

Open Music Industry Connect

(OpenMIC[©])

Business Plan

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Abstract

Music Industry Connect (OpenMIC) is an online Music Industry social networking service that works to provide a niche networking opportunity to professionals, leaders, and students in the industry. The service is built on social networking, community of practice (CoP) and business to business (B2B) models. There is currently no online service exclusive to networking Music Industry professionals, leaders, and students. Open Music Industry Connect fills that gap and cuts out the “white-noise” that is present in professional networking services currently in existence that are not specific to any one industry or field.

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Executive Summary

This business plan presents Open Music Industry Connect (OpenMIC), an online professional networking service exclusive to the music industry. The focus of OpenMIC is to connect music industry professionals, leaders, and students studying to work in the industry. It runs on social networking, community of practice (CoP), and business-to-business (B2B) models that work to promote high-quality business connections, development and sharing of best industry practices, large-scale teaming opportunities, as well as leading-edge business and technology innovation. This is designed to cater to the specific and unique needs of music industry professionals. There is currently no online service exclusive to networking Music Industry professionals, leaders, and students. Open Music Industry Connect fills that gap and cuts out the “white-noise” that is present in professional networking services that are not specific to any one industry or field.

Product:

Open Music Industry Connect (OpenMIC(c)) is an online, music industry-exclusive professional networking service that focuses on connecting music industry professionals, leaders, and students studying to work in the industry. It runs on social networking, community of practice (CoP), and the business-to-business (B2B) models that promote premium-quality business connections, development of best industry practices, large-scale teaming opportunities, and the advancement of business and

technology practices, catering to the specific and unique needs of music industry professionals.

The social networking key features of OpenMIC create an environment that users are generally familiar with due to utilizing similar features and services as other current social media and professional networking services that allow for OpenMIC to be easy to use and navigate. The service will include individual company databases and directories, profiles with employee databases and job titles, internal company forums, and profile pages for each user that includes a feed that shows updates and posts from those the user follows. There are also messaging features as well as video chat capabilities. Much of what is found on the service are features used by current popular social media services, but the features are implemented in a way to help increase networking and innovations between those in the music industry. Keeping the service focused to one professional field assures that users connect and maintain a relevant list of followers as well as those they are following, and reduces distracting and irrelevant content from their feed.

OpenMIC is designed to foster a Community of Practice (CoP) among music industry professionals to “promote the standardization of practices for professionals, to initiate and manage a body of knowledge for members to draw on and to innovate and create new ideas, knowledge, and practices.”(seeincolor, 2021) The OpenMIC environment will foster the CoP model, through promoting best practices from member businesses, and highlighting key professionals in the industry with proven leadership and business

success. This will be done through structured forums, forum based collaboration, and targeted content delivery. This in turn will capture and exchange industry information and knowledge, and promote greater innovation and professional development. By having a larger easily accessible pool of one community to draw from, the idea is that it is easier to communicate, collaborate and build ideas off of one another. This helps lead to greater innovative solutions to common industry problems and resulting in greater innovation and better standards in music industry business practices. According to Tiffany Kerns, Executive Director of the CMA foundation “The Music Industry is one of the least innovative industries out there due to relying on the innovation outside the industry and reacting to it as it comes” (sic), and “Human interaction is the basis of every industry and the music industry is no different. It is a people business.”(sic) (3/8/22) The CoP model would work to enhance the industry in what is already a people business and work to bring those in it closer together to foster innovation and rely less on those outside the industry to supplement it.

The business-to-business (B2B) model in simple terms is “business that is conducted between companies, rather than between a company and individual consumer.” (investopedia). OpenMIC plans on using the B2B model to focus and maintain an exclusive B2B relationship between Music Industry professionals and leaders, while promoting a student member environment, to guide and grow next generations of industry professionals. The quality of OpenMICs B2B focus and services will be assured by deliberate sponsorship of accounts purchased by member companies, corporations, universities, etc., who become the sponsors for their employees, business affiliates, and

students to access and utilize OpenMIC. By having a sponsor, those who would truly benefit most from the site are granted access and the ability to use its services. By enforcing a sponsorship model, only those who would truly contribute to and benefit most from the site are granted access and the ability to use its service. The B2B model works to supplement the CoP goals by narrowing down and maintaining OpenMICs' target customer base and can give assurance to users that those they are interacting with are legitimate and valuable to the CoP.

The OpenMIC social networking features, fostering and structuring CoP and B2B models, work to shape OpenMIC into an environment that is truly unique and customized to the needs of the music industry. By implementing features that are already familiar to social networking users, and including models that boost opportunity and innovation, these work together to keep the service to a strictly business model. OpenMIC is designed as a pure Music Industry professional service that is as tailored to be as unique as the industry itself.

Customers:

The customer base of OpenMIC is grounded in direct industry representation, major professional organizations such as the National Association of Music Merchants (NAMM), and academic representation from those studying to become the future of the industry. The customer base is built through a subscription-based membership of music

industry individuals, companies, and corporations such as those in music publishing, A&R, marketing, management, etc.

Direct industry representation includes individuals who work for music industry companies both large and small. These can be employees of Warner or Sony to mid-sized companies such as Reservoir Media Management to smaller more localized companies. These users are those that currently make up the majority of the industry, they are the employees, professionals, and leaders. Member companies that utilize OpenMIC services will benefit from greater industry exposure and effective networking, critical to greater B2B opportunities. The more visible and networked those companies become, the more opportunities they have to connect with future employees and business partners. The OpenMIC sponsor-based account model will attract and sustain the majority of its customer base, and will justify membership rates due to the quality of the membership audience and services provided.

To assure qualified industry members can join OpenMIC, professional organizations can also sponsor those who are potentially freelanced in the industry as well as more niche companies to join OpenMIC. Members of organizations are then able to have similar benefits and abilities as those under direct industry membership accounts. These organizations are critical to the CoP aspects of OpenMIC, and will be able to attract members by increasing industry exposure, contributing to OpenMIC forums and other services, and also allow its members to be able to connect with one another through membership databases. To join these professional organizations, members often have

to have similar qualifiers to the ones necessary to be on OpenMIC, so each benefits from each other, and promotes the focus of keeping OpenMIC Music Industry centric.

Academic representation includes individuals who are studying to become a music industry professional underneath an academic program or recognized institution. These individuals will be granted easier access to those currently in the industry, allowing them to begin networking across the industry field, and gain easier visibility into internships and employment opportunities. Through this model, OpenMIC will grow the industry and develop individuals who are knowledgeable and ready for the workforce.

These different customer types are the foundation for OpenMIC. It is their unique make-ups and needs that form the basis of the service. These different customer types, therefore, become the model for the proposed subscription service, which takes into account the different features that would benefit each group most.

Value Proposition:

OpenMIC offers an experience that is unique to existing professional networking services in that its specific focus is catering to the music industry, which can cut out the “white-noise” that one would find on general-audience competitors such as LinkedIn. By having one specified audience, a controlled focus on relevant content becomes critical, reducing the risk of spam, and provides the quality services and networking connections that are unique and valuable to the member music industry professionals.

Overarching Goal:

The overarching goal of OpenMIC is to create profitable revenue streams through membership fees and advertising within our service, while providing effective professional networking, nurturing and promoting music industry innovation and technology, utilizing the Community of best-practice (CoP) model that promotes leadership development and sharing of ideas, and utilizing a business-to-business (B2B) model that provides visibility of music industry services to fill cross-industry service needs.

Business Description

Mission Statement:

The mission of OpenMIC is to provide high-value professional networking and business opportunities for music industry professionals, leaders, and students through an online service utilizing business-to-business and community of practice models.

Legal Structure:

Open Music Industry Connect (OpenMIC) plans to become a Limited Liability Company (LLC).

Origins:

The music industry is a people business, and like most businesses, it relies heavily on human connection and communication. As a music industry major who during her time in college experienced the pre-covid world, covid world, and exiting covid world, Annelise Lorentzen has been able to experience networking both in-person and online. Having opportunities to attend conventions such as NAMM in Anaheim and smaller local music conventions, as well as navigating the professional networking service, LinkedIn, Lorentzen realized how difficult it was to connect with the people that are most meaningful to one's career goals. In-person conventions hold so many people that it is overwhelming and daunting to determine who to talk to, and LinkedIn has so much "white-noise" brought on by spam and connecting with people in the same way one does on Facebook, as in you know each other therefore you should connect. It was

often difficult to get to the people that you want to connect with without jumping through a bunch of hoops to get to them. Lorentzen felt that there could be a central hub online for only those in the music industry and those entering the industry to connect and network. This concept would simplify the networking process and allow for companies to more easily work together and heighten communication to hopefully lead to more innovation. “The Music Industry is one of the least innovative industries out there due to relying on the innovation outside the industry and reacting to it as it comes” (sic) Tiffany Kerns (2022) Innovation comes from people, and being able to connect and discuss with more people often brings in more innovation. The service would also be an easier way for students to find internship and job postings in the industry without having to rely on websites sending them often to unrelated openings or relying on connections that students may or may not have. Overall she recognized an opportunity for a business-to-business relationship for the communities of practice in the music industry to connect and perfect the state of the industry. To enable better profitability and provide better services to the artist and everyone behind them.

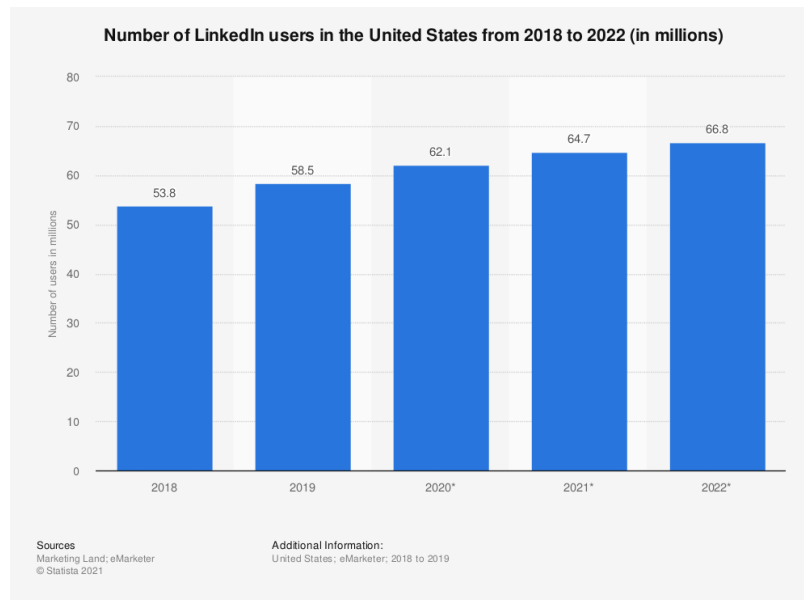
Market Research

Social/Professional Networking Industry:

OpenMIC is a Music Industry-exclusive service presented in the form of an online professional networking website. To create OpenMIC in this form, it is important to analyze the social and professional networking industry and understand what the leaders in this industry do to create successful services. Although OpenMICs model is deliberately different in its focus on the music industry, a lot of features and general concepts are derived from what is present in established websites such as LinkedIn and Facebook.

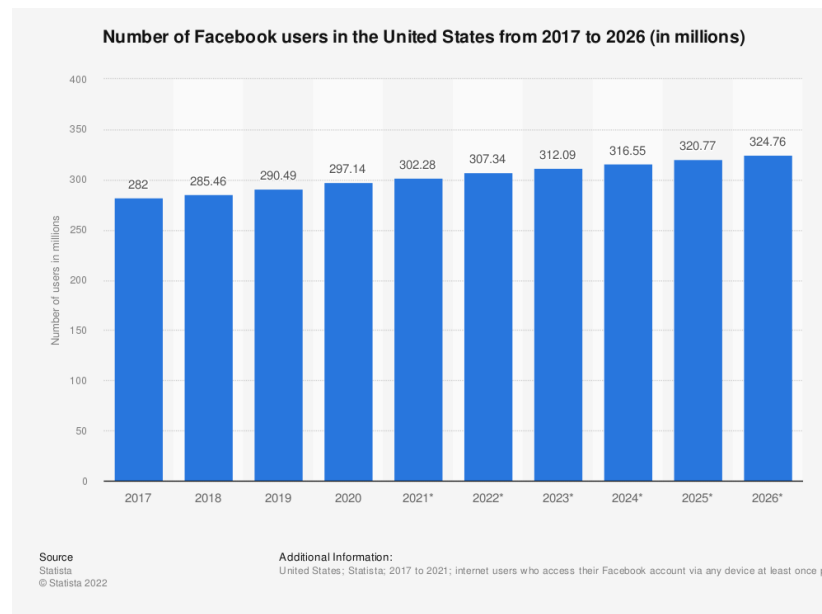
According to Merriam-Webster dictionary, Social Networking is “the creation and maintenance of personal and business relationships especially online” with the first known use of the word being in 1998. Although social networking can be traced back to the late 70s with forum site “Usenet” the most commonly credited first social networking site was in 1997 with the creation of “Six Degrees” which implemented a friends list on users profiles in 1998.(Atkinson, 2022) Since then, hundreds of social networking sites have been created with the most prominent being Facebook in 2004 and LinkedIn in 2003.

LinkedIn is the world's most prominent professional networking site with 66.8 million users as of March of 2022 across 200 countries.(Statista) They have been steadily growing in users since their founding in 2003.



LinkedIn offers a variety of features that vary from your basic free account to the paid premium account. This networking service caters to everyone and is not exclusive to any industry. Due to the nature of the website, spam messages and accounts are encountered by the majority of users, especially free users. Also, many find that their feed is filled with content that is not relevant to their industry. According to a poll by Tracy Bedwell completed in November 2021, 83% of LinkedIn users have a free account, 15% have a premium account and 2% have a sales navigator account. LinkedIn makes their profits from “talent solutions, marketing solutions, and premium subscriptions” according to their quarterly SEC filings. (Investopedia 2019) This means, selling advertising, recruitment services, and membership privileges.

Facebook and all other sites such as Instagram and Twitter under the Meta umbrella, make up the biggest social networking websites. There are over 300 million active Facebook users as of 2021 (opens the service at least once a month.) The number of users is projected to go up to 324.76 million by 2026. (statista)



Facebook has specified “Facebook groups” that users can join that relate to their interests and professions. Groups such as the “Music Industry---Career Networking Group” with 38.6K members (as of March 2022) exist to help bring groups of people together. This specific group began in 2007 and entry to the page is referral-based. This group, although titled “Career Networking” is more based on posting job and internship opportunities. Groups like this exist across Facebook but they are not formatted to be truly professional networking services due to Facebook being a general social networking site. There is no community of practice or business to business models present.

The success models of LinkedIn and Facebook provide significant considerations in shaping the OpenMIC business model, with key considerations in subscriptions, advertising, groups, and membership privileges. Understanding the success in these models can greatly develop the direction OpenMIC chooses to follow in setting up the service.

LinkedIn's subscription model has proven to be successful in their business model. Although the majority of their users use the free model, their premium model users still make up a decent amount of their customers. OpenMIC would also use a subscription based model but unlike LinkedIn, it will not follow the freemium model. This being there is a free option and more perks come with paid subscriptions. Our subscriptions are based on the business-to-business model, so individuals aren't necessarily paying for their account but their sponsor is. The offerings, like LinkedIn, slightly differ for each subscription model.

Facebook and LinkedIn are both at the heart of their company, social and professional networking services. They have plenty of other features and offerings but their base is networking. They both have features like individual profiles per user, business profiles, feeds, ability to post and share posts, "friend" "connect" or "follow" people as well as having a direct message feature. These specific features are considerations for OpenMIC. It is important that users are able to personalize their account and see the content from those they choose to connect with. The ability to chat or direct message

each other is also important in connecting. LinkedIn also has a feature where when you connect with someone you can send a message with the invitation, OpenMIC would also have that feature and require a response so people understand why they are choosing to connect with one another.

OpenMIC could greatly benefit from implementing a referral program and lean on referral marketing which is something neither Facebook nor LinkedIn seemingly offer. Being able to gain membership by contacting companies directly and offering free subscriptions and perks to get the word out is something that is heavily relied on by companies like Dropbox. The companies that you offer these opportunities to are then able to refer OpenMIC to others in the industry which creates a natural growth in membership and also can allow for the company to become reputable.

In terms of advertising, LinkedIn uses a more discrete model where oftentimes the user is not aware they are looking at an ad. They are usually presented in sponsored content on the users feed which are labeled as “promoted”, sponsored messaging which appears in the users chat box, text ads which appear at the top right hand side of the users screen, and dynamic ads which are directly personalized. OpenMIC would consider this more discrete model for advertising rather than the facebook model which is “surveillance-based-advertising.” Users often find this version of advertising intrusive as it seems they are collecting personal information from outside of Facebook itself. They are able to track third-party apps and websites that users frequent as well as their location. This is very intrusive and not friendly for a B2B modeled site. Ads should be

tailored to the user for professional purposes from data collected from OpenMIC itself and not a third party app.

LinkedIn makes most of their profits through “talent solutions, marketing solutions, and premium subscriptions, which in laymans terms is selling advertising, recruitment services and membership perks. Companies pay LinkedIn to help with recruitment for their own companies. They have a separate service called LinkedIn recruiter which is a software hiring platform to help companies hire employees and interns. This is a separate paid account which is something that OpenMIC would consider. OpenMIC intends to have an intern and job recruitment service which could potentially bring in extra revenue if it is a perk for various subscriptions. Membership perks differ for LinkedIn depending on the account type ie. free vs premium vs for business. The amount of features increase usually in parallel with the cost of the account. The OpenMIC model would be similar in that the larger the account the more it costs but different in there is no free model. The account type determines what features are available, some features in the university/collegiate account are exclusive to them and same with direct industry accounts and professional organizations.

There is a lot to be looked at for models that already exist in companies like LinkedIn and Facebook to determine what works best for OpenMIC, what could be changed and what needs to be added. Each company and service are different and it is important to focus on creating a service that uniquely fits the needs of the music industry while keeping the features that many are already familiar with. LinkedIn is the closest model

to what OpenMIC will follow but there are bits and pieces of other companies like Meta and their conglomerate of services (Facebook, Instagram, etc.) that can be used to model and shape OpenMIC and help lead to a profit.

Detailed Description of Users:

Users of OpenMIC will be subscribers broken up into direct music industry representatives, professional organizations and academic representation. Direct music industry representatives include sponsors in the form of companies focused in music publishing, A&R, record labels, management, etc., that are directly linked to the behind-the-scenes of the music industry. Professional organization sponsor accounts include music industry organizations which connect industry members on a common connection or interest. This also allows for more individuals who do not necessarily work for a music industry company, but belong to an organization that directly promotes and supports music industry business activity. This will be the OpenMIC membership path for freelance individuals to get involved and become a user of the site. Academic accounts are provided to music industry college students who are in a recognized degree program that is leading them to become a professional in the music industry. Their collegiate institution would become their sponsor through recommendation of a faculty member, and would be the umbrella for student accounts. These students will benefit from their accounts by having access to be able to network with professionals as well as having greater access to internship and career opportunities.

It is important for OpenMIC to focus on a sponsor based subscription to keep the focus on following the business-to-business format. OpenMIC will monitor membership participation, and will promote and assure a high-caliber audience of music industry professionals to aid in the success of the service.

Company Advantages:

OpenMIC is a Music Industry-exclusive service that will create and sustain a focused environment for professional networking and high-value business opportunities for its member professionals. The CoP and B2B model of the OpenMIC experience are foundations to shape a structured and valuable environment for our professional members and work to discourage unfocused and disruptive activities that distract from the user's experience and overall focus of the service. This is accomplished through sponsored membership, technology that targets members with valuable visibility into other professional member offerings, and moderated membership participation in its services. This unique focus is currently unsupported by mainstream social networking services, making OpenMIC a niche opportunity for the music industry.

Product SWOT Analysis:

<p>Strengths:</p> <ul style="list-style-type: none">• Single Industry focuses allowing for more relevant and personal content being present on the user's feed.• Only Music Industry-exclusive professional networking service.• The smaller website helps keep relevant information on the feed and helps prevent spam.	<p>Weaknesses:</p> <ul style="list-style-type: none">• Very large competition with other networking companies, specifically LinkedIn which is the largest professional networking site in the world.• Doesn't have many features that are "special" or things people have never seen before.
<p>Opportunities:</p> <ul style="list-style-type: none">• Could potentially partner with various Music Industry businesses to help their employees connect especially since many companies are choosing to stick to a hybrid work environment even moving out of COVID.	<p>Threats:</p> <ul style="list-style-type: none">• Companies may not see the benefit in utilizing the service.• Larger websites could potentially overshadow and eliminate the service over time.

Leading competitors SWOT Analysis: LinkedIn

<p>Strengths:</p> <ul style="list-style-type: none">• Largest professional networking site with 66.8 million users in over 200 countries as of 2022.• Very large database and established network of users.• Has been around for 20 years and is the world standard for professional networking.	<p>Weaknesses:</p> <ul style="list-style-type: none">• Feed often doesn't feel super personal and the content is not hyper-relevant due to the massive amounts of users.• Scam messages of those trying to sell products are often more prominent than meaningful messages from relevant users.
<p>Opportunities:</p> <ul style="list-style-type: none">• Due to their very expansive network of users, many people may turn to LinkedIn for career opportunities and jobs especially coming out of COVID.• They could make groups like what is found on Facebook to target people in specific industries and with specific interests to connect.	<p>Threats:</p> <ul style="list-style-type: none">• People could become irritated with the impersonal connections and white noise in their feeds that are irrelevant to them and leave.• Has been the target of data breaches on multiple occasions with the latest being in June of 2021. (Cognyte)

Leading competitors SWOT Analysis: Facebook

<p>Strengths:</p> <ul style="list-style-type: none">● Part of the most prominent social media conglomerate in the world.● In the fourth quarter of 2021 alone there were 2.9 billion monthly users.● There are thousands of Facebook groups that allow those from different industries to connect.	<p>Weaknesses:</p> <ul style="list-style-type: none">● The most useful Facebook groups are often hard to find and are frequently oversaturated with people preventing meaningful connections to be made.● Facebook is known for social connections, not necessarily professional ones.
<p>Opportunities:</p> <ul style="list-style-type: none">● Facebook for business is something that could potentially exist in the future that could compete with LinkedIn.● Groups could be made to encompass specific parts of the workforce.	<p>Threats:</p> <ul style="list-style-type: none">● Facebook is seen as a website for the older generation, it is hard for them to gain younger users.● People generally are not using Facebook for professional networking.● There are so many different groups that people can get overwhelmed and turn away.

Concept of Operations:

Industry companies, professional organizations and academic institutions apply for and fund accounts for which employees/students are provided accounts. Employees and or students apply for membership under these approved sponsor accounts. For each sponsor-based account, the number of employees, members, or students under the sponsorship umbrella determines the cost of the account (under 150, 150-500, 500+). Those under the umbrella of the sponsor whether it be employees, students, or individuals are given an account that they create a username and password for. The user now has access to create and manage their own personal profile that is linked to their sponsor. They are able to personalize their profile with job title, education information, years of experience, etc., as well as identify the industry services they are interested in. Their personal account will be linked to their sponsor's database. With their account, they are able to have a feed with posts and updates, receive notifications and advertisements on services and tropics they identified in their profile, chat with those in their own company as well as others, and video call. User activity will be monitored by their sponsor as well as OpenMIC, assuring professional conduct is maintained.

The sponsor will have their own profile that describes the company and can post updates on company progress and inquiries on their feed. The company page has a tab with the directory of their employees with job titles. Each sponsor has an internal page for their employees to communicate and connect.

The student user will be part of their University/Degree Program page. They will be able to connect with professionals and leaders in the industry and ask questions. They will be able to access internships and job listings posted by companies. The sponsor of the student will have an alumni page and will allow the student to keep their account four years past graduation.

The individual user will have their own page as well as access to job and internship postings. They can connect with individuals within companies. They will be their own sponsor, but will need a referral from a current member or sponsor to join.

Users can be contacted by other users both under and outside of the umbrella of their sponsor. Business and networking opportunities will be offered to users while using the service.

Products and Services

Product:

Open Music Industry Connect (OpenMIC©): A Professional networking site exclusive to the Music Industry

Services:

- Company database and directory
- Company profiles with employee database and job titles
- Internal company forum for employees
- Profile page for each user
- Individual feed of those you connect with and their posts
- Job and Internship opening directory
- Chat feature for quick communication
- Video call feature for digital meetings

Pricing Structure:

Company/Sponsor and University/Degree Program can purchase a company account that is priced based on the number of employees/students they have. This would become a business expense for their company. Individuals without a sponsor would pay a monthly fee after being referred by a current user and/or going through a screening process monitored by OpenMIC.

Research and Development:

Conduct market research to determine:

- What services are the most useful and practical for the user
- Our pricing system to make sure it is the best value for our users
 - The best price breakdown for account types
 - While also making a profit.

Tech Research & Development:

- Understand the buy/create/adopt issue of software and which method is most affordable and realistic in allowing the company and service to start up and grow.
 - Buy- typically expensive and most likely does not offer what OpenMIC needs
 - Create- writing software from scratch is tedious and takes a while, delaying the startup of the service
 - Adopt- Take software and technology that already exists with basic capabilities and have an employee or company alter it and shape it to what is needed
- Research innovative start-up social networking companies to potentially partner with

Marketing and Sales Strategy

Growth Strategy:

OpenMIC is a niche that doesn't cleanly fit into the professional networking market. A marketing campaign would be needed to determine the best way to bring Open Music Industry Connect into the public eye. A business-to-business public relations (B2B PR) strategy could be implemented. This would entail getting our company in various music industry-related news articles and in the eye of the public. Other strategies include email distribution lists, participating in industry-exclusive conventions and events (ex. NAMM) to gain visibility. We could also reach out to industry members and potential sponsors to offer complimentary accounts and free trials. Another strategy is utilizing current networking sites such as LinkedIn due to their broad audience. Our markets are similar but OpenMIC and LinkedIn cater to their users differently making them indirect competitors. OpenMIC would also implement a referral marketing strategy, offering free limited subscriptions and perks to companies for them to try in exchange for them advertising for us as well as referring us to other companies and organizations.

How to sell:

Utilize a marketing company that has contacts and access in the Music Industry to implement a campaign to give the company exposure to our target audience.

Advertising campaigns and B2B PR can spread information to targeted individuals through email and existing social and professional networking avenues. It is not uncommon for networking websites to have profiles on other adjacent sites. LinkedIn

has an Instagram page and vice versa. Using LinkedIn and sites like Instagram, Facebook and Twitter can help channel our target audience and make them aware of our service. Ads on these sites are often catered to the user which is invaluable in an advertising campaign.

Financial Projection

Social Media Website= approx 2000 hours = around \$80,000

Average cost of developing a social media website like Facebook = \$50k-\$80k

If building an in house team= around \$500,000 a year

- Project manager= \$5,000 per month= \$60,000 a year
- Business Analyst= \$7,500 per month= \$90,000 a year
- UX/UI designer= \$7,500 per month= \$90,000 a year
- Tech Lead = \$10,500 per month= \$126,000 a year
- Backend developer= \$8,000 per month = \$96,000 a year
- Frontend developer= \$7,000 per month= \$84,000 a year
- Markup developer= \$5,000 per month= \$60,000 a year
- QA tester= \$6,000 per month= \$72,000 a year

This team is \$678,000 a year

Local design company=

- \$75,000 to \$150,000 on design and development
- Up to \$60,000 per year on maintenance
- Up to \$225,000 on marketing

Freelance team= \$15,000

General website development fees

- Domain= \$2-\$20 per year
- Content manager system (advanced)= \$4,000-\$10,000
- Database integration (full development)= \$10,000-\$25,000
- Responsive Design= \$3,000
- Search Engine Optimization= \$10,000
- Style of Design= \$5,000- \$10,000
- Number of Pages= \$6,500- \$10,000
- IT infrastructure and Cloud=\$96-\$120 per year
 - Price= \$38,598 - \$68,140

Other costs to consider

- LLC (PA)= \$125 (no ongoing fees)
- Hosting (dedicated hosting)= \$960- \$8,760 per year
- SSL Certificates= \$60- \$1,000 per year
- 3rd party integrations= \$5,000-\$35,000 per year
- Link building= \$4,200- \$7,200 per year
- Tech Optimization= \$7,200- \$28,800 per year
 - Price= \$17,545- \$80,885

Year 1

Item	Low End Cost (per year)	High End Cost (per year)
Website Building Team (8)	\$500,000	\$680,000
Domain Name	\$2	\$20
Content Manager System	\$4,000	\$10,000
Database Integration	\$10,000	\$25,000
Responsive Design	\$2,500	\$3,000
Search Engine Optimization	\$9,500	\$10,000
Style of Design	\$5,000	\$10,000
Number of Pages	\$6,500	\$10,000
LLC	\$125	\$125
Hosting	\$960	\$8,760
Third Party Integrations	\$5,000	\$10,000
Link Building	\$4,200	\$7,200
Tech Optimization	\$7,200	\$28,800
Total	\$554,987	\$802,905

ROM= Rough Order of Magnitude (25%-75% accuracy)

$$\text{Upper Boundary} = \text{ROM_Estimate} \times (1 + 75\%) = \text{ROM_Estimate} \times 1.75;$$

$$\text{Lower Boundary} = \text{ROM_Estimate} \times (1 - 25\%) = \text{ROM_Estimate} \times 0.75.$$

ROM for lower prices:

Upper Boundary= \$971,227.25

Lower Boundary= \$416,240.25

ROM for higher prices

Upper Boundary= \$1,405,083.75

Lower Boundary= \$602,178.75

Year 2

Item	Low End Cost (per year)	High End Cost (per year)
Employees (Tech Team, Business team, and User Facing team(marketing/analysis/Customer Support) (12)	\$750,000	\$1,020,000
Domain Name	\$2	\$20
Hosting	\$960	\$8,760
Third Party Integrations	\$5,000	\$10,000
Link Building	\$4,200	\$7,200
Tech Optimization	\$7,200	\$28,800
Website Maintenance	\$2,400	\$54,000
Cybersecurity	\$2,040	\$7,200
General Operations Costs	\$3,000	\$10,000
Total	\$774,802	\$1,145,980

ROM for Lower Prices

Upper Boundary= \$1,355,903.50

Lower Boundary= \$1,033,069.34

ROM for Higher Prices

Upper Boundary= \$2,005,465

Lower Boundary= \$859,485

Year 3

Item	Low End Cost (per year)	High End Cost (per year)
Employees (Tech Team, Business team, and User Facing team(marketing/analysis/Customer Support) (20)	\$1,250,000	\$1,700,000
Domain Name	\$2	\$20
Hosting	\$960	\$8,760
Third Party Integrations	\$5,000	\$10,000
Link Building	\$4,200	\$7,200
Tech Optimization	\$7,200	\$28,800
Website Maintenance	\$2,400	\$54,000
Cybersecurity	\$2,040	\$7,200
General Operations Costs	\$5,000	\$15,000
Total	\$1,276,802	\$1,830,980

ROM for Lower Prices

Upper Boundary= \$2,234,403.50

Lower Boundary= \$957,601.50

ROM for Higher Prices

Upper Boundary= \$3,204,215

Lower Boundary= \$1,373,235

Summary

Open Music Industry Connect (OpenMIC), is an online professional networking service exclusive to the music industry whose focus is to connect music industry professionals, leaders, and students studying to work in the industry. It runs on social networking, community of practice (CoP), and business-to-business (B2B) models that work to promote high-quality business connections, development and sharing of best industry practices, large-scale teaming opportunities, as well as leading-edge business and technology innovation. This is designed to cater to the specific and unique needs of music industry professionals and cut out “white-noise” that is present in general professional and social networking services.

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