

# **The Entrepreneur Mindset: Resources to Get You Started**

Dr. Stan Renard  
*Assistant Professor of Music Marketing*  
*The University of Texas at San Antonio*  
*Stan.renard@utsa.edu*

Channing Moreland - *EVAmore, Founder & CEO*

Brandon Vondera - *Event Escrow/EEVET, Sales & Marketing Specialist*

## **Resources & Descriptions**

### **MUSIC BUSINESS PLAN**

**<http://career.music.unt.edu/competition#requirements>**

A great place to start as an entrepreneur in the music business is with a business plan. Many Universities have excellent bundles with helpful documents and tutorials. Dr. Fabiana Claire assembled this one with several Music Business Plan tutorials from various authors, including how to write a Financial Statement, and several helpful guides on how to present your pitch effectively.

### **LEGAL & ACCOUNTING HELP**

**<http://talarts.org/>**

Services from organization such as the Texas Accountants and Lawyers for the Arts (TALA) are available to you. There are similar organizations in most states in the US.

TALA was formed in 1979 to meet the legal and accounting needs of artists and art nonprofit organizations. Services include lawyer and accountant pro bono assistance for artists, patent pro bono assistance for inventors, dispute resolution services, and educational programs for the artistic and business communities. Programs are designed to help participants apply sound business practices to protect intellectual property, advance careers, and develop income.

## **MUSIC OFFICES**

**<http://www.gov.texas.gov/music/guides>**

The Texas Music Office offers an excellent list of Guides and 'How To' resources. But Please Note: many resources assembled by Music Offices are State or even City specific. So please refer to the Music Office that is in your area.

The Texas Music Office provides guides and tutorials in the following topics:

- Available Sales and Use Tax Exemptions
- TABC Regulations & Tax Requirements for Venues / Special Events
- Creating a Presskit
- Getting Started in Entertainment Law
- Guide to Music-related Insurance
- Copyrights / Trademarks
- Booking Concerts & Tours
- Starting a Record Label
- Getting Started in the Music Business
- Finding Capital
- SIC to NAICS conversion
- Notes for Songwriters / Songwriters' Groups
- Digital Distribution Common Terminology
- Finding a Digital Music Distributor
- Licensing How-to
- Notes for Young Artists
- Guide to Publicizing A Music Event
- Guide to Social Media for Musicians & Music Businesses
- Guide to Misappropriation and Right of Publicity

**<http://gov.texas.gov/music/about/usmusicoffices>**

This is a list of Music Offices around the Country

## **INCUBATORS & ARTIST ACCELERATORS**

Most Universities have an incubator program. This is where you have the opportunity to develop new music technology ventures. Through a process including education, experience, a mentorship program with mentors from the business community, with resources and support, they focus on fostering the growth of new technology-based ventures.

There are also incubators for Musicians. Those treat your career as a musician or your band as a start-up.

**[http://business.utsa.edu/cite/cite\\_te\\_bootcamp.aspx](http://business.utsa.edu/cite/cite_te_bootcamp.aspx)**

The Center for Innovation Technology and Entrepreneurship at the University of Texas at San Antonio has hundreds of documents answering many questions an entrepreneur may have. You can click on the names of the presenters to be redirected to the Power Points that they presented. There are about 200 such documents available here that cover topics such as assembling a business plan to corporate legal structure and operating documents. Just browse.

**<http://www.ec.co/projectmusic/>**

Project Music is the Nashville Entrepreneur Center's leading action to support innovation within the music industry, a core business vertical in Nashville's economy. To meet the unique needs of music-minded entrepreneurs we are providing a year round music-entrepreneurship focus that brings music, tech and business leaders together to nurture startups desiring to grow music industry revenue. Amongst the resources available via Project Music Nashville is a blog and podcast designed for Music entrepreneurs:

**<http://www.ec.co/blog/?category=EC+Podcast>**

**<http://www.midem.com/en/competitions-concerts/artist-accelerator/>**

The MIDEM Conference held in Cannes, France early June each June now has an Artist Accelerator program. This makes for an expensive trip but all of the panels are available online for FREE on the MIDEM Youtube Channel:

**<https://www.youtube.com/user/midem>**

**<http://www.sfmusictech.com/startups-developers/>**

The San Francisco Tech Summit has a platform for Music Tech Startups to pitch their products/services at the conference once you are ready for a second or third round of funding or seek exposure by the tech community. Click on this link to discover some of the past winners. It might also inspire you and possibly validate your ideas or bring you back to the drawing board.

## **JOIN A LOCAL MUSIC ADVOCACY GROUP**

If you intend to start your business in your community, you might want to consider joining a local music advocacy group. It will give you a sense of what the market is in your area for your product/service and get to know the musicians and music service providers in your area. After all, it is all about networking.

**<http://sasoundgarden.org/>**

**San Antonio Sound Garden is an example of such a group. Their mission statement is:**

We are creating a sustainable music economy in San Antonio by providing fertile ground for musical entrepreneurs to develop and grow. SASG is working to build infrastructure to help musical entrepreneurs get skills, knowledge and networking opportunities to compete at the local and national level.

SASG is a place where artists, producers, small labels and other music entrepreneurs can work collaboratively and creatively to hone their skills.

Our aim is to build up the San Antonio music industry by investing in and launching the careers of homegrown talent. We see the value of a thriving music community as more than just a way to bring in publicity and revenue to our city, but as a means to shape culture and continue San Antonio's long tradition of being a relevant, creative and innovative contributor to the arts.

## **ADDITIONAL RESOURCES**

### **Michael Burcham Resources**

**<https://www.michaelburcham.com/resources>**

-So much can be learned from serial entrepreneur, Michael Burcham, and he has now made most of his concepts available online. Take a look, especially the Idea Frame and the Work Life integration tool.

### **The Idea Frame**

**<https://www.michaelburcham.com/resources/the-idea-frame>**

-Perhaps, an improved version of the business model canvas for startups.

Idea Frame Video Walkthrough:

**<https://www.youtube.com/watch?v=eHzAUQMVM-g>**

### **The Entrepreneurial Mind**

**<http://theentrepreneurialmind.com>**

-Entrepreneurs use this platform to answer a lot of their questions they cannot usually find online or in a textbook. Dr. Cornwall listens to what questions start ups are asking and then he creates video modules to answer.

### **The Entrepreneurial Mind Blog**

**<http://www.drjeffcornwall.com>**

-Dr. Cornwall also interviews entrepreneurs about mistakes and experiences they have learned from, I have always found it helpful to listen to other entrepreneurs.

### **The iCadenza Blog**

**<https://icadenza.com/blog/>**

- Jennifer Rosen from iCadenza manages this blogs that has both interviews, how-to articles, and how-to podcasts for those of you who want to jump start your music career and book more gigs.

### **Musonomics Podcast**

Musonomics is a new twice-monthly podcast about the business of the music and culture industries. Professor Larry Miller hosts and produces it with support from the NYU Steinhardt Music Business Program. Musonomics will use data, music, and interviews with newsmakers and analysts to engage and entertain listeners and provide insight into what's happening now – and what's coming next.

**<http://musonomics.com/>**

### **Helpful books:**

*Zero to ONE* by Peter Thiel

-Day in day out help with managing your startup, also reminds us that we are not alone.

*Venture Deals* by Brad Feld and Jason Mendelson

-Everything you need to know about typical venture capital deals. Take this with a grain of salt because it is Silicon Valley focused, but a lot of the terminology is helpful when overseeing your own term sheets.

*Quiet* by Susan Cain

-This book gives insight on how to be the best leader possible while managing various personality types.

*Ticket Masters* by Dean Budnick and Jason Baron

-A great book with interesting history on the evolution of the music industry- especially pinpointing major changes in live event ticketing.

*Rework* by Jason Fried and David Heinemeier Hansson

- A book that pretty much goes against everything you will ever learn in a business school. A great read that can give you a perspective into how many start-up entrepreneurs think and act upon their ideas.

*Lessons From a Street-Wise Professor: What You Won't Learn At Most Music Schools* from Ramon Ricker.

- A little outdated but an excellent read for those of you who want to self-start your music career. Includes information on investing, tax deductions, and budgeting.