(JollyRoger, 2021)

Pitch Deck: Introducing

JollyRoger

Cornish pirate folk punk band looking to expand their crew and welcome you aboard their ship

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Piracy in the industry

TikTok Shanty Craze 2021

UK number 1 'Wellerman'

ALESTORM

Film: Pirates of the Carribean

Gaming: Assassins Creed Sea of Theieves

Gaming industry is worth more than the music and film industries combined

(Alestorm, 2020) (Official Charts, 2021) (Richtor, 2020)

Primary Research for business plan

1. Interviews with 3 industry professionals

Steve Melhuish (The Music Business School)
Mark Stein (10 years experience in professional band management)
Lovisa Attenbrant (Music Managers Forum)

2. Semi-structured interviews with 17 self-employed musicians with self-management experience

1. Analysed using the six steps of thematic analysis (Braun and Clarke, 2006)

Findings

THEME 1 - You: The Foundation of your Business.

Self-managing takes a lot of work and a willingness for self-development and learning, it is important that the artist enjoys the music, implements self-care techniques and celebrates success.

THEME 2 - Your Business: what you need to do.

Creating and sustaining momentum as an artist involves understanding what you are offering, getting yourself out there, forward thinking and planning and building relationships

THEME 3 - Generating and managing income.

Finding ways to make money as an artist, having the equipment needed and having strategies to keep the costs down.

THEME 4 – Barriers and Challenges.

Making enough money, judgements from others and generating interest in the music

Genre: pirate folk punk

'The missing link between The Levellers and Dropkick Murphys'

Vibe - fun, good time, energetic, community, underdog, family, punk, raw, honest

"Quitting our jobs to start a pirate band and live our dreams is worth it every day - if you haven't already tried this, we thoroughly recommend"
- JollyRoger –

Topics: nautical metaphors about important issues like metal health, tales of the sea based on life experiences and family history plus drinking alcohol and partying.

Influences

- Tenacious D, comedy, fun, not taking yourself too seriously, acoustic set up.

- Foo Fighters, Green Day plus other punk rock and metal bands, the energy on stage, the passion, great live performances and audience participation.

- Coming from Penzance, a town rich with pirate history, surrounded by the sea.

Niches: pirate events, renaissance, shanty, alternative scene, cosplay, LARPing, folk events, celtic punk

(JollyRoger, 2021)

What makes this pirate band any different?

"There's a stiff-lipped angst hidden behind their music, bringing a unique and darker edge to a lot of their tracks that other artists in the genre shy away from'

- On the House Music –

(On The House, 2021)

Feedback from JollyRoger fans

Vision Statement

‘To be a pirate / folk / rock band that has fun and adventures while making £40,000 each per year travelling world, playing sell out venues of around a 1000 capacity and performing at well-known festivals in the summers in the UK and Europe’

A clear vision is important as bands can refer to it when making decisions about whether to take new opportunities or expand into different areas

(Davy, Ferrone & Pacifico, 2019).

Story so far...

Zero experience in live performance or the music industry

Year 1 - 2019

Played 65 live gigs

Performed on BBC Cornwall

Released 2 EP's

Year 2 - 2020

Played 44 live gigs & regular live streams during lock down

Filmed for Channel 4

Released debut album

Supported The Rumjacks, Fishermans Friends, Mad Dog Mcrea

Ran the UK's biggest pirate festival online - Brixham Pirate Festival

Sold out sold for their first year party

Drummer joined

Year 3 - 2021

68 live gigs (including upcoming tour dates)

Supported Sub Humans

Played at Boardmasters Festival, Balter Festival, Cornwall Pride, Sheb Fest, Here For The Music Festival

Raised £6000 on Kickstarter to fund a band van

Releasing 'ship or bust' EP on 5th November

MA Music Business

Highlights so far...

BOARDMASTERS
11 - 15 AUGUST 2021 | CORNWALL

BATTER FESTIVAL!!
17th - 19th September 2021

BBC RADIO CORNWALL

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FISHERMAN'S FRIENDS

SUBHUMANS

THE RUMJACKS
CELTIC PUNK EST. 2008

Market

7125 followers
6516 likes
800 members in community group

1012 followers

120 followers

200 subscribers

1852 monthly listeners
30K streams on most listened to song

Currently, Facebook and Instagram fans

- mix of men and women
- ages of 25 – 54 years old
- living in the south west UK
- enjoy live music

Spotify

- 76% male
- ages of 18 – 34 years old
- Top 3 countries, USA, UK, Germany

'Spend 80% on your main market or your main focus, but then you have this 20% where you kind of can experiment and see'

(Mark Stein Interview)

Secondary target audience to build - Germany

- Leading live music market in Europe (Statisa, 2021)
- Upcoming Festival there so opportunity to build a tour
- Apply to Reeperbahn
- Frank Turner has JollyRoger on a list to consider for his festival in Berlin
- In contact with a German promoter
- Recommended country by other musicians

Data collected from Jollyroger business insights on Facebook (JollyRoger, 2021a) and JollyRoger Spotify For Artists (Spotify For Artists, 2021)

Live Performance

'I mean when people ask me about how to get into music business I say gig, gig gig'
(source: Steve Melhuish Transcript - Music Business School)

Total gigs = 177 (not including live streams)

2019 - 65
(The band started in Q2)

2020 - 44
(The majority of the year was in lockdown)

2021 - 68
(Including diary bookings for Q4)

Tier 1 - Pub gigs , Holiday parks, Private events

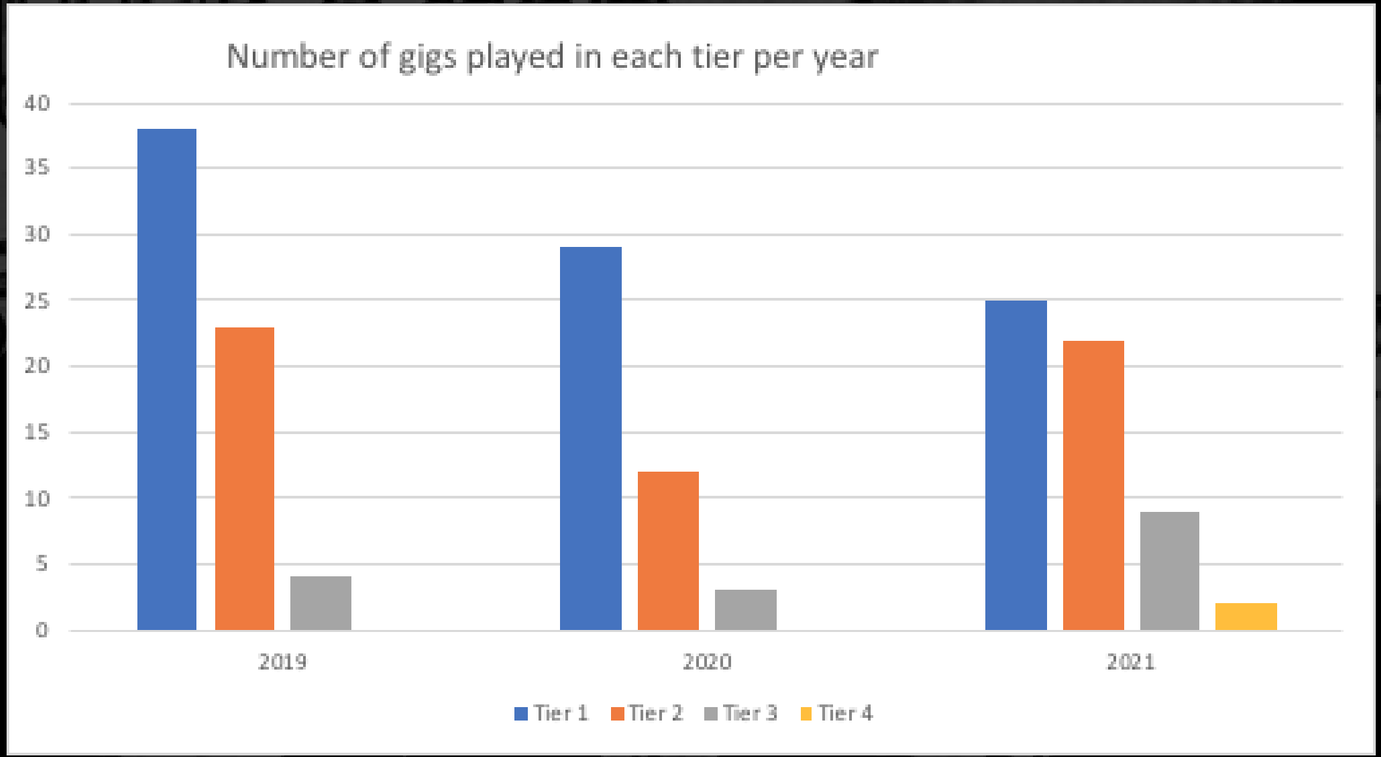
Tier 2 - Grassroot music venues, South west events

Tier 3 - Small festivals, Support slots with bigger bands

Tier 4 - Small slot at medium festival

Tier 5
Sell out own ticketed grassroot venue shows
Small slot at big festival

Rated by:
Audience size (opportunity to build fanbase)
Music fans (BMM opinion)
Industry networking opportunity (crew, venue owners, other bands)
JollyRoger enjoyment (on average)



Money

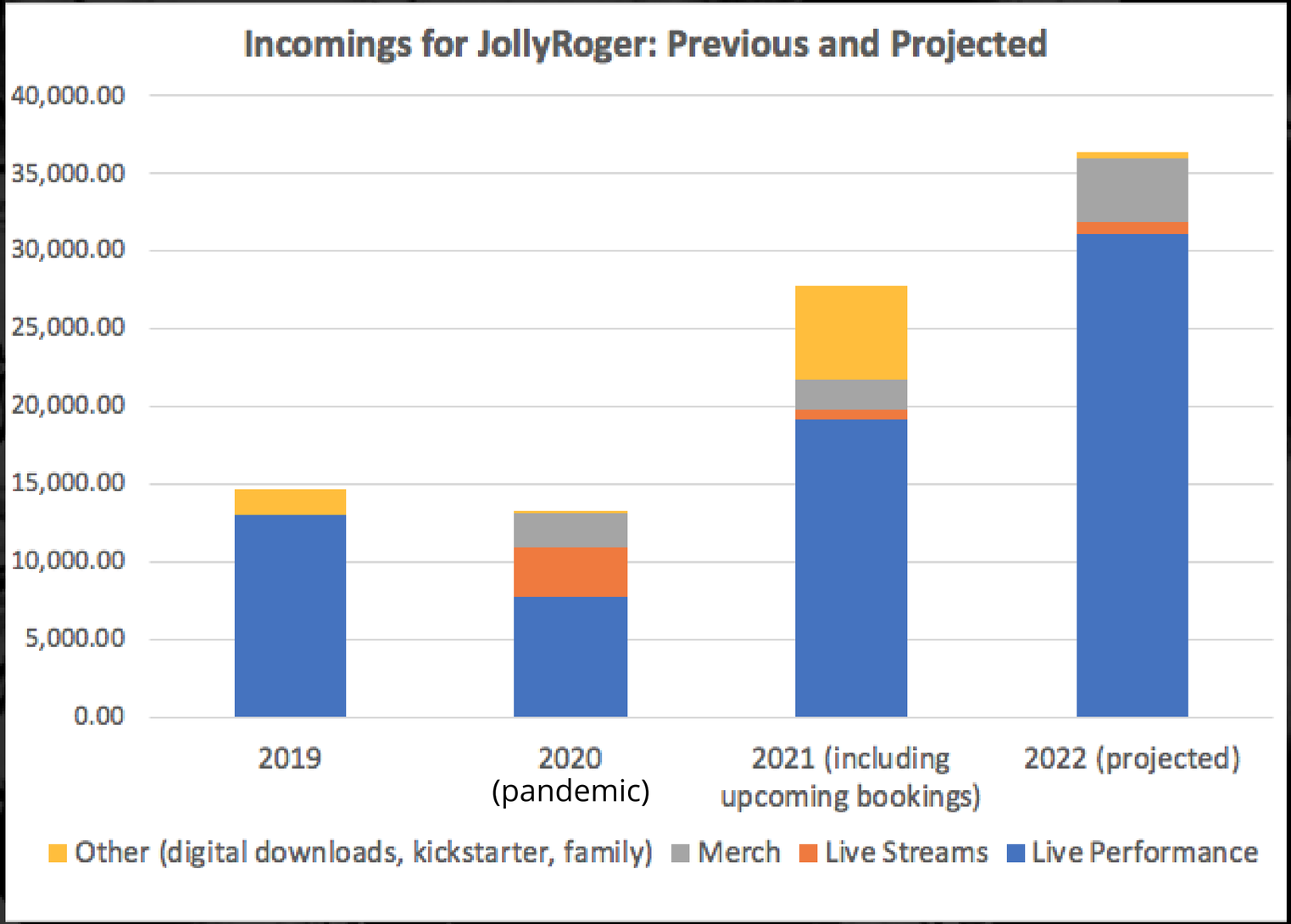
Currently run through a sole trader basis by band member manager. Running at break even with no debts or liabilities. Assets include band van and access to full PA and home studio.

Year 1 - 2019 - £14,615

Year 2 - 2020 - £13,268

Year 3 - 2021 - £27,813

Year 4 - 2022 - £36,450



Goals for the next year

1.. 5 track EP release in winter 2021 along with a professional music video

2. To expand the JollyRoger merch collection

3. Build a small UK tour outside of the southwest of the UK

4. Play UK Festivals in Summer 2022

5. Play a small tour at some grassroot venues in Germany, surrounding the performance at Medieval Festival in September.

Primary Strategies

- To have fun, enjoy the journey and be friendly
- To continue to focus on live gigs and use these opportunities to build relationships with fans and network with industry professionals to build the contact list
- To attend networking events at AIM and Tileyard and to apply for showcase event Reeperbahn Festival next year.
- For each member to take a set gig fee so there's a budget for promotion and other band costs
- To continue to have an authentic presense on our social media.

Strengths

- Make things happen, 'no plan B' attitude
- Loyal following of over 7K followers on Facebook
- Distinctive look, sound and brand
- Energetic, engaging, confident performers
- Own all copyrights
- New EP out 5th November
- Have a band van, full PA and home studio
- Supportive family and community of fans

Weaknesses

- Limited contacts, mainly in the South West Uk
- Managed by band member, which is becoming more difficult as the band grows. e.g. Less time for creativity, reaching out to new people, fan relations.
- Lack of national press - have not yet had the money to work with a PR company
- Have been living hand to mouth gigging as much as possible so not financial backing

Opportunities

- Potential synch opportunities within the pirate niche e.g. gaming and film
- Branch out into neighbour niches and events e.g. stteampunk, renaissance
- Attend networking events through AIM and Tileyard to build contacts.
- Punk band Idles are becoming popular so radios may be more suseptible to alternative tracks.
- Upcoming festival booked in Germany, an opportunity for a tour and test a new market - have been put in touch with a promotor.

Threats

- Judgements from mainstream festival bookers based on pirate aesthetic
- Uncertainty around how COVID 19 and Brexit will continue to affect the industry in terms of visas and travel restrictions.

a SWOT analysis can help to establish the position of a band and how they can grow (Bacon, 2017)

Potential Barriers and solutions

Getting people interested: Difficulties with promotion and understanding how to best utilise social media as a method of marketing

Difficultly making enough money: The main struggle that the participants faced was finding ways to make money from their music due to the low pay out of streaming services and money from live performances.

Up until October 2021, all profits have been split equally between band members. As of Q4 2021, the band members have agreed to take a gig fee of £50 per gig and reassess in Q1 2023, the rest of the profits made will be used for the following:

- to finance the Germany trip
- to pay for two professional music videos
- to pay for an advice session with an accountant
- to have a budget for promotion
- to have a contingency pot for any unexpected costs e.g. van maintenance, equipment failure, extra mileage

Source - Primary research, Creative Project assignment

We hope to welcome you aboard the ship

JollyRoger have momentum, drive, a positive response at live shows, a loyal online following and a distinctive look and sound. Building the crew and securing investments could enable the band to generate more revenue, move towards their goals faster and allow the members to focus more on creativity. This could mean their gig fee wouldn't have to be cut, so the band can continue to work on the band full time. We've achieved a lot in a short time on our own and with a bit of help, we believe we can achieve so much more!

Management - Using connections to put the band in front of bigger audiences, help with seeking out new opportunities, help with building contacts, help finding a publishing deal and promotors.

Financial investment - To record and promote a second album, to expand the merch collection

Sponsorship - To build a partnership with a brand that shares our values and image would result in both the brand and the band building their fanbase.

Showcase opportunities - to show people what we are good at

JollyRoger

'Everything you could want from a pirate rock band' (On The House Music, 2021)

(JollyRoger, 2021)

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