

Crowdfunding Worksheet

Number of Followers on Instagram	55,000
Number of Conversions (4%)	2200

Level	Price	Units
Digital Album (40% of Units)	\$5.00	880
Autographed CD (25% of Units)	\$15.00	550
Autographed Vinyl (15% of Units)	\$30.00	330
Autographed Vinyl + T-Shirt (10%)	\$50.00	220
Autographed Vinyl + T-Shirt + Fan Club (10%)	\$70.00	220
Total		2200

Total
\$4,400.00
\$8,250.00
\$9,900.00
\$11,000.00
\$15,400.00
\$48,950.00

Sales Projections

Size of Fanbase	55,000
Fanbase Goal	100,000
Cost of Fanbase Build	\$45,000.00
Signature Promotional Giveaway Numbers (60%)	60000
Projected Units Sold (at 23% conversion)	13800

Products	Price Points	Units Sold	Revenue
Digital Single (60% of Projected Units)	\$0.99	8280	\$8,197.20
Digital Album (20% of Projected Units)	\$9.99	2760	\$27,572.40
CD (10% of Projected Units)	\$13.99	1380	\$19,306.20
Vinyl (5% of Projected Units)	\$25.99	690	\$17,933.10
T-Shirt (4% of Projected Units)	\$18.99	552	\$10,482.48
Fan Club (1% of Projected Units)	\$25.00	138	\$3,450.00
Total Projected Revenue		13800	\$86,941.38

Profit & Loss Statement

Revenue Streams	Price Point	Units
Crowdfunding		
Digital Singles Sold	\$0.99	8,280
Digital Albums Sold	\$9.99	2,760
Physical Albums Sold (CD)	\$13.99	1,380
Physical Albums Sold (vinyl)	\$25.99	690
T-Shirt Sales	\$18.99	552
Fan Club	\$25.00	138
Total Revenue		

Costs	Price Point	Percentages
Merchant & Retailer Costs		
Crowdfunding Cost		10%
Retailer's Share on Singles Sold (digital)	\$0.99	30%
Retailer's Share on Albums Sold (digital)	\$9.99	30%
Retailer's Share on CDs Sold (consignment)	\$13.99	50%
Manufacturing & Distribution Costs		
Aggregation Cost for Album (Standard on CD Baby)		
CD Baby Digital Distribution Commission (Singles)		9%
CD Baby Digital Distribution Commission (Albums)		9%
UPC Code for Single (CD Baby)		
UPC Code for Album (CD Baby)		
CD Manufacturing (CD Baby)	\$1.47	
Vinyl Manufacturing (CD Baby)	\$8.10	
Shirt Manufacturing with Merchly.com	\$8.43	
Production Cost		
Cover Art & Graphics		
Mixing & Mastering		
Music Video Costs		
Photoshoot		
Shipping Costs		
Postage for 70% of CDs	\$3.00	
Postage for 70% of Vinyl Units	\$4.00	
Postage for 70% of t-shirts	\$5.00	
Shipping Supplies for all units shipped	\$1.00	
Marketing & Advertising Costs		
Annual Website hosting (Bandzoogle Pro Plan)	\$16.63	
Facebook and Instagram Ads		
Email Autoresponder Fees (Mailchimp Standard)	\$14.99	
Printing Flyers		
Cost of Fanbase Build	\$1.00	
Listening Party		
Release Party		
Total COGS		

Total Profit

Size of Fanbase (Release Day)
100,000

Revenue
\$48,950.00
\$8,197.20
\$27,572.40
\$19,306.20
\$17,933.10
\$10,482.48
\$3,450.00
\$135,891.38

Units/Months	Cost
	\$4,895.00
8,280	\$2,459.16
2,760	\$8,271.72
1,380	\$9,653.10
	\$29.00
8,280	\$737.75
2,760	\$2,481.52
	\$5.00
	\$20.00
1,380	\$2,028.85
690	\$5,591.10
552	\$4,653.36
	\$500.00
	\$5,000.00
	\$2,500.00
	\$300.00
966	\$2,898.00
483	\$1,932.00
386.4	\$1,932.00
1,835.40	\$1,835.40
12	\$199.56
	\$300.00
12	\$179.88
	\$300.00
45,000	\$45,000.00
	\$100.00
	\$1,200.00
	\$105,002.39

\$30,888.99