

Creative Business Project 2018/2019

Stroker Creative Visuals Ltd.

MA MUSIC INDUSTRY ENTREPRENEURSHIP

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What the company does

MAIN SERVICES (CHOREOGRAPHED)

- Music videos
- Live performances

ADDITIONAL SERVICES

- Photo shoots
- Extras, models, actors
- Hair and make-up stylists
- Commercials
- Influencers (future)

Where and Who

- London, city of creatives
- Small core management team plus agency employees

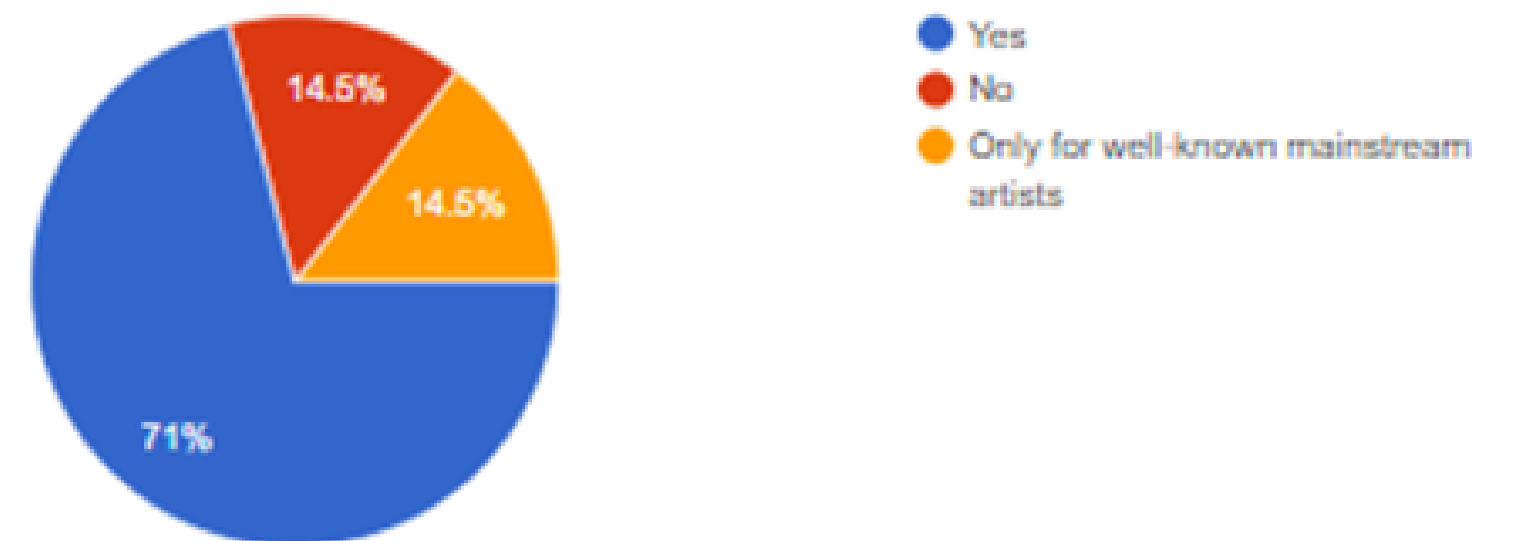


- **CONNECTING CREATIVE PROFESSIONALS**
- **ONLINE IMAGE FOR ARTISTS**
- **RISE OF LIVE MUSIC INDUSTRY**
- **COMPETITOR ANALYSIS**
- **USP: ONE-STOP SHOP + SOCIAL ADVOCATE**

WHY

3. Do you think it is important for an artist to have music videos?

62 responses



Target Market

B2B

- Singers
- Musicians
- Record labels

(Initially smaller clients)

B2C

- Music and dance enthusiasts active on social media
- Certain concert and festival attendees
- Fans of the artist/band

How does it work?

- 1. Project request**
- 2. Concept creation**
- 3. Finding a match (+ location)**
- 4. Approval (+ audition)**
- 5. Rehearsals + project
management**
- 6. Shoot day/performance**
- 7. Final stage**

SWOT analysis

STRENGTHS

- USP
- Young and up to date
- Accessible to general public

WEAKNESSES

- Start-up
- Reputation
- Financial resources

OPPORTUNITIES

- Low-cost online promotion
- Creative professionals looking for new projects
- Sponsorships

THREATS

- Competitors, amckdance
- Information overload
- Economical crisis, Brexit

Marketing

OFFLINE

- Industry networking events
- Entrepreneurship event panels
- Business cards
- Future guest lectures

ONLINE

- Social media
- Website
- Guest blog posts
- Podcast features
- Future influencer marketing

Finances

- Arts Council Funding
- Savings
- Start-up loan
- Main source of income
- Flat fee payments (initially)
- Losses in first few years, but steady growth
- Possible investment 3rd year

Stroker Creative Visuals Ltd.				
Income Statement	2020	2021	2022	
REVENUE				
Services				
Main Services (music video + live performance creation)	£ 144.000	£ 450.000	£ 600.000	
Additional Services	£ 72.000	£ 126.000	£ 147.000	
Total Services	£ 216.000	£ 576.000	£ 747.000	
Other				
Owner investment/ Company capital	£ 5.000	£ 4.000	£ 4.000	
Merchandise	£ 2.000	£ 3.600	£ 4.800	
Start Up Loan	£ 15.000			
Arts Council Funding	£ 15.000	£ -	£ -	
Crowdfunding	£ 3.000	€ 5.000	€ 5.500	
Sponsorships/ Investment	£ -	£ 2.000	£ 18.000	
Total Other	£ 40.000	£ 14.600	£ 32.300	
TOTAL REVENUE	£ 256.000	£ 590.600	£ 779.300	
EXPENSES				
Direct Costs				
Locations	£ 18.000	£ 56.250	£ 75.000	
Salary (core management team)	£ 57.000	£ 122.400	£ 157.050	
Agency Employees Wages	£ 159.000	£ 435.600	£ 559.950	
Annual Concept Videos for Arts Council	£ 5.000	£ 5.000	£ 5.000	
Total Direct Costs	£ 239.000	£ 619.250	£ 797.000	

General and Administration (G&A)			
Marketing and Promotion	£ 1.600	£ 3.300	£ 3.850
Loan Interest Rate (6%)	£ 900	£ 900	£ 900
Fee for Company Name Registration	£ 12	£ -	£ -
Insurance	£ 400	£ 400	£ 400
Office Rent (hot desk)	£ 1.140	£ 1.740	£ 1.740
Telephone and Internet	£ 720	£ 720	£ 720
Total G&A	£ 4.772	£ 7.060	£ 7.610
TOTAL EXPENSES	£ 243.772	£ 626.310	£ 804.610
NET INCOME BEFORE INCOME TAXES	£ 12.228	-£ 35.710	-£ 25.310
INCOME TAXES (20%)	2445,6	-7142	-5062
NET INCOME	£ 9.782	-£ 28.568	-£ 20.248

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