



BUSINESS PROPOSAL

1 Step Ahead

This proposal was prepared by:

1 Step Ahead

Adam Zanotti

87 Milsom Street

London

Email: adam@1stepahead.co.uk

Phone: 075674321

Fax: (123) 456-7890

TABLE OF CONTENTS

EXECUTIVE SUMMARY	3-4
PROJECT OVERVIEW	5
TERMS AND CONDITIONS	6
PRICES	7
REFERENCES	8

EXECUTIVE SUMMARY

1.1 One sentence business overview

1 Step Ahead is a provider of music campaign project builder for up and coming artists consisting of target market research, budget, timeline, marketing strategies, music marketing tools, promotion and more.

1.2 Problem

Up and coming artists lack the knowledge and energy to create music business campaigns for their projects as most are busy creating the music and staying active on social media.

1.3 Solution

1 Step Ahead gives artists a refined plan for their project to hit goals and targets relieving them of frustration of not knowing the business side of music.

1.4 Target Market

Up and coming rap artists with less than 10,00 monthly listeners on Spotify
All genders
Based in the England
Underground UK Music

1.5 Competition

- Burstimo

Music marketing agency that gives advice to up and coming artists on how to improve their music career and engagement online. Burstimo focuses on new digital marketing with a house team of social media experts, graphic designers and video editors to work on an artist's campaign (Burstimo, 2022).

1.6 Unique Selling Point

1 Step Ahead team is filled with music business degree graduates who have also been active artists. Each project manager will be an expert within that genre so they will be able to allocate the right information for the artists and feel trusted that those techniques are going to work.

1.7 Team

Adam Zanotti is the founder of 1 Step Ahead. He has studied music performance and business for 8 years across 5 different music colleges/universities. He is also an active rapper who has performed at over 100 shows and gained up to 2 million views online.

1.8 Financial summary

Below are the start up funds for 1 Step Ahead. It will be funded by the founder **Adam Zanotti**.

Graphic designer	£250
Website builder	£250
Work laptop	£1000
Total	£1500

1.9 Traction

Adam Zanotti the founder of 1 Step Ahead has already worked on a few artist's friend's campaigns by providing them with a portfolio for their projects EP/Albums such as Renz from East London with his debut mixtape Whoopdididoo. He successfully created it before the deadline and the goals of the project were achieved.

1.10 Miles Stones

1st year (2022)

- Worked on 25 projects
- Hit 1000 followers on Instagram

2nd Year (2023)

- Revenue hits £5k
- worked on 50 projects

3rd year (2024)

- Worked on 100 projects

PROJECT OVERVIEW

Here's how the unique service solutions offered by 1 Step Ahead will support your business growth.

We know that the up and coming artists are facing challenges:

1. High cost to build release and low payout from streaming platforms

Up and coming artists are spending thousands of pounds just hoping that their single is going to do well because they've put it out on Spotify/YouTube and shared it on their social media platforms. 60,000 tracks are uploaded every day by established artists with massive fan bases and record label backing so breaking through is very difficult.

Recommended spending for artists for promotion (*Band Builder, 2021*)

Brand new artists (£60 to £810)

Developing artists (£162 to £6,800)

Established artists (£405 to £12,152)

In total with recording, music videos and promotions for up and coming artists it can cost up to £5k to bring a new single out. Spotify the music streaming platform only pays artists between £0.002 and £0.0068 per stream. This means that an artist would have to make 1000 streams to earn £2.50 (*Jacca RoutNote, 2022*).

2. Music artists don't have the time and energy to create a project campaign

Many artists lack the business side of music and know where to start. They focus all of their energy on creating the music and being a musician but don't know how to market their songs. This can be frustrating for an artist because some don't have the time or money to go and study the music business so they just keep trying and trying again hoping that their song is going to do well but without a professional plan.

And where there is a challenge there is also an opportunity:

3. Artistry building

1 Step Ahead looks into the artistry and helps give them an insight into the business side of their career. We dive into their competition, target audience and style. This helps the artists get an understanding of how they can approach their new project and online presence.

TERMS AND CONDITIONS

Project Timeline

1 Step Ahead is available to complete a campaign portfolio and presentation for an artist in just 1 month's time with a deadline chosen by the artist. The artist has to pay a deposit of half the price at the start date.

Milestones

- Update once a week to artists on how the campaign is coming along
- 1 hour zoom call twice a week with the artist to update information

Dates for review as needed

- Once a week there will be a zoom call between the project campaign manager and artists to confirm and update information about the release.

Payment terms, dates and methods

- Clients have to pay a deposit of half the charge at the start of the campaign project and pay the other half at the end of the project before the campaign is sent to the client. Invoices will be sent to artists they will have to transfer money via bank transfer. Receipts will be available for the artists.

Prices

1 Step Ahead offers 3 deals. There are bronze, silver and gold packages that are available to purchase for different prices to fit in with the artist's budget.

Bronze Package = £150

Portfolio:

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget

Total

Silver Package = £225

Portfolio:

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget
- Target audience analysis
- Distribution advice
- Competition analysis

Gold package = £ 350

Portfolio & Presentation:

- Product analysis
- Timeline
- Marketing strategies
- Mood board
- Budget
- Target audience analysis
- SMART goals
- Distribution advice
- Competition analysis
- Music video ideas
- Elektronik press kit

References

(Ingham, 2021)

Ingham, T., 2021. *Over 60,000 tracks are now uploaded to Spotify every day. That's nearly one per second.* - *Music Business Worldwide*. [online] Music Business Worldwide. Available at: <<https://www.musicbusinessworldwide.com/over-60000-tracks-are-now-uploaded-to-spotify-daily-thats-nearly-one-per-second/>> [Accessed 8 May 2022].

(Band Builder, 2021)

Band Builder, 2021. *How Much Should I Spend To Promote a Single?* - *Band Builder Academy*. [online] Band Builder Academy. Available at: <<https://bandbuilderacademy.com/how-much-spend-promote-single/>> [Accessed 8 May 2022].

(Burstimo, 2022)

Burstimo, 2022. *About | Burstimo*. [online] Burstimo. Available at: <<https://www.burstimo.com/about/>> [Accessed 12 May 2022].