

PITCH DECK

BREAK THROUGH

RVA





OVERVIEW

**WE AIM TO INCREASE SONIC
DIVERSITY WITHIN THE RICHMOND
MUSIC SCENE THROUGH
CONNECTING MUSICIANS AND FANS
WITH DIFFERENT GENRES TO
ULTIMATELY INSPIRE NEW ARTISTS
TO SHARE THEIR WORK IN A PUBLIC
SPACE, REGARDLESS OF SOUND**





TO CURATE A SERIES OF MIXED BILL SHOWS

We aim to stir the pot, and expose fans and artists to new styles of music within the local music scene

TO INSPIRE PEOPLE TO CREATE

Many people feel like they wouldn't have an audience if they create nontraditional styles of music; we aim to prove them wrong by illustrating that anyone can share their music with the community

TO EXPOSE THE COMMUNITY TO NEW MUSIC

We aim to be taste breakers in the local music community, giving music fans the opportunity to explore new styles of music they normally wouldn't explore

VISION

.





THE ISSUE AT HAND

PROBLEM 1

Most local bills in Richmond conform to one genre, segregating fanbases and concertgoers between specific genres and styles

SOLUTION 1

Create a culture of mixed bill shows by creating a series of mixed bill shows, allowing artists to expose new fans to their music

PROBLEM 2

Upcoming artists are hesitant to showcase their music in front of local audiences due to the fact that their particular style doesn't seem to "fit in"

SOLUTION 2

Inspire new artists to get out there and play in front of local crowds, giving them a platform to grow their career as an artist

●● **ESTABLISHED ARTISTS**

Artists within the local scene that already have an established following who are trying to break into new subscenes

NEW ARTISTS

Artists who are still in the "bedroom phase" who have not yet had the opportunity to perform their music

LOCAL MUSIC FANS

Fans of local music who seldom get exposed to new styles of music

TARGET MARKET






REVENUE STREAMS



Our goal is not to turn a profit,
but to enable artists to
further fund their careers



Artists will be able to secure
profit from ticket sales,
merchandise sales, and
future streaming revenue



WORD OF MOUTH

Word of mouth is essential when it comes to promoting local shows. Bands share posts to various social medias, and those post spread like wildfire throughout the local community, especially if the show is free or hosted at a house. Local media outlets also tend to pick up these shows simply by community buzz.

FLYERING

Flyering is also a very lucrative way to promote local events. Many local businesses are more than happy to put a bands flyer in their window. Telephone poles and community message boards are also prime locations for flyering, catching the attention of pedestrians who wouldn't know about the event if they hadn't seen the flyer.

MARKETING STRATEGY

TRACTION ROADMAP



1

FIND THE ARTISTS

First we must find a diverse group of artists willing to be a part of the debut showcase



2

SECURE A VENUE

After we have secured the artists, we must find a venue to host the event



3

PROMOTE

This event must be promoted properly by both us and the artists performing to ensure an addequate turnout



4

PERFORM

Finally, we throw the first show. We must coordinate set times and payouts for artists



Repeat untill mixed bill shows are a staple of our local scene



THE TEAM



**JACK
DURHAM**

- Artist relations
- Venue relations
- Graphic designer
- Web Designer



**YUSUF
GOULMAMINE**

- Local music expert
- Artist curator



CONTACT US

202-550-4969

breakthroughrva@gmail.com

antipop.xyz/breakthroughrva

