**The Fame Business Plan**

Executive Summary

TheFame is a company that plans to consolidate the music world by providing the industry with a social medium web page specifically tailored to the lifestyle of artists, fans, promoters, and venues. The industry follows a business model that is outdated and irrelevant to the 21st century. It’s slowly starting to crumble and it’s not working because the Internet has revolutionized the way we communicate and share information in general. Music has become less of a commodity, and more of an information source and the music industry has been very slow to adapt. On the independent spectrum, it is next to impossible for people to find your music unless it’s being promoted to them in some way (i.e. paying for advertising). People don’t know what to trust because all of the “recommended” music nowadays is usually being promoted solely for financial purposes. Individuals are unaware of the substance behind the music that is advertised through the industry. The industry is saturated with artists that may or may not produce quality music, but for the share that successfully does so, getting their chance to shine is very difficult. Independent musicians are thus not able to connect with a widespread fan base, and with the evident decline of major label productivity the opportunity to innovate the market is there.