Marc Noah's Music Lab: Open Music Project

A collaborative experiment by Marc Noah & Dinis Cruz

🎯 The Mission

Release 3 songs by year-end using radical transparency and open-source principles to grow Marc's audience organically - without a budget or traditional marketing.

🎵 The Songs

1. **"Fast Car"** (Tracy Chapman cover) - Marc's crowd favorite from live gigs
2. **"Road Trip"** - Marc's original acoustic song
3. **Portuguese Original** - New song to connect with local audience

🔑 Core Principles

- **Work in Public**: Share everything openly - demos, mistakes, progress
- **Zero Budget**: Use creativity, not money (max $100 for essentials)
- **Release Early & Often**: Publish rough versions immediately, iterate based on feedback
- **Creative Commons**: All content free to remix/share with attribution
- **Journey = Story**: Document the process; fans follow the adventure, not just the music

📋 How We'll Work

- **Marc**: Creates music, performs live, engages fans, makes final artistic decisions
- **Dinis**: Manages online presence, coordinates releases, proposes experiments
- **Token System**: Marc gets 50 "question tokens" to manage creative disagreements
- **Async Collaboration**: Work remotely via public posts, not private meetings

🚀 Release Strategy

Multiple Versions Per Song: Demo → Feedback → Refine → New Version → Repeat **Platforms**: Patreon (early access) → SoundCloud → Social Media → YouTube → Spotify/Apple Music (finals) **Content Mix**: Songs + videos + blog posts + live recordings + merch designs

👥 Community Building

- Patreon for core supporters
- Discord/forum for fan interaction
- Encourage remixes, covers, and fan art
- Share metrics transparently
- Treat fans as collaborators, not just consumers

📊 Success Metrics

Not revenue, but engagement:

- Stream counts & growth trends

- Comments, shares, and feedback quality

- Follower growth across platforms

- Community contributions (remixes, art, ideas)

- Media mentions & word-of-mouth

📅 Timeline

September: Setup, announce, release existing demos **Oct-Nov**: Weekly releases, iterate based on feedback, build community **December**: Finalize best versions, release on major platforms, celebrate with fans

💡 The Experiment

Can an independent musician grow organically by treating music creation like open-source software? By working transparently, iterating rapidly, and building with the community instead of for them?

Let's find out together. The lab is open. 🎸

"The journey is the story. Every version, every mistake, every breakthrough - shared openly as we create."