

# THE MUSIC STARTUP

Club | Community | Content

# Concept

- To have a place, where lovers can explore, enjoy, spend Quality time, get entertained, get trained & participate.
- To meet above objectives all activities related to live & performing music will be planned done, to attract mass/ class, our primary focus will be old Hindi Songs.
- Will properly record and store all digital content of performance & make life time revenue from different mediums like OTT, YouTube and other.

# Concept

- This project will have many revenue sources to make it sustainable in short long run.
- Designing of constant new musical activities & show formats by content and musical products will be our USP.
- It will have presentable place & club for self experience as well as state of art Digital App & platform to make it accessible 24X7.

# Concept

- It will be interactive platform & forum where music lovers & performers can interact, participate & grow.
- It will have strong branding standard of Quality to inspire artists and penetrate pan India.
- It was 19 billion industry in 2021 and estimated 28 billion by 2024 with 15% annual.

# Objective

- To build a Music StartUp, which will have more than 500 cr valuation in 5 years.
- To create commercial & creative balanced fusion venture, which can create legacy.
- To bring all Music lovers at one platform & create happening place & OTT platform which can entertain people deep in heart and can become Nostalgic Experience.

# Objective

- To give a platform / opportunities to local artist to showcase them worldwide & make their financial betterments.
- To create the large content library in 4K digital medium, which can fetch lifelong revenue from online platforms & valuation.

# Mission Statement

## Vision:

To become first of its kind pioneer & inspirational Musical Start Up, whose presence will be online-Offline in world of live Music & to create a huge market valuation & commercial success with its uniqueness & content in library.

# Mission Statement

## Mission:

We aim to establish Music Start Up, which will provide innovative, creative, sustainable and provides dynamic experience & Network of Music lovers also make ecosystem for experienced, young and talented upcoming artist and create values for company.



# Opportunity Statements

- Live music performance & creativity commercial content by quality recording of same, is cheapest way of making saleable, acceptable entertainment content.
- Besides YouTube channels podcast & convention online methods, the market is getting open for various OTT Streaming Platforms, Non mainstream TV channels & Regional channels, FM Radios, Online channels, Local cable TV's & so on.

# Opportunity Statements

- We have onboard, India's finest Orchestra singers & Artist already.
- There are precedents of T-Series & Saregama Caravan which has created commercially huge success.
- We are building Co-operative model & making every team member a shareholder.
- With more & more OTT platforms coming in market demand of quality content are constantly growing.

# WHAT ARE WE PLANNING TO CREATE

- We are in process of building music club online – offline with world class personalized infrastructure / ecosystem for music creators and music lovers-listeners.
- To make world class OTT platform, App for Music dissemination & consumption place (Music Hub) to create content of the same.
- Best-in-class & easily accessible recording studios for all needs.
- Music events & festivals.

# WHAT ARE WE PLANNING TO CREATE

- Continuous / Round the clock live Music events for all target groups, which eventually converted in Raw material.
- Creating interesting formats & modules to present Music. As personalized products, live shows, Music competitors, private albums, artist management and so on virtual concerts.
- Training, affiliation, participation & recognition.

# Music Club Activity

- Daily Live shows for 2 hours each at different places.
- Special week end shows with different theme every week.
- Shows on various genres, marquee artists and collaborations.
- Organizing customized private music events for corporates and individuals.
- Small auditorium to host specials events related to Ghazals, Popular Jaaz, Sugam Sangeet, Indie and Regional music.
- Organizing Karaoke nights.

# Music Club Activity

- Coaching of different instrument to all ages through online & offline medium.
- Recording shows and creating music content.
- Organizing singing competition and other talent promotion events.
- Produce private albums of upcoming artists.
- Amphitheater for organizing entertainment and music events.
- Marketing and promotion of regional music talents.

# Music Club Location / Infrastructure

- Music Club Pilot to start in Ahmedabad.
- Long leased lands between SG Highway and SP Ring Road with easy approach and parking friendly area.
- 2-3 Acre of campus planned.

# Music Club Location / Infrastructure

## Facility:

- State of art performing hall with 200 capacity.
- 3 small halls with 50-60 capacity for different purpose.
- Technically sound recording studio
- Rehearsal Studio
- Green Rooms for artist
- Small amphitheatre



# Music Club Location / Infrastructure

## Facility:

- Jamming Studio
- Office
- Food Court
- Gallery
- Karaoke Studio
- Art Gallery
- Parking

# 18 Revenue Channels

1. Digital Content Selling Advertising
2. App Subscription / OTT
3. Sponsorship
4. Selling audio content to radio
5. Selling video content to regional small tv channels
6. Club Membership
7. Tickets of live shows
8. Independent Concerts
9. Music Festival & Competitions

# 18 Revenue Channels

10. Coaching Fees

11. Infrastructure Rent

12. Foods and Peripherals

13. Art Gallery / artefacts space rentals

14. Artist Co-working Space

15. Artist Management Programme

16. Outdoor Shows

17. Personalize shows and music products

18. Music Album launches

# Market Potential

- The Indian music industry was valued at around INR 19 billion in 2021 and is estimated to reach INR 28 billion by 2024 with a compound annual growth rate of 15%.
- Component of film-based music is getting popular.
- 448 million smartphone users (growing up to 973 million by 2025).
- Lowest data pricing in the world (at \$0.09 per GB of data).
- 2.3 Billion monthly UPI transactions.
- Competitive less production cost for bulk content in segment.

# OUR TEAM

Dynamic and passionate team of experts from various domains

- Dinesh Turakhia is a Music Lover, Show format & content expert, researcher and in field since 20 years.
- Sanjay Shah is a serial entrepreneur international business & large project making and Branding
- Sandeep Christian is a prominent bandmaster whose orchestra is playing since 30 years success.

# OUR TEAM

Dynamic and passionate team of experts from various domains

- Mukhtar Shah
- Raees Maniar
- Nayan Pancholi
- Pankaj Bhatt
- Samrat Dave
- Chirag Desai
- Priyanka Basu

# OUR TEAM

Dynamic and passionate team of experts from various domains

- Parth Tripathi (Tabla)
- Bhavesh Thakar (Octopod Sampler)
- Bipin Solanki (Drum)
- Vasu Chavda (Guitar)
- Frenky Christian (Keyboard)
- Smith Solanki (Keyboard)
- Kamlesh Dabhi (Bongo Dholk)
- Dinesh Bairva (Kongo Dolak)

# Similar Brands

- Hemant Kumar Mahle – Live Stage Shows.
- Jalso – Gujarati App
- Saregama Caravan (for music)
- Coke Studio / MTv Unplugged / Nescafe Basement (for music collaboration)
- Prithvi (for plays & food)



# Similar Brands

- Natarani (for plays & theatre)
- Hard Rock Café (for food & music)
- Music Hall, Palm Jumeirah, Dubai (for food & music)
- Ipanema World Music Bar, Singapore (for food & good music)
- Prism, Hyderabad (for food & good music)

THANK YOU