



BLACKJACK

EZ MERCH™

Δ BLACKJACK LOGISTICS ENTERPRISE



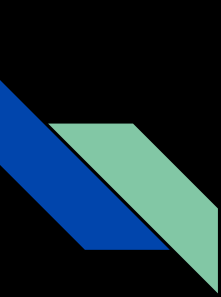
WHAT IS EZ MERCH™?

- Merchandising for the 21st century
- Creation
- Storage
- Shipping
- Logistics
- Low cost, high profit



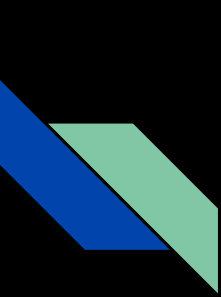
THE MUSIC SAGA

- Record music
- Exposure
- Tour
- Buy merchandise
- Record again
- Tour
- Sell merchandise
- Maybe get paid



HOW DOES IT WORK?

- Display items
- QR code
- Online store
- Payment processes
- Dispatch system
- Labels printed
- Item(s) shipped
- Item(s) arrive



WHY IS MERCH SO CRITICAL?

- CwF + RtB
- DtF
- Streaming + physical sales
- Ancillary is key
- Sometimes the only income



THE PROBLEM

- Mass stimuli
- Online v offline
- Tangibility
- Loss and theft
- Taxation
- Risk v Reward



THE SOLUTION

- Innovation
- Secure and safe
- Delivery
- Convenience
- Casuals and the superfans
- Limited edition(s)

“Music has always been about selling to the same people twice, or three times if you can.”

Charlie Arme



THE FUTURE

- 1 click checkout
- Quick sale, more spend
- Amazon Prime
- Starship Technologies



- Ease
- Safety
- Innovation
- New and new and new

RECAP

(<https://www.youtube.com/watch?v=GTxw49t2Gv8>)





QUESTIONS?



callum@theblackjackgroup.co.uk



REFERENCES

- Anderson, C. (2009). *The longer long tail*. London: Random House Business.
- Anderson, C. (2010). *Free*. London: Random House Business.
- Arme, C. (2019). Interview with Charlie Arme.
- atVenu, M. (2019). *Gear Up... It's Festival Season Again! - atVenu*. [online] atVenu. Available at: <https://atvenu.com/gear-festival-season/> [Accessed 28 Apr. 2019].
- BELFORT, J. (2017). *Straight line selling and persuasion system*. [Place of publication not identified]: NORTH STAR WAY.
- Gassmann, O., Frankenberger, K. and Csik, M. (2014). *The business model navigator*. Pearson.
- Kusek, D., Leonhard, G. and Lindsay, S. (2005). *The future of music*. Boston: Berklee Press.
- Maznick, M. (2009). *My MidemNet Presentation: Trent Reznor And The Formula For Future Music Business Models*. [online] Techdirt. Available at: <https://www.techdirt.com/articles/20090201/1408273588.shtml> [Accessed 29 Apr. 2019].
- Wolf, T. (n.d.). *90% of our decision making is irrational*. [online] Conversioner. Available at: <https://www.conversioner.com/blog/90-of-our-decision-making-is-irrational> [Accessed 28 Apr. 2019].