

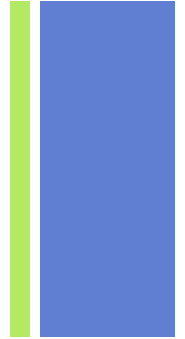
In Search of...

Marcus Martínez
Culminating Thesis

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college *of*
music

Valencia Campus

+ Agenda



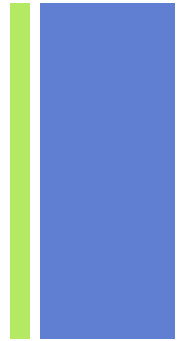
1. Introduction & Expectations
2. Summary of Work
3. The Process
4. Outcome and Insight
5. Application of findings
6. Future Steps
7. Conclusion and Declaration

+ 1) Introduction & Expectation



Arrived September 1st 2013

- Mission to develop business acumen within the music industry
- Discovery a “fit” that best highlighted strengths
- Augment creative thinking and content creation skills



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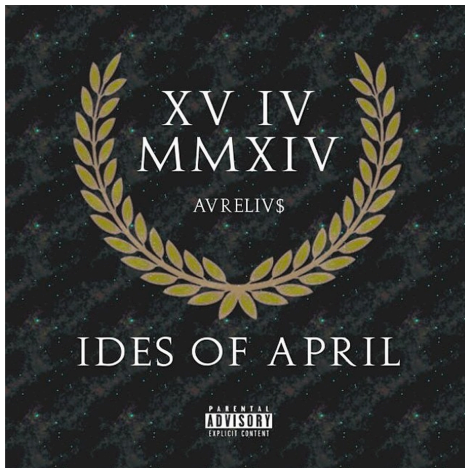
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+ Summary of Work



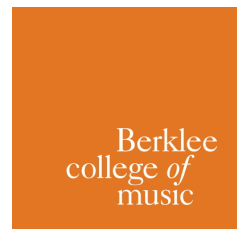
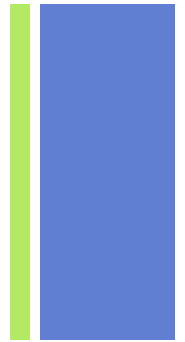
Released January 17th 2014

1. Dawn By The Seaside
2. I, The Legend
3. Don Juan's Lament
4. Until Forever
5. The Night, She is Young



Released April 15th, 2014

1. Still So Young
2. 3M
3. Be Out
4. Summer's Past



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+ The Process



Collaborated with:

- Samuel Pisano
- Vanessa Barabad
- Aditya Srinivasan Maruthuvakudi Thiagarajan
- Jirando from Chile
- Precious Molokwu
- Zachary Troost
- Leqwan Eaton
- Ganavya Doraiswamy



Produced using following Software and Hardware:

- Logic Pro
- Ableton
- AT 4040 & AKG C 214
- Neve 1076
- Izotope & Native Instruments

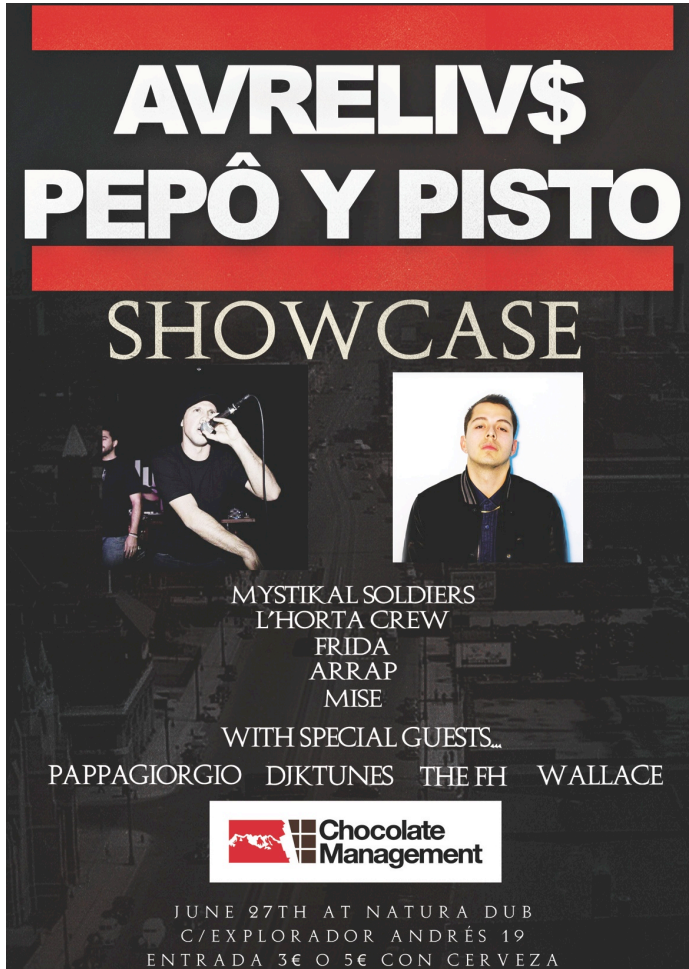
+ The Process



Social Media Marketing, Brand Development and Sponsorship Acquisition

- Acquired sponsorship with California based clothing company, Money Motivated Clothing
- Developed [video content](#) to promote music on social media platforms such as Twitter (@Avrelivs_)
- Built a following and distributed music via Soundcloud (free)

+ The Process



Live Event Organization

- Contacted Alumni Loic Vazquez, owner of Chocolate Management, to aide in organizing the live event
- Acts included local Valencian rappers as well as Pappagiorgio, Wallace, and DJ Ktunes
- Promoted the event using social media, posted flyer around the city
- Event cancelled due to local law enforcement response to noise complaints from prior shows

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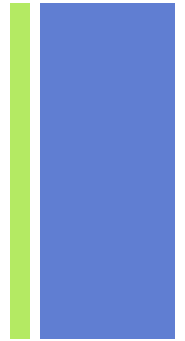
+ The Process



Rescheduled Performance

- Performance at Radio City
- Rescheduled performance with Pappagiorgio in a local club in Valencia
- Prior to performance remixed lead single “Until Forever” to include his verse

+ Outcome and Insight



AVRELIV\$, The Artist

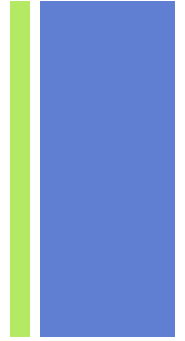
- Singer-Songwriter
- Music Producer & Engineer
- Performer
- Graphic Designer
- Video Producer



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+ Outcome & Insight



Marcus, The Entrepreneur

- Social Media Marketer
- Artist Management & Development
- Accounting & Finance
- Marketing Research
- Publishing Administration
- Business development
- Event Organizer
- Graphic Designer
- Website Developer

+ Application of Findings

Creative  *Cake*

ENTERTAINMENT

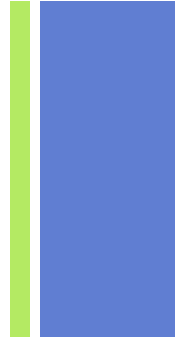
EST. 2013

- Developed a business plan for an innovative record label
- Distribution model is exclusively digital with a focus on community, collaboration and artist- fan engagement
- Now seeking funding for startup

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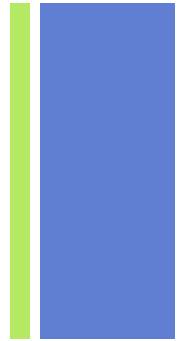
+ Future Steps



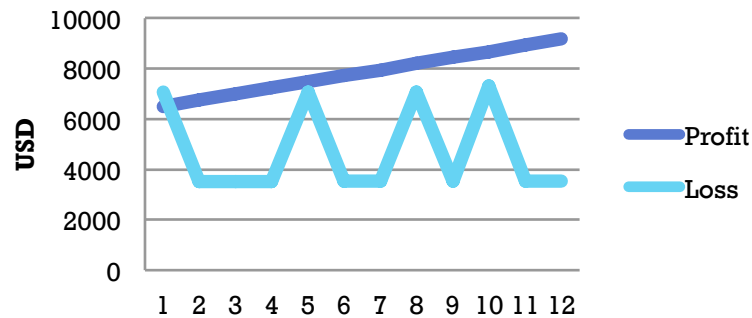
Financial Analysis

- Start Up Costs: \$41,076.57 USD
- Seeking ~\$80,000.00 USD 6 year loan at 5.5% APR
- First Year Operating Costs: \$63,540.00 USD
- 1st Year Net Income After Taxes: \$35,930.00 USD

+ Financial Analysis



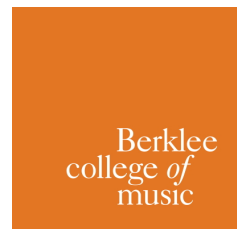
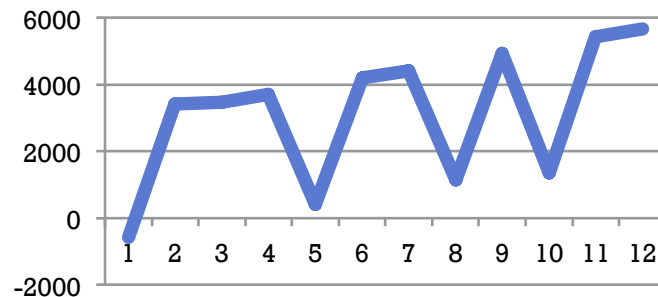
12 Month Profit & Loss Projection



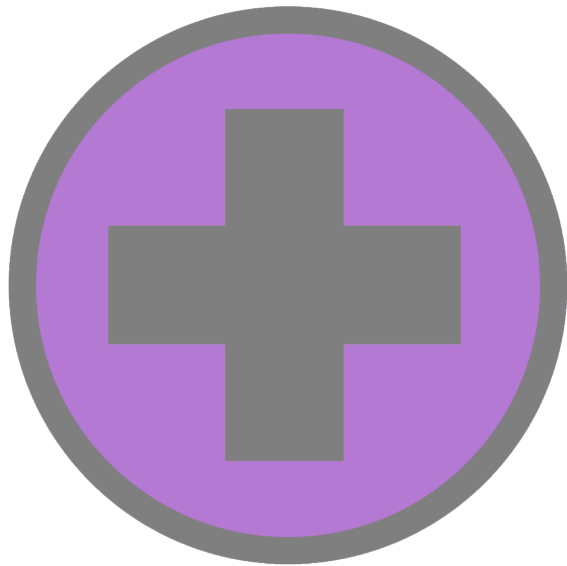
P&L (12 Month)

- Graph demonstrates an upward trend
- Spikes in losses are due to quarterly federal taxation
- If trend continues, monthly profit will be equal to or greater than \$6000 USD

Net Income (Monthly)



+ Future Steps

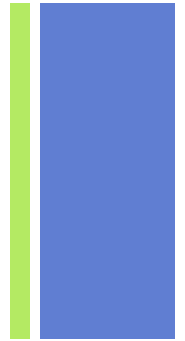


LIVESTRONG®

FOUNDATION

Indie Aid 2014

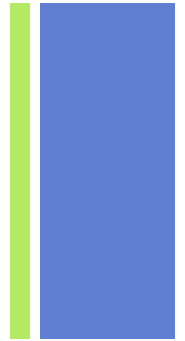
- Hired as a Social Media and Marketing Strategist for Whirlybird Studios in Franklin, NJ.
- As part of the marketing campaign, organizing live event “Indie Aid” to promote independent acts and give to a charitable cause.
- August, 29th 2014.



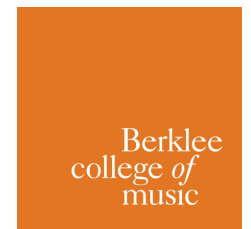
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+ Future Opportunities



SONY MUSIC



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+ Conclusion & Declaration

"WEALTH IS OF THE HEART AND MIND, NOT THE POCKET."

-Pharrell Williams-

Marcus Martínez

Global Entertainment and Music Business Master's Graduate

Currently the Social Media Marketing Strategist of Whirlybird Studios, Marcus aims to create a lifestyle brand that extends beyond the music industry. His #1 goal is to cultivate a movement that delivers added value to urban & pop culture through music, fashion, film & beyond.

As part of my Masters Thesis, I developed a business plan acclimated to the market needs and industry trends of tomorrow's music business environment. Please read it below.

[Creative Cake Business Plan](#)



Marcus Martínez
Creative Entrepreneur

THANK YOU.