

# Nexus Touring

## Identity

A full-service touring and live production company that manages every aspect of an artist's tour, including management, production, logistics, and technical services.

## Problem

Artists and their teams struggle with coordinating multiple vendors, managing logistics, and keeping tours organized, which creates stress and inefficiency.

## Our solution

We provide a one-stop solution for touring by combining management, production crews, technical services, and logistics into one streamlined operation, making tours smoother and less stressful.

## Target market

Rising and mid-level artists, independent musicians, artist managers, and small labels who need professional touring support.

## The competition

Large touring and production companies with strong industry connections, as well as smaller independent vendors offering individual services.

## Revenue streams

- Tour management and production fees
- Service packages based on tour size and needs
- Premium production upgrades and consulting
- Sponsorships and long-term touring contracts

## Marketing activities

- Social media (Instagram, TikTok, LinkedIn)
  - Industry networking and referrals
  - Email and SMS marketing
  - Paid ads and video content
- Partnerships with venues, artists, and labels

## Expenses

- Production equipment and crew costs
- Travel and logistics expenses
- Marketing and advertising
- Operational and administrative costs

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## Team and key roles

Founder-led business responsible for operations, planning, and client relations, with future expansion to include production staff, marketing team, and tour specialists.

## Milestones

- Secure first touring clients
- Build industry partnerships
- Establish strong reputation through successful tours
- Achieve consistent client growth and repeat business