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Creative Business Project
Reflective Analysis
Report
BMTY7006
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The essay I will be composing will be about a creative business project where I have hypothetically planned an app and created a business plan around it.

The app revolves around live events, encouraging those who are attending alone or are interested in creating groups of friends, to connect with each other on a more personal level. There are events set up by the business where users can meet in a safe environment run by Save The Date.

Due to Covid-19 many businesses that rely on social occasions or gatherings have been shut down or struggling. Apps have had to improvise and work around the current situation which has meant a huge struggle and adjustment for many businesses.

Studies show that the most used messaging app during lockdown was WhatsApp, a free app that can be used on smartphones and laptops. There is the option to have voice calls and video chats with a number of other users.

Another app that has grown in popularity during lockdown is the Zoom app. Many companies and businesses have used Zoom for conference calls and others for quizzes with friends and catch-ups.

A lot of companies did not have a contingency plan for the pandemic, which hit the world so hard and so quickly. Companies had to think on their feet very quickly, with many expanding their market due to the rapid change.

Studies have shown that more people are using their phones to connect with others rather than being more anti-social. Consumers are using phones for not only communicating with others but also to find out information, note thoughts down, track their steps and more. It has been proven that the usage of phones and apps have encouraged users to become more of an 'extravert' than an introvert.

This connects with Save The Date as the app revolves around social behaviour, whether it's behind a screen or in person, there is still a sense of community which will encourage people to be more confident with networking.

'If we consider what people are actually doing on their smartphones—communicating with others, seeking information or entertainment for example—these behaviors are driven by who people are and the kinds of activities they like to engage in. For example, in one study we found that people who tend to engage in more calls and texts also tend to be the people who engage in more face-to-face conversation. They also tend to describe themselves as being more extraverted in general. So, people's phone use reflects who they are, those who are more sociable tend to call, text and talk more in person too. It's not just the technology that drives behavior, our psychological dispositions influence the ways in which we use our devices.'- Witte, M., 2020. *Phones Are Making People More, Not Less, Social, Researcher Says.*

The first live music concert in the UK was hosted by the singer-songwriter Sam Fender. The concert was socially distanced , which has given a future plan for other concerts to do the same. Music Business and live event managers are positive that this will be the future of live music.

Below is a photo of the concert following social distance rules,as can be seen a number of attendees following the social distancing rules. There is a downside to socially distanced live music. This being the capacity of the venue, as all attendees have to be 2 meters apart this means that less will be able to attend at once, and getting the tickets for the events will be a lot harder and less accessible.



Amy Woodyatt, C., 2020. UK's First Socially Distanced Concert Shows What The Future Of Live Music Might Look Like.

The majority of festivals which were meant to take place in the Summer of 2020 have been postponed. Although they are not going ahead this year, ticket holders have held onto their tickets with the hope that live events will be possible again in a year's time. As for small venues and those who had gigs or ticket holders for live music already, have less a chance of going ahead. A vast amount of venues have closed down due to Covid-19 because they couldn't afford to keep them running. With no income from anywhere, many famous venues which are often packed on a weekend have now closed their doors. People have talked about companies buying out the smaller venues and bringing them back to life, however, the loss of money that has executed the closers isn't worth the expenditure for many businesses.

The ticketing company 'Live Nation' has sold millions of tickets over the years and are often a choice of a ticket purchasing site because they have a good reputation for being safe and trustworthy. However, Live Nation's revenue went down 98% due to lockdown.

'Earlier this week, figures from the music industry also backed the #LetTheMusicPlay campaign once more to demand that the government share arts funding to protect the future live crew, musicians and the individuals working behind the scenes.' - Reilly, N., 2020. Live Nation Revenue Down 98% Due To Coronavirus Gig Shutdown.

#LetTheMusicPlay

Musicians have launched a campaign for live venues to reopen. The campaign is not asking the government for funding as the artists and venues want to run on their own, as before Covid-19. However, since venues and festivals will likely not be open for business until 2021, the live sector will need funding from the government regardless. The campaign is not only to help raise funds and support but is also aiming to bring awareness to the live music industry. In April 2020, at the beginning of lockdown, the government supported business' by offering money to furlough their employees. This meant employees and employers will be receiving 80% of their monthly wages. Unfortunately freelancers were not included in this deal. In June the government decided to grant furlough money to musicians also, but at a smaller rate than a limited company. Freelancers such as promoters, session musicians, PR, festival organisers and many more connected to live events in the music industry suffered. There was no work for event promoters and musicians where they would get paid.

Throughout lockdown many charities stepped up and supported musicians by asking them to perform in live performances from their home, the artists would ask for donations towards the chosen charity. Although the musicians weren't earning money from the live streams like they would at a live gig, there was still exposure for the artists.

A contingency plan is in place for Save The Date if there were to be another lockdown is to organise the meet-ups over Zoom. Some of the artists whose group is formed on the app for a live concert, will do a live stream of the setlist they would have played live. As mentioned earlier, although there has been less profit than loss during lockdown, live music has still been thriving through social media.

'For these particularly successful musicians, a request for donations has not been necessary. But for artists whose livelihood depends on touring, and who don't have vast savings or other revenue to fall back on, working out a way to profit from their isolation performances is essential.' - Peirson-Hagger, E., 2020. *Can Live Streaming Save The Music Industry In Lockdown?*.

Some smaller artists have asked for donations to fund their careers. A lot of artists trying to raise money to live off or record an album have created their own GoFundMe pages where they live streamed exclusive music and sold merchandise for funds and support from fans. In the current circumstances from the beginning to the end of 4 months' lockdown, artists have taken performing live shows outside their homes. Although groups could not do this, solo artists' decided to carry on performing online and offline with no danger to anyone else.

To conclude this piece, Save The Date app can work around the current pandemic. Like many other apps which include social events, all have had to adjust and create a contingency plan. For live music events, there is potential for socially distanced concerts. Although they will be on a smaller scale, there will still be an element of a large gathering enjoying music, safely.

Other apps had attempted to create a networking app through video chats, such as House Party. House Party entered a Red Ocean, meaning the app was entering into an already existing market. The app was popular for a few weeks, but considering the competition of apps using the video calls to an advantage, Zoom had a far better response. Companies such as Save The Date, which rely on social events and gatherings, will constantly have to add more features to the app to stand out and differentiate from others which are similar.

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