



_reHUB+

Empowering European Emerging Music Professionals through Innovative Incubator and Toolkit

An introduction to the tools - followed by useful materials (the famous toolbox) for the final beneficiaries - those who want to orient themselves professionally and enter in the Music sector.



FINAL REPORT

Music industry ecosystem

(roles, players, supply chain)

Having a clear and precise view of how the music industry is structured is critical to understanding how to fit in and what role you want to play.

Working in the industry requires a good understanding of how it works, its dynamics, and the people in it. Specifically, the world of music is a small world, and knowing the roles and people around an artist is critical to understanding how to position yourself professionally, both as an artist and as an insider in other positions.

For this reason, our experience over years of working in the industry suggests that we always start by making a map, which we offer here, of all the figures and professionalism involved in the music world.

The exercise we ask you to do is to populate this map with the names of the companies and professionals in the place where you want to develop your career.

We realize that there may be differences in the legislation of different countries, so we have taken the (very complex) Italian one as a model, which you can simplify by removing areas if they are not of interest.

Live / Event

Communication; Administration;
Ticketing; Production; Booking;
Local Promoter; Technical Staff;
Cast; Rental Companies

Management

Publishing

A&R; Legal; Copyright;
Synchronization;
Communication;
Royalties

Artist

Studio

Executive Producer; Artistic
Producer; Authors; Technicians;
Arrangers; Musicians

Staff

Personal Assistant; Press
Office; Legal; Social;
Marketing; Accounting

Discography

Legal & Business Affairs;
A&R; Marketing & Promo;
Accounting; Sales

Business Model Canvas

The business model canva is a tool we provide for you to develop your ideas and professional project.

The goal is to provide you with a practical and simple toolkit for planning and understanding your project development.

Skip the complications of the traditional school of Business Modelling aimed at companies and move to an application consistent with your target reality.

Convert generalist patterns and matrices applied to the start-up world by adapting them to the cultural world.

Move from theory to practice with an operational lab to validate projects by observing them up close. It is an approach to innovation that rests its foundation on the ability to solve complex problems using creative vision and management.

Originally, Design Thinking was more of an approach to innovation taken by agencies and design firms.

The Business Model Canvas is truly a versatile tool that can be adapted to so many situations.

This is to tell you that while art is the main ingredient of activities that produce economic value, by itself it does not create revenue.

Therefore, to make a living from your art, you must develop a business around your form of expression.

The Business Model Canvas is a strategic Business Design tool that uses visual language to create and develop innovative, high-value business models.

The Business Model Canvas enables a visual representation of how a company creates, distributes, and captures value for its customers.

Business Model Canvas

**Partner
chiave**

**Attività
chiave**

**Proposizione
di valore**

**Relazione con
l'utenza**

A chi mi rivolgo

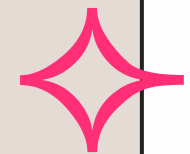
**Risorse
chiave**

**Canali
di contatto**

Costi economici // non economici

Ricavi // Risultati

How to fill in the nine blocks?



Value proposition

What value are you offering your audience?

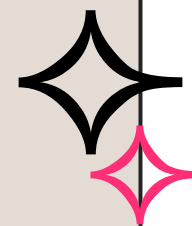
What problems are you solving?

What needs are you meeting?

Your value proposition must match a specific market segment!

Beware of:

- Value Propositions that are too vague
- Value Proposition that does not differentiate you from the competition



Who am I addressing?

What does your audience look like?

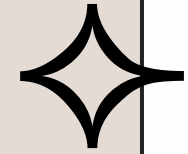
What are the needs, problems, desires, and ambitions of the people you talk to?

Proper market segmentation is never too broad but. It serves to define your audience!

Beware of:

- Too many segments to address
- Market segmentation can impact all the remaining blocks of the BMC

How to fill in the nine blocks?



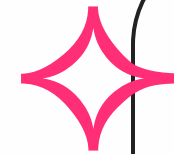
User relations

What kind of relationships does your audience expect you to establish and maintain? How do you talk to the people you target? What kind of relationship are you looking for?

Define the level of automation you want in your relationship with your audience. This will also have a direct impact on ongoing costs, channels, and retention.

Beware of:

- Stereotypical and impersonal relationships
- Relationships that are too time consuming



Contact channels

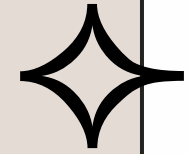
Through what channels does your audience want to be reached? By what means do you want to interact with them? How are the channels integrated? Which ones work best? Which ones are the most cost-effective?

Channels can be direct or indirect and serve 5 functions:

- Create awareness
- Helping you evaluate value propositions
- Offering your talent
- Enable him to buy
- Fidelitize him

The greatest difficulties are found in finding the right balance between the different types of channels and integrating them in order to create a unique experience.

How to fill in the nine blocks?



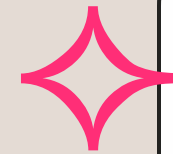
Key Activities

What key activities does our value proposition require? What about audience relations and workflows?

Key activities are the most important actions you must take to take your value proposition to the operational level and reach people. They can be productive, problem solving and retention activities.

Caution:

- Enter only strategic key activities
- Keep a clear vision with respect to the value proposition you have outlined



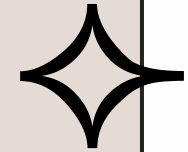
Key resources

What key resources does your Value Proposition require? Channels, public relations, flows?

Key resources form the backbone of operations and include all the assets that enable the project to succeed. They can be physical, intellectual, human and financial resources.

In the design phase through the Business Model Canvas, you can make the mistake of placing everything your company needs to deliver its value propositions within this block. Do not confuse the two blocks: Value Propositions and Key Resources.

How to fill in the nine blocks?



Key Partners

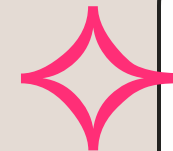
Who are the and your main suppliers, partners, and strategic alliances? What key activities do they perform?

What can i and partners do better than you?

As you might guess, it is important for you to create valuable partnerships. In this way you can make your project capable of meeting different needs that cannot be met through your resources and activities alone.

Choose partnerships based on these principles:

- To optimize the distribution of resources and activities
- To control risk by reducing uncertainty
- To acquire resources and expertise
- To minimize time and effort



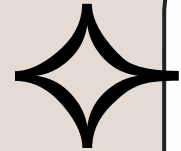
Economic costs/non- costs

What are the most important costs of the business model?

What are the most expensive key resources and key activities?

The cost structure and income streams should tend toward balance, but it is entirely likely that in a start-up project the costs will be greater than the results.

When defining costs, do not underestimate non-economic costs since they too make a project more or less sustainable. Some examples? Time: If I do not have time to carry out the actions the project cannot get off the ground, so it is a cost that must be kept in mind.



Revenues/results

The revenue/output block describes the revenue streams that the project gets from selling products/services to its audience. Therefore, where can the revenue streams of your business model be derived from?

Speaking of art projects, one must humanize this aspect of BMC as well by focusing not only on what makes a project economically viable, but also what contributes to its structural soundness over a longer period.

Again, don't underestimate non-economic outcomes, such as the growth of your Community, contacts given by networking. Don't forget external revenues from calls and funding sources that can support your project!

Pitching

The pitch is the promotional vehicle for an innovative business project and must contain the information that is useful in furthering a business idea. So, it involves providing-in pitching sessions or pitch competitions involving individuals, teams, startups, companies and, of course, investors-a set of key information about the project. When pitching a new project, information must be supported by references to sources, must be communicated clearly and comprehensively, and must provide the basis for assessing the project's potential and feasibility.

The elevator pitch is the short, concise and incisive presentation with which one presents one's idea, startup or enterprise. Elevator in English means elevator, and so just metaphorically we understand how the time of an elevator ride must be the time, short, with which to illustrate one's business idea.

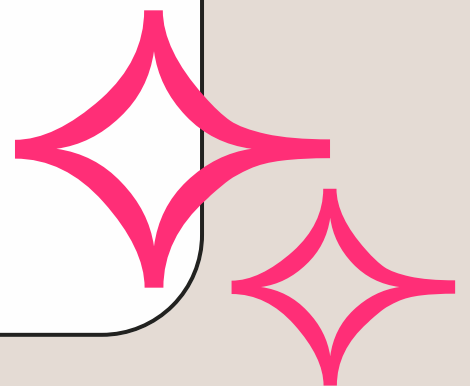
The pitch is a presentation that ranges from a few seconds up to 20 minutes. The longer it takes to speak the less attention our interlocutor will have. In this limited amount of time, one has to describe the main features of one's idea (startup or venture) in order to succeed in attracting curiosity and convincing the investor or simply the interlocutor, that our idea is feasible and one can invest in it.

In some ways it could be represented as the first business card.

What counts, however, in addition to the content, is the clarity and precision with which it is presented.

In a short time it is necessary to answer these 5/6 questions:

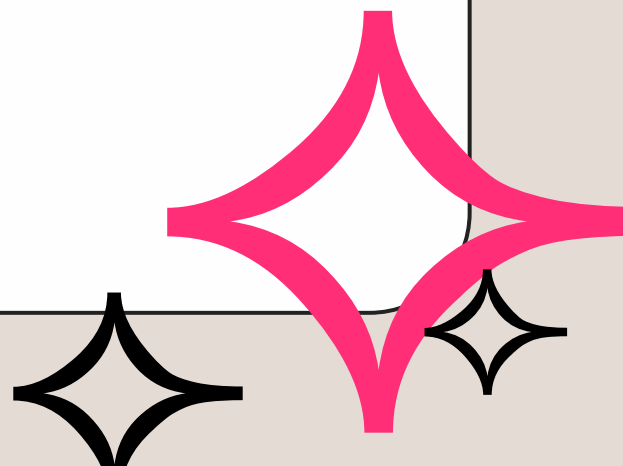
- 1- What problem do I solve or what need do I satisfy with my idea?
- 2- What does my product or service do?
- 3- How big is the market?
- 4- Who are my competitors?
- 5- Who does the team consist of?
- 6- How much money do you need and how do you plan to use it?



However, it is important to emphasize how different the pitch one has to structure for a project/start-up can be from the pitch one can build for a singer or musician.

In this case, the questions to be answered may be:

1. Who am I?
2. What have I been doing?
3. What am I doing?
4. Why are we talking?
5. What am I going to do?



Having this outline in mind, it is a good exercise to try to create your own pitch or that of a project that you know very well, trying from time to time to improve on timing, gestures and tone of voice, all fundamental elements of paraverbal communication.

It must also be emphasized that the pitch constitutes an outline, a starting point to be worked on and modified according to who is in front of it.

What an artist explains (and therefore asks for) to a producer is different from what he tells a manager or a press office. The purpose of the communication influences manners and content, adapting them to the specific situation.

To help you in this exercise, we offer a card game we invented, examples of which are below.



How to communicate effectively

The goal of this section is to develop effective communication skills for music project managers and music writers. The goal is to have a thorough understanding of an artistic project and to communicate its value through appropriate channels, with a focus on social media.

To communicate effectively it's necessary to be clear on:

- Defining the Artistic Character: it is essential to build a unique artistic identity, defining key values and distinctive traits that differentiate the artist from others.
- Communicating the Music: strategies must be put in place to describe the music in an engaging way, using sensory descriptions and emotions to connect with the audience.
- Social media communication strategies: when using social media, it is essential to adapt the tone of voice to the communication channel and audience, make use of visual elements such as photographs and videos to enrich the narrative, and use techniques to actively engage the audience.
- Creating effective Call to Action: calling the audience to be active and interact with the content is critical to creating a cohesive and strong community.

To learn how to get involved in this field, we offer 3 exercises:

Artistic Character Creation

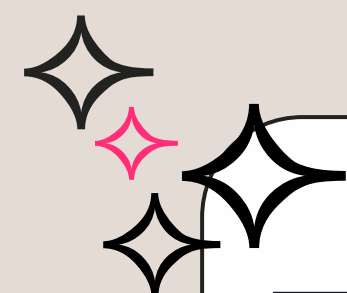
Analyze the profile of an artist you know and like (at a later stage you can also work on artists who are less well known and about whom you know less), analyzing their communication channels, try to understand their history, the values that distinguish their artistic production, their communication strategy and tone of voice. Try to find strengths and weaknesses and analyze the change in strategy over time.

Descriptive Writing of Music

After the social page analysis phase, listen to a single by the artist and write a short paragraph describing the essence of what you heard, focusing on context, the emotions it generates, style, and distinguishing features.

Post simulation

starting with the paragraph you just wrote, try to draft a post that is appropriate for the target social, including a call-to-action to the audience analyzed in the first exercise to get the song heard and promoted by your audience.



Thanks

