

classical podium music school café/bar

undercurrent

re-

introducing classical music, in Rotterdam

classical music is cool.

in undercurrent we create an inclusive community of musicians, conservatory students, and classical music lovers. a community that can exist in a modern, fun environment.

undercurrent is a music venue that removes high-class artifacts from the classical music experience. as [multiple research shows](#) they are often the reason why many people choose other types of music performances over classical ones.

this literally means that, in undercurrent, you're allowed to drink a beer during the performance, you can look whatever you feel like, and you can leave the performance any moment without feeling being judged for it. the concerts last long enough to **not** create a feeling of being too long, the intervals between the pieces and movements allow the audience to reflect on the music and connect with the musicians and fellow listeners.

school & cafe

the podium life is supported by the music school and a cafe.

the school is also a bootstrap capital in the startup phase, the exciting students of [five/quarters](#) are the foundation that allows us to start growing in a new direction, by keeping the same standard of music education.

the cafe is playing a crucial role in creating the sense of community. open during lessons-time, it creates a space for the students (and walk-in visitors) to study, work, and see friends, in a classical music setting. during the performance times the cafe offers drinks and snacks to the audience.

both school and cafe are 2 additional streams of revenue that contribute to integrating classical music into everyday life of Rotterdammers.

values

in undercurrent we value accessibility and sustainability over profit.

we publish yearly reports that show the price-making policy.

we give opportunities to historically underrepresented members of society (to study, to be employed, to participate in the community).

we choose local, ethical, and sustainable suppliers, and we configure our business processes to have low and no impact environmentally.

we ensure our services are accessible for people with disabilities.

we do not discriminate and welcome everyone in undercurrent.

market

35% of classical music streamers worldwide are under 25 years old, yet 80% of classical music concerts audience are older than 40 years old.

at undercurrent we are creating an inclusive space where young people can connect with classical music and become a part of the community.

our audience, our students and our customers are young Rotterdammers, with curiosity towards classical music. conservatory students, young professionals and entrepreneurs, artists, university graduates, new parents, music aficionados make up the majority of our market.

low price policy stimulates people with lower income to explore classical music scene, as an audience and as students.

we intend to reach our audience through universities, and social media campaigns, including collaborations with other local brands. we also expect growth in the first year, by just being a cool place, and having lots of word-of-the-mouth advertisement.

competition

today, in Rotterdam there are some venues that stage classical music, however none of them offers the same experience as undercurrent would

[De Doelen](#) - one of the most famous concert halls in Europe. The size of the name and the brand doesn't allow De Doelen to create a barrier-less classical music experience. Older audience, higher prices.

[Stichting Muzikc](#) - small foundation, that stages 6 performances a year in a church setting. Follows the traditional style of a classical music performance on a smaller scale. Older audience.

[Batavierhuis](#) - project created for young musicians to live together and have a community. No particular music genre, mostly small concerts for their friends.

spaces

undercurrent would be best realized in an industrial setting, in central Rotterdam.

we are looking for spaces of 250-300m².

spaces and locations we would love to have:

Hofbogen

Fenix Food Factory

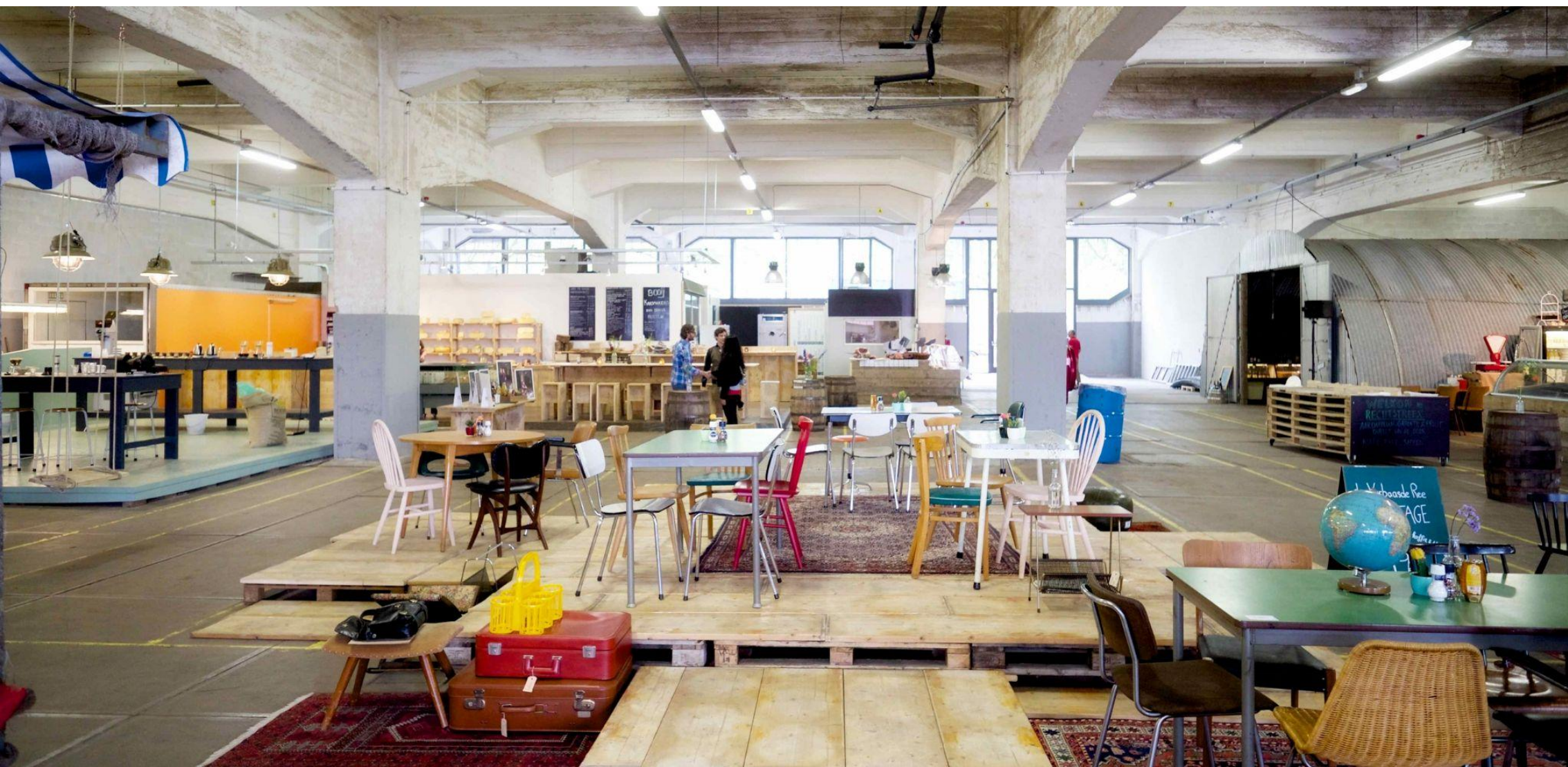
Hilton Art Space

Diepeveen

undercurrent is supported by an architect, and a building company what can start working is soon as the space is confirmed.











VERBODEN
TE ROOKEN



the startup phase

monthly expenses	
services	
goods	
staff	
concert costs	
cafe	
school	
total monthly	
equipment total	
construction costs	
unpredicted costs	
total startup costs	

*we expect the startup period to last 6 months

forecast

contact

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