



PERSISTENT SOUNDS

Persistent Sounds - Proposal

Summary

Persistent Sounds is a music production company that provides studio recording services to singers, songwriters, rappers, and poets. Alongside this Persistent Sounds will also host monthly ticketed music events in different clubs across London showcasing our incredible in house talents. We have a team of talented music producers who work closely with the CEO of Persistent Sounds, Daniel Arieleno in building, developing, and A&Ring the future superstars that walk through our doors.

Persistent Sounds will generate income from the sales of our recording studio hire, private party bookings, and ticketed sales from our monthly music events. As a music production company our mission statement is to create quality, timeless, and popular music that will revolutionize the British music industry. Our plan is to bring to the surface predominantly the R&B, and Soul genre, and to commercialize this genre as part of the British sound of music gaining world wide recognition like our US counterparts.

Our cost for the first year will be £10,000, which will pay for the rent of our recording studio space (including interior design), our first event costs, and all licenses needed. Our first event is currently planned for 03/04/21 for our costs for this being £1000 and ticket sales bringing an income of £3000 (300 tickets) we will then carry that balance to pay for the first month rent of our studio space where we plan on charging clients £20 an hour for a producer and engineer per day with a minimum of 5 hours (£700 per week, £2800 per

month). This will eventually lead to us having the finances to invest in better recording equipment for the recording studio, and invest in marketing for the company.

About The Business

Persistent Sounds plan to be one of, if not the best music production company in the UK that specializes in the genre of Popular R&B, and Soul by providing our customers with more than just quality producers, and songwriters but by giving our customers a safe, creative, and family orientated environment when creating music. As humans, we are the most comfortable when we feel at home, so we aim that every minute our customer spends in the studio feels as if they are at home with family. One of our key marketing techniques is word of mouth when other artists, and musicians recommend their peers to record at our studio.

Part of our business model also allows us to be hired out for private events such as parties, and weddings. As most of these type of events require live performers we can save the end consumer massive costs as we provide a full package of our in house artists as opposed to separately booking a DJ, and or caterer.

Persistent Sounds was birthed from my personal journey of trying to establish a career within the UK urban music scene which ultimately lead me to start a music business course inspiring me to set up my own company. With ten plus years experience as a musician opening for acts such as Ed Sheeran, Boys 2 men, Brandy and winning a MOBO unsung award this experience had fully equip me to now help reestablish a genre of music that is some what dormant within the British mainstream music industry.

UK Urban music is on a rise however there is a lack of an R&B and Soul presence in which there is a gap within the market. With this being said I have decided to formulate a team of producers, and songwriters working in unison to bring forth my vision for Persistent Sounds making a mark not just in the UK but internationally.

I would like to break the mold of UK R&B and Soul artists having to establish their careers in the US before experiencing some success, and receiving recognition for their talents in their home land. This has been a common theme with artists such as Ella May (The first British artist to top the US R&B charts since Lisa Stansfield in 1992), Joss Stone (establishing her career in the US) Songwriter Varren Wade (Janet Jackson) Harmony Samuels (Ariana Grande, Chris Brown) and much more.

The business currently consists of three people, Daniel Arieleno (Director, Artist, Songwriter, Vocal Engineer) Maleik Loveridge (Producer, Artist, Songwriter, Vocal Arranger) and Shanice Kudita (Songwriter, Artist, Marketing Manager)

The business name reflects our moral of living in which we have remained “persistent” Within working towards our goals even when facing difficulties or opposition.

SWOT

Strength	Weakness
● There is a demand, and a gap in the market for R&B and Soul music within the UK music industry. ● We are in possession of the necessary equipment needed to operate the recording studio. ● Director of Persistent Sounds has a collective experience of ten years across the field of singing, songwriting, vocal production, vocal engineering, and A&R. ● Social media presence, and website ● A formed relationship with one of UK's biggest driving music promoters, Musicalize.	● Difficulties in obtaining start up and running capital. ● The company needs to gain and build reputation in become trustworthy to future clients. ● Companies such as Disturbing London have had success with their artist Tinie Tempah which lead them to develop their company into an entertainment brand, not only covering the recording business but also publishing, events, branding and marketing to name a few.
Opportunities	Threats
● Joint venture with a major or independent record label. ● Possible publishing deal, opportunity to establish a publishing arm to the business. ● Sync opportunities for a catalog of produced music.	● A global pandemic which effects the economy I.e. Covid 19 ● Other up and coming production companies that compete for the same market which we are trying to appeal to I.e. Da Beat Freakz, and Finesse Foreva.

The music industry is changing giving power to the people, and allowing the people to choose the music they want to hear. The increase in music streaming services, and streaming revenue holds a place, and multiple opportunities for a business like Persistent Sounds.