

# **Nexus Touring Company**

## *Business Plan*

**Jenna Barbowski, Founder**  
**Created on April 30<sup>th</sup>, 2026**

# Executive Summary

Nexus Touring is a full-service touring and live production company that provides artists with a centralized solution for planning and executing tours. By integrating tour management, production, logistics, and technical services into one streamlined operation, Nexus Touring eliminates the need for multiple vendors and reduces the complexity of touring. The company also supports tour marketing and provides coordinated access to industry professionals, including production teams, creative specialists, and other key touring personnel.

The company serves rising and mid-level artists, independent musicians, and small labels who require professional touring support. Revenue will be generated through service packages, tour contracts, and consulting. Nexus Touring aims to build a strong reputation in the live music industry by delivering efficient, high-quality touring experiences.

## Product

Nexus Touring offers complete support for artists going on tour. This includes planning and managing the tour, handling production like sound and lighting, organizing travel, and coordinating everything behind the scenes. Instead of artists having to work with multiple vendors, this business brings everything together in one place. It can also help connect artists with the right people, like production teams and creative professionals, to make sure each tour runs smoothly and looks professional.

## Customers

This business is focused on emerging and mid-level artists, as well as independent musicians, managers, and smaller labels. These clients are often in a stage where they are growing but don't yet have access to large touring companies. They need support that is reliable, organized, and flexible. The goal is to help them run better tours while giving them more time to focus on performing and building their careers.

## Future of the Company

Over time, Nexus Touring plans to grow by working with more artists and building strong relationships in the industry. The company will expand its team and take on larger and more complex tours as it gains experience. The long-term goal is to become a trusted name in touring, known for being dependable, organized, and easy to work with, while continuing to support artists as they grow.

# Company Description

## Mission Statement

To simplify and elevate the touring experience by providing artists with reliable, high-quality support across every aspect of live production, allowing them to focus on their performance and career growth.

## Principal Members

Nexus Touring is a founder-led business. The founder, Jenna Barbowski, is responsible for overall operations, tour planning, client relations, and business development.

As the company grows, additional team members will be brought on to support key areas of the business, including:

- Tour Managers to oversee day-to-day tour operations
- Production Managers to handle technical and live show elements
- Logistics Coordinators to manage travel and scheduling
- Marketing and support staff to assist with promotion and client communication

## Legal Structure

Nexus Touring will operate as a Limited Liability Company (LLC). This structure protects the owner's personal assets while allowing flexibility in management and future growth of the business.

# Market Research

## Industry

Nexus Touring operates within the live music, touring, and event production industry. This industry includes companies that provide tour management, live production, logistics, and technical services for concerts and events. The live music industry has seen strong growth in recent years, with global revenues reaching over \$30 billion, and touring has become one of the main sources of income for artists, especially as streaming pays less for many independent musicians.

While large companies like Live Nation and AEG dominate major tours, there is a clear gap in the market for emerging and mid-level artists who need professional support but do not have access to those large-scale resources. Nexus Touring fits into this space by offering flexible, full-service support designed specifically for developing artists.

## Detailed Description of Customers

Nexus Touring's target customers include emerging and mid-level artists, independent musicians, artist managers, and small record labels. These clients are often in the early to growth stages of their careers and are beginning to perform and tour more consistently.

They are looking for reliable and organized support to help manage the challenges of touring, including production, scheduling, and logistics. Many of these clients are active on platforms like Instagram and TikTok, where over 70% of younger audiences discover new music, making live shows and promotion closely connected. They value strong communication, professionalism, and services that help improve the quality of their live performances while reducing stress.

## Company Advantages

Nexus Touring has several advantages compared to competitors:

- A full-service model that combines multiple touring needs into one streamlined operation
- A focus on emerging and mid-level artists who are often overlooked by larger companies
- Personalized service and direct communication with clients
- Flexible service packages based on tour size and budget
- A founder with knowledge of the music and live event industry
- An existing digital presence through the founder's portfolio website, which helps build credibility and showcase experience

Portfolio and brand presence: <https://jennabarbowskiportfolio.com/>

## Regulations

Nexus Touring will operate in compliance with all relevant laws and regulations related to live events and touring. This includes venue safety requirements, local permits, labor regulations, and contracts with artists and vendors.

The company will also follow industry standards for equipment safety, insurance coverage, and event production practices to ensure safe and professional operations. As the business grows, additional legal and compliance measures will be implemented as needed.

# Service Line

## Service

Nexus Touring provides full-service support for artists planning and executing tours. Instead of offering a single product, the company delivers a combination of services that cover every major aspect of live touring.

These services include:

- Tour management and coordination
- Live production support (sound, lighting, staging, technical crews)
- Travel and logistics planning
- Vendor coordination and scheduling
- On-tour support and day-to-day operations
- Consulting for artists and managers

Services are offered as flexible packages depending on the size, budget, and needs of each artist or tour. This allows clients to choose the level of support that best fits their situation.

## Pricing Structure

### Package 1: Tour Consulting Package

**Estimated price:** \$750–\$2,000 per project

**Best for:** Artists who need guidance but not full tour support

This package is designed for artists or managers who are planning a tour and need professional advice to get started.

**Includes:**

- One-on-one tour planning consultation
- Budget guidance and cost breakdown
- Tour routing and scheduling advice
- Vendor and crew recommendations
- Pre-tour checklist and timeline
- Review of tour goals and strategy

**Payment Structure:**

This package is flat-fee based and paid upfront or in two installments. Since this service

focuses on planning rather than execution, Nexus Touring does not take a percentage of tour revenue for this package.

## Package 2: Starter Tour Support

**Estimated price:** \$3,000–\$7,500 per tour

**Best for:** Local or short regional tours

This package supports smaller tours where artists need help organizing logistics and keeping everything on track.

### Includes:

- Tour schedule and routing support
- Basic logistics and travel planning
- Venue communication assistance
- Vendor coordination
- Production planning checklist
- Basic tour marketing guidance
- Pre-tour organization and support

### Payment Structure:

This package is primarily flat fee based. In some cases, Nexus Touring may include a small performance-based percentage of **3%–5% of net tour revenue**, depending on the level of involvement. This will be outlined in a contract, with percentage payments collected after the tour is completed and revenue is finalized.

## Package 3: Growth Tour Package

**Estimated price:** \$7,500–\$20,000 per tour

**Best for:** Multi-city regional tours for growing artists

This package provides more hands-on support across planning, production, and execution.

### Includes:

- Full tour planning and coordination
- Production planning (sound, lighting, staging)
- Vendor and crew coordination
- Travel and accommodation planning
- Budget tracking and organization
- Communication between artist, manager, and venues
- Day-of-show coordination
- Basic tour marketing strategy

**Payment Structure:**

This package typically uses a hybrid pricing model, combining a base fee with a performance-based percentage of **5%–8% of net tour revenue**. Payment terms will be clearly defined in a contract, with the percentage portion paid after the tour concludes and all revenue is accounted for.

## **Package 4: Full-Service Touring Package**

**Estimated price:** \$20,000–\$60,000+ per tour

**Best for:** Larger independent artists or extended tours

This package provides full management and execution of the tour, acting as a central hub for all operations.

**Includes:**

- Complete tour management
- Production management and oversight
- Technical crew coordination
- Sound, lighting, and staging setup
- Vendor booking and communication
- Travel, lodging, and logistics coordination
- Tour budget management
- Tour marketing support
- Sponsorship coordination (if applicable)
- Access to creative professionals (stylists, photographers, content creators)
- On-tour support and problem-solving
- Post-tour review and performance analysis

**Payment Structure:**

This package follows a hybrid or percentage-based model. Nexus Touring may charge **8%–15% of net tour revenue**, depending on the size and scope of the tour. A base fee may also be included. All terms will be outlined in a formal contract, with final percentage payments made after tour revenue is generated and confirmed.

## **Payment and Contract Structure**

All services provided by Nexus Touring will be governed by formal contracts that clearly outline scope of work, pricing, payment timelines, and revenue-sharing agreements when applicable. For packages that include a percentage of tour revenue, payments will be calculated based on net tour revenue after major expenses and will be collected after the tour concludes and financials are finalized.

For flat-fee services, a standard payment structure will be used:

- 30% deposit upon contract signing
- 40% during the planning phase
- 30% final payment before or immediately after tour completion

This structure ensures financial clarity, protects both the client and the company, and allows pricing to remain flexible based on the success and scale of each tour.

## Service Lifecycle

Nexus Touring's services follow a structured process from initial planning to post-tour review. Each project begins with a consultation to understand the artist's goals, budget, and tour scope. From there, the company moves into planning, including scheduling, routing, production coordination, and logistics.

During the tour, Nexus Touring supports day-to-day operations, communication, and problem-solving to ensure everything runs smoothly. After the tour is completed, the company conducts a post-tour review to evaluate performance, gather feedback, and identify areas for improvement.

As the business is in its early stages, the focus is on building experience, refining services, and developing long-term client relationships.

## Intellectual Property Rights

"Nexus Touring" will serve as the official business name and brand identity. As the company develops, steps may be taken to register the name and trademark the brand to protect its use within the industry.

Any original materials created by the company, including branding, marketing content, digital media, and service frameworks, will be owned and managed by Nexus Touring. Contracts with clients will also clearly outline ownership of creative work and content produced during tours.

## Research and Development

Nexus Touring will continue to improve its services by gathering feedback and staying informed on industry trends. This includes:

- Collecting feedback from clients after each tour to understand what worked well and what can be improved
- Using the company's website and digital platforms to allow for feedback, inquiries, and service improvement suggestions
- Monitoring trends in live production, touring technology, and event management

- Learning from industry professionals and expanding connections to improve service quality
- Reviewing market trends to better understand the needs of emerging and mid-level artists

This ongoing process will help the company refine its services, improve efficiency, and stay competitive in the live music industry.

## Marketing & Sales

### Growth Strategy

To grow Nexus Touring, the company will focus on building credibility, relationships, and visibility within the live music industry. Since the business is currently founder-led, early growth will rely heavily on personal branding, networking, and direct outreach.

At this stage, marketing the company is closely tied to marketing the founder. Similar to how someone would promote themselves when applying for jobs, the founder will promote Nexus Touring by building a strong professional presence and forming connections within

the industry. This approach allows the business to grow organically while establishing trust and credibility.

Nexus Touring will grow by:

- Building relationships with emerging artists, independent managers, small labels, venues, and production professionals
- Attending panels, networking events, concerts, and industry meetups to connect with potential clients and collaborators
- Using platforms like LinkedIn to present a professional identity and connect with industry professionals
- Leveraging the founder's personal network and word-of-mouth referrals to gain early clients
- Using the founder's digital portfolio website to showcase experience, services, and past work
- Creating social media content that highlights behind-the-scenes work, tour planning, and live event support
- Starting with smaller tours and local artists to build experience and credibility
- Expanding into larger tours and long-term client relationships as the company grows

In the early stages, the focus will be on building a strong reputation through successful projects and meaningful industry connections. Over time, this foundation will support growth into a larger operation with a broader client base.

## Communicate with the Customer

Nexus Touring will communicate with customers through a mix of professional online presence, direct outreach, and ongoing relationship building. Since the target audience includes artists, managers, and industry professionals, communication needs to be clear, reliable, and easy to access.

The company will communicate with customers by:

- Maintaining a professional website that outlines services, packages, and contact information, along with the founder's portfolio to build credibility
- Using platforms like Instagram, TikTok, and LinkedIn to share updates, behind-the-scenes content, and examples of live event and touring work
- Posting short-form content that shows the process of planning and executing tours, helping potential clients understand the value of the service
- Using direct email communication for inquiries, proposals, and ongoing client updates
- Providing a contact form on the website for easy consultation requests
- Staying active in direct messaging (when appropriate) for quick communication with current or potential clients
- Following up with past clients to gather feedback and maintain long-term relationships

The goal is to create a communication style that feels professional but approachable, making artists and managers feel confident working with Nexus Touring.

## How to Sell

At this stage, all sales will be handled directly by the founder. The focus will be on building relationships and securing clients through networking, outreach, and referrals rather than relying only on traditional advertising.

The sales process will follow a structured approach:

1. **Finding potential clients**  
The founder will identify artists, managers, and small labels through social media, live events, personal connections, and industry networks.
2. **Initial outreach**  
Outreach will happen through platforms like Instagram, LinkedIn, and email, as well as in-person conversations at events and networking opportunities. Messaging will focus on how Nexus Touring can help simplify the touring process and improve overall organization.
3. **Consultation**  
Interested clients will be offered a consultation to discuss their goals, tour plans, budget, and specific needs.
4. **Service recommendation**  
Based on the consultation, the founder will recommend the most appropriate package or combination of services.
5. **Proposal and agreement**  
A detailed proposal will be provided, including scope of work, pricing, timeline, and payment structure. Once agreed upon, both parties will sign a contract.
6. **Ongoing relationship building**  
After the tour, the company will follow up with clients to gather feedback, build long-term relationships, and encourage repeat business or referrals.

As the company grows, additional support may be added for marketing, outreach, and client management. Long-term success will rely on repeat clients, strong industry relationships, and a reputation for reliability and organization.