

**Culminating Experience:  
EighthNote Artist Consultancy Business Plan**

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# ***EighthNote Artist Consultancy***

## **1. Executive Summary**

The following business plan outlines the details of a startup called EighthNote Artist Consultancy. This company is a sole proprietorship that provides musical artist with the necessary branding, marketing and public relation services required to successfully penetrate the music market, specifically Canada. The company focuses on the balance between qualitative observation and quantitative analysis from the multiple data analytic softwares available for artists.

Our objective as a company is to provide artists with the creative environment for ideas to flourish and marketing their music to the multiple niche markets their music caters to. With the continual monitoring of the artist's data analytics, we strive to constantly stay on top of the changing music industry environment to keep the artist relevant and continually growing. The focus on niche markets refers to using the wide spread of data on artist available to tap into new listeners who would otherwise not have been identified as part of the potential target market. This in turn leads to the identification of a larger market for artists to market to.

EighthNote has the potential to grow not only globally but also expand further into other entertainment industries such as marketing for authors. Although, the market is competitive, we believe that EighthNote's values and beliefs along with precision in data analysis and marketing recommendations, will allow it to compete and become a threat to the already existing marketing companies available.

Below is a detailed plan of the company environment, market analysis, financial projections and plan of actions for EighthNote Artist Consultancy.

## **2. Company Overview**

### **2.1 Name/Brands**

Legal Name:

- EighthNote Artist Consultancy

Brands:

- EighthNote | Branding
- EighthNote | Marketing
- EighthNote | Public Relations

EighthNote Artist Consultancy is the umbrella under which the services to be offered will operate. EighthNote will initially offer artists branding and marketing consulting services and will eventually include public relations services. EighthNote will first establish a foundation in artist marketing by providing dynamic marketing plans focusing balancing data analytics with qualitative observation. This foundation will be the starting point for EighthNote Artist Consultancy. It is my area of expertise and I believe, through quality representation, I will build a strong clientele.

### **2.2 Sector**

The Standard Industry Classification (SIC) code 8748 (Business Consulting Services, not elsewhere classified)

EighthNotes offers consulting services in artist branding, marketing and public relations. Therefore Business Consulting Services, not elsewhere classified is the most appropriate classification of EighthNote.

### **2.3 Legal Form**

EighthNote Artist Consultancy will begin as a small consultancy firm. At this beginning stage, EighthNote will be a sole proprietorship where I (Neyha Vashist) will be the sole proprietor. This legal form was chosen because sole proprietorship's initial overhead costs normally associated with start-ups (legal and accounting service fees) will be lower than other business organization structures.

EighthNote will transition from a sole proprietorship to a Limited Liability Corporation ("LLC") when additional resources are required to service a growing number of clients. The purpose of transitioning EighthNote from a sole proprietorship to an LLC is to reduce my personal liability burden.

### **2.4 State of Registration**

EighthNote Artist Consultancy will be registered in Toronto, Ontario Canada. Toronto is the city I would like to station my headquarters and initially start off offering my services as an artist consultant. I choose to register EighthNote here as I am Canadian and it is important to me to support the Canadian economy. There are also many funds and benefits available for businesses in Ontario, Canada.

### **2.5 Core Activity/ Competitive Advantage**

EighthNote is an artist image-shaping consultancy firm. We work with artists to build their brand and image. We carefully analyse artists' music to create a brand for artists that is truly reflective of their beliefs. This analysis is then followed by a continuous multi-angled marketing approach. This multi-angled marketing approach utilizes data and analytics to create a dynamic marketing strategy to target resources towards promoting artists to specific markets.

EighthNote is distinguishable from other artist branding and marketing companies because emphasis is placed on fully analysing niche markets that best portray the artists' target market. Data analytic platforms are closely monitored and used to make necessary adjustments to best capitalize on allocated funds. In short, EighthNote monitors and analyses the activity of all the artists' social network platforms to strategize next steps. We also pay particular attention to the artists' specific needs as opposed to ordinary artist marketing.

EighthNote will begin building industry awareness of its own brand by writing blogs pieces regarding relevant industry topics. This blog will be accessible through EighthNote's website and shared on social media platforms to gain maximum viewership and awareness. With the blog, I have the hope of gaining industry awareness from companies in multiple areas of the entertainment industry which will translate into concrete relations.

In order to stay up to date with the changing analytics, creating and solidifying relationships with companies such as Soundchart and Next Big Sound will allow for a centralized platform to monitor social media and streaming platform analytics. These relationships will be established at conferences like Midem where I can personally meet other industry professionals. This will put the face to the name EighthNote creating a more inviting feel.

## **2.6 Main Stakeholders**

EighthNote's main stakeholders are record labels, independent artist and artist managers, data analytic companies, and broadcasting networks. Creating relationships and partnerships with the above music industry sectors will allow EighthNote to grow and prosper by making resources obtained through these partnerships and connection accessible to EighthNote's clients.

EighthNote will partner with record labels to create a large client base. We will contract with these record labels to manage the branding and marketing for the label's artists. EighthNote will also engage with independent artists and artist managers to further build a substantial client base.

Data analytics companies can provide a centralized platform and database for monitoring artists' online presence. These tools will assist EighthNote in producing quality reports and content.

Lastly, building relationships with broadcasting networks brings opportunity for EighthNote clients to showcase their talent and musical content worldwide further promoting them as an artist. Acquiring these stakeholders will bring EighthNote to the forefront of the music industry.

Below is a list of companies and broadcasting networks EighthNote will engage with:

Record Labels: Arts and Crafts Records, Dine Alone Records, Paper Bag Records, Pretty Pretty Records, Coalition Music, Next Big Sound, Soundchart,

Networks: Much Music, CTV, City TV, Virgin Radio, Indie88.

## **2.6 Mission Statement**

Our mission is to provide our clients with unique branding, marketing and public relation services that best fit their needs and positively projects their desired impression in the client's niche market.

We specialize in branding and marketing artists with a focus on data interpretation to pinpoint specific markets and help create a larger and stronger fan base for those artists. We analyse all marketing implementations and adjust where needed to gain positive outcomes in promotional activities. Our services include: branding artist based on music, style and ethos; dynamic marketing reports; digital content creation; and facilitating connections between artists and broadcasting networks.

Most importantly to us, the artist comes first and therefore their needs are what we aspire to meet. Whether it is the creation of an artist's unique brand or the optimization of an artist's fan base and presence, EighthNote has all the tools to successfully bring artists' visions into reality.

Unlike our competitors we see EighthNote dominating the entertainment industry with its balance of precise data analysis and overall qualitative observation of the market. We believe coupling the micro and macro elements of the music industry will lead to more successful market infiltration than our competitors.

## **2.7 Values/Mantra**

As an individual, it has always been important to me to encourage others to stay true to their quirkiness instead of moulding themselves to what is considered normal. I believe that the uniqueness that each individual has to offer creates a better more accepting environment.

Positive vibes come full circle. Project your positivity and only greatness will transpire.

Maintain balance in everything you do.

I would like to extend this value to everyone who is in connection with EighthNote.

It is of great importance to me to create an environment where there are an endless number of opportunities where creativity can flourish.

Our motto: Dare to challenge the norm.

## 2.8 Visual Identity

Main Logo:



Colours:

- Orange (#FF7F00)
- Grey (#7F7F7F)

Font:

- Lucida Calligraphy

Description:

The musical note, the eighth note was used as the focal point of the logo. The eighth note was intentionally made a prominent image of the logo to signify to customers and the general public that the company is music related. For further clarity, the written description of eighth note was added in a playful manner by having the 'N' of the word "note" being depicted as the tail of the eighth note image.

All brands will fall under this main logo. Individual brand logos will not be used.

## 2.9 Communication

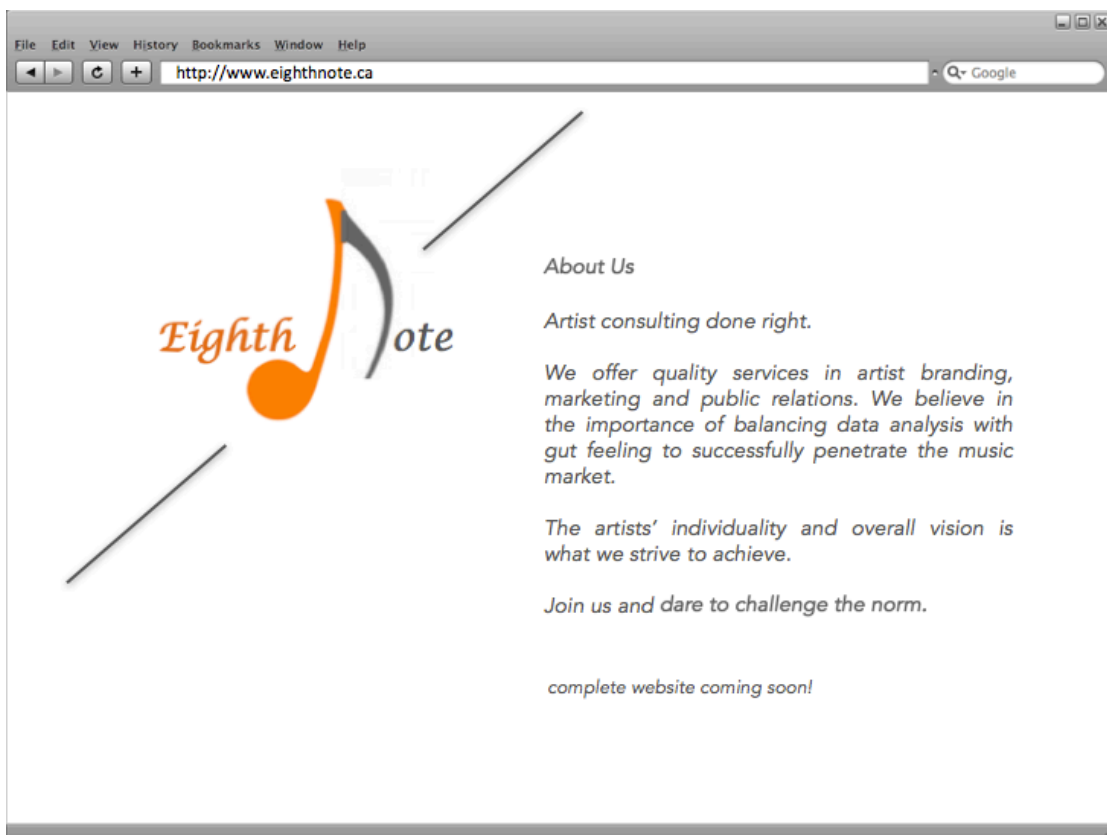
Printed:

- Business cards
- Laptop stickers

- Pens

Digital:

- Landing Page:
  - Website ([www.eighth-note.ca](http://www.eighth-note.ca)): EighthNote's website will provide information about the services it provides, contact information, blog posts, client reviews, and social media plugins. EighthNote will use a website as a landing page and main source of company information because there is more flexibility in the look and feel and organization of information.
    - The about page will provide a general overview of EighthNote.
    - The services page will outline in detail what services are offered and the expected outcomes.
    - The contact information page will state the physical office location and relevant phone numbers and email addresses for communication.
    - The blog post page will feature new written articles bi-weekly on industry news and trends. We hope to have the blog be at the caliber of Music Business Worldwide as the company progresses.
    - The client review page will contain testimonials on previous client's experiences and thoughts on EighthNote.
    - Social media plugins will be shown throughout the entire website on the top right hand corner.



- Primary Social Media:
  - Facebook page: Facebook is used to showcase samples of EighthNote’s previous projects and to foster engagement. It is easy to share a variety of content forms and simple to maneuver.
  - Tumblr: Great platform to show visual content since EighthNote is an artist company.
  - LinkedIn: This platform will be used to facilitate the creation of professional connections and partnerships with other companies in the entertainment industry.
- Secondary Social Media:
  - Instagram: This is more for the enjoyment of the EighthNote team and to increase public engagement. It will primarily feature “a day in the life” posts which show the relaxed and creative environment of EighthNote.

### 3. Business Environment/Customer

#### 3.1 Value Proposition

EighthNote Artist Consultancy strives to create an environment where artists can keep their creative freedom while having the guidance of industry professionals to best create a brand that fits their overall vision. Translating this brand into a successful marketing campaign is the added feature that we believe will draw potential consumers to the company. Within our branding and marketing services, we offer 4 core services that fill the gap in the market place: 1) Constant data analysis of artists’ performance and target markets, 2) Connections with industry professionals who can enhance their musical success, 3) A creative environment for individuality to flourish, 4) In- house content generation for artist campaigns.

#### Value to Artists (Pains and Gains)

As more data is becoming available to better track artists’ performance in the marketplace, it takes added diligence to constantly keep up with the interpretation of this data into concrete, actionable steps to apply to an artists’ marketing campaign. Here at EighthNote, we provide the artists with the service of sifting through all the data analytics available through the varying social media platforms, and conveying them in a condensed and easily readable format. The performance is clearly laid out with recommendation on how to improve the marketing campaign and further penetrate the market. This provides a relief to potential clients as it allows them more time to focus on the creative process along with gaining a better understanding of the vast array of information available to assist them.

Another aspect of EighthNote is building a network of industry professionals and media agencies which can magnify the reach of the artists. Our intention is to provide artist with an extensive professional network where they can receive all necessary guidance in one place. This brings ease to our clients as they do not have to worry about researching and finding varying companies and professionals to outsource other tasks. We can streamline the process for them through EighthNote’s Public Relations department.

Here at EighthNote we believe that fostering an environment where creativity can come through is an important gain we offer. Instead of a one- sided channel of creative discussion, we prefer to collaborate freely with our artists, giving them an outlet to channel their creativity and opinions with guidance from the EighthNote team.

Along with providing marketing campaign strategies and recommendations for artists, here at EighthNote we also offer digital content generation that artist can use for their campaigns. Having both

the marketing analysis and content generation done under one roof allows for better flow of communication of ideas to complete product. This relieves the hassle of artist having to work with multiple companies on one campaign.

Breaking into the music industry as an artist is a very difficult task to accomplish. There are many aspects that need to be monitored and taken into consideration. At EighthNote we understand that half the battle is finding a reliable company that can handle many aspects that need to be taken care of. Allowing artists to focus on their music, fostering a creative environment and creating a wholesome company handling multiple tasks, we alleviate the stress it takes to running a successful campaign.

### 3.2 Pricing Policy

The pricing policy for EighthNote will primarily be structured as a pay per project basis. This is essentially paying a flat rate per a project. The continuous overlook of artists' data analytics will be subscription based. We have decided to take these two pricing policy approaches because 1.) Artists' campaigns will vary in length and resources depending of their particular needs, 2.) Artists who are only looking for continuous data analysis for an undetermined time frame, can pay a monthly subscription rate. Here at EighthNote, we believe that these two pricing policies will attract clients due to its simplicity, but also create a structure that is flexible enough to modify based on the project in order to generate revenue. Below is a cost breakdown of individual services provided along with bundled packages. The costs stated are competitive with EighthNote's direct competitors.

Service/Bundle	Campaign Duration	Price	Details/ Benefits to Clients
Marketing Reports	6 months	\$5000	<ul style="list-style-type: none"> <li>- Marketing tools and strategy</li> <li>- Identify key performance indicators</li> <li>- Work within budget</li> </ul>
	12 months	\$8,000	
Branding Consulting	6 months	\$5000	<ul style="list-style-type: none"> <li>- Style consultation</li> <li>- Build narrative</li> <li>- Find/emphasize unique qualities</li> </ul>
	12 months	\$8,000	
Public Relations	6 months	\$7000	<ul style="list-style-type: none"> <li>- Create/ maintain good press</li> <li>- Facilitate communication with media</li> <li>- Write media content on artists' behalf</li> <li>- Create access for artists in exclusive events (charity, interviews etc.)</li> </ul>
	12 months	\$11,200	
Data Analytics Monitoring	Monthly subscription	\$300	<ul style="list-style-type: none"> <li>- Monitor all social media platform performance</li> </ul>
Data Analytics Monitoring + Multiple Marketing Reports	Monthly Subscription	\$400	<ul style="list-style-type: none"> <li>- Monitor all social media platform performance</li> <li>- Provide recommendations for improvement</li> </ul>
Marketing Reports + Data Analytics	6 months	\$15,000	<ul style="list-style-type: none"> <li>- All of the above included</li> </ul>
	12 months	\$24,000	

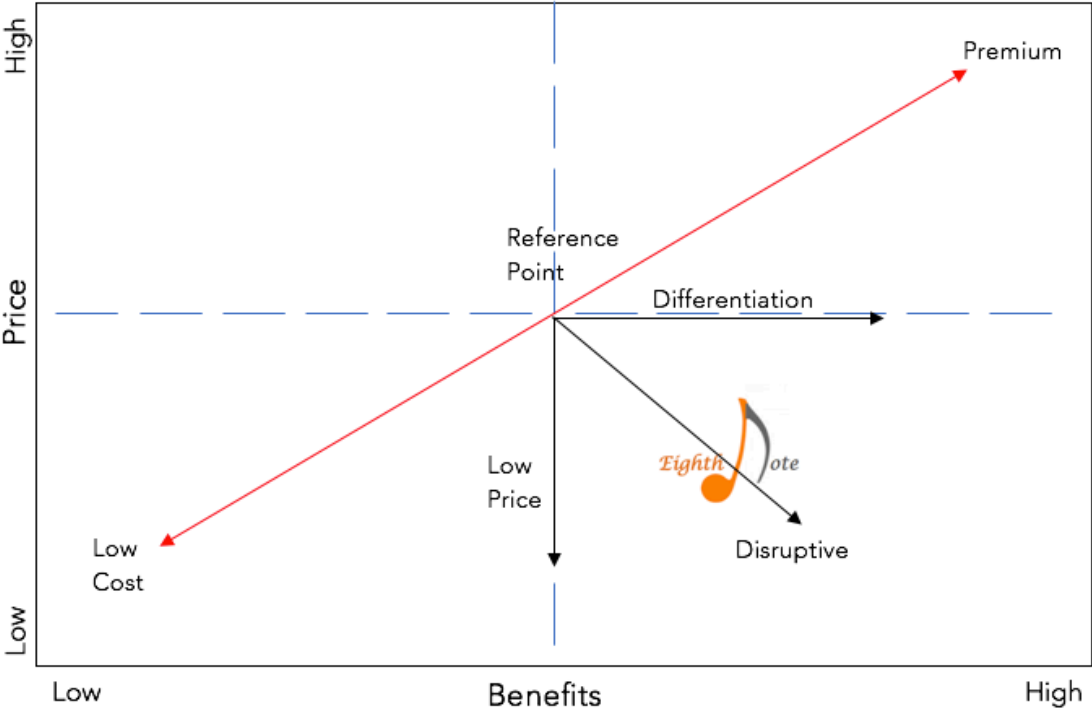


Monitoring + Branding + Public Relations			
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The above prices are subject to change depending on the complexity of the campaign and any other unique requirements that may be added specifically for a campaign.

**3.3 Market Positioning**

Looking at EighthNote’s market positioning depicted below, it is evident that EighthNote is positioned competitively by offering its services at a lower cost but still providing the same if not higher quality services to its clientele. We are also affordable to DIY artists that are not signed and do not have a big team. We believe that our prices will be a main factor to draw our clientele in first. The quality of EighthNote’s services will retain those clients along with provide us with good press through word of mouth.



The differentiation of EighthNote is due to the balance of qualitative observation and data analysis. This in turn makes EighthNote disruptive in the existing market.

### 3.4 Customer Segmentation

EighthNote's target clientele are unsigned artists, artist signed with independent record labels and artist managers. We believe that these are our target markets because they possess the attributes and beliefs that align with EighthNote's values.

#### *Demographic and Geographic*

Since EighthNote's headquarters and registration will be in Toronto, Ontario, we plan to attract people in the heart of Toronto and the surrounding cities (Mississauga, Etobicoke, Brampton, Waterloo, etc.). Within this geographic range our services are best suited for both males and females ranging from the age of 18- 40. Although, the industry is shifting more towards individuals who are younger, here at EighthNote we strive to be inclusive to all artists that match the values and attributes we exude. We cater to artists with varying presence and establishment in the industry.

#### *Economic Status*

Since our target market includes emerging artists, we cater to individuals whose economic means are in the mid-high range. The cost breakdown can be seen in the above section (pricing policy). Designing a cost structure that is lower than our competitors, allows us to provide to an entire market segmentation that is underrepresented in the music industry.

#### *Occupation*

It is important to note that EighthNote's services are meant for individual artist who are fully committed to being full time artists. With that being said, the occupation we are targeting are fully committed artists.

#### *Psychographics*

There are particular psychographics that EighthNote's target market display. These include personality, attitude and values. These three psychographics are important to note as their alignment with EighthNote is what will drive a successful cooperation.

Personality: Our clients will hold a personality that is hard working, dependable and focused on making their vision a reality. They will be optimistic and trusting of the EighthNote process. We are also targeting artists that are accepting as this is a personality trait that runs very high and valued within EighthNote's internal structure.

Attitude: Artists and labels processing a positive attitude and open- mind are also targeted as EighthNote's services are highly creative and require individuals to think outside the box and challenge the norm. These psychographic qualities align well with our motto.

Values: Last and most importantly, EighthNote targets artists and labels that are confident with who they are and what they stand for. We target artists who dare to challenge the cookie cutter mold and who want to stand out in a unique way, individualistic to them.

#### *Habits*

Habits of our target market will be individuals focusing solely on pursuing music full time. Also, habitually collaborative workers are targeted.

### 3.5 Customer Data

The following research conducted was a survey for artists and artist managers that can be EighthNotes Clients. The participation for the survey was minimal making the sample size too small to draw strong conclusions from. The results from this survey were used on a preliminary level to see if EighthNote is on the right track with what they offer and the message being sent to potential clients. Unfortunately, participation from labels in Canada could not be obtained and therefore Berklee artists and artist managers were surveyed. Refer to Appendix B for a depiction of the results obtained from the survey.

Three general questions about the participants were asked (age, country based from and artist or artist manager). These questions were used as a basis of getting a better understanding of the participants. The results of the survey showed there to be participation from artist and artist managers who fell into 3 age categories: 19-24 years old, 25- 30 years old and 30 plus years old. The stronger representation was in the 19-24 years age range. The United States of America was also the strongest representation of where participants are based from with 10 out of 17 survey responses showing this. Artists represented a larger group of survey participants with 64.7% artist participants compared to the 35.3% artist managers.

Diving further into the questions regarding EighthNotes offerings, it was shown that the public relations service is most desired (14 votes). This was followed by marketing and data analysis with the second highest number of votes (12 votes). This is interesting to note as it is more of the marketing and data analysis that EighthNote focuses on. Taking this into consideration, going forward I will work harder on obtaining a large network of broadcasting connections to provide clients with this services at the launch of EighthNote. The original plan was to offer is services a couple years into the company's operation but since the data shows its demand it would be wise to offer it from the start. More extensive research will have to be done to validate this observation particularly in the Canadian market. Branding was the service least attractive to surveyors (6 votes).

For a year campaign in marketing services, 76.5% of surveyors said that they would only pay from \$2,000-\$5,000 CAD. This is much lower than the price that EightNote currently set for this service. From this it is clear that further efforts in displaying EighthNotes value compared to competitors and the DIY model is necessary.

Positively enough, when asked if the services EighthNote offers were thought to be helpful in furthering market presence, 88.2% of surveyors said 'yes'. This shows that EighthNote is fulfilling the need for consumers. For the few that answered 'no' in the helpfulness of the services offered felt this way mostly due to having not a large enough following for it to be beneficial or affordability is an issue.

Surveyors also thought the offering of multiple services was a further incentive to use EighthNotes services. 82.4% of surveyors felt this way. Those who answered no all expressed the same concern that they would want experts of each service offered with the specific knowledge to perform at the best possible quality which they felt could possibly not be the case for companies offering many services. For a promotional stand point, it would be beneficial for EighthNote to place further emphasis on its ability to offer all the services at a high quality of work. This can be accomplished when creating promotional content for EighthNotes website and by creating a portfolio of previous work done to show to clients.

Most surveyors also value the information collected from data analytic sites when organizing artist campaigns. 82.4% of participants said 'yes' when asked this question. Those who said not expressed

their lack of knowing what to do with the data and how to interpret it or that as an artist they were too small for the data to be useful.

In conclusion, based on the results of this survey, there have been many weak points that have been identified. Taking into consideration all the feedback received, EighthNote should be more clear in what they offer within each service, their expertise and competence for each service and its value proposition.

## 4. Marketing Strategy

### 4.1 Major Trends

Trends	Reason/ Explanation
Macro Trend Opportunity	<ol style="list-style-type: none"> <li>1. Social media platforms are allowing for global reach between artists and fans. EighthNote’s services specialize in tapping these markets around the world where otherwise artists may not have the time and expertise to do it themselves.</li> <li>2. Outsourcing branding, marketing and public relations (PR) activities to an external company allows for artist to receive the extra guidance and help that would otherwise not be available to DIY artist. For example, EighthNote’s backing can allow for further credibility of the artist in the industry.</li> <li>3. The increased availability of data provides EighthNote with more information to analyse for artists. This makes artist’s reliance on EighthNote even stronger.</li> </ol>
Macro Trend Threats	<ol style="list-style-type: none"> <li>1. The main threat of EighthNote’s success is the already established branding, marketing and PR companies available to artists specifically and non-specifically. Unsuccessful brand establishment of EighthNote and differentiation from competitors can lead to EighthNote’s failure.</li> </ol>
Industry Trend Opportunities	<ol style="list-style-type: none"> <li>1. Increasing revenue streams in the music industry due to the increase in streaming and digital downloads, brings demand to companies such as EighthNote because varying marketing strategies are needed depending on platforms.</li> <li>2. Artists are less reliant on record labels. A company Like EighthNote provides specific services that artists need to further their reach without the hassle of having to worry about dealing with the expectations attached with signing with a record label.</li> <li>3. There is no dispute on song and record copyrights or royalties associated with success of marketing done by EighthNote.</li> </ol>
Industry Trend Threats	<ol style="list-style-type: none"> <li>1. Certain genres of music are more profitable than others and therefore will generate more revenue for EighthNote. However, at EighthNote we believe in representing all genres and artists no matter how different and distinct from mainstream. This may hinder EighthNote’s profitability since not every artist can be taken all at once and there may be times where less mainstream artists fill EighthNote’s roster.</li> </ol>

## 4.2 Market Size

Our market consists of independent record label's artists and unsigned artist in Toronto and the greater Toronto area (GTA).

### *Value Chain Analysis*

- Suppliers:
  - Artists supply the raw material (talent)
  - Data analytic companies (SoundChart, Next Big Sound) supply EighthNote with the database containing artist metrics on varying social media platforms.
- EighthNote's Value:
  - We will provide artists with a thorough analysis of their presence in the market and recommendations on improvement.
  - We allow artists' creativity and uniqueness to flourish as we believe it adds value as oppose to hindering their success.
  - Our multiple services allow artist to receive all necessary campaign assistance under one roof without having to enlist in help from other companies.
- Distributors:
  - Primary distributors: Social media platforms (Facebook, Instagram), media companies (CTV, Shaw Media)
  - These distributors will be posting and sharing the content created by EighthNote to the public.
  - Secondary distributors: Record labels
  - Record labels who are employing EighthNote's services, will be showcasing our work on their advertising channels such as their Facebook page and personal website.
- End consumers:
  - Artists
  - The artists will be the ones benefitting from EighthNote's services.

### *Supplier Power*

The artists and data analytic companies are the main suppliers of EighthNote. The artists are considered suppliers since it is their talent, music and individual uniqueness that drives the need for EighthNotes's services. Data analytic companies such as SoundCharts are also our suppliers as it is there analytics database and algorithm that allows us to performs extensive data analysis for artists and therefore create dynamic marketing reports. The supplier power for EighthNote is low as there are many data analytic companies available to obtain artist analytic data. There is also a large supply of artists which is a big demand for EighthNote which further lowers supplier power.

### *Buyer power*

The buyer power is high for EighthNote as there are other branding and marketing companies available to artists. Although the majority of these companies are not located within Toronto, they are still able to cater to the Toronto market as the services EighthNote offers can be done remotely. However, the added benefit of having a company such as EighthNote located in Toronto to cater to the local artists is the PR services as EighthNote will have stronger connections with local media.

### *Competitive Rivalry*

As stated above, there are many competitors of EighthNote. This can pose the problem of potential clients switching to our competitors' services instead of ours. What gives EighthNote the upper edge

that can potentially draw and retain clientele is our balanced approach of utilizing both qualitative observation and data analytics. Since there is more and more data available, it takes more time to sift through it all and base a conclusion and create recommendations helpful to the artists. Also, as mentioned above, EighthNote's services are priced lower than competitors. This is another factor where EighthNote can overcome the competition.

*Threat of Substitution*

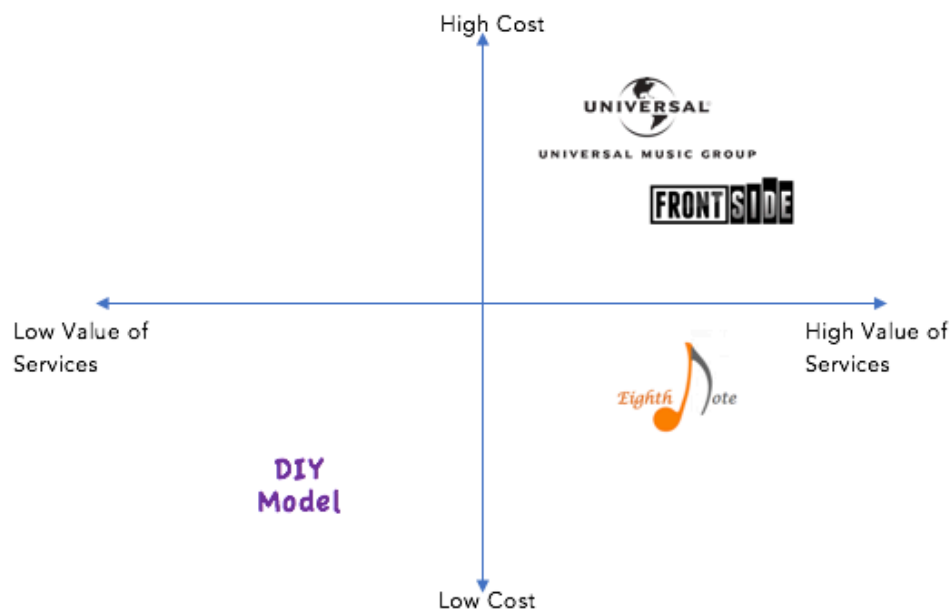
The main threat of substitution is artists adopting the DIY motto. Since companies like SoundCharts and Next Big Sound allow artists to track their own performance, this can lead to a loss of clientele for EighthNote. Also, it is becoming easier to get in contact with others in the industry due to the increase in technology.

*Threat of New Entry*

The threat of new entry is moderate. On one hand, the services provided do not require any difficult technical skill that only some people can do with experience. But on the other hand, the nature of the music industry is that it is a close- knit family and difficult to penetrate without building a strong network of people from within. EighthNote has the upper advantage of having built a network by starting its creation at Berklee College of Music Valencia and acquiring the necessary skills to be an expert in branding, marketing and PR.

**4.3 Business Competition**

Our competitors are already existing marketing companies and Record labels not partnered with EighthNote. Below is a depiction of where EighthNote falls in relation to its competitors:



Looking above we see that labels competitive with EighthNote such as Universal Music Group provide a high cost, high value. What EighthNote offers that Universal does not is artist creativity. When signed with a major, much or the artists' creative rights are suppressed. At EighthNote, we strive to hone in on

each artists' individuality and creativity. The one advantage that Universal has over EighthNote is the extremely large brand presence all over the world. This however can be overcome through continuous quality work and positive brand presence over time.

The DIY model is definitely a cheaper option but does not provide the highest value as it is difficult to monitor data analytics, create a strategy and implement it all while focusing on developing as an artist.

Marketing firms such as FrontSide are by far our biggest competitors. For example, FrontSide is an Artist promotions company based in Canada with offices in Toronto. They are an established company with a large brand presence. Although their prices are higher they provide quality services and have worked with big names to back them up. EighthNote will need to be aggressive in order to stay competitive.

#### 4.4 SWOT Analysis

<p><i>Strengths:</i></p> <ul style="list-style-type: none"> <li>• Balance on qualitative observation and data analysis</li> <li>• Focus on artist creativity and uniqueness</li> <li>• Facilitate connections between artists and media companies for promotion</li> <li>• Lower cost for quality service</li> <li>• Masters Degree from Berklee College of Music</li> <li>• Berklee network</li> </ul>	<p><i>Weaknesses:</i></p> <ul style="list-style-type: none"> <li>• New entrant in music industry</li> <li>• Few years of experience in the music industry</li> <li>• Limitation in artists that can be serviced at one time</li> </ul>
<p><i>Opportunities:</i></p> <ul style="list-style-type: none"> <li>• Can expand to other regions in Canada and across the world since technology allows for EighthNote to work remotely</li> <li>• Can expand into other entertainment industries such as sports and film</li> <li>• Create a unique and well established music hub in Toronto which is recognized globally.</li> <li>• Higher trend in not signing with a label leads to more opportunity for potential clients for EighthNote</li> </ul>	<p><i>Threats:</i></p> <ul style="list-style-type: none"> <li>• Possibility of being replaced with a computer program that sifts through data and draws conclusions and recommendations</li> <li>• Clients taking their business to competitors due to highly competitive field</li> <li>• Lack of brand awareness</li> </ul>

## 5. Financial Projections

### 5.1 Required Capital

	Amount per Month (CAD)	Amount per 12 Months (CAD)	Explanation of Hypothesis	
Operating Expenses (OPEX)	<b>Monthly Fixed Expenses</b>			
	Legal/ Accounting	\$417	\$5,000	<i>Within the first year of EighthNote's operations legal and accounting services will be utilized more frequently than the following years. Yearly on average accounting and legal services will be such.</i>
	Salaries/ Payroll	\$7,800	\$93,600	<i>The team will consist of a senior and junior analyst and graphic designer. Senior analyst: \$25.00/hour Graphic designer: \$20.00/hour</i>
	Website hosting fee	0.83 cents	\$10	<i>In order to have our website running for the public to see, a fee must be paid annually.</i>
	Marketing/ Advertising	\$0	\$0	<i>Our main source of advertising will be word of mouth from our clientele. Content clientele will share their experience with other artists building our brand awareness.</i>
	Supplies/ Stationary	\$16.67-	\$200	<i>These cost include everyday materials such as paper, writing utensils, business cards etc.</i>
	Telephone/ Internet	\$100	\$1,200	<i>Rogers Communications in Canada offers a bundle package for businesses. This package includes unlimited calling nationally and internet.</i>
	Meeting Expenses	\$52	\$624	<i>Since there will be no office space, meeting will be held in cafes within Toronto. The following expense stated include the cost of purchasing coffee while meeting with clients. An estimated cost of \$4 per a meeting 3 times a week was calculated.</i>
	Transportation	\$87	\$1040	<i>Within Toronto it is not necessary to own a car to be mobile. For meetings, the subway will be used. The cost is calculated estimating 6 subway rides a week.</i>



	<b>Fixed Expenses Subtotal:</b>	\$673.50	\$8,074	
<b>Asset Purchases</b>				
Capital Expenses (CAPEX)	Software subscriptions:			<i>The softwares stated are essential for the successful operation of EighthNote. Tableau and the Adobe Cloud subscriptions are necessary for content and visualization of data. SoundChart will provide us with the social media metrics needed in order to conduct our analysis and provide recommendations.</i>
	Adobe Creative Cloud:	\$60	\$720	
	Tableau Professional:	\$167	\$2,004	
	SoundCharts:	\$214	\$2,568	
		Total: \$441	Total: \$5,292	
	Office Space	\$0	\$0	<i>The nature of EighthNote's business operations is such that work can be done remotely without the need of having to rent space.</i>
	Equipment:			<i>The equipment mentioned is needed for content creation for clientele and for advertising purposes for EighthNote's services to increase brand awareness. Camera type: Canon EOS 5D Mark IV Tripod: Velbon DV-7000N Video Tripod with Fluid Head SD card: SanDisk Ultra PLUS UHS-1 64GB SD Card, Class 10</i>
	Camera:	\$291.67	\$3,500	
	Tripod:	\$19.17	\$230	
	SD Card:	\$5	\$30 x 2	
	Total: \$315.84	Total: \$3790		
<b>Asset Purchases Subtotal:</b>	\$756.84	\$9,082		
<b>Startup Expenses (One Time Payment)</b>				
	Trademark and Business Registration	\$44.17	\$530	
	<b>Startup Expenses Subtotal:</b>	\$44.17	\$530	
	<b>Total Expenses:</b>	\$1,474.51	\$17,686	
	Contingency (10%)	\$147.45	\$1,768.60	

	<b>TOTAL ESTIMATED CASH FOR 12 MONTHS (TOTAL EXPENSES + 10%)</b>	<b>\$19,454.60</b>	
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## 5.2 Pro Forma Income Statement

Below are the services EighthNote will be able to handle within the first 3 years of operation:

Year 1:

- Marketing Reports + Data Analytics Monitoring + Branding + Public Relations (12 month)
- Marketing Reports (12 months)
- Branding Consulting (6 months) x 2
- Data Analytics Monitoring x 2

Year 2:

- Marketing Reports + Data Analytics Monitoring + Branding + Public Relations (12 month) x 2
- Marketing Reports (12 months)
- Branding Consulting (12 months)
- Branding Consulting (6 months)
- Data Analytics Monitoring x 4

Year 3:

- Marketing Reports + Data Analytics Monitoring + Branding + Public Relations (12 month) x 3
- Marketing Reports (12 months) x 2
- Branding Consulting (12 months) x 2
- Branding Consulting (6 months) x 2
- Data Analytics Monitoring x 4
- Data Analytics Monitoring + Multiple Marketing Reports
- Public Relations (6 months)

The income statement created below is assuming that no investors have invested in EighthNote and all the money is coming out of pocket.

<b>Income Statement (as of January 2018)</b>			
	Year 1	Year 2	Year 3
Revenue			
Marketing Services	\$32,000.00	\$56,000.00	\$88,000.00
Branding Services	\$10,000.00	\$13,000.00	\$26,000.00
Public Relation Services	\$0.00	\$0.00	\$7,000.00
Data Monitoring Services	\$600.00	\$1,200.00	\$1,600.00
Cost of Sales (COGS)	\$0.00	\$0.00	\$0.00
<b>GROSS PROFIT</b>	<b>\$35,600.00</b>	<b>\$70,200.00</b>	<b>\$122,600.00</b>
Administrative Expenses	\$19,454.60	\$19,454.60	\$19,454.60
<b>OPERATING PROFIT (EBIT)</b>	<b>\$16,145.40</b>	<b>\$50,745.40</b>	<b>\$103,145.40</b>
Dividends and Interest Income	\$0.00	\$0.00	\$0.00
Interest Expense	\$0.00	\$0.00	\$0.00
<b>PROFIT BEFORE TAXES</b>	<b>\$16,145.40</b>	<b>\$50,745.40</b>	<b>\$103,145.40</b>
Taxes (11.5% in Toronto)	\$1,856.72	\$5,835.72	\$11,861.72

NET PROFIT	\$14,288.68	\$44,909.68	\$91,283.88
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### 5.3 Balance Sheet

There are not many physical assets associated with EighthNote and therefore a balance sheet is not a valuable projection to make for the company as it would not be accurate of the company's assets. Most of EighthNotes assets are intangibles and these would not be properly depicted on a balance sheet.

## 6. Implementation Plan

### Implementation Plan

Below, is a carefully outlined implementation plan that will taken in order to successfully launch the start-up, EighthNote. These steps will include the necessary activities I will need to carry out in order to have EighthNotes operating.

Date of Implementation	Action Step	Explanation
February 14 <sup>th</sup> , 2017.	Name Sector Code Vision and Mission	- Establish the beginning stages of the overall idea and concept encompassing EighthNote
February 15 <sup>th</sup> , 2017.	Resources Competencies	- Second stage in establishing EighthNote's overall focus and offerings to the market with the resources we have and plan to attain - This can be attained through formalised write-ups that can be used to convey to potential investors the services EighthNote offers
February 22 <sup>nd</sup> , 2017.	Identity Culture Mantra	- These three are important in building an environment that sets the tone for EighthNote's internal atmosphere and overall branding - This can be done by creating a logo that the public will associate with EighthNote and outline characteristics that align with the culture and identity I want to create
September 1 <sup>st</sup> , 2017.	Stakeholders	- This is crucial to outline as it determines the ownership on EighthNote - looking for potential stakeholders at this point will be beneficial as it will provide EighthNote with added guidance and support
September 15 <sup>th</sup> , 2017	Promotional video	- This is the beginning of building advertising content that will be placed on social media and the company website This content will be created within the Berklee environment (video production

		class) along with being outsourced to a digital marketing service provider
October 1 <sup>st</sup> , 2017.	Website Facebook page	<ul style="list-style-type: none"> <li>- The launch of the Website and Facebook page will be the official release of the existence of EighthNote</li> <li>- This will only be a temporary website used as a place holder for a professionally made website that will replace this website at a later date</li> </ul>
October 1 <sup>st</sup> , 2017- onwards	Clientele	<ul style="list-style-type: none"> <li>- A clientele database can be built following the launching of the website and Facebook page</li> <li>- Clientele will also be EighthNote's biggest advertising strategy. Word of mouth from their satisfaction from EighthNote services will promote further artists to enlist in our services.</li> </ul>
Continuous process	Investors	<ul style="list-style-type: none"> <li>- Finding investors will help to finance EighthNote's starting expenses such as web design</li> <li>- As mentioned above, advertising expenses are quite minimal at the start of EighthNotes operation but as we start to expand geographically, investors can aid in our promotion to these other areas</li> </ul>
October 2019.	Growth into Montreal music market	- Within two years of EighthNote's launch, we plan to have enough money from the clientele in Toronto to expand into Montreal, which has a large music culture also within Canada.

## 7. Evaluation Metrics and Control

### 7.1 Evaluation Metrics

EighthNotes progress will be evaluated based on 2 models:

1. Client feedback
2. Sales Analysis

Client feedback provides us with the important qualitative information on our services and how they are being received in the market along with customer satisfaction. This is of particular importance because it is doubles as our main advertising strategy since EighthNote is a service based company. For the sales analysis, the '80/20 rule' will be used. This provides us with the quantitative information we can use to gauge profitability. This will help to identify the largest source of contribution based on our sales and profit figures. Not all customers are of equal profitability so it allows us to determine which clients are and try to understand what makes them more profitable. We can also use this information to find other customers who are similar to increase our profitability.

In terms of an exit strategy, I do not see myself selling EighthNote off to a third party at any point in its lifetime.

### 7.2 Control

The following chart depicts the weekly time allocation of my activity related to EightNote.

Weekly Schedule							
Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9.00	Social media post/ blog write-up	Social media post/ blog write-up	Social media post/ blog write-up	Social media post/ blog write-up	Social media post/ blog write-up	Catch up on unexpected tasks	Prep for upcoming week
10.00	Do work for clients	Potential client meetings	Do work for clients	Do work for clients	Potential client meetings	Potential client meetings	
11.00							
12.00							
13.00	Lunch	Lunch	Lunch	Lunch	Lunch	Brunch	
14.00	Potential client meetings	Do work for clients	Do work for clients	Potential client meetings	Do work for clients	Do work for clients	
15.00							
16.00							
17.00	Sales tracking and financial management	Potential client meetings		Team Meeting	Sales tracking and financial management		
18.00	Do work for clients	Do work for clients	Potential client meetings	Do work for clients	Do work for clients	Market research	
19.00							
20.00							

## Appendix

### Appendix A: Market Research Survey

Hello! Your feedback is very important to us and we wanted to ask you a few questions. This survey will not take longer than 2 minutes to complete. We are interested in knowing your overall impression of EighthNote Artist Consultancy in terms of the services we offer, the price of the services and your overall thoughts on the need for such a company. Thank you for taking the time to complete this survey.

1. What is your age?
  - a. 12 and under
  - b. 13- 18
  - c. 19- 24
  - d. 25- 30
  - e. Above 30
  
2. What country are you based out of?
  
3. Are you an artist or artist manager?
  - a. Artist
  - b. Artist Manager
  
4. Which of the services provided by EighthNote would you as an artist use? (select all that apply)
  - a. Branding (creating distinct artist image)
  - b. Marketing (creating marketing plans for artist campaigns)
  - c. Public Relations (creating lines of communication between artist and broadcasting agencies)
  - d. Data analytic monitoring (monitoring social media analytics)
  
5. How much are you willing to pay for the above services? (amount is in CAD)
  - a. \$2,000- \$5,000
  - b. \$5,001- \$15,000
  - c. \$15,001- \$25,000
  - d. \$25,001- \$35,000

6. As an artist, do you feel you need these services to help further your market presence? If no, why not?
  - a. Yes
  - b. No

7. Does having multiple services offered in one company encourage you to use our services more?  
If no, why?

- a. Yes
- b. No

8. Do you value information collected from data analytic sites when organizing artist campaigns? If no, why?

- a. Yes
- b. No

9. Please leave any further comments and opinions regarding EighthNote Artist Consultancy below.

-Thank you for your time-

Link to online version of survey:

[https://drive.google.com/open?id=1ON7oh9A\\_0Tx2eWpWPhm7HNKL8lt7mxU50VIC5UP0rkk](https://drive.google.com/open?id=1ON7oh9A_0Tx2eWpWPhm7HNKL8lt7mxU50VIC5UP0rkk)

Appendix B: Market Research Survey Results

Figure #1: Age of participants

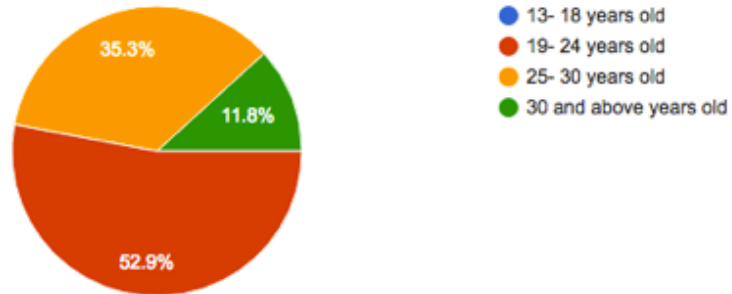


Figure #2: Country Participants are Based Out Of

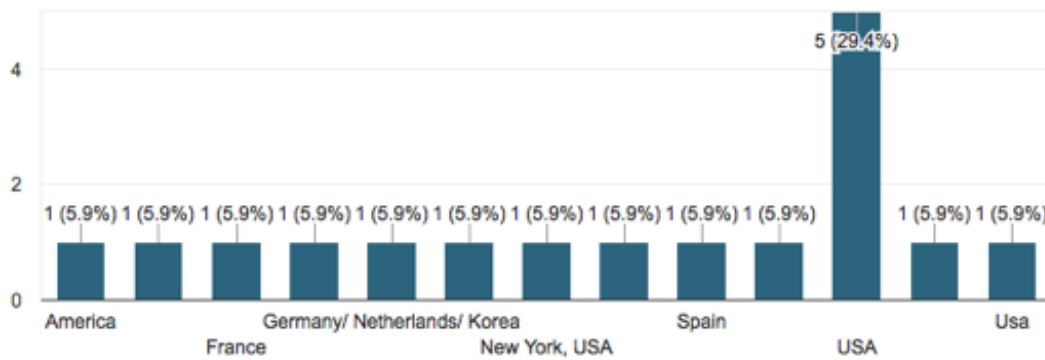


Figure #3: Participants Profession

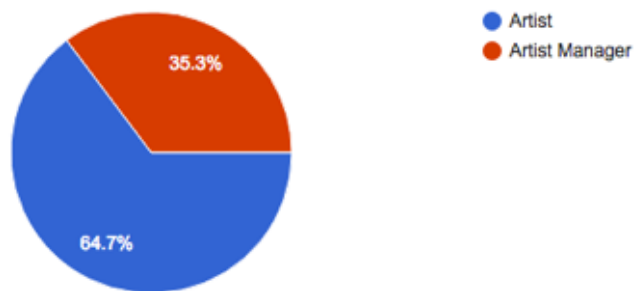




Figure #4: Service Most Desired by Participants

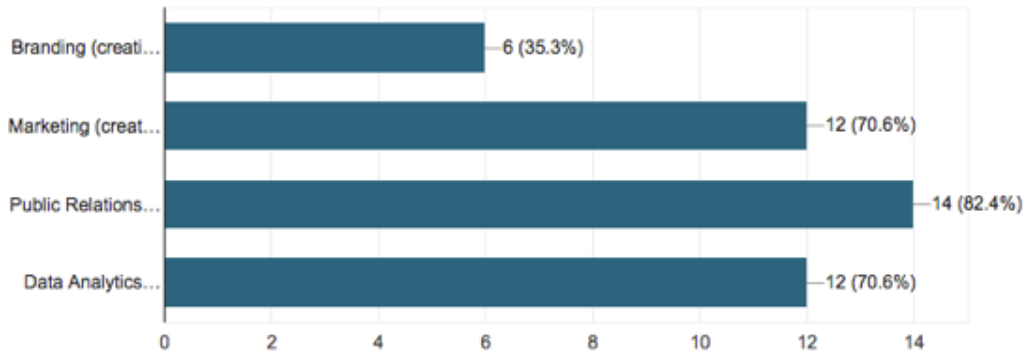


Figure #5: Price Willing to be Paid (CAD)

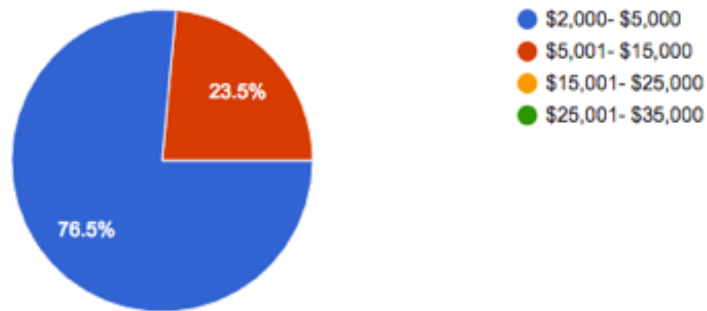


Figure #6: Participants who Felt the Above Services Would Help Further their Market Presence

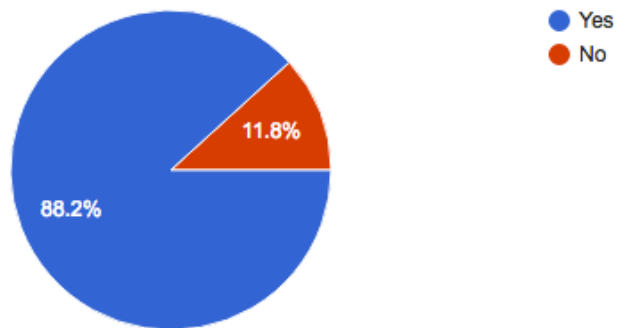


Figure #7: Reason for Answering 'No' to Figure #6

PR & Data Analytics yes but starting out, I have a pretty strong team as well as myself that will make enough noise before I would need to pay for more

I feel it would help find my target audience, and grow my fanbase in a strategic manner. Even with an understanding of my market (which even through analytics etc, I don't really have as my following is small) ... I think having a dedicated person, or team of people focusing on this one goal would be truly beneficial to getting my art out there, reaching more individuals. I do not think it is necessary, as in indispensable, but I think if you are able to afford it (which I wouldn't be) it is one of the best investments for your art.

Not sure if I could do it myself, using all the money for ads

Figure #8: Participant who Think having Multiple Services Under One Company Encourages them to use Company

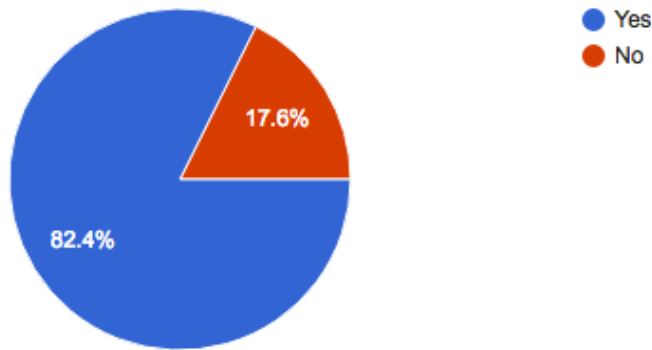


Figure #9: Reason for Answering 'No' to Figure #8

Not necessarily. Unless I have knowledge that there are dedicated teams within the company to each service, and adequate time and attention will be given to each.

I'd like to work with people that have specific knowledge at a high level

I think this depends on the company. If a very well established and reputable company that provides multiple services then there is already trust that each of these services are done very well, but if I wasn't familiar with the company beforehand or they don't have a strong reputation then I think going with a company that only does one thing ensures that they are focused on exactly what you're paying them for 100%

Figure #10: Participant who value Information from Data Analytics Sites for Artist Campaigns

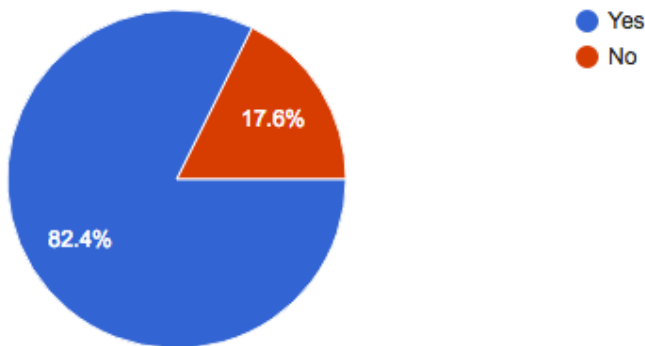


Figure #11: Reason for Answering 'No' to Figure #10

- I never did it - organizing a campaign.
- I think I'm too small right now for the trends in the data to be significant
- the services do not teach me what to do with the data

### *Appendix C: Dan Owen Analysis which will be used within EighthNote's Portfolio*

The analysis presented for Dan Owen will focus on data retrieved from varying sources such as Next Big Sound and Facebook insights. A six month timeframe is used to analyze Dan Owen's presence in the industry. Following the six month overview, a comparative analysis with a similar artist named Louis Baker will be assessed. This will act as a benchmark to fully assess how well Dan Owen is doing.

To start off, Dan Owen's largest fan base is located in the United Kingdom. France and The United States of America are the second and third largest fan base counties for Dan Owen but in comparison to United Kingdom; the fan base is much smaller. Dan Owen's Fan locations are depicted in APPENDIX A.

From the Facebook insights on Dan Owen, many interesting observations can be made. To start, as shown in APPENDIX B, over a six month period, there has been a significantly higher number of Facebook page likes as opposed to dislikes. This can be further compared to the bar graph depicting daily like sources, which is the number of people who liked his page broken down into the most common places where people can find his page. When taking a look at this graph, we notice that fans going directly to Dan Owen's page is the most effective way of gaining a larger following. This is followed by ads. In early October, there is a spike in total impression and reach (more organic than paid). This can be seen also in APPENDIX B. When looking further in the Facebook insights, it is evident that a post regarding a live Q&A and performance created this increased engagement. Within the six month timeframe, there hasn't been a significant increase or decrease in likes other than once in November. This is a similar finding with impressions and reach. This is of concern as it shows that the posts made and other daily like sources are not an effective method of substantially increasing his fan base.

When doing a comparative analysis, Dan Owen has a higher increase in Facebook likes daily as opposed to Louis Baker. This can be seen in APPENDIX C. Dan Owen's Facebook likes peak higher than Louis Baker and show a continuous growth where as Louis Baker's Facebook likes are declining. However, Dan Owen's twitter following is more sporadic than Louis Baker's. Louis Baker is able to attract a consistent number of new followers as opposed to Dan Owen. Louis Baker's Youtube subscriber increase per a day is higher than Dan Owen. All the following is depicted in APPENDIX C.

As mentioned above, within a six month period, Dan Owen's Facebook like increase daily, reach and impression did not significantly increase except for once. This signifies that the promotional activity launched within this six month timeframe did not bring about a substantial increased following.

Based on my observation of the data provided by Facebook insights, I would make the following suggestions to better Dan Owen's Facebook page by increasing fan engagement, reach and the incorporation of other social media platforms on Facebook:

1. Posting fan content can help drive engagement as it helps fans feel more connected and a part of Dan Owen's musical journey. Asking your fans questions can also help increase fan engagement.
2. Creating a buildup to a large event such as a tour can also help drive fan engagement up. Posting twice every week for 2-3 weeks prior to the announcement of a tour can keep fan engagement sustained for the weeks prior to the announcement and after. This technique will keep fans hooked.

3. Contests are also a great way to increase fan engagement and increase fan following since it is a proven fact that people are more likely to partake if there is a reward involved.
4. Adding Twitter and Youtube plugins on Dan Owen's Facebook page can help increase fan engagement as it is easier for fans and potential fans to access more information from a centralized location.
5. In order to increase reach organically, a technique that can be used is asking fans to share certain important posts. The sharing of posts can lead to the untapping of potential niche markets.

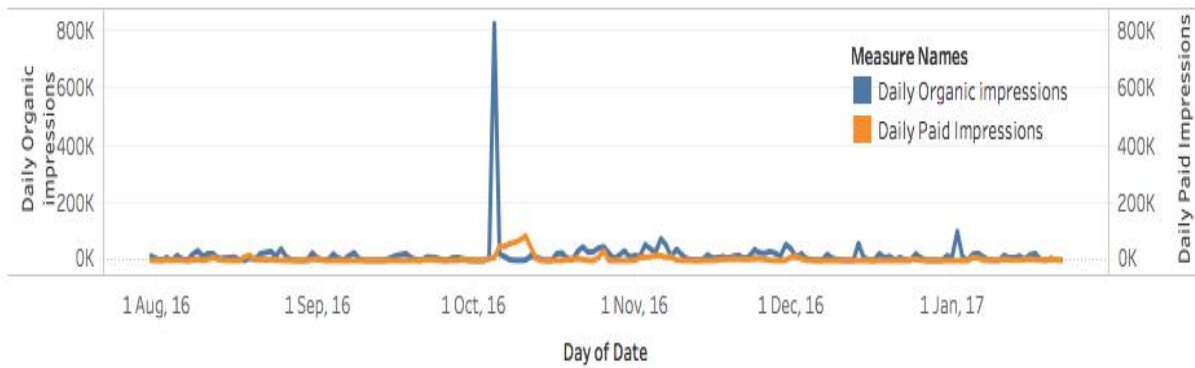
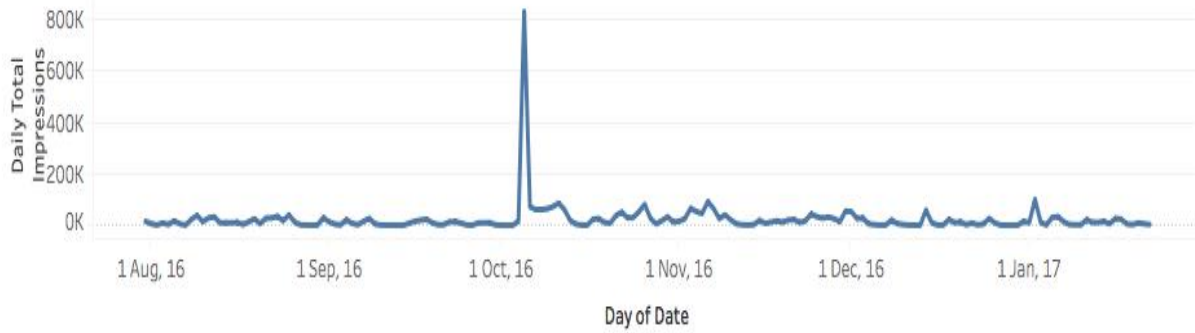
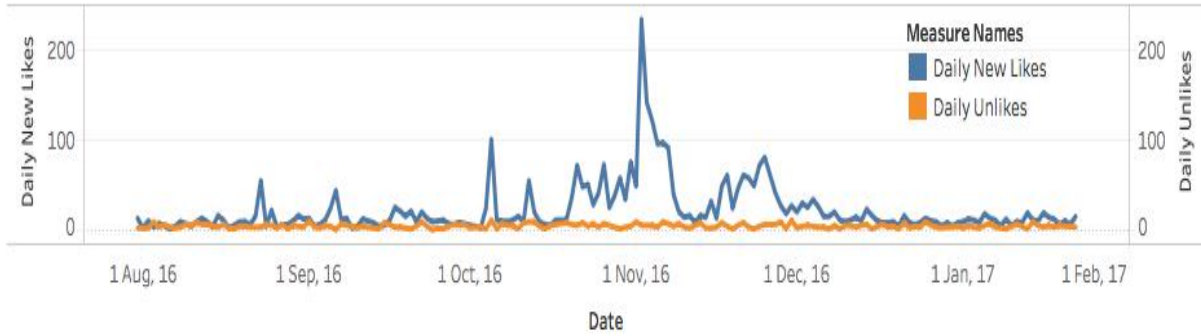
In conclusion, Dan Owen's Facebook page is not drawing a substantial increase in fan following. Over a six month period, the number of like, impression and reach daily are near the same with only one large peak shown. Above are outlined some suggestions on how to increase engagement and fan following.

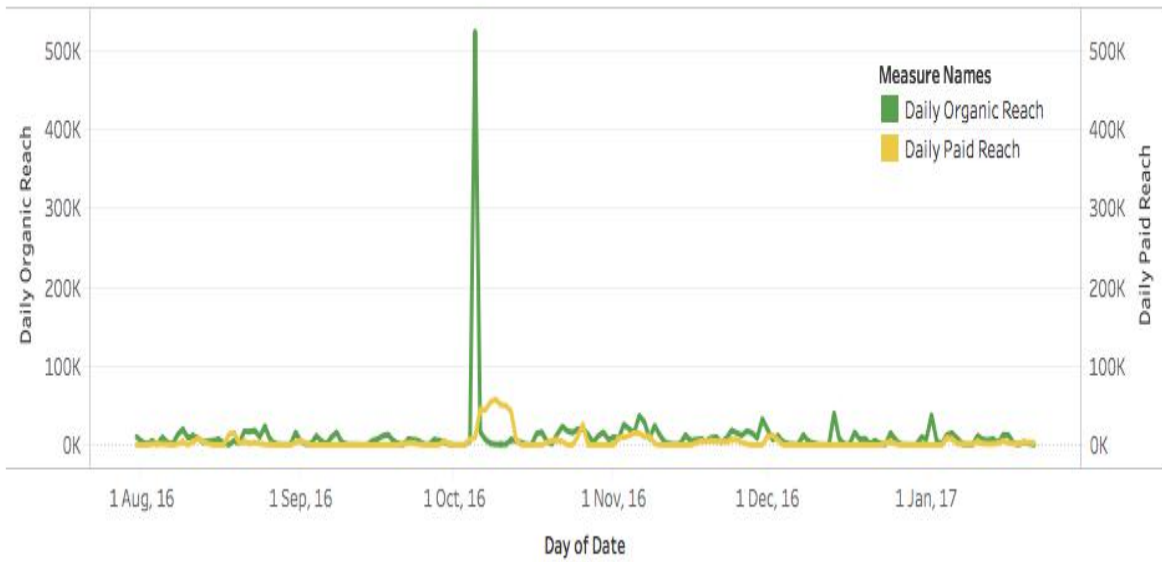
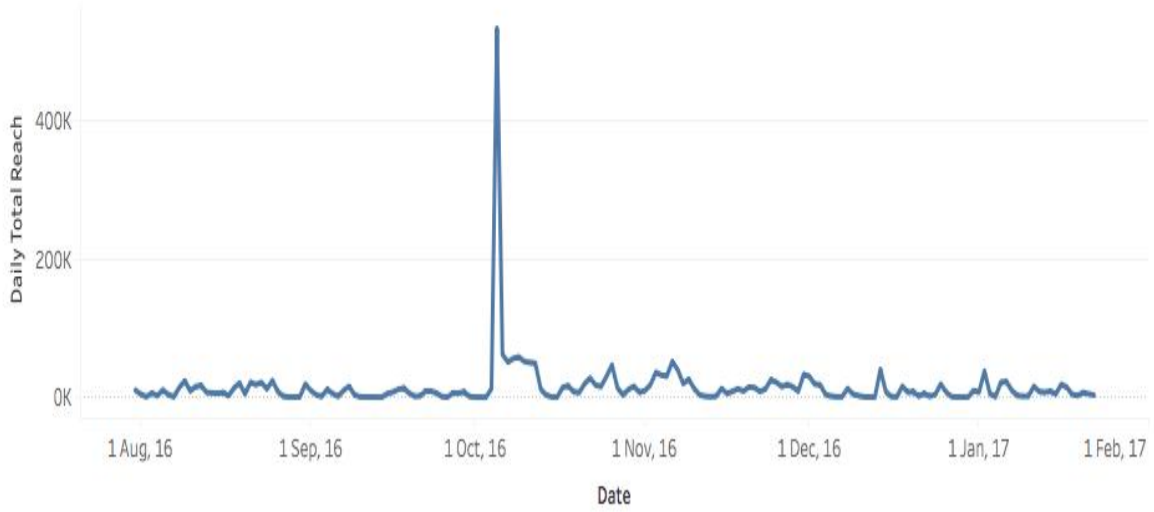
## Appendix

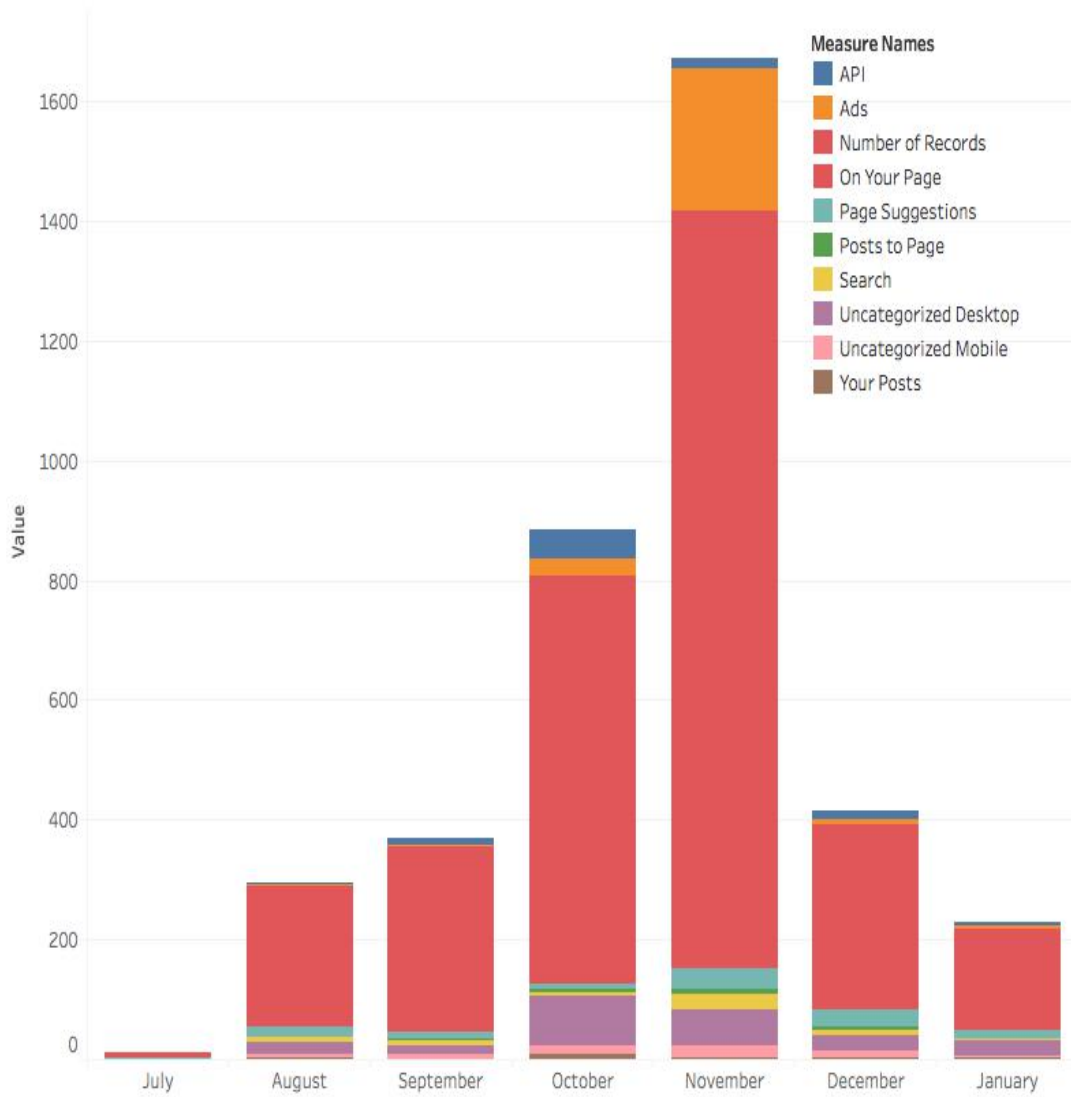
### Appendix A: Demographics



Appendix B: Dan Owen Analysis

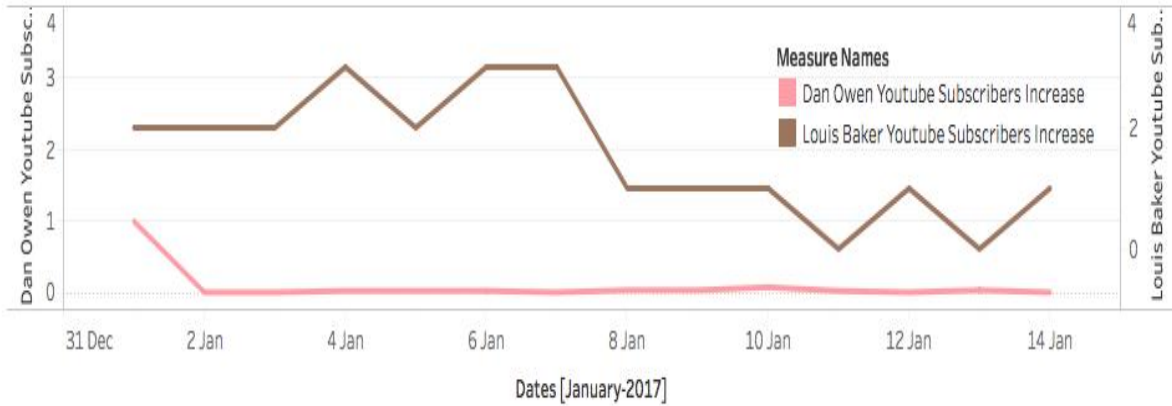
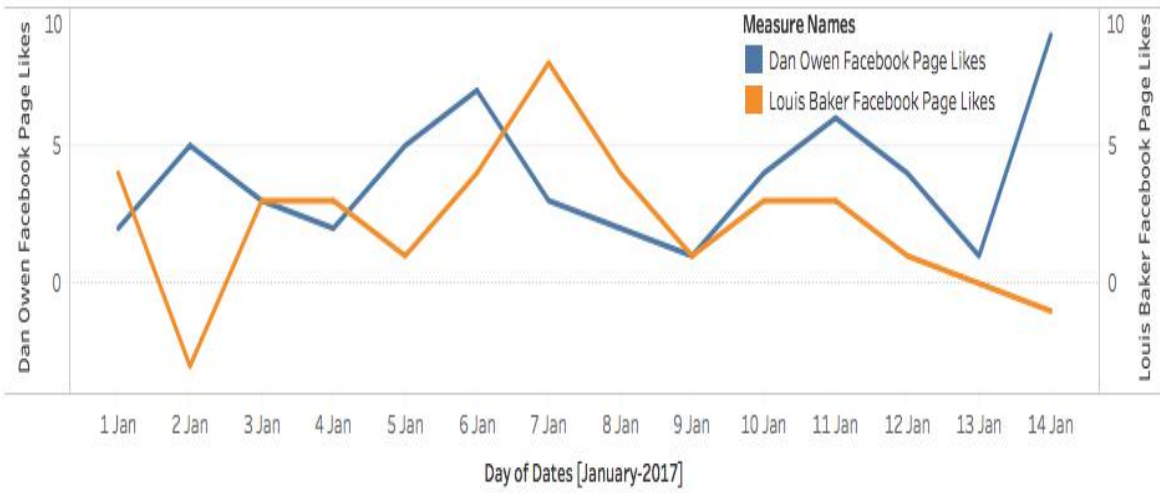








Appendix C: Comparative Analysis



## Appendix D: Qualitative Survey

Hello, Your feedback is very important to us and we wanted to ask you a few questions. This survey will not take longer than 2 minutes to complete. We are interested in knowing your overall impression of Dan Owen as an artist. Improving your music experience is important to us and therefore your opinion matters. Thank you for taking the time to complete this survey.

10. What is your age?

- a. 12 and under
- b. 13- 18
- c. 19- 24
- d. 25- 30
- e. Above 30

11. Which country do you reside in?

Drop down bar to search and select country

12. How did you hear about Dan Owen?

- a. From a friend
- b. Through Facebook
- c. On the radio
- d. Other

13. If for question #3 you answered other, please state how you heard of Dan Owen.

14. How often do you listen to Dan Owen's music?

- a. Less than twice a week
- b. Twice a week
- c. Every other day
- d. Everyday

15. How does Dan Owen's music make you feel?

- a. Happy
- b. Sad
- c. Excited
- d. Tired
- e. Other

16. If for question #6 you answered other, please state how his music makes you feel.

17. Would you pay to see Dan Owen perform live?

- a. Yes
- b. No

18. If your answer for question #8 was no, please explain why?

19. Would you recommend others to listen to Dan Owen?

- a. Yes
- b. No

20. If your answer to #10 was no, please explain why.

- Thank you for your time -