



Road-X

What is Road-X?

- Multifunctional artists touring application
- Easier and effortless way for artists to organise their touring experiences
- All touring options in the palm of your hand

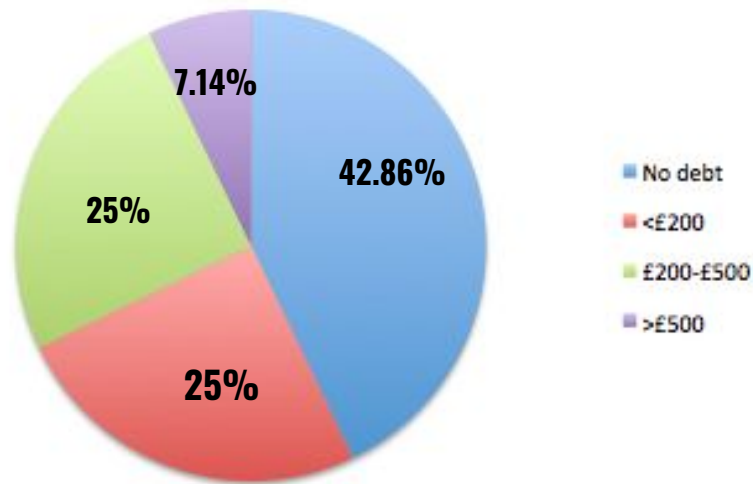
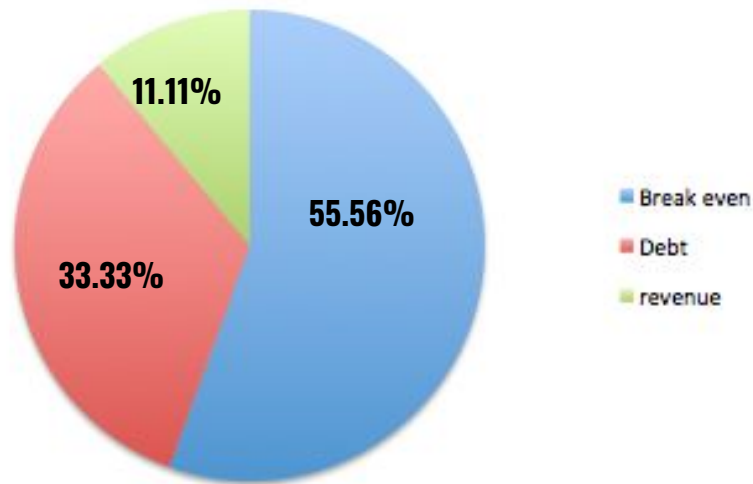
What does it offer?

- More accessibility and the ability to explore into more revenue in the live industry
- More control over touring necessities and expenses
- More security and less stress
- Providing security to booking agents and touring managers
- Help artists with last minute emergencies- (transport malfunction, gear theft, merchandising low stock)
- High standard customer service with 24/7 guarantee

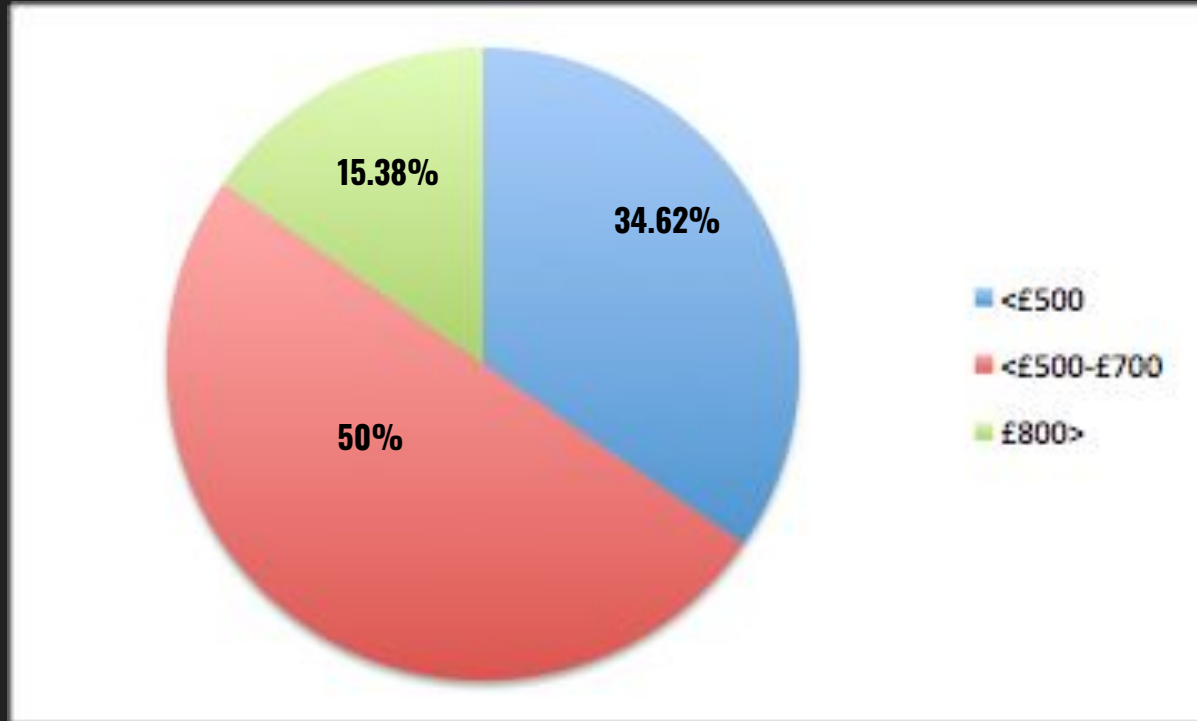
Why?

- The rise of streaming- global recorded music revenues achieved one of the highest rates of growth since 1997- 9.7%. (IFPI 2018)
- Touring is the main driving force in the industry- 59% of artists' annual revenue from live performances (Frost Online 2018)
- Touring is an expensive business- 'unless you are already successful, touring costs'. (Lindvall 2018)
- Outcome is either breaking even or debt- transportation struggles, merchandising costs (VAT, costs per unit), equipment rental

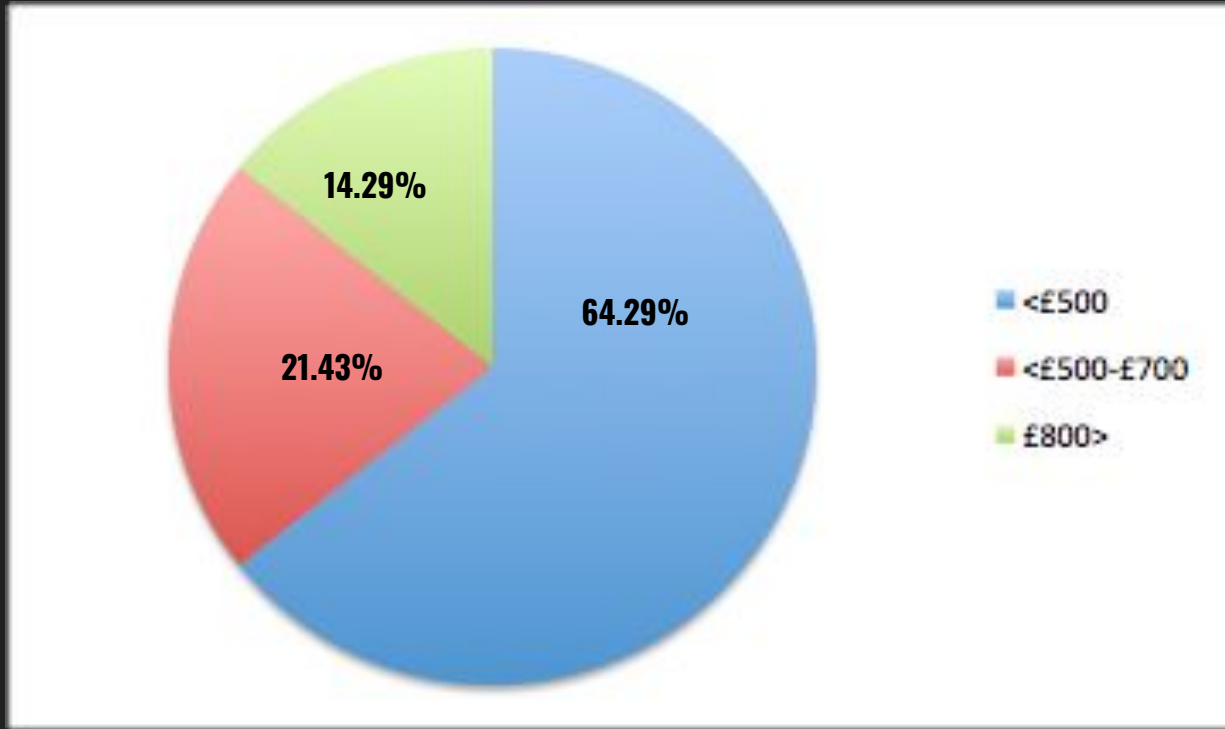
Survey data- revenue vs debt



Survey data- transport expenses



Survey data- Merch expenses



Road-X Set Up

- All features included individually but also IN PACKAGES- all according to artist's budget and route:

Bronze	Silver	Gold
• Ideal for a weekender route • 6-seater touring van • No accommodation included • 50 1 colour t-shirt prints + free stickers • Routing Plan	• 9- seater touring van available • Ideal for a week's route • Accommodation feature included • 50 2 colour t-shirt prints + free stickers • Routing Plan • Insurance included	• Ideal for 2 weeks or more • 9 -seater touring van/ touring bus • Accommodation feature included • Unlimited merchandise print +free stickers and pins • Routing Plan • Insurance included • Bonus features available

Road-X Set Up

- **Transport**

- choose between companies that specialise in touring transportation
- price comparisons between companies available
- Push notification on deals/promotions/availability

- **Accommodation**

- option to choose between various airbnb facilities as accommodation post show
- According to availability, parking options and the artists' available budget
- Push notifications sent when accommodation at a certain location becomes available
- Push notifications on updates will be sent once booked- date approach, collecting keys, available parking
- Online chat set between artists and accommodation owner

- **Merchandising**

- find the best deals from merch companies
- Control inventory and income
- Push notification on profit/loss margin each show
- Notify merch company about low stock- re-stock available!

Road-X Set Up

- **Gear Hire/ Insurance**
 - Insurance included in gear and transport feature and/or individually
 - Gear hire for a specific amount of time while on the road
 - Push notifications for gear deals and promotions
- **Show Info/ Routing Plan**
 - Artists will be able to provide information on their touring advance
 - Included in every single package
 - Push notifications on upcoming tour dates/ any overdue payments

Competitors

***TERRIBLE
MERCH****

TAG

Competitors Matrix

<u>Factor</u>	<u>Road-X</u>	<u>TAG Group</u>	<u>Terrible merch</u>
Quality	5	9	7
Customer Service	8	8	8
Customizable Product	7	9	7
Unique Features	7	9	7
Price	5	7	7
Navigation	5	7	5
Endorsements	0	9	8

Revenue- where's the money?

- **Commission revenue model**
 - Companies get a % of sales- Motivation to work harder
 - Controlled labour costs + Optimize sales efficiency
 - Unpredictable expenses + commission uncertainty
- **Subscription revenue model**
 - Time + convenience for customers
 - Better prediction of demand + money upfront
 - Guarantee of income
 - Longevity- will it last?
 - Volumes- What if people don't need to use the app?
- **freemium revenue model**
 - Increased brand equity
 - Easy customers- keeps engagement up
 - Cheap add-ons
 - requires viral growth
 - Late profits
- **Advertising revenue model**
 - Sponsors willing to pay more to each audience
 - Profit from offering solutions with limited demand
 - Generates traffic + interest
 - Hard to predict
 - Advertisers come and go

Marketing Plan

- Online advertising- facebook, instagram, Youtube
- Print - music magazines, adverts
- Music conventions/ conferences
- Permission Marketing

	Budget + Expenses		
feature	Optimum Quality ratio	Good price quality ratio	Affordable
Android and/or IOS	Both £9000	Either £3600	Either £1800
Interface	Custom Interface £10,800	Simple Interface £2400	No design (appy pie Template) £0
Monetization	In-app purchase £3600	In-app purchase £2400	Paid app £150
Login system	Email + social networks £3600	Email £2500	Email £750
Website integration	Yes £3600	Yes £2400	No website integration £0
User profile	Yes £3600	Yes £2500	Yes £200
Control panel	Yes £3600	Yes £2400	Yes £1200
Multilingual	Yes £3600	Yes £2400	Yes £1200
TOTAL	£41, 400	£20,600	£5300

References

- Ifpi.org. (2019). *Facts & Stats — IFPI — Representing the recording industry worldwide*. [online] Available at: <https://www.ifpi.org/facts-and-stats.php> [Accessed 29 Jun. 2019].
- Lindvall, H. (2019). *Counting the cost of touring*. [online] the Guardian. Available at: <https://www.theguardian.com/music/musicblog/2008/jun/11/costoftouring> [Accessed 29 Jun. 2019].
- Online, F. (2019). *How Does Live Music Impact the Music Industry Financially?*. [online] Frostonline.miami.edu. Available at: <https://frostonline.miami.edu/articles/live-music-financial-impact-on-music-industry.aspx> [Accessed 29 Jun. 2019].

Thank you!