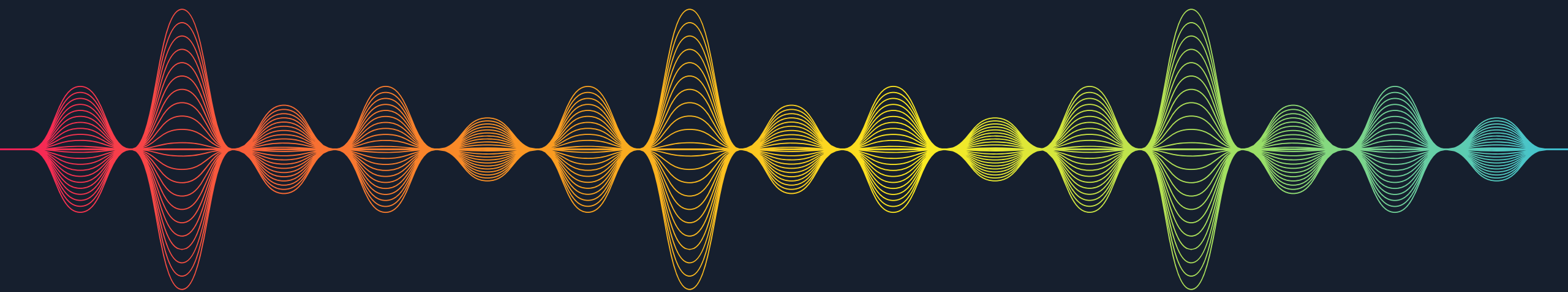




By Adam Zanotti



USP (Secret sauce)

Our Team



Adam Zanotti

8 years of
studying music

Rap artist

2 million views
online

200 Live show

Sound Of The
Southwest
channel



Malachi Hall

2nd best
Beatboxer in
the UK

Sound Of The
Southwest
shows

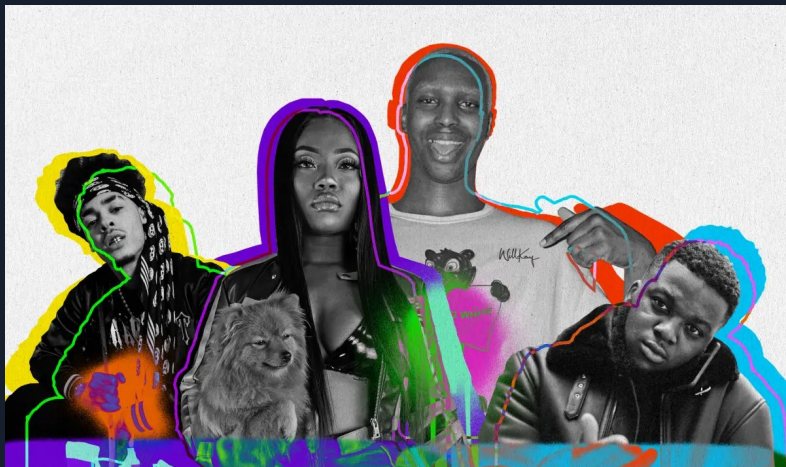


Liam Hillen

Photographer
of UK Rap
Music

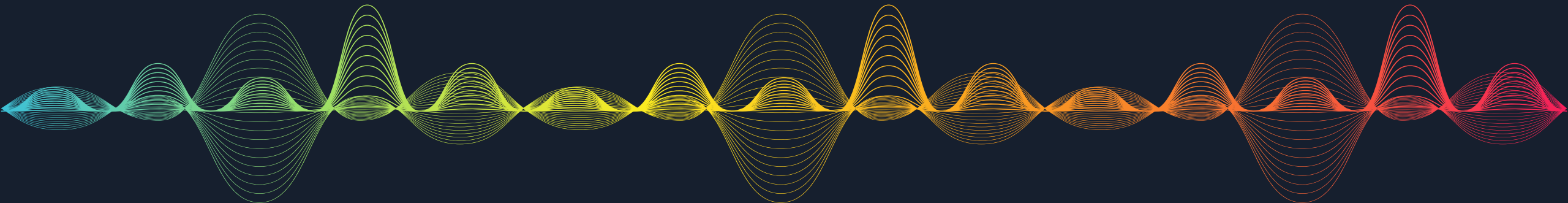
Worked with
Vogue





What do we do?

We create campaigns plans for up and coming Rappers music projects (Albums/EP) to achieve artists goals and compete.



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

[illegible]

Why do we do it?

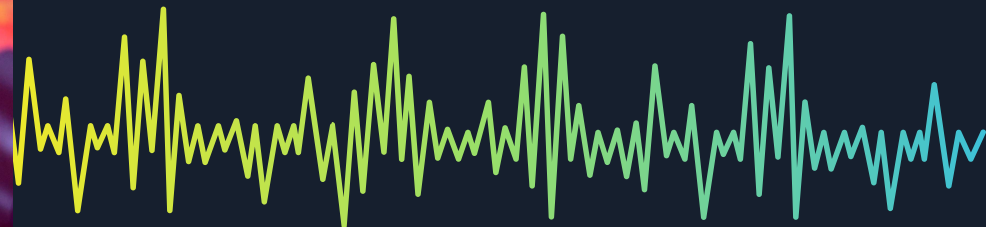
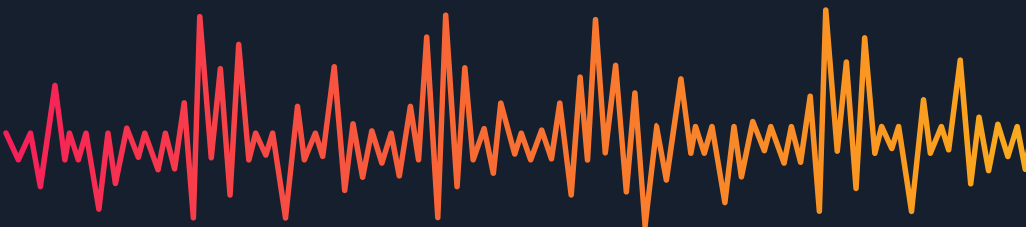


To help artists compete in the industry

- Worldwide over 60,000 tracks are uploaded to Spotify everyday
- UK Rap market is 6 times greater than it was in the 2000s
- Rap music in the UK had over 50 million plays in 2020 *(Official Charts, 2021)*
- Rap accounts for 22% of singles played

To give artists professional music advice

- The modern way of becoming an artists is DIY till labels sign
- Taking stress of the artists who wants to focus on the music



Who is it for?

Up and coming UK Rappers

Underground rap artists all over England, Wales, and Ireland



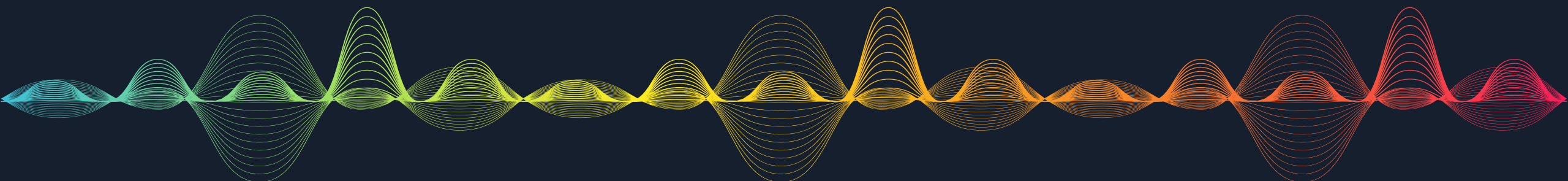
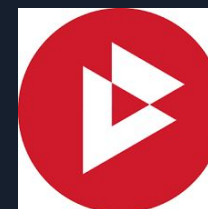
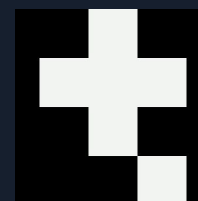
Unprivileged communities

Music artists that come from an unprivileged background



Music students

Artists who study at music colleges and universities





How do we do it?



1- Meet the artist

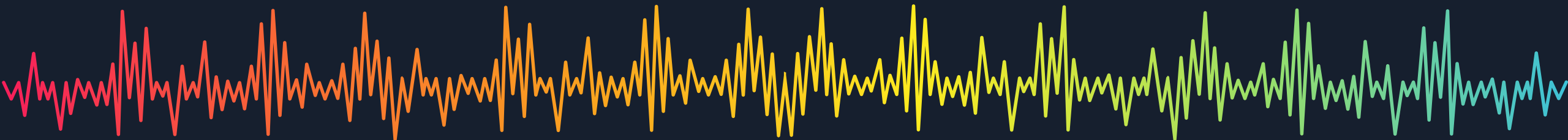
2 - Pick what tailored components they'd like

3 - Research the artist and build their goals

4 - Work with team to create the campaign

5 - Check if the artist is happy

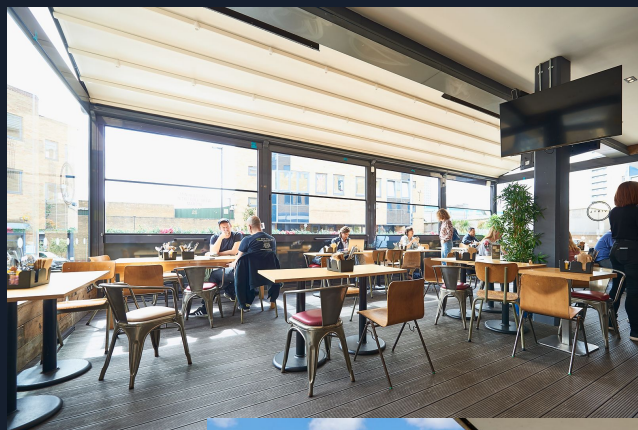
6 - Deliver the plan



Where do we operate? - Remote Working

Tileyard Café

- Professional music environment
- Food and drinks
- Free networking for artists



Hyde Park Serpentine bar

- Fresh air
- Good views
- Central London
- Food and drinks



Online Video Calls

- Weekly meetings
- Available 7 days a week for a phone call/Facetime

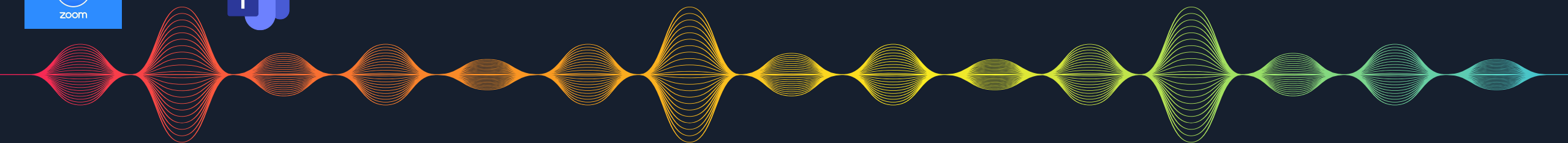


zoom



Available to travel in the UK

- Train journeys
- Flights



1 Step Ahead Milestones

2022

- Reach 1000 followers on all social media pages
- Accept 5 music projects

2023

- Put on open mic event in London
- Over 10k revenue
- Complete 24 projects in 1 year

2024

- Work on 5 international projects
- Festival Plot

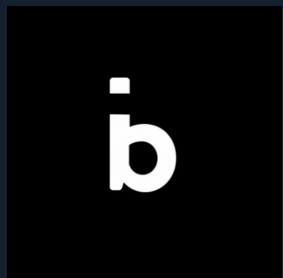
2025

- Move into an office

2026

- American 1 Step Ahead team

Competition



Burstimo

- ❖ Music marketing agency
- ❖ Featured in Forbes, BBC and Vice
- ❖ Est. 2018
- ❖ London
- ❖ Free marketing tip videos on Youtube 156k subscribers

Remote Control Agency

- ❖ Music marketing agency
- ❖ 30+ years music industry experience
- ❖ Worked with well known artists e.g. Blondie



Revenue Streams **#MoneyTalks**



Music artists

Rappers/Record Labels

Merchandise

Clothes & digital assets



Crowdfunding

Community donations

Live events/shows

1 Step Ahead performances



Equipment hire

Microphones, Speakers

Arts Council

Supporting unprivileged artists





Thank you!

Do you have any questions?



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