PUBLIVE

CREATIVE BUSINESS PROJECT: BUSINESS PITCH FOR PUBLIVE

Module Code: BMTY7006

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Problem and Opportunity

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- 2012 Live Music Act (UK Government, 2015)
- 2 pubs close per day (Thatcher, 2020)
- 3000 suitable chain pubs nationwide
- £3,500,000 ANNUAL REVENUE
- 30% at £1,000,000 +

Value Proposition

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- Build a platform that provides high quality professional and experienced artists.
- 85% enjoy their bar experience more when live music is performed.
- 83% are more likely to return to an establishment with live music, as opposed to one without.
- 82% would recommend a bar with live music to their friends.
- 70% spend more money on food and drink if there is live music.
- 80% of Customers will stay longer if there is live music. (BMI, 2017)

Underlying Technology

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Venue creates profile

Venue shares event

Venue receives requests

Venue books band

Band creates profile

Band receives notification

Band sends request

Business Model

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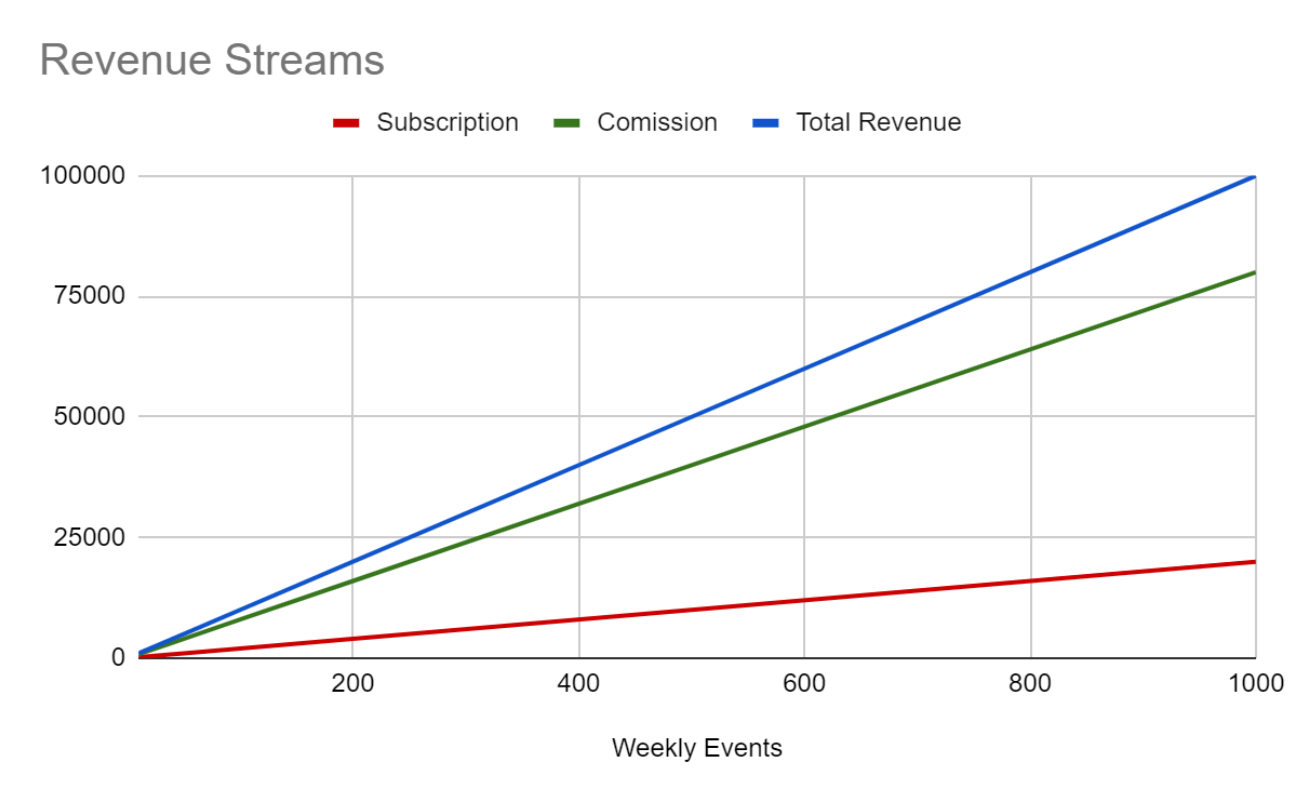
- SCALE
- Subscription model – £20/month
- Artist commission – 10% (Average £20/event)
- 100 pubs putting on 100 weekly events = £10,000



Go-to-market Plan

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- Personal marketing – phones and emails
- Top level and bottom level
- April trial of 10 London pubs
- 200 London pubs and 400 bands in three years
- Location by location
- Ensure quality of users and consistent ratio – 2:1

Competitive Analysis

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- 4 direct competitors
- Live & Loud
- Gigmit
- Gigride
- Liv.Live
- Artist numbers do NOT equal success

Management Team

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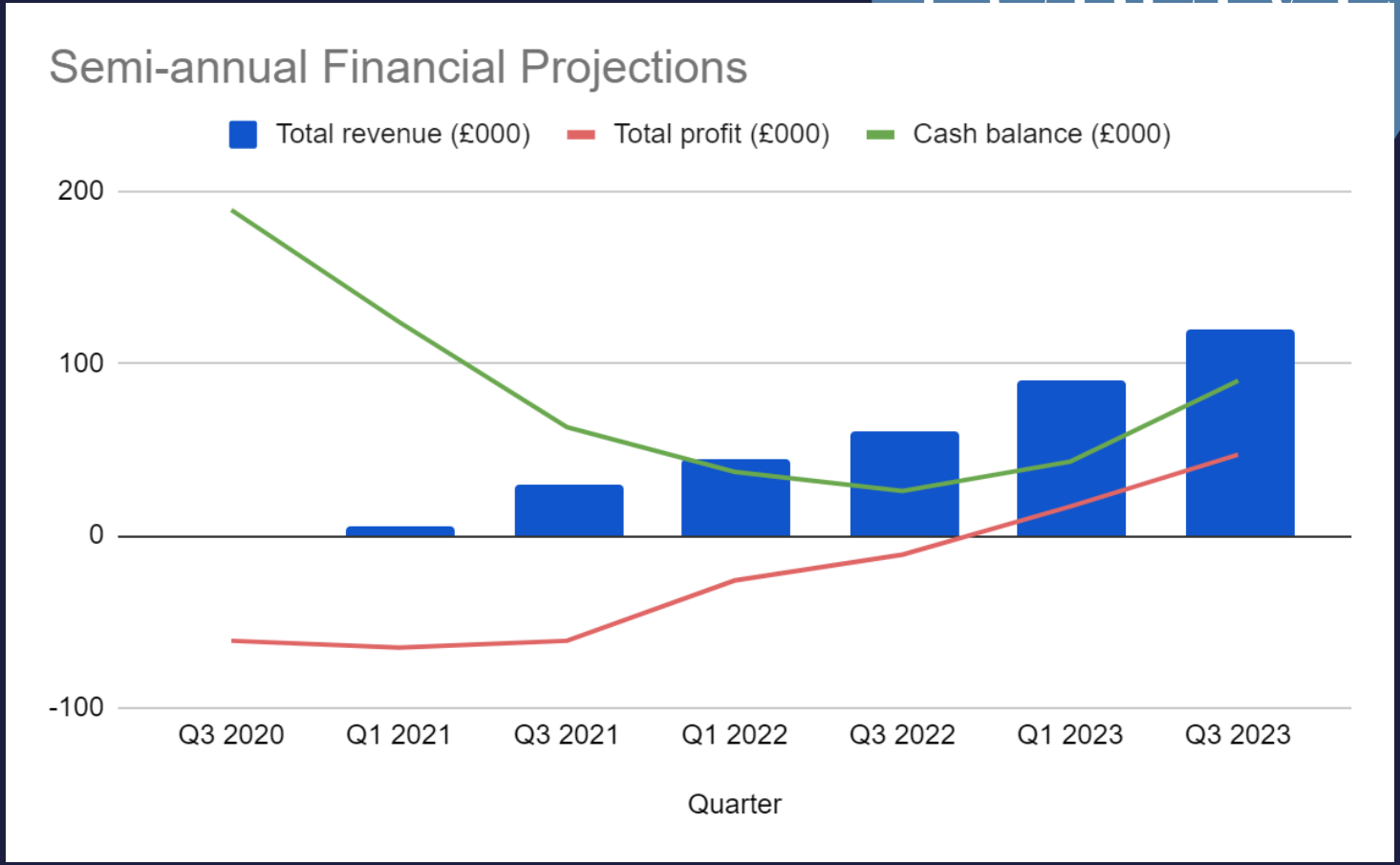
- Combined 10 years experience working at Live & Loud
- CEO – Fergus Brooman-White
- CTO – Vladimir Stepan

Financial Projections and Key Metrics

- No current funding
- Required investment: £250,000
- Projected market share: 6.4% in three years – 200 venues
- Projected annual revenues - £190,000 +



Current Status

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- Working back end
- Investment required to design front end
- Port platform onto app
- Hire support staff – app developer, sales, intern
- Predicted release – April 2021

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