

Fate Sister Music Publishing Ltd

“Fate Sister Music Publishing Ltd represents the creatives whole-heartedly and we do not discriminate. We are passionate, straight to the point, extremely focused and customer friendly. We are inclusive to all.”



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— PUBLISHING LTD —



Problem



■ **Problem 1**

The music industry suffers with music elitism

■ **Problem 2**

The industry does not give the creatives a fair chance to showcase their talent.

■ **Problem 3**

Being connected to who you know.



The Utopia



- **Solution 1**

A platform whereby anyone can have access

- **Solution 2**

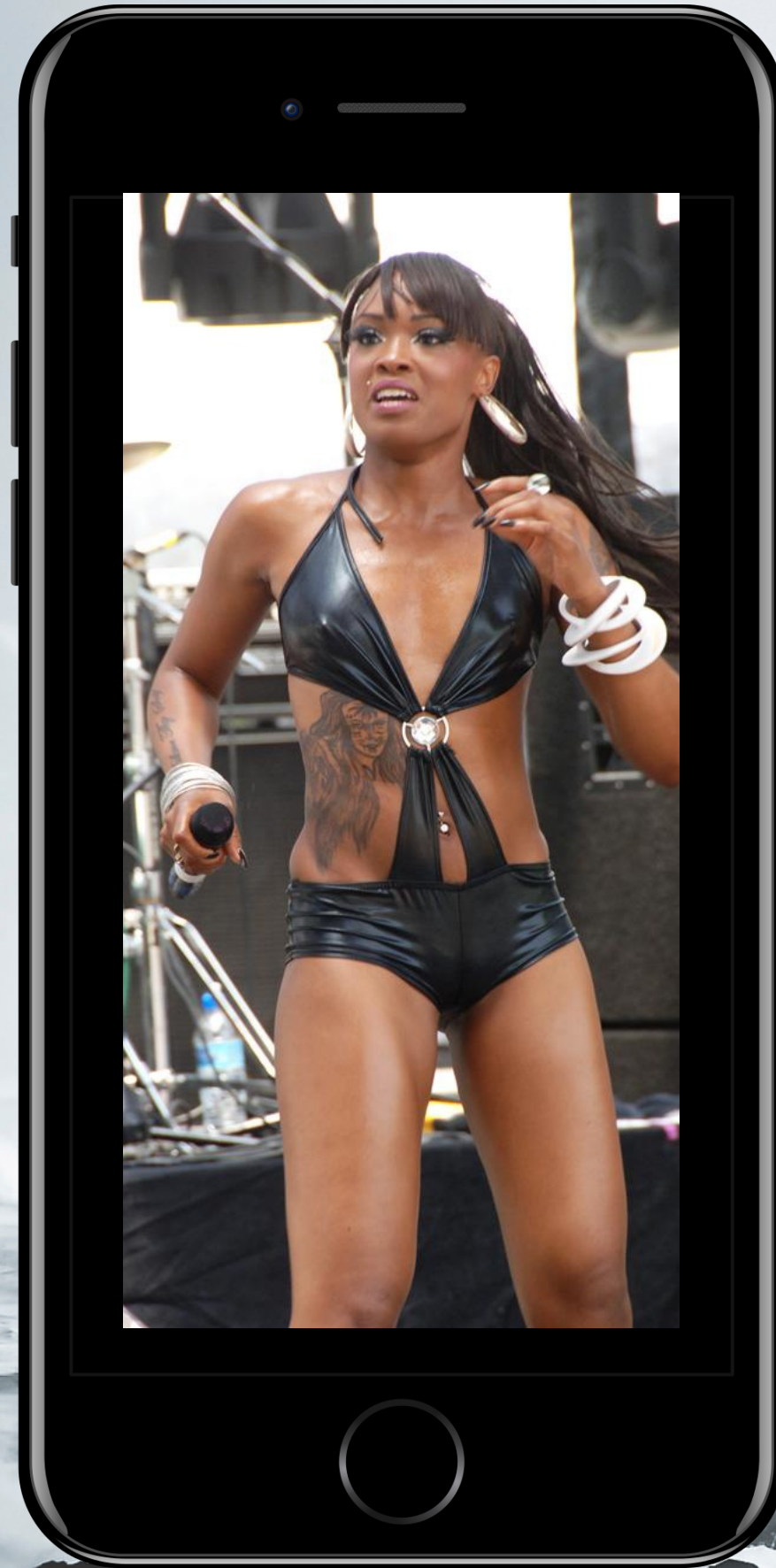
A platform wherby all will be able to view musical briefs

- **Solution 3**

A platform to submit works and to get work placed on gaming, broadcasting, etc.



Service



- The ultimate solution to these problems:
- Fate Sister Music Publishing is a platform whereby anyone regardless of race, his or her sex or religion will have the opportunity to view musical brief's such as works for film, advertising gaming etc, for free.
- Creatives would be able to create a profile and submit their works to these musical briefs for an upgraded package of £5 per month.
- We too will represent clients, collect and distribute royalties to artist, license compositions for use for film, TV, video games etc, monitor song use and promote songs to recording artist.

Birth of Service

- The birth of Fate Sister
- Kickers Urban Music Awards
- St Lucia Jazz Festival
- America
- frustrations
- Ideas

Step 1
2006

Step 2
2009

Step 3
2019



Timing





Reason 1

Why is “now” the best time for Fate Sister Publishing Ltd to rise and go to the next level?

Reason 2

What are the trends that make my service possible?

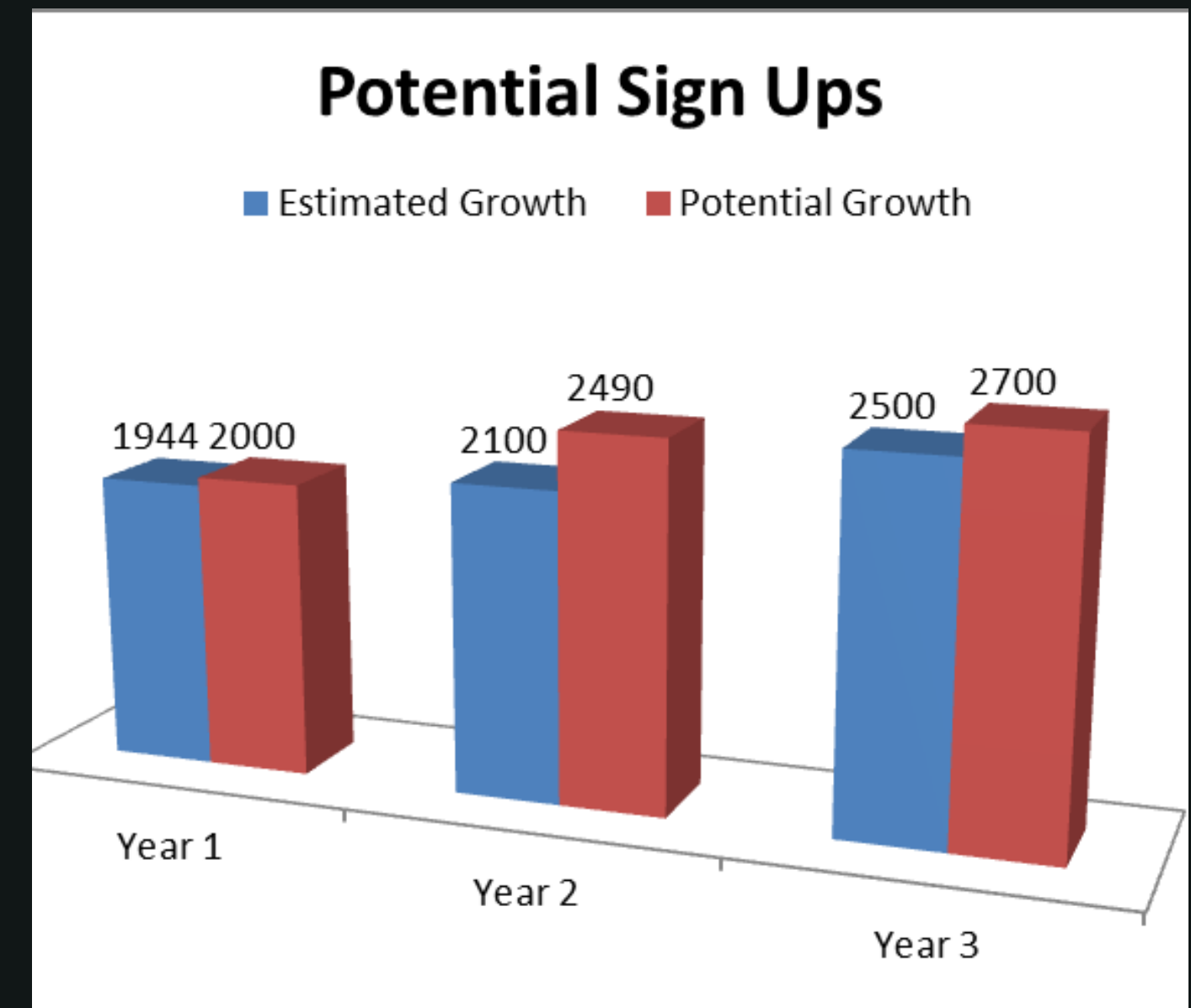
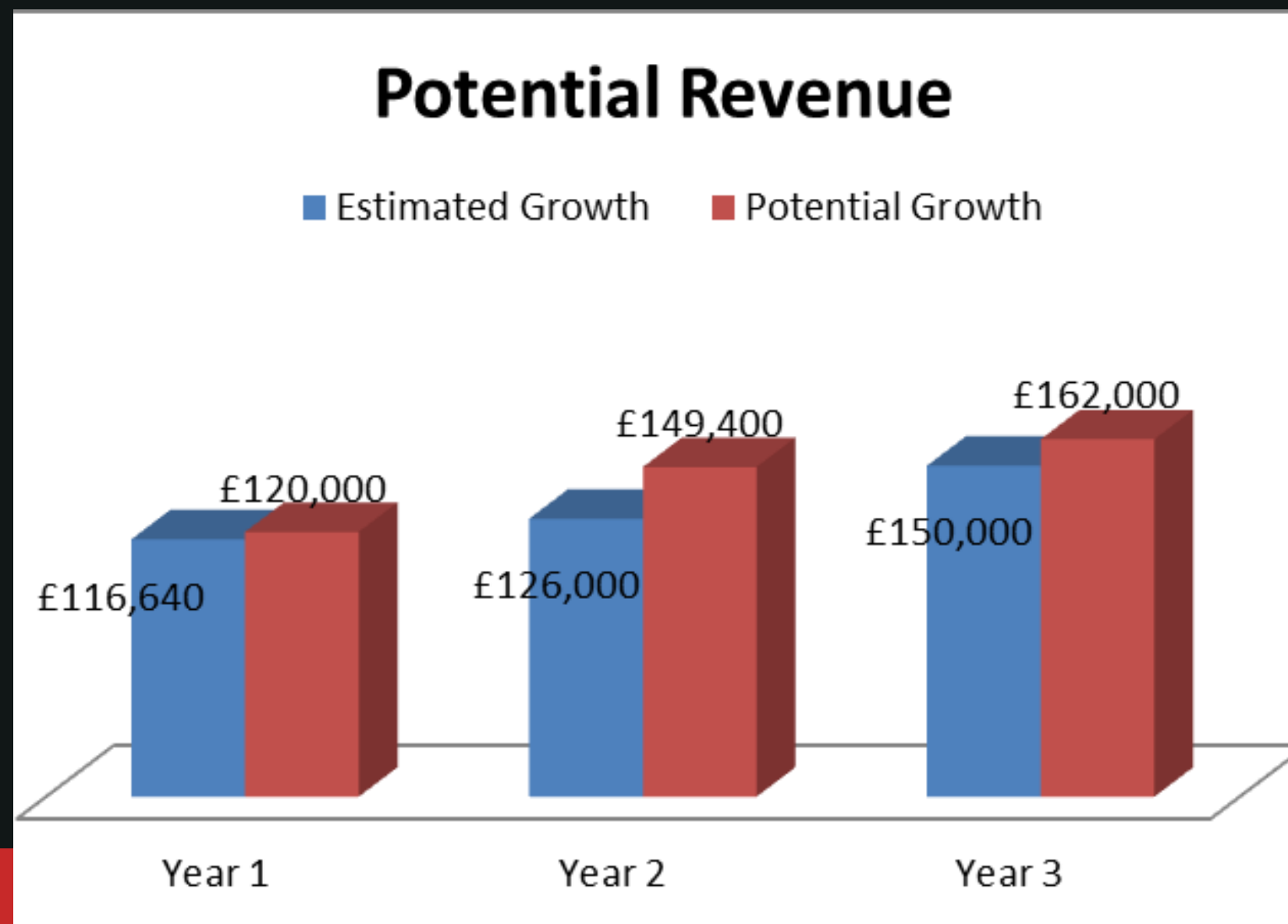


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Traction

Where Fate Sister Music Publishing Ltd is currently at.



Target Market

The customers I want to cater for.



Target Market 1

- Song Writers
- Composers
- Producers

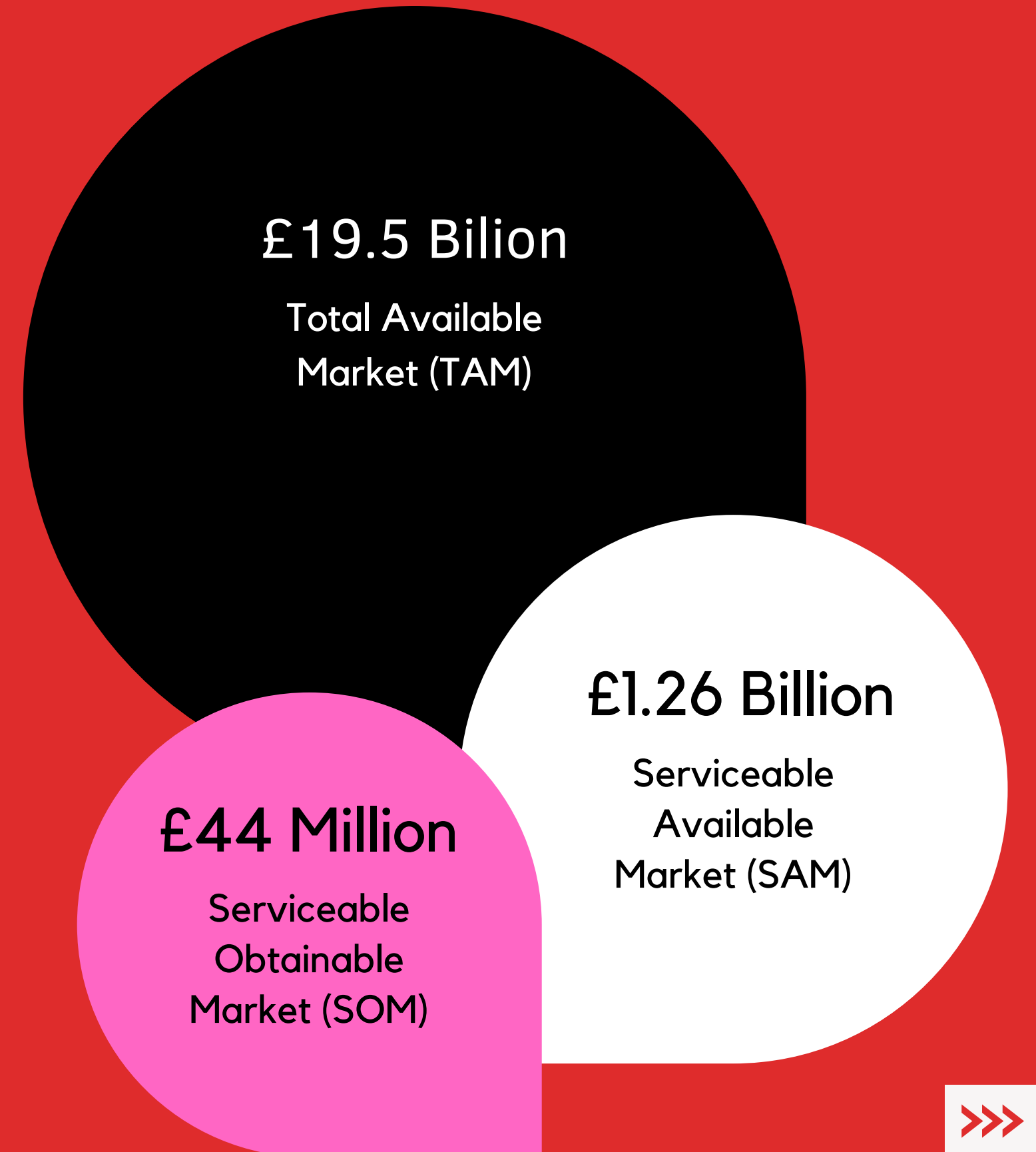
Target Market 2

- Broadcasting industry
- Gaming industry
- Brands



Size the Market

- Total global Market was up by 18.5% (IFPI,2022)
- SAM was up by 13% (Bpi, 2022)
- SOM 44 Million based on 260 publishing companies (UKMusic, 2022) and average yearly spend 169.4k (baker, 2017)



Competitors



Music Gateway



**WARNER
CHAPPELL**
MUSIC



SWOT Analysis

STRENGTHS

- Adaptive to change
- Experience in the industry
- Relationships with industry people
- Company stands out as unique
- Low overheads

OPPORTUNITIES

- Users are looking for new ways to get their music heard.
- Customer loyalty
- Social media presents/Build brand awareness
- Worldwide recognition
- Introduce new services

WEAKNESSES

- Strong competitors
- Less capital to start
- Business setup can take time
- Less resources/staffing
- Establishing a reputation

THREATS

- Inability to grow customer base long term
- Slow growth due to funding
- Hacking
- Breach of data
- New emerging similar companies



Approach 1

How will I set my company from the competition?

Approach 2

How Fate Sister Music Publishing Ltd will reach its customers.

Approach 3

Effective ways to reach customers.

Competitor Approach



- Freenium Business Model- Offers basic for free (Signup and view briefs).
- for an advanced package users can upgrade for £5 a month (create profile and submit works for as many briefs).
- If works are successfully placed a fee of 30% is taken.
- Advantage of acquiring large signups as there is no cost associated. Users can familiarise themselves with our company and view briefs.
- Make money on ads, to boost numbers
- Expense per month £72- £866 per year



Business Model



Management



Director

Mrs Lera Ghanie



Future Roadmap



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Q1 2023

- Complete website
- Seek lawyer- terms & conditions, fee agreement, single song agreement
- Email broadcaster, gaming etc.
- seek business insurance
- Sign up for membership services
- Prepare ad campaign

Q2 2023

- Networking events
- Live music events
- Encourage sign up to advance package
- Implement ad campaign

Q3 2023

- Determine business hours
- Networking events
- Festival sponsorship
- Live music events
- Prepare accounts

Q4 2023

- Arrange to give talks to music schools, colleges etc
- Check in creatives to see how they are doing
- Website maintenance



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