You are a talent agent who wants to launch the next big global superstar out of India. How do you go about it?

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- What field would you choose and why?
- How will you go about identifying the right talent?
- What characteristics / persona would you develop for this superstar to ensure global appeal while maintaining authenticity?
- What is your Go-to-market plan? How will you ensure superstardom?
- What investments will this take? How will you raise funds to support this? What trade-offs will you make?
- How will you measure success for your superstar?
- What potential challenges could you face and how will you solve them?

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Problem: The challenge of finding music that resonates a listener's unique tastes and emotions, leading to a disconnect between listeners and the artist they encounter with

Why Music Industry?

Music transcends language, culture, and geography, connecting with diverse audiences
615 M[6] Spotify users in 2024 across **184** countries

Can expand their influence across streaming, social media, live performances, films, endorsements, and personal branding

Opportunity to collaborate with global brands, leveraging their vast audience

Offers excellent **ROI** with multiple revenue streams like streaming royalties, concerts, album sales, merchandise and brand endorsements

Music is infinitely **scalable,** allowing musicians to quickly generate and distribute content globally

Top 4 2022 Global Music Artists

- Started, debut and global breakthrough @ 12, 16, 24 years
- Master Storyteller, Genre Versatility, Strong connection with her fanbase, Known for setting trends

American singer Age-34

Taylor Swift

BTS *South Korean musical group*

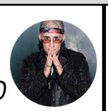
- Formed, debut and global breakthrough in 2013, 2013, 2018
- Self-Produced Music, Genre Fusion, Cross-Cultural Appeal, Known for powerful lyrics, Social Media Dominance

Global Superstar Persona

- Should know- English, Spanish, Mandarin and Hindi
- Cross-cultural genres
- Relatable, connect with audience
- Dynamic Performer
- Highly skilled and early in their music career
- Good speaker and storyteller
- Collaborative Leader
- Proficient with using MIDI and DAW software
- Lively on social media

- Started, debut and global breakthrough @ 14, 25, 26 years
- Genre Fusion, Cultural Authenticity, Bold music videos, Engaging Persona, Collaborative Nature, Advocate Social Issues

Rican rapper Age-30



Bad Bunny

Drake *Canadian singer Age-37*

- Started, debut and global breakthrough @ 15, 19, 22 years
- Genre Blending, Emotional Storytelling, Versatile: Rapper, singer and songwriter, Social Media Savvy, Collaborative Spirit

Current Potential Global Music Superstars in India

Independent Artists = **677**[1] → **~10%** → **68**

Assumed chance

Playback Singers = **250**[4] → **~20%** → **50**

→ **~118**

Top[2] Languages that dominate the Global Music Scene

(# speakers of that language)

1	English	1.4 B
2	Spanish	1.1 B
3	Mandarin	0.6 B
4	Hindi	0.5 B

The Top[3] 4 spoken languages are the **same** as the Top 4 languages preferred for listening to music

~40% of the total population falls within this region

INDIA TV | VIDEOS | INDIA | ASSEMBLY ELECTIONS | WORLD | ENTERTAINMENT | SPORTS | TECH | EXPLAINER | BUSINESS | HEALTH | LIVE

No reason why India can't have global music superstar: Vishal Dadlani

Vishal Dadlani[5] **(Indian singer, songwriter and music composer)**

"India is one sixth of the world's population, there's no reason why we cannot have a global superstar in music who is of Indian origin. I think the time is right and the time is now"

Why India?

- Large potential fan base for initial support
- Increasing international interest in Indian culture
- Affordable music production and equipments
- A significant number of talents

1 : Musicplus 2: Medium 3: Statista 4: Wikipedia 5: India TV 6: Backlinko

Talent Agent Work: Talent Acquisition ▶ Talent Development ▶ GTM Strategy ▶ Monetization and Funding ▶ Long-Term Career Management

Audience Engagement Cycle

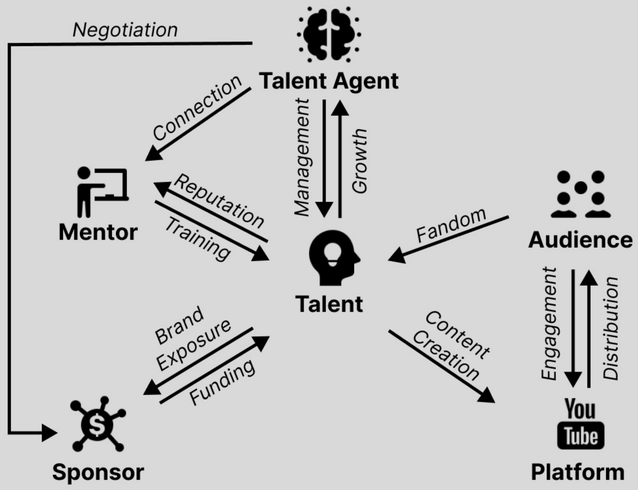
Awareness: Grabs attention "What is this?" → **Interest:** Sparks curiosity "Tell me more" → **Desire:** Builds emotional connection. "I want this" → **Conviction:** Instills trust "I believe in this" → **Commitment:** Drives action "I'm ready to act"

Superstar Growth Factors

Starting Age	Age of Discovery	Skill level at Discovery	Pre-discovery fame level	Funds	Global Superstar by Age
5	10	High ~ +2 years	High ~ +2 years	High ~ +2 years	Best Case ~ 16 years
10	15	Medium ~ +3 years	Medium ~ +3 years	Medium ~ +3 years	
15	20	Low ~ +5 years	Low ~ +5 years	Low ~ +5 years	Worst Case ~ 35 years

Right Time Right Place

Stakeholders



Stakes-

- **Talent:** Brand Reputation, Financial Stability, Creative Freedom, Fan Engagement
- **Talent Agent:** Reputation, Income, Network, Career Longevity
- **Sponsor:** ROI, Brand Reputation, Market Positioning, Contractual Obligations
- **Audience:** Influence, Experience, Feedback Impact, Community Building
- **Platform:** Revenue, Data Privacy, Content, Market Competition

PAST (Pre-2000s)	PRESENT (2000s-30s)	FUTURE (Beyond 2030s)
• Classical, jazz, blues, rock 'n' roll and folk • Vinyl, cassettes and CDs • Primary discovery platforms: Radio, MTV and live concerts • Analog recording was standard	• Pop, hip-hop, EDM, trap and K-pop • Streaming platforms (Spotify, YouTube) • Primary discovery platforms: TikTok, Instagram • DAWs and electronic instruments	• Increased cross-cultural genres • Rise of **Personalized Music** catering individuals • Direct-to-fan models for discovery • AI-generated music

Why Personalized Music?

- People want to hear the songs they liked listening to between the ages of 12 and 22[1]
- 90%[2] of the music we listen to, we've heard before. Creating a need for familiar songs
- Everyone has 4-5 favorite songs they often listen to and search for similar ones
- Making it time-efficient for people to find similar music

1: SLATE 2: feature.fm

How to Acquire Talent?

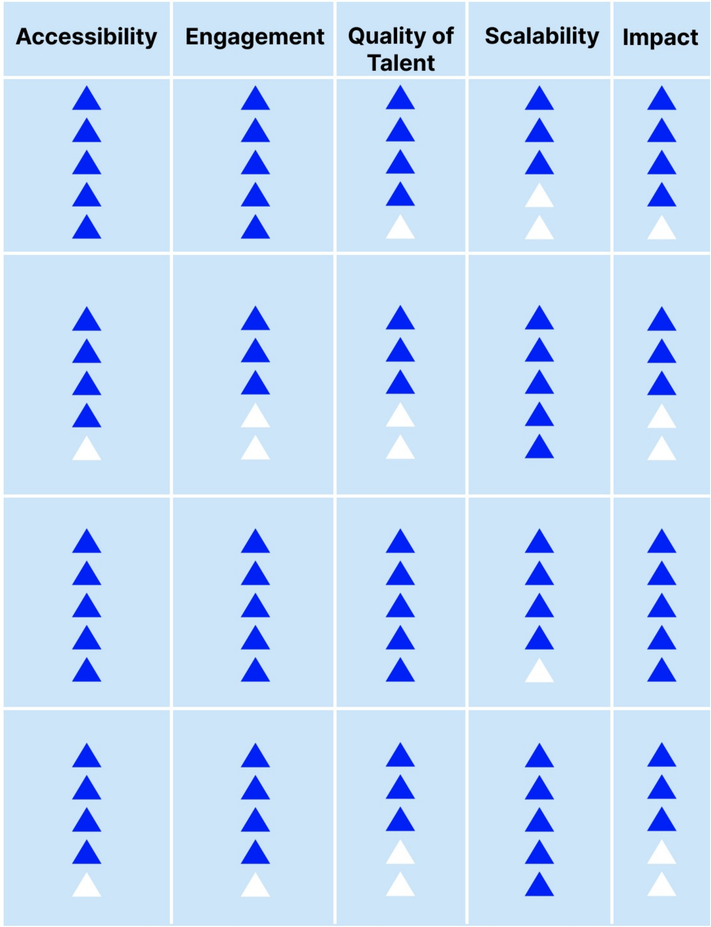
Ideas

2 An inclusive talent show allowing diverse performers to showcase their skills live

4 App for aspiring superstars to connect them with talent agent, sponsors and mentors

1 Targeting college art clubs, host competitions to spotlight emerging talent

3 Exploring different venues and leveraging social media to discover emerging talent



"As Talent Agent"

Trade-Offs					
	Creative Control	Short-term Revenue	Domestic Focus	Independent Route	Quality
			versus		
	Investors Demand	Long-term Growth	Global Ambition	Label Dependency	Cost of production

How to approach publicity?

Games: Promoting a portion of the song in popular battlefield games like COD and BGMI. Setting up virtual concerts where players can join and perform the hook step

Social media: Increasing engagement and staying active. Releasing tasks for followers

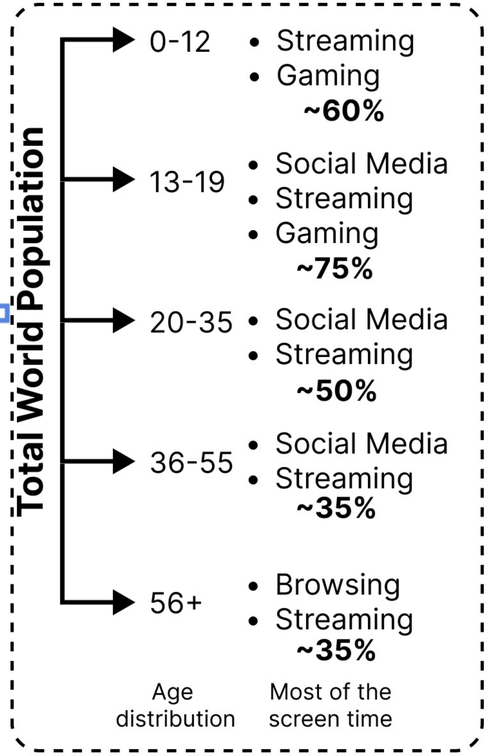
Streaming: Ads featuring the song on platforms like YouTube and song collaborations on Netflix

Browsing: Webpages featuring snippets of the song as Ads

What should investors look for?

Music Industry Market in 2023[2]	$28.6 B Market	10.4% per year Growth	Global superstars typically command a significant share
Global Superstar Revenue Estimation	Streaming Revenue + Concerts + Merchandise + Endorsements and Licensing = 2 + 50 + 2.5 + 10 = **$64.5 M/year**		
Cost Estimation	Production Costs + Marketing + Touring Costs + Management = 1.5 + 10 + 20 + 10 = **$41.5 M/year**		
ROI incase of $50 M/ year investment	**46%** per year	Breakeven point in 2-3 years	

Screen Time[1]

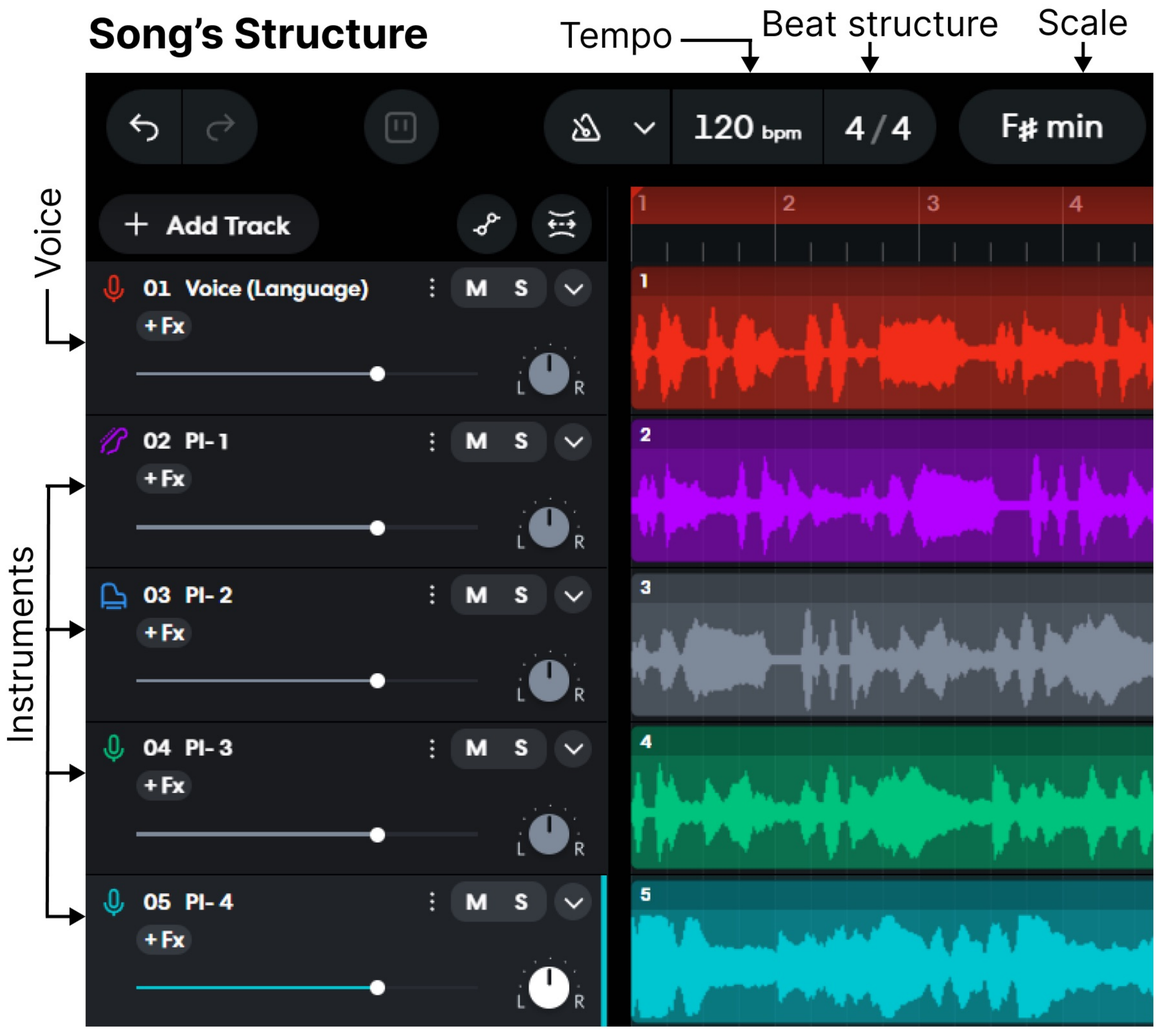


Grooming

- Mentorship from Experts
- Live Performance Experience
- Diverse Genre Exposure
- Collaborative Projects
- Social Media Engagement
- Brand Building Strategies
- Networking Opportunities
- Health and Wellness Focus

1: DATAREPORTAL 2: BILLBOARD

Song's Structure



Listener's Flow

1. Artist releases a song that adapts to listener preferences and demographics
2. Reviews listener's past choices in genres, instruments, tempos and lyrical themes
3. **Personalization-**
   - Lyrics: Localized to the listener's language
   - Instruments: Chosen based on listener's music history
   - Beat Structure: Tailored to match listener's preferred rhythm
   - Tempo: Adjusted to listener's usual tempo range
   - Scale: Selected based on user's emotional resonance (major/minor)
4. Listener gets a personalized song version that reflects their musical taste
5. With personalized lyrics and music, the listener relates to and enjoys the song

Long-Term Career Management: Concerts

How to improve Concert Experience?

Small scale, Geographically more # listeners ⇨ Large scale, More # locations

Shockproof flooring: Standing for long hours

Ticketed, to-be-returned concert VR Headset for handicapped, old age people

Option of earphones for high-quality sound directly from the sound mixer

Allocated standing zones for delivering photos and videos captured by the organizer

How can this be technically achieved?

- MIDI-recorded layers can be easily converted to any instrument accurately
- Recordings sound as they are actually played
- Altering beat structure, tempo and scale is a feature of DAWs that utilize MIDI layers

How authenticity will be preserved?

"Artist will"

- create the song's melody, lyrics and structure
- sing it in multiple demographic languages, at least 4*, covering 40% of the population
- implement more skills than a typical music artist

* English, Spanish, Mandarin and Hindi

Success Measurement of Global Superstar

Streaming Metrics	Financial Performance	Sales Metrics	Social Media Engagement	Fan Engagement
• # total streams across platforms	• YOY % growth rate	• # downloads of personalized songs from digital platforms	• Increase in the # followers across platforms	• # attendees at live performances
• # unique listeners per month	• % of profit margins	• # units sold for both digital and physical albums	• # likes, shares and comments on posts	• Growth in the # fan club memberships
• Avg duration listeners spend	• # positions on charts	• Total revenue generated from merchandise	• # posts created by fans using the music	• # attendees at events designed to foster personal connections with fans
• # times listeners replay tracks within a day	• % of market share in comparison to other artist			

Audience Reach and Demographics	Critical Acclaim	Collaboration	Brand Partnerships
• # different regions where the audience is located	• Average ratings from critics and publications	• # collaborations with other artists and the success rate of those partnerships	• # sponsorship deals secured and the total value
• # data points collected regarding age, gender and interests of the listeners	• # awards won and nominations received	• # features in tracks of other artists and the resulting engagement	• # campaigns engaged in with brands and the measured effectiveness

Comparing with the average respective figures of the already established **Top** global music superstars

Potential points of failure	Mitigation measures	Severity
Streaming services might be reluctant to share user **data** with artists, making it difficult to create personalized songs	Adding a **direct-to-fan model**, where users sign up through the streaming service to receive personalized songs. An artist personal website is direct-to-fan model which could be used to serve personalized songs	▲▲▲▲△
Problem during concerts regarding which genre to perform due to a **varied demographic** audience	**Poll** conducted at the time of booking tickets, with the genre receiving the majority being chosen and **personal earphones** connected to a sound mixer for those who want to listen to different genres	▲▲▲△△
The possibility of followers being in the mood to explore **different genres**	Navigating features on streaming apps/direct-to-fan model to allow users to **select different songs** based on which they will receive a personalized song	▲▲△△△
Failure to gain **public acceptance** of the authenticity of the artist, as most tasks look to be done by AI	**Uploading breakdown** of the song structure on social media to get the art validate and motivate the audience to attend concerts and witness **authentic talent**	▲▲▲△△