

## An ambient music record label for meditation

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### Samenvatting

**Datum:** 7 April 2021

**URL:** <https://venturecapital.nl/ambient-music-record-label-for-meditation/>

### Contact & Site

## Extra beschrijving

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### **Beschrijving onderneming:**

This startup is an ambient music record label, designed to aid listeners in sleep, relaxation, meditation, yoga, study and focus.

### **Business Model:**

A royalty model through all streaming platforms

### **Type klant:**

B2C

### **Gewenst type investeerder:**

Angel

### **USP's:**

A relatively untapped market with countless Spotify / Apple editorials with millions of followers listening passively.

**Benodigd Kapitaal:**

\$30.000,-

**Investeringsbehoefte:**

\$25.000 marketing such as targeted instagram ads, to grow our following and playlists. \$5.000 for production, artwork, etc.

**Sector:**

Overige

**Bedrijfsfase:**

Early Growth

**Aantal founders:**

1

**Aantal huidige werknemers:**

1-5

**Maandelijke omzet (huidig):**

\$1500/month

**Omzet (Prognose) komende 12 maanden:**

\$60.000,-

**Omzet (Prognose) maand 13 - 24:**

\$120.000,-

**Huidige maandelijkse kosten:**

\$3.500,-

**Reeds toegezegde financiering:**

0

**Is er door de ondernemers reeds een investering opgehaald bij derden voor de betreffende onderneming?:**

No

**Wordt er binnen 24 maanden nog een vervolginvestering verwacht?:**

No

**Overige relevante informatie:**

With a versed background in music, the entrepreneur has been involved with production, composition, label services and distribution / marketing tactics and analysis. He has seen hands on how some of these instrumental labels have quickly grown from 0 - revenues well over \$200,000 / year. All it takes is a little start-up marketing money, and the knowledge and experience of curating the right fitting music.

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