

EARS Songwriting Camps

EARS is a producer of collaborative songwriting events in the music and media industry, custom designed to effectively meet the synergistic demands of creative clients.

▶ Paulo Chagas • Ethan Castro

Presentation Date: 03/13/18

FTF this week (total) - 49 + 7 (75)

Mentor: Arthur Salyer

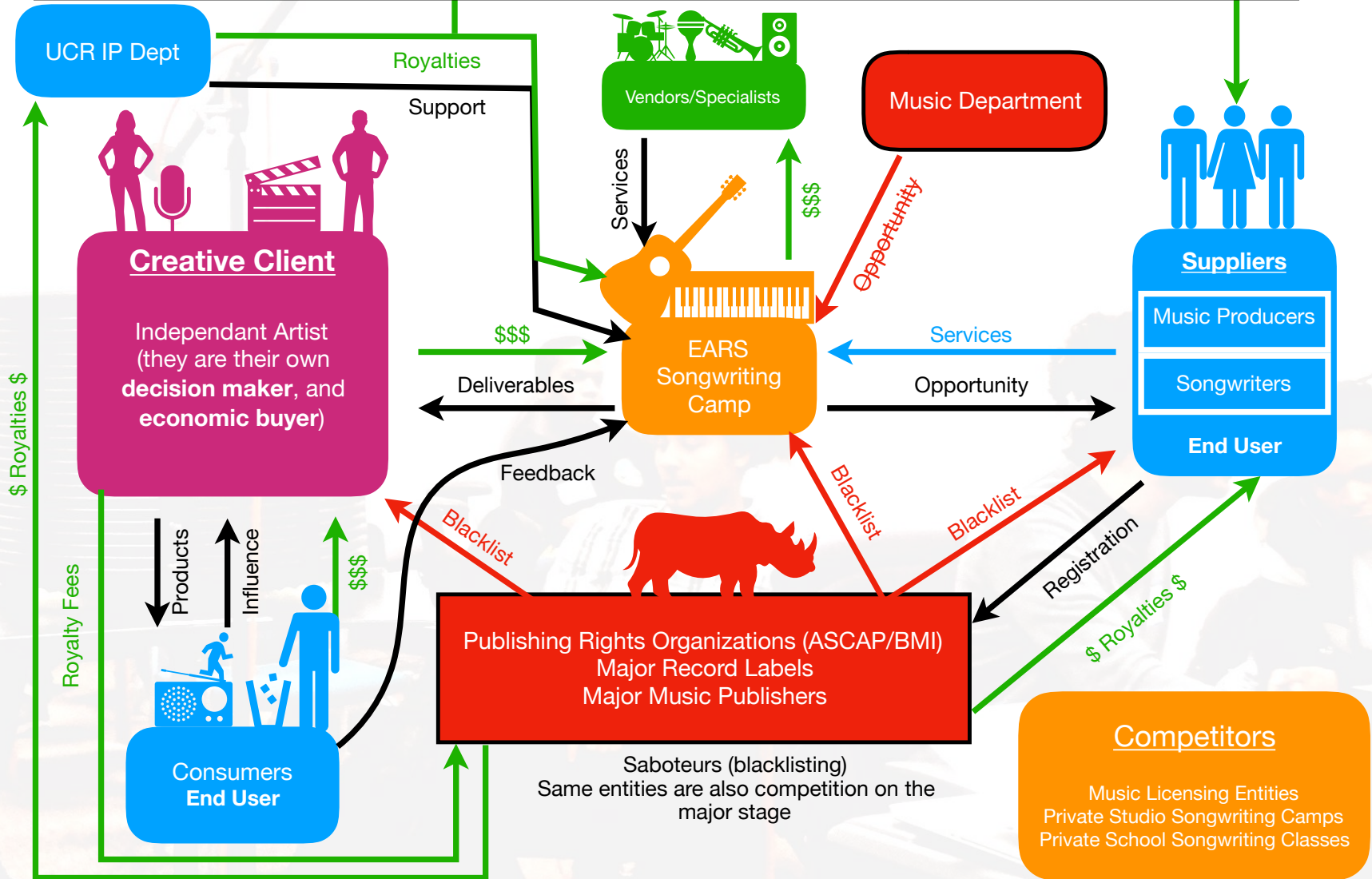
Met with Mentors: Jon Warner, Arthur Salyer



Learning Summary

- ▶ We hosted a songwriting camp last weekend!
 - ▶ Our Prototype was validated!
 - ▶ Our Client was very satisfied
 - ▶ The Producers and Songwriters were ecstatic about our final products and for the viable opportunity (although they requested more food...)
- ▶ Worked with music faculty to re-frame business model as “applied humanities research” to address academic concerns
- ▶ CEO of largest independent A&R service, [TAXI.com](https://www.taxi.com) - meeting Wednesday. (Thanks to Jon’s contact!)

EARS Songwriting Camp - Ethan Castro & Paulo Chagas
 Business Eco-System Map - UC Riverside - I-CORPS Winter 2018 Cohort



EARS Market Size - Ethan Castro & Paulo Chagas

Business Eco-System Map - UC Riverside - I-CORPS Winter 2018 Cohort

SOM
\$1.12Million
PR = 2.8%

SAM
\$88Million
PR = 0.3%

TAM
\$424Million
PR = 0.2%

SOM - Inland Empire Songwriting and
Music Licensing Market Value

SAM - Los Angeles Songwriting and
Music Licensing Market Value

TAM - U.S. Songwriting and Music
Licensing Market Value

SOM = 6 camps/year. Camp of all I.E. songwriters (210), and media buyers (560) = \$185,850

SAM = 6 camps/year. Camp of all L.A. songwriters (25,933), and media buyers (41,470) = \$14,645,305

TAM = 6 camps/year. Camp of all U.S. songwriters (111,750), and media buyers (204,140) = \$70,740,750

EARS Competition Matrix - Ethan Castro & Paulo Chagas
 Business Eco-System Map - UC Riverside - I-CORPS Winter 2018 Cohort

| | EARS | ASCAP "I Create Music" Expo | BMI Country and Pop Camp | Song Arts Academy | Rockstars of Tomorrow - Songwriting Camp | CopyCat Music Licensing | AudioSocket | Orfium |
|-------------------------------------|--------------------|-----------------------------|--------------------------|-------------------|------------------------------------------|-------------------------|-------------|--------|
| Client license Cost - per song | \$\$ | \$\$\$\$\$ | \$\$\$\$\$ | - | - | \$\$\$\$ | \$\$ | \$ |
| Capability to Create Custom Music | Yes | no | no | partial | partial | no | \$\$\$ | no |
| Singe payment for perpetual license | Yes | no | no | - | - | yes | yes | yes |
| In-House Production Services | Included | - | - | - | \$\$\$ | - | \$\$ | - |
| Post-Event Royalty Administration | Included (planned) | partial | partial | - | - | - | - | - |
| Days until Product in hand | 2 | 3 | 1 | 5 | 11 | - | - | - |
| Avg Attendee Price | \$ | \$\$\$\$ | - | \$\$\$ | \$\$\$ | - | - | - |

EARS Songwriting Camp - Business Model Canvas

Value Propositions

- **Synergy** - The environment is where my creativity can resonate with other creatives at the absolute maximum
- **Quality** - Artistic expertise and state-of-the-art facility offers me commercial-ready quality products.
- **Efficiency** - I can leave of the camp with custom made products, that would otherwise be difficult to obtain.
- **Effectiveness** - I can directly impact the joint creation process to get exactly what I want at once.

Customer Segments

Creative Clients

- Performing Artists
- Music Supervisors (film, TV)
- Music Directors (musicals, music theater)

Learning Summary

➤ **What we learned** in this course:

- There is an opportunity for EARS's business model to thrive self-sufficiently - Clients, suppliers, and end users are willing to pay!!
- Identified the people who are involved in our business ecosystem, and how to address their needs
- How to effectively present our ideas (and proper expense reports 😊💧)

➤ **What 'paused'** us:

- Identifying resistance and concerns within our home department, and the University.
- The growing potential of our idea is much larger than we presumed.

Next Steps

- Develop the collaborative camp model within music department (EARS)
- Develop license and royalty administration within UC Riverside IP office.
- Make full Academia pitch deck (Music Dept > Dean > Chancellor)
- Obtain proof of concept funding “applied humanities research”
- Work out all the kinks
- EITHER:
 - Pitch to other UC’s, and make an unstoppable network of micro music industries, effectively disrupting the power of the record industry in CA
 - Have my business license the idea - take it mobile around the world
- NATIONAL I-CORPS?? (wink wink, nudge nudge)

CAMP!!

