger, K. and Csik, M. (2014). *The business model navigator*. Pearson.
- Gates, M. (2017). *Blockchain*. [s.l.]: Wise Fox Publishing.
- Godin, S. (2014). *Tribes*. New York: Portfolio.
- Heath, C. and Heath, D. (2009). *Made to stick*. London: Arrow Books.

References

- Kotler, P. and Armstrong, G. (2017). *Principles of marketing*. Boston [etc.]: Pearson.
- Lindström, M. (2017). *Small data*.
- Maznick, M. (2009). *My MidemNet Presentation: Trent Reznor And The Formula For Future Music Business Models*. [online] Techdirt. Available at: <https://www.techdirt.com/articles/20090201/1408273588.shtml> [Accessed 31 Jul. 2019].
- Statista, S. (2015). *UK: actions taken after abandoning a shopping cart due to delivery charges 2015* | Statista. [online] Statista. Available at: <https://www.statista.com/statistics/489882/actions-taken-after-abandoning-shopping-cart-due-to-delivery-charges-in-the-uk/> [Accessed 31 Jul. 2019].
- Statista, S. (2019). *Global digital shopping cart abandonment rate 2019* | Statista. [online] Statista. Available at: <https://www.statista.com/statistics/477804/online-shopping-cart-abandonment-rate-worldwide/> [Accessed 31 Jul. 2019].



BLACKJACK

Tileyard Investment Fund 2019
callum@theblackjackgroup.co.uk



Our Team



Callum Watts- Director // Founder



Mitchell Wood- Senior Partner

Roster

KAJA

When a voice as soft as silk, met jazz and soul that would make Aretha smile, Kaja was the result. Creating sultry songs with emotion and passion galore, there's a lot of talk and hype surrounding her, and for good reason.



KASPIAN

Taking beats and reimagining the boundaries possible, producer KASPIAN forged a loyal following in Southampton, but deciding home was where the studio is, moved back to London and began his journey again. He describes himself as “diverse, fun and heavy”.



SUNNY GRAY

Sunny is an enigma, combining stunning songwriting with an incredible stage presence, he is a once-in-a-generation talent. Along with his full band, they create a unique experience which will have you mesmerised for weeks.



Blackjack Group

Start-up Costs

FUNDING		Estimated	Actual	Under/(Over)
Investor Funding				
Tileyard Investment Fund		180,000		
Silent Partnership Investors		35,000		
Callum Watts		2,500	5,000	
Mitchell Wood		5,000	5,000	
Total Investment		222,500	10,000	0
Loans				
Bank Loan		25,000	25,000	0
Total Loans		25,000	25,000	0
Total FUNDING		272,500	35,000	0

COSTS		Estimated	Actual	Under/(Over)
Fixed Costs				
Advertising for Opening		0	0	0
Basic Website		1,000	0	1,000
Brand Development		50	50	0
Building Improvements/Remodelling		45,000		
Business Cards/Stationery		200	100	100
Business Entity		13	13	0
Computer Hardware/Software		3,500	4,000	(500)
Decorating		0	0	
Franchise Start Up Fees		0	0	
Lease Security Deposit		10,000		
Legal/Professional Fees		1,500		
Machines & Equipment		5,000		
Office Furniture/Fixtures		800		
Operating Cash (Working Capital)		2,500		
Point of Sale Hardware/Software		400		
Prepaid Insurance				
Public Utilities Deposits		0		
Reserve for Contingencies		5,000		
Setup, installation and consulting fees		0		
Signage		400		
Starting Inventory		0		
Telephone		450		
Tools & Supplies		750		
Travel		0		
Truck & Vehicle		0		
Total Fixed Costs		76,563	4,163	600

Average Monthly Costs

Advertising (print, broadcast and Internet)	350		
Business Insurance	1,500		
Business Vehicle Insurance	0		
Employee Salaries and Commissions	6,000		
Equipment Lease Payments	0		
Inventory, raw materials, parts	600		
Franchise Fee	0		
Health Insurance	0		
Internet Connection			
Loan and Credit Card Interest & Principal	0		
Legal/Accounting Fees	400		
Merchant Account Fees	0		
Miscellaneous Expenses			
Mortgage Payments			
Lease Payment	5,000		
Owner Salary	2,000		
Payroll taxes or Self-employment tax			
Postage/Shipping Costs	1,050		
Security System Monthly Payment	0		
Supplies	400		
Telephone			
Travel	950		
Public Utilities			
Website Hosting/Maintenance	57	57	(0)
Other 1 (specify)			
Other 2 (specify)			
Total Average Monthly Costs	18,307	57	(0)
x Number of Months	8		
Total Monthly Costs	146,454	456	(2)

Total COSTS	223,017	4,619	598
SURPLUS/(DEFICIT)	49,483	30,381	(598)