
Venture Capital Artist Fund

Lysa Hetrick & Juan Carlos Cardenas



Problem

Major Labels & Publishers - Despite the DIY landscape of music today, artists still feel the need to sign to majors to gain access to...

- **Funding**
Record deal advances
- **Marketing**
Major marketing campaigns and reach
- **Guidance**
Career guidance, connections, and resources

Solution: A venture capital backed artist fund

Allowing artists access to funding and career guidance



Note

Artists retain creative control as well as all copyrights and masters.

Business Model

Artists

Submit a career goal for which they'd like to get funding

→ Submissions are vetted and selected

Investors

Invest money into artists in exchange for "shares" in the artist's future value

→ Shares cannot exceed 50%

Artist Fund

Works with artists to achieve goals and allocates money to the project as needed

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Digital Platform: **Online** “**stock exchange**” for artists

(Provides transparent database for artists and investors)



Note

- VC's can sell and trade shares at any time
- Blockchain technology

How it works

- **Artists** are scouted or submit plan
- **Artist Fund** vets submissions & values artists
- **VC's** invest in artists & can access digital exchange platform to trade shares
- All investments go into an artist fund
- **Artist Fund** works with artists to reach career goals using the fund



Monetization

→ **Artist Fund**

Interest on investments

→ **Investors**

Share of artist's income
and selling/trading
shares.

→ **Artists**

Reaching higher career
milestones with invested
money, generating more
overall income.

Disintermediation

Artist Fund allows money to flow from investors to artists and their creative endeavors-- destroying the need for traditional record deals, publishing deals, and other intermediaries

Note

Funding **and** a la carte services

Connection To Fans

Artists have career control and therefore a more genuine and intimate relationship with fans



How We Can Start This Project NOW

- _ Create a case study
 - _ Find mid-level indie artist
 - _ Find 5 VC's to back the artist
 - _ Raise funding for the artist
 - _ Prove career impact and ROI
 - _ Establish LLC that can do this
for more artists
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“We **believe** artists should
have the **freedom** and
means to control their own
careers”

Thank you!