



ODL Records Business Plan

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1. Executive Summary

ODL Records is an independent record label for mission-driven artists based in London, England. The following business plan describes the company's objectives as well as its business model and services provided. The company's mission is to promote mission-driven artists and their social agendas to a wider audience. These missions will start to be more focused on mental health awareness and support campaigns, and in the future might involve a wide range of social activism, all done through art.

Music has always been an important part of everyday life for most people around the globe, and with the arrival of social media it is easier than ever to share ideas and news in a matter of seconds. You put these two together and you get what we call in the company, 'Social Music'. This company relies on the idea of music being the motor for social change, whether personal or general. The label will focus on signing and developing artists who have something to say regarding mental health with hopes to bring support to people who struggle with some sort of mental health problem.

A lot of people perceive music as simply entertainment. Others think of music as something magical and essential for having a balanced and happy life. At ODL Records we believe that there is still something more about music. More than entertainment. More than magic. Something socially impactful.

2. Company Overview

2.1 Company description

Legal Name: ODL Records. The name derives from its founder's initials (Oscar De Lara). He is the president of the company and truly believes in music's power to help guide society in a better direction.

Activities: Record, Artist Development, Promotion

ODL Records is the home for artists who have a message to share with the world through their art. The company focuses on signing, developing and releasing music from artists who are driven by the need of contributing to the world from their hearts. It brings messages of love and support to help the listeners in the toughest of situations through art.

Many well-known and established artists have opened up about struggling with depression or oppression from either a country's regime or someone from the industry. These artists utilize different platforms in order to make their message reach as many people as possible. One good example is Bruce Springsteen, a legendary songwriter and performer whose energetic rock performances will most likely hide the fact that he struggled with depression for a long time in his life. In his 2016 autobiography he raised awareness in the subject by explaining that life can still be hard for superstars.

Two other great examples are Kesha and the drawn-out lawsuit against her producer Dr. Luke that halted her career for years and caused her to become emotionally unstable, and Divine, an Indian Hip Hop artist who started as an underground rapper singing about

poverty and political injustice in the streets of Mumbai. He is now considered one of the most successful hip-hop artists in India and with increasing exposure in the western world, and utilizes his music and reach as a way to raise awareness and help those who are struggling with similar situations.

In ODL Records we want to provide a platform for smaller, up-and-coming artists whose mission and music revolves or focus primarily in delivering messages of support and well-being.

2.2 Sector

The SIC code according to the Companies House website is 59200 for Sound Recording and Music Publishing.

2.3 Legal Form

(ODL) is currently a Sole Proprietorship with plans on becoming a Limited Liability Company.

2.4 State of Registration

The company will be registered and operated from London, England. The main reason for choosing London is because of its rich music scene and home to many successes in the music industry. The independent sector is currently booming which makes the scouting process more effective. Another important reason for choosing London is the owner's already existing and increasing network of both artists who fit perfectly with the company's mission statement and experts in the industry.

2.5 Core Activity/Competitive Advantage

ODL records is at its core a record label, providing label services, mainly recording, distribution and promotion to its roster among other services. These other services include artist development(A&R) and Licensing.

The main difference between ODL Records and other record labels is its roster. Every artist signed to this company wants to help people cope with mental health problems and they plan on doing so through their music.

2.6 Main Stakeholders

The main stakeholders for this company will be like minded non-profit organizations working to bring support to people who struggle with depression and other mental health problems. We will look for these like-minded companies for partnerships in order to get funds to launch records and projects from our artists. We believe that our artists can bring value to their campaigns by either licensing the rights of one of their songs or, if both parties so desired, even writing bespoke music to fit the campaigns. The idea is to partner with well-known nonprofit and social entrepreneurs and license our repertoire not just to make profit but also for promotional reasons.

Some of these companies might include: To Write Love On Her Arms, Young Minds, Mental Health Foundation, NAMI, etc.

2.7 Mission Statement

ODL Records is a social enterprise utilizing traditional record industry practices in order to boost mission-driven artists career with the hopes of raising awareness in multiple social and mental health related issues.

At ODL we believe that artists are more than just an entertaining performer, they are integral players in the grand scheme of things. We seek to teach the inhabitants of the world a more efficient and enjoyable way to go through life by using music as a form of healing.

2.8 Values/Mantra

Music for a good cause

Self-love through music

Music for the heart

Music that moves communities

Healing Music

3. Business Environment

3.1 Value Proposition

In an age where record labels seem to become less important as time passes for some, some other artists find themselves at a point in their careers where they don't know what to do in order to advance. ODL Records LLC provides recording and other label services for mission-driven artists looking for guidance and support for succeeding in this industry.

| Classic Record Label Value Proposition | ODL Records' Value Proposition |
|--|---|
| We provide an opportunity for artists to make a living from their music by offering support from experts in the industry and by using our contacts in our network in order to promote their music. | We provide a SPACE for MISSION-DRIVEN ARTISTS to SHARE their messages through their music and make a profit out of it. We do so by collaborating with other social enterprises and nonprofit organizations with similar objectives. |

3.2 Pricing Policy

Like many other indie labels, ODL Records will follow a traditional business model of exploiting its artists' music and earn on a percentage on royalties as its main source of income. At the beginning, most artists will be signed on a 360 deal tailored to what every artist needs. The company will recoup any investment from any revenue stream in which the company has been part of. In this case, at least until the business becomes profitable and more stable, we will get an agreed percentage (50% for most cases) of sales, ticket sales, sync fees, etc.

ODL shall act as a publisher and retain the rights of the compositions for a minimum of one term however long is agreed on.

In the future, ODL Records will seek partnerships with organizations in order to maximize the investment on the roster and elevate its reach to a higher level.

3.3 Customer Segmentation

The target market might vary for different artists tackling different social issues. However, Achieve and the Case Foundation conducted a survey that shows that Millennials are the biggest group looking for social change in many countries ("Millennials Still Taking Action For Social Change, Survey Finds" 2019). They are also the ones who suffer from mental health the most and are more likely to look for help in many forms, including music. It is for these two reasons that the main target audience would be:

Demographic: Young adults between 20-35, Male and Female

Geographic: North America, Latin America, Europe, India, Middle East.

Characteristics: socially aware, likes to help others, currently or previously belonged to a community.

We have purposely selected these regions as target markets for two main reasons:

1. Political instability or change. Some of the artists we plan to recruit reside in countries where changes in government in the past few years might have caused distress in their citizens.
2. Established and emerging markets. The UK, the US and some European countries are very strong markets in the entertainment industry. These shall be our focus; however, we are aware that Latin America, India and China are quickly emerging to be future forces to have on the radar.

3.4 Market Positioning

In terms of our position in the market, ODL Records is located in the same realm of indie labels. If we think of Rough Trade Records, Warp, and XL Recordings it's not too far off. Smaller indies include The Sound of Everything in the UK and Tiny Engines in the US. However similar our services might be to those of traditional record labels, it is our roster and mission that distinguish us from other labels. Campaigns for social good have been done countless times among other industries like clothing and sports. According to an article in The Guardian, "less than 1% of all social enterprises currently registered with the Social Enterprise Mark are working in an area related to music" ("Beyond Band Aid: Technology Brings New Ways To Use Music For Social Good" 2019).

4. Marketing Strategy

4.1 Market trends

We live in a world where it is extremely easy to communicate with people around the world and this is the first and most important thing for a company dealing with worldwide artists like ODL Records to succeed. Another less positive aspect about the world we live in today is that a lot of teenagers and young adults are struggling with anxiety and depression. Music has always had an impact in a person's mood and has an overall emotional impact on individuals as well as on society as a whole. It is for these very reasons many big and established artists are making campaigns to raise awareness on mental health issues and possible ways to help dealing with that through music. For example, Adele is known to have opened up to the public about her depression and many of her fans expressed their gratitude in social media saying that having one of their biggest influences talk about the subject helped them cope with their own problems.

4.2 Business Competition

Even though our main objective is that of making sure our artists are capable of achieving their goals and have a healthy career, as a business it is very important for us to remain

on top of our game and not to fall behind on our competition. As a record label, our main competition will always be other independent record labels, whether mission driven or not, for the simple reason that not many people are doing the “music for a good cause” as a main business model, but there are a lot of artists competing for audiences and dominion of territory in the market. It is important to understand we are a social enterprise, but we do primarily label services and therefore we do not see other social enterprises as competition necessarily unless their main tool of work is music, specifically record sales and artist promotion.

4.3 Marketing Plan

Before Business Launch

- Promote the company’s existence and mission through social media.
- Promote company’s presence at charity events and concerts.

Year 1

- Keep posting on social media about the company’s, as well as its first artist’s relevance in the industry.
- Produce and upload quality videos and pictures to the website and social media platforms.
- Contact bloggers and PR agencies to get articles about the company and its roster published.
- Start gathering emails for the label’s email list for future usage.

- Run social media campaigns.

Year 2

- Create a newsletter for fans to receive products pre-release and personalized promotional material.
- Create a new section of the website where artists will post blogs about certain topics and for easy interaction with fans.
- By now, we expect that word of mouth propaganda is more feasible and effective for a faster organic growth.
- Present ODL Records at conferences and universities.

5. Financial Projections

These are just rough approximations based on previous data collected on living costs in a small flat in northwest London. *It is important to note that many things might change as the business starts gaining some traction and more investment might be necessary.* *

| BUDGET FOR FIRST YEAR | MONTHLY | YEARLY |
|---------------------------|-------------------|--------------------|
| OPERATING EXPENSES | | |
| RENT | £ 1,000.00 | £ 12,000.00 |
| ELECTRICITY | £ 80.00 | £ 960.00 |
| GAS | £ 70.00 | £ 840.00 |
| EQUIPMENT | £ 200.00 | £ 2,400.00 |
| GROCERIES | £ 100.00 | £ 1,200.00 |
| TRANSPORTATION | £ 100.00 | £ 1,200.00 |
| MARKETING INVESTMENT | £ 150.00 | £ 1,800.00 |
| OTHER | £ 250.00 | £ 3,000.00 |
| TOTAL | £ 1,950.00 | £ 23,400.00 |

REVENUE FORECAST

| REVENUE FORECAST FOR FIRST YEAR | MONTHLY | YEARLY |
|---------------------------------|----------|------------|
| STREAMING REVNUES | £ 200.00 | £ 2,400.00 |
| TICKET SALES | £ 250.00 | £ 3,000.00 |
| SYNC ROYALTIES | £ 500.00 | £ 6,000.00 |

| | | |
|---------------------|-------------------|--------------------|
| THIRD-PARTY FUNDING | £ 500.00 | £ 6,000.00 |
| TOTAL | £ 1,450.00 | £ 17,400.00 |

We are aware that we will have loss on our first year of running the business. We will focus on getting more funding and maximizing our other revenue streams as the business starts growing.

6. Implementation Plan

Pre-launch of business

- Settle in London. Find an affordable flat where I can run the business from for at least the first year.
- Open a bank account and all other necessary tasks in order to be completely operational.
- Establish a network of producers, promoters and social entrepreneurs in preparation for business and artists' launch.
- Get all the paperwork done and register as an official company.
- Start looking for future artists to sign.
- Create a website

Year 1

- Sign first artist (Lauren Hooper)
- Develop a marketing campaign for her first release
- Get our first artist to collaborate with other songwriters in order to develop their craft (A&R)
- Book first gigs and use as an opportunity for the company to have the company make an appearance in the public eye and network
- Look for social organizations for potential collaborations.
- Release party for Lauren Hooper
- Evaluate this year's performance

Year 2

- Work on Lauren's next release
- Look for collaborations with other artists and organizations
- Get our artists to participate in conferences and festivals such as the BBC Introducing and The Great Escape
- Sign 2nd artist
- Evaluate this year's performance

7. Evaluation Metrics and Control

The Evaluation Method that will be used in our company will measure two main factors:

1. Profitability

Is the company generating enough revenue to break even and remain a viable business? As a business it is very important to make sure that at the end of the year we are over the BEP, and in case of loss not to let it fall under the minimum margin. This shall be done by making a financial report at the end of each year.

2. Engagement

Are people engaging with our artists? This is very important as it goes hand in hand with our mission. There is no point in running the business if there is no significant engagement from the fans and with other social organizations as this is the core of the company. Transmitting a message is the reason why artists will sign with us. In order to measure this, we will not only see at data regarding ticket sales or Spotify streams but also how much are fans engaging with the artists on social media. This will be the main factor that will determine the success of the company.

Risks: One of the most notable risks for this business is that not enough people buy into the idea of music for a social good. Whether most people consume music as entertainment only or maybe they just don't believe in its power to change. In this case the business will fail to produce income and the company will have to make drastic change to its strategy in order to survive.

8. Appendix

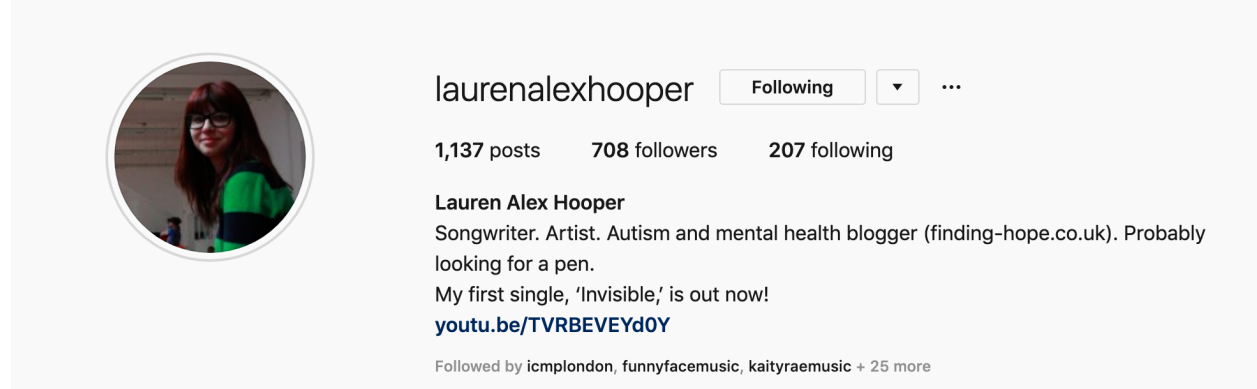
8.1 Artist 1: Lauren Alex Hooper. Mission: Help others who live with Autism and other mental health conditions.



8.2 Lauren's first single, independent release, "Invisible" talks about dealing with autism.



8.3 Lauren's main social media platform.



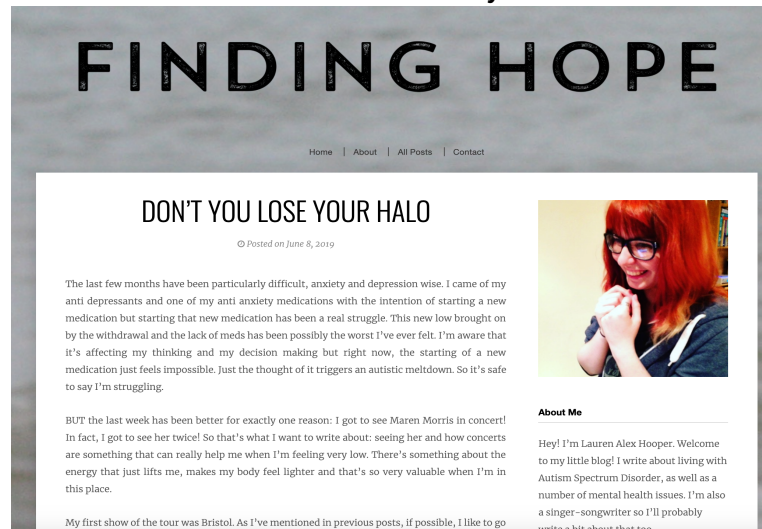
laurenalexhooper Following ▼ ...

1,137 posts 708 followers 207 following

Lauren Alex Hooper
Songwriter. Artist. Autism and mental health blogger (finding-hope.co.uk). Probably looking for a pen.
My first single, 'Invisible,' is out now!
youtu.be/TVRBEVEYd0Y

Followed by icmplondon, funnyfacemusic, kaityraemusic + 25 more

8.4 Lauren's blog titled *Finding Hope* where she writes regularly about how she handles her mental health situation in different occasions of her daily life.



FINDING HOPE

Home | About | All Posts | Contact

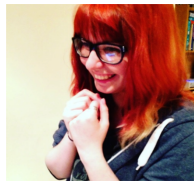
DON'T YOU LOSE YOUR HALO

© Posted on June 8, 2019

The last few months have been particularly difficult, anxiety and depression wise. I came of my anti depressants and one of my anti anxiety medications with the intention of starting a new medication but starting that new medication has been a real struggle. This new low brought on by the withdrawal and the lack of meds has been possibly the worst I've ever felt. I'm aware that it's affecting my thinking and my decision making but right now, the starting of a new medication just feels impossible. Just the thought of it triggers an autistic meltdown. So it's safe to say I'm struggling.

BUT the last week has been better for exactly one reason: I got to see Maren Morris in concert! In fact, I got to see her twice! So that's what I want to write about: seeing her and how concerts are something that can really help me when I'm feeling very low. There's something about the energy that just lifts me, makes my body feel lighter and that's so very valuable when I'm in this place.

My first show of the tour was Bristol. As I've mentioned in previous posts, if possible, I like to go



About Me

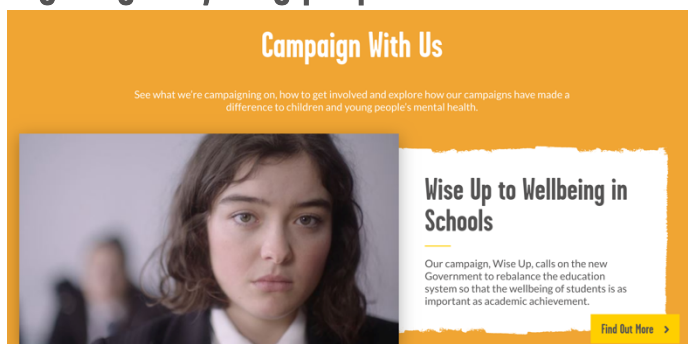
Hey! I'm Lauren Alex Hooper. Welcome to my little blog! I write about living with Autism Spectrum Disorder, as well as a number of mental health issues. I'm also a singer-songwriter so I'll probably write a bit about that too.

8.5 Mental Health Organizations in the UK

8.5.1 Young Minds

YOUNG MINDS

fighting for young people's mental health



Young Minds' Wise Up campaign focuses on the wellbeing of students. ODL Records will seek collaboration with Young Minds to bring Lauren Hooper to schools for lectures and workshops with hopes of inspiring the next generation of socially aware artists and to battle against mental health stigmas existing in classrooms. At the same time, we believe in word of mouth as the best form of marketing so this will be a great opportunity for Lauren as the artists to increase her fanbase and maximize her statement outreach.

8.6 Mental Health Organizations in the United States of America

8.6.1 NAMI



May

Mental Health Month

During **Mental Health Month**, NAMI joins the mental health community to reaffirm our commitment to building our understanding of mental illness, increasing access to treatment and ensuring those who are struggling to know they are not alone.

Children's Mental Health Awareness Week

During the first week of May, NAMI joins communities around the country in raising awareness of the mental health needs of America's youth, with a focus on **National Children's Mental Health Awareness Day**.

July

National Minority Mental Health Awareness Month

In 2008, the U.S. House of Representatives designated July as Bebe Moore Campbell **National Minority Mental Health Awareness Month** in honor of the leading African American novelist and journalist, who also was a voice for individuals and families affected by mental illness. She died in 2006.

September

Suicide Prevention Awareness Month

September is **Suicide Prevention Awareness Month** and on Sept. 10, we observe World Suicide Prevention Day. It is a time to talk about issues relating to suicide prevention, promote resources and awareness, how you can help others and how to talk about suicide without increasing the risk of harm.

October

Mental Illness Awareness Week

The National Alliance on Mental Illness is one of the most active organizations tackling mental health issues and has events and campaigns monthly. The US is one of the most depressed countries according to the World Health Organization. We will pitch our artists to NAMI for them to participate in one of their campaigns and promote songwriting workshops around the country to teach young people to express themselves through music. With numerous trips to Nashville already done by one of our artists, Lauren Hooper, this will be a great opportunity for the label to increase her already existing American fanbase and start promoting her music to another important market other than the UK.

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Fin