Florian Philippe Bel - SBTY7004
Individual Presentation - New Technology in Music and Creative Entertainment

JMNI

A Creative Agency for Musicians

WHY JMNI?

Mission Statement

- Specialised Creative Agency for Musicians
- Offers every creative service required by an artist, label or venue.
- Team of dynamic multi-talented creatives
- Founded in 2018
- Get in the mindset of the client - experience as musicians
- Passionate about music

EVERYTHING YOUR MUSIC NEEDS

SERVICES

Services

Songwriting
Arranging
Production
Session musicians
Mixing & Mastering

Videography
Photography
Graphic Design
Web Design
Branding

Multicam livestream
Digital consultancy
Social media marketing
Event management

WHO IS IT FOR?

Mission Statement

- All genres
- Small to large venues
- Every stage of their career

CASE STUDIES

Nick Corbin

The Ultimate Seminar

Still LIVE

Pricing structure

Single camera live session - from £200 per song

Multi camera live session - from £300 per song

Promo video for function bands - from £800

Web design - from £500

Multicam live stream/full live event coverage - £1200

Full day studio recording - £300

Session musician for a live performance - £150

One hour marketing consultancy - £40

Narrative music video - from £600

COMPETITION

Competition

- USP: Founded for Musicians to communicate effectively with their providers, first hand knowledge of the industry
- No other agency provides the exact same range of products
- Labels do - high barrier to entry
- Half Crescent - Very similar but partner of ours
- Blackstar - Specialised in music but no production team
- WMA - Much bigger scale operation

INDIRECT COMPETITION

Indirect competition

- WMA - Much bigger scale operation
  - Inspiration
  - Production team
  - Works with top 3 major labels
  - Next tier of what JMNI aims for

TESTIMONIALS

JMNI have been a very caring and accurate service provider for my needs working as a premier Creative Agency. - **Mahlon Rhamie**

The sheer number of opportunities, jobs, events, and contacts that JMNI has created is astounding - there have been times when I have performed at and co-organised 2 or 3 JMNI events in one week - **Sahil Batra**

Of all the services JMNI have provided for me, the most special has been the musicianship on my debut solo album, which was released in June 2020. The attention to detail, willingness to cooperate and overall professionalism of Flo and all JMNI's musicians is second to none and I will be forever grateful to them for their amazing contribution to my project - **Nick Corbin**

We would like to say a huge thank you to JMNI - Creative Agency for Musicians. Their assistance in helping us with their expertise and creativity, and for their commitment to sharing our vision to ensure that the Ultimate Seminar virtual edition becomes an outstanding event. Welcome to the Cre8ing Vision family. - **Cre8ing Vision**

FIGURES

JMNI is:

5 stars on Facebook reviews

7 regular team members

10 terabytes of video data

Two years old

23 in house session musicians

24 self promoted public events (live gigs, jam sessions, songwriter showcases) in 7 venues across London

114 satisfied clients across all services

1150 instagram followers

Over £25.000 invested in equipment

WHAT’S NEXT?

What’s next?

- ❑ Expand the business
- ❑ Reach out to labels, managers, rosters
- ❑ Develop new products, centered around blended events
- ❑ Blend events management and live streaming
- ❑ Potential of live music and content creation

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THANK YOU!