
ZULU MUSIC LTD



Management service: Artists, Songwriters and Producers. Inc.2021

What is 'Zulu Music'

Zulu Music is a music management company set up by Thando Zulu in March 2021.

Thando's current usp is the strength of relationship he has with each of his clients along with a nature affinity to leadership and strategy.

Zulu Music seeks to be a company that helps its clients reach their full creative potential whilst still maintaining a healthy lifestyle outside of work.





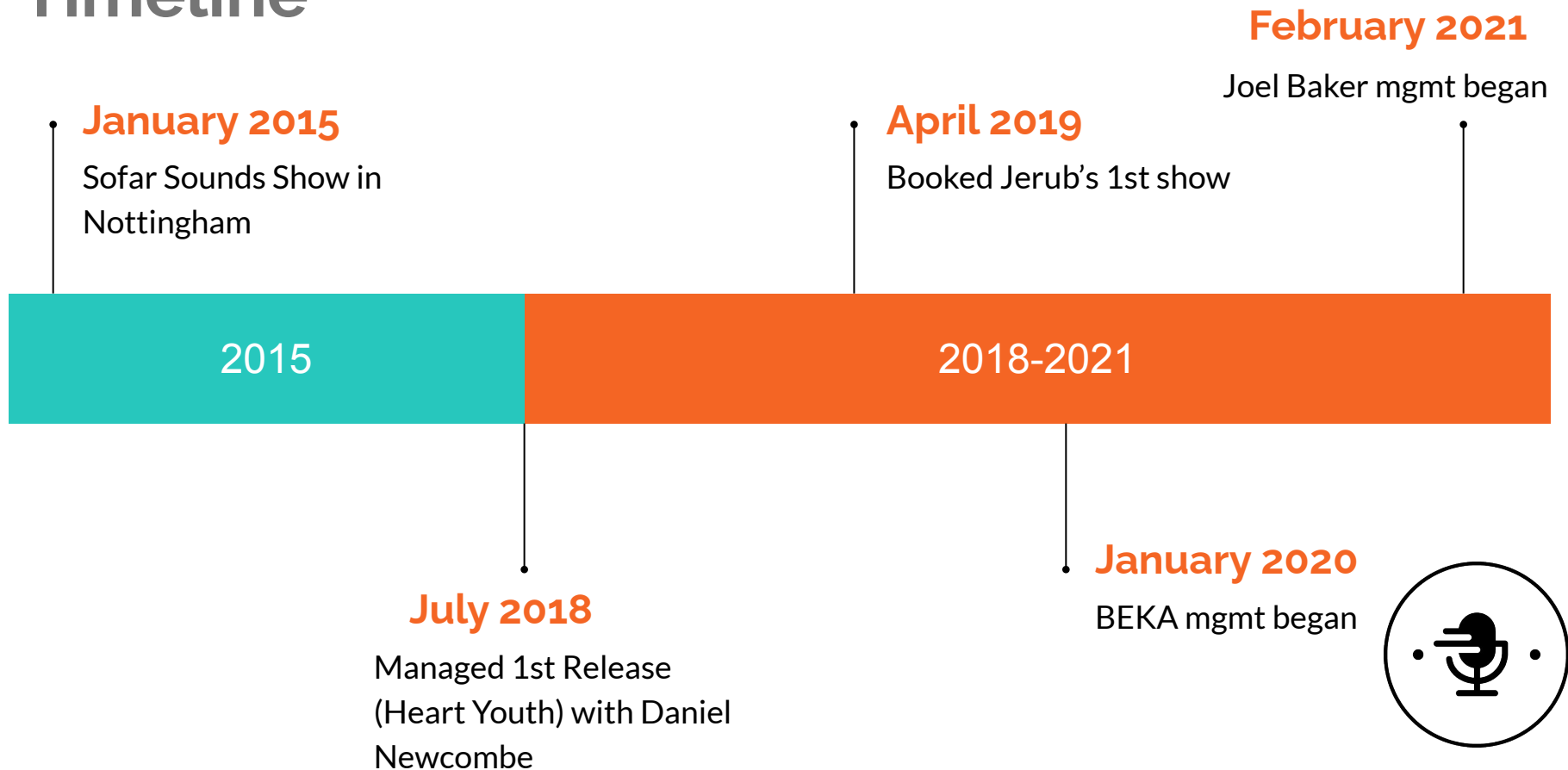
1. Why 'Zulu Music'?

Fell into Music Management... and then quickly saw the positive impact that I was making and decided to double down on this new talent I had stumbled upon.

- **Timeline**
- **Opportunities**
- **The reason**



Timeline



— Opportunities Short Term

- Record Deals: 3 Artists in short term deals
- Publishing Deals: All Clients without Publishing
- DMSC: Streaming revenue is likely to increase soon
- Songwriting/Catalogue songs increasing in value
- Managers being seen more as partners



Quote

Hardship is the incubation pod of innovation and creativity.

—

The Reason. When I get to
80 years old I want to have
found success and
still have friends.



Quote

*If you want to travel fast
go alone...if you want to
go far, go together.*



2. Client Profiles

Meet the Artists, Songwriters and Producers

→ **JERUB**

Artist: Singer/Songwriter 22 years old.

→ **Daniel Newcombe**

Producer: Musical Director, Songwriter,
Drummer.

→ **Joel Baker**

Songwriter/Artist - Music Business
Veteran.

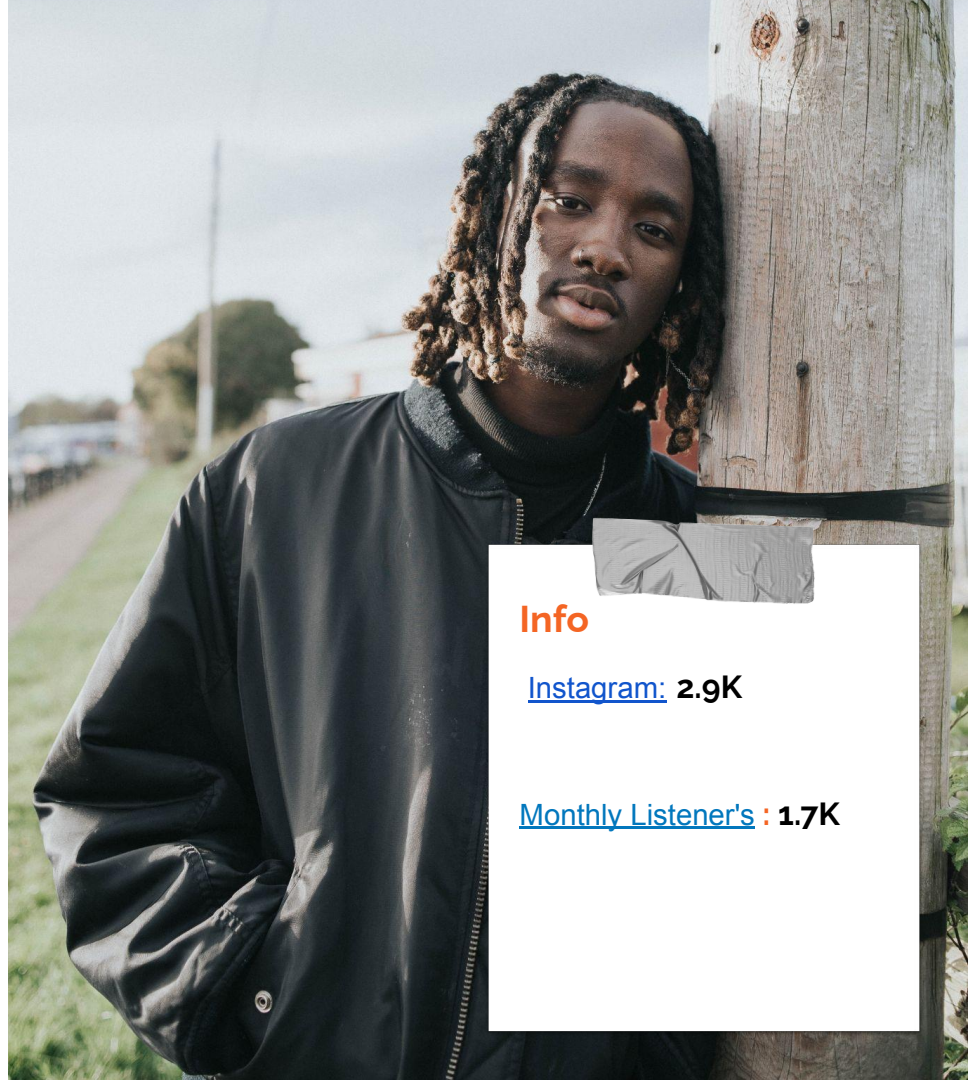
→ **BEKA**

Singer/Songwriter - Emerging Pop Artist



JERUB

JERUB is a singer and writer based in Nottingham, UK. He began his journey as an artist in April 2019 when he released his debut single 'Paint Me in Gold'. Blending a variety of genres from soul to alt-rock with Rnb/Pop influences, JERUB brings a combination of powerful vocals, heartfelt lyrics and magical melodies that resonate with a wide audience. Since then JERUB has garnered support from Dean Jackson with multiple first listens on BBC introducing East Midlands.



Info

[Instagram:](#) 2.9K

[Monthly Listener's](#) : 1.7K

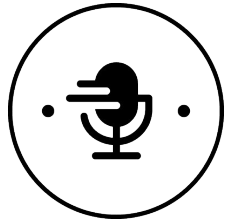


Daniel Newcombe

Daniel Newcombe is a producer, songwriter from Nottingham who has been playing drums since aged 10.

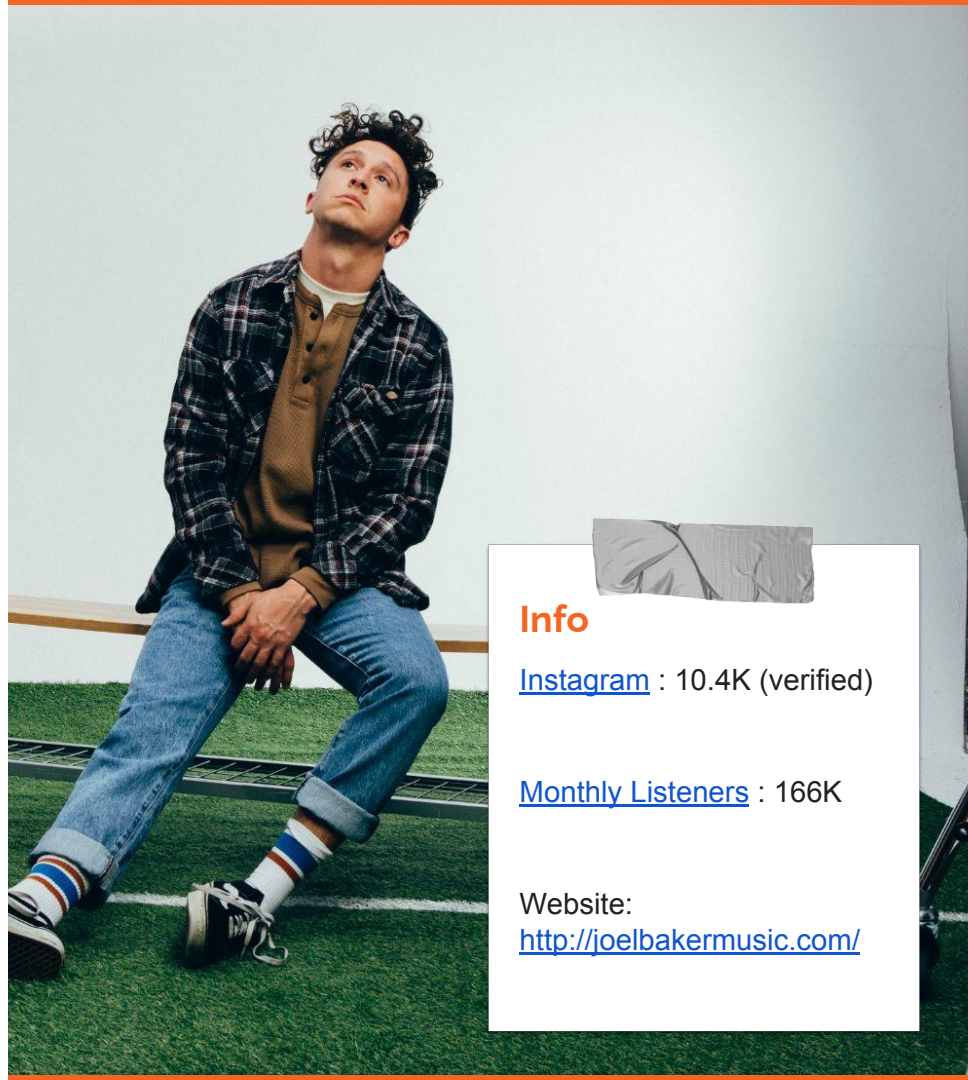
Daniel has toured done stadium tours working with modest management artists such as, new rules and little mix.

Daniel is a prolific producer with cuts on over 50 released songs.



Joel Baker

Joel Baker, the Nottingham native, is a Radio 1 play-listed artist, drawing inspirations from Bob Dylan and J Dilla. An artist who is never comfortable with treading water in the status quo, Joel is often boxed as un-boxable.



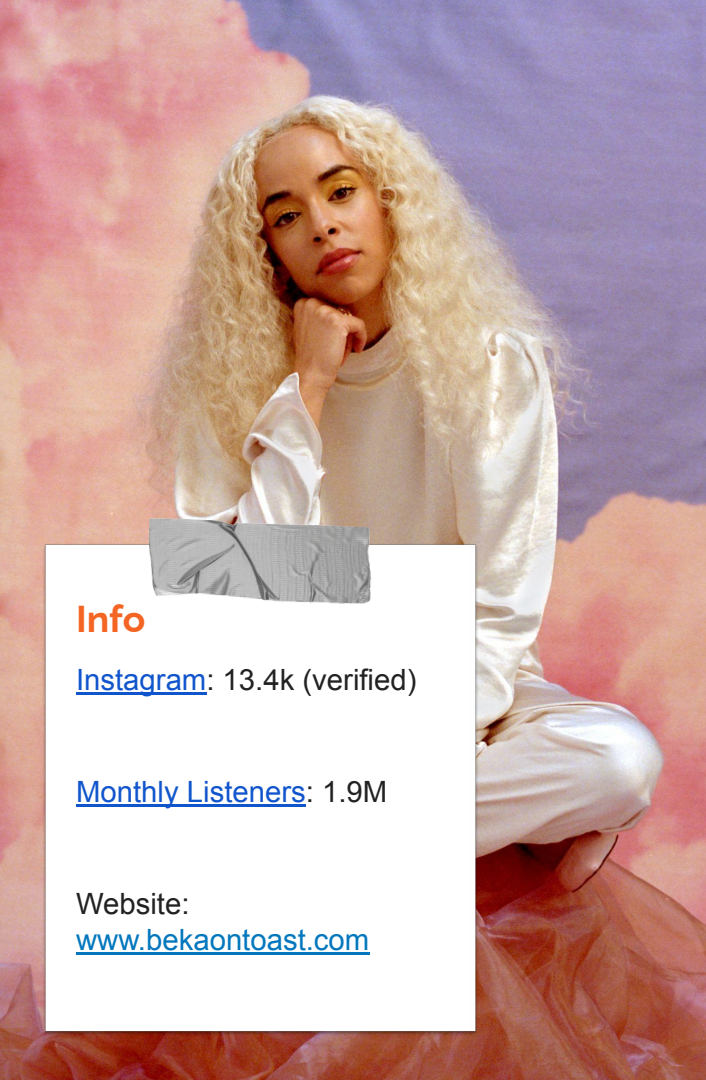
Info

[Instagram](#) : 10.4K (verified)

[Monthly Listeners](#) : 166K

Website:

<http://joelbakermusic.com/>



Info

[Instagram](#): 13.4k (verified)

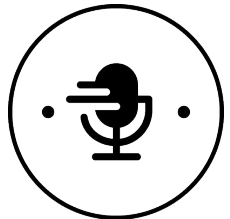
[Monthly Listeners](#): 1.9M

Website:

www.bekaontoast.com

BEKA

Inspired by music that's both thought-provoking and soulful, BEKA's inquisitive nature fuels a great deal of the emotional energy that oozes through her debut single "I'll Be There" - which was chosen as the BBC Introducing Track of the Week on Radio 1 in February 2021.





3. Financial Model

How Managers Make Money

- **20% Commission**
Net/Gross commission payable by clients
- **Salary**
Work for a company that would pay a salary but take a portion of the commission on my artists



20% Commission

Earning 20% Commission can be looked at as earning $\frac{1}{5}$ days per week per client. So to reach a sustainable income level I would be looking to have 5 clients in total.

Salary

Reduced autonomy but increased security.

Quotes

Most Music Managers work 2 jobs for the first 5 years of working in the music industry.



4. Operations

- Marketing Ecosystem
- Key Partnerships
- Growth



Marketing Ecosystem.

Artists

Fans

Industry

Management

Quote

"...Work everyday as if you're in an interview because you probably are..."

KEY PARTNERSHIPS

LEAP - PR

Agreed to work across my rosters at reasonable rates

MSE - Accounts

Supporting me with my accounts and able to do the same for my clients

Tileyard London - Network

In the heart of the music industry

Growth

Staffing

Management Assistant:
Michaela Witherden

Scouting

-Artists: Tim Newman, Lydia
Evangeline, Aaron Taylor

-Writers/Producers: Fez,
Matthew Burrows

Partnerships

Bigger Mgmt Company:
Tileyard Music/Covert
Talent

Creative Agency:
OnesixOne



Reference List:

Any Questions??

Financial Model

<https://www.musicbusinessworldwide.com/managers-should-be-well-compensated-and-own-equity-in-what-were-developing/>

<https://www.musicbusinessworldwide.com/we-are-concerned-about-the-value-flowing-down-to-artists-and-creators/>

Long term perspective

<https://www.musicbusinessworldwide.com/artist-development-is-a-long-game-and-you-need-to-make-a-solid-foundation/>

Good Artist Management

<https://www.musicbusinessworldwide.com/merck-mercuriadis-five-golden-rules-for-good-artist-management/>

Value of a manager

<https://www.musicbusinessworldwide.com/how-managers-are-helping-drive-forward-artists-recording-careers/>

Being Sensitive to Artists

<https://www.musicbusinessworldwide.com/artists-are-complicated-people-youve-got-to-be-sensitive-to-that/>

<https://www.musicbusinessworldwide.com/managers-does-your-artist-love-you-this-much/>

Management Partnerships

<https://www.musicbusinessworldwide.com/jill-hollywood-leaves-big-life-found-echo-beach-management/>

