

Acadia Music Group, Inc. - ConcertPRO - One Sheet Business Strategy

Overarching Objective: A Sustainable, Scalable, Profitable, and Salable Business Operation
Strategy: Why and What | Priorities & Sequence: When and Where | Tactics: Who and How

Mission: Mission and Legacy

To become the source of information for the local music scene. To be the place where everyone comes to find connections to live music.

Mission: Goals for the next 12 months

Start a weekly local music podcast.
Release version 1 of ConcertPro app.

Mission: Company Goals

Create large user base that checks in regularly.
Book events beyond my geographic region.

Vision Statement

Acadia Music Group makes live music easy by
Providing a local music communication platform.
Easing logistics between venues, bands, vendors, & fans.
Reducing the costs for venues
Creating cash flows for performers and vendors.

Value Statement (why customers choose to do business with you, your "why")

Customers choose us because we deliver results and remove obstacles.

Opportunity: How and where to make money

Per Event Performance Royalty Organization (PRO) Licensing .
Advertising/Sponsorships.
Transaction fees.
Memberships fees.

Opportunity: Specifically, who is your customer

Informal music venues. (Coffee Shops, Wineries, Farmer Markets, Restaurants)
Local bands & musicians.
Live music fans.
Vendors (Caterers, Graphic Designers, Security, Sound Engineers, Photographers, Videographers)

Velocity Statement (revenue growth, market share growth, geographic reach, product development, etc.)

By End of Q2 2019.

Revenue growth; 10 Venues. 100 bands. 1000 fans. 25 vendors. 2 Advertisers.
Market Share: 10% of regional events.
Geographic Reach: Maine, New Hampshire, Boston Area.
Product Development: Release first version of ConcertPro App.

Products and Services that Create Unique Value for the Target Market

ConcertPro App. Provides logistics and communication for customers.

Live Event Licensing for venues. Provides economical mean to legally present live music.

Marketing that Triggers Relevant Conversations

Podcasting.

Speaking at clubs & organizations.

Social Media discussions.

Sales that Facilitates Mutually Profitable Transactions

Referrals

Education

Customer Service that Earns Loyalty

Guiding and advising venues.

Making information dissemination convenient.

Operations and Infrastructure that Scale with Economic Cycles

Per Event licensing for venues don't require lengthy commitment.

Free membership for basic users with ability to subscribe month to month during off season.

App is hosted in the Cloud for on demand computing power.

Finance that Controls Cash Flow and Funds the Future

Price/Value of service

A Culture that Drives a Valuable Brand

Honest. Valuable. Clarity.