

Artist	Kenny Forrel
Music Value Proposition	Kenny Forrel is an up and coming artist from South Carolina who specializes in RnB and hip hop music. He was a drummer in band during highschool which gives him a good academic understanding for music, and he's been blessed with a beautiful singing voice. Kenny draws a plethora of inspiration from his idols, Micheal Jackson and Chris Brown, infused with a modern flow and heavier hip hop elements. Like his idols Kenny also trains in dance as another way to enhance his art.

Revenue Stream	#1: Streaming	#2: Touring	#3: Merch (Clothing Line)
Details, Examples, Amounts	As Kenny is still up and coming his streams do not bring in substantial income. On each platform (apple music, spotify, amazon music) his most recent project "You Don't Fly Anymore," has approximately 1000 streams, amounting in \$15 USD.	Kenny has just recently started performing live and is not yet at the point of getting paid gigs. Therefore, the next sections will be hypothetical, and based off of artists of his caliber who are just entering the space of paid performances. Based on the article "How Much Do Local Bands Get Paid At Shows" (2011) a fair asking price would be \$150 for a full show at a local event. This amount, doing two performances per month over the course of 6 months amounts to \$1,800.	Kenny has plans to eventually create a merch company/ fashion brand and the next sections will be based on existing small merch brands for small artists (T-shirts only). If Kenny headlined at a small local show with 250 people in attendance and 10 percent of the bought a shirt. Kenny would make \$225. This is if each shirt costs \$15, a lower end price for band merch according to Forde (2019)
Partners/ Mediators	ASCAP, BMI, Songtrust	WTFMVMNT (local media/ PR/ booking agency) Free services	WTFMVMNT (local media/ PR/ booking agency) Free Services

Essential Activities	Creating visual pleasing marketing content and applying a strategic marketing plan to both let existing fans know of release, and increase awareness to those who've never heard/seen the artist.	Creating visual pleasing marketing content and applying a strategic marketing plan to both let existing fans know of live performances, and increase awareness to those who've never heard/seen the artist and are active in nightlife.	Creating visual pleasing marketing content and applying a strategic marketing plan to both let existing fans know of lnew merch drops, and increase awareness to those who've never heard/seen the artist. Creating eye catching, unique designs for merchandise. Find a low cost manufacturer.
Expenses	Promotion on Intstagram: \$60 for 20 promoted posts over five weeks. (DeFazio, 2021) Photoshoots: \$1,600 for four, 4-hour photoshoots at a rate of \$100/hr Recording/Master: \$1,250 for five 5-hour session at an hourly rate of \$50 (mastered in real time).	Commision to managment. (Current contractual agreement at %10 of all net income relating to music/entertainment)	Cost to maufacture merch (t- shirts): According to Kusek (2017), "If you order 50 shirts with a design that has a lot of different colors... On Merchly , this design will cost you around \$11.09 per shirt." Equaling \$554.50 Promotion on Intstagram: \$60 for 20 promoted posts over five weeks. (DeFazio, 2021)

Future Oppurtunity	A future Oppurtunity for Kenny is to approach the event 1st Friday at Dream City to perform.
Explanation	The event !st friday is a nightlife event taking place once a month at the Dream City Event Center. The event plays rnb and hip hop all night to Orlando's "grown folk" the event usually features DJs and ore mixed tacks, but Kenny could come through for a night and add a whole nee element to the already succssful event. (Williams, n.d)

References:

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