

<div><h3>PROBLEM</h3><p>List your top 1-3 problems.</p><p>→All artists need managers or experience to reach their goals within the industry. For most artists a manager is out of reach.</p><p>→New and Emerging Artists (NEAs) looking to take the next step in their career are unable to find the right advice at the right time from a trusted source.</p><p>→Often, in seeking this advice, NEAs find it difficult to access the right people and therefore their progression relies on ad hoc advice and chance.</p><p>→Industry professionals find it difficult to give back to the industry through convenient, structured opportunities and for a value to be placed on their knowledge</p></div> <div><h3>EXISTING ALTERNATIVES</h3><p>List how these problems are solved today.</p><p>→ There are some formal arrangements for mentoring particularly in government funded programs. There is no existing “self service” mechanism.</p></div>	<div><h3>SOLUTION</h3><p>Outline a possible solution for each problem.</p><p>→A single location where booking an industry professional for timely advice is as easy as booking a restaurant table and accessible to artists of all abilities.</p></div> <div><h3>KEY METRICS</h3><p>List the key numbers that tell you how your business is doing.</p><p>→# of subscribers →# of website interactions →# of listed or wait-listed artists →# of appointments booked →Revenue →Margin</p></div>	<div><h3>UNIQUE VALUE PROPOSITION</h3><p>Single, clear, compelling message that states why you are different and worth paying attention.</p><p>Your Favourite Team allows NEAs looking for advice and guidance to sign up and choose from a dynamic list of industry professionals.</p><p>In two minutes an artist can find an industry professional, book a time to meet virtually with YFT gathering critical information to make sure each artists gets the most out of their session.</p><p>NEA’s can use YFT as much or as little as they like to either gain general knowledge around the industry or at key points in their careers. Eg: releasing music, tour planning, label out reach etc.</p></div> <div><h3>HIGH-LEVEL CONCEPT</h3><p>List your X for Y analogy e.g. YouTube = Flickr for videos.</p></div>	<div><h3>UNFAIR ADVANTAGE</h3><p>Something that cannot easily be bought or copied.</p><p>→ First mover advantage on the concept. → Exclusive access to high level industry → Access to existing databases of artists →Industry partnerships</p></div> <div><h3>CHANNELS</h3><p>List your path to customers (inbound or outbound).</p><p>→ Working with partners to promote YFT through their databases (Onelove, Emanate, Muso) → Social media → Word of mouth</p></div>	<div><h3>CUSTOMER SEGMENTS</h3><p>List your target customers and users.</p><p>→ New and Emerging Music Artists</p><p>Archetype (but not exclusive):</p><p>Industry experience: 1-5 years Age: 18-30 years olds Location: Australia</p></div> <div><h3>EARLY ADOPTERS</h3><p>List the characteristics of your ideal customers.</p><p>→New and emerging artists with sufficient prospects that they will invest further advice from industry professionals.</p></div>
<div><h3>COST STRUCTURE</h3><p>List your fixed and variable costs.</p><p><u>Fixed costs:</u></p><p>Website, point of sale, CRM, insurances, artist retainers, customer assistance</p><p><u>Variable costs:</u></p><p>Artist time</p></div>		<div><h3>REVENUE STREAMS</h3><p>List your sources of revenue.</p><p>→ Initial revenue stream, 15% share of fees paid to industry professionals.</p><p>→ Future revenue streams include, subscription model (e.g. \$5 per month with feature interviews, generic content, discount sessions, giveaways) and ancillary product sales (e-books, ticketed session)</p></div>		