

Escrow by Apollo Music

Michael Scalia (DJ PsiSpyder)

Musician

Bio (a summary of demographics and personal information)

Michael is a Brisbane-based DJ and audio engineer/sound designer. He has played music since he was a young and learnt piano and guitar in primary and high school. He started producing his own electronic music when he was in year 10 and did his first live DJ set when he was 19. He DJ'd throughout his undergraduate degree and he still DJs as much as possible. He hopes to be able to go full-time as a DJ and use his technical knowledge of audio engineering and sound design to push the limits of electronic music, especially new forms of psytrance.

Scenario (Describes how, when, where the user be using the product)

When Michael was starting out in local venues in Brisbane he would just handle his contracts by handshake or over Facebook as he often knew the hosts or was introduced by a friend. However, in the last two years he has started receiving interest through his Soundcloud from promoters he doesn't have any social connections with. About a year ago he was never paid by one festival in Victoria and under-paid by a club promoter in Sydney. He is looking at ways that he can make sure he gets paid for his upcoming gigs but he he can't currently afford a lawyer to help him with the contracts.

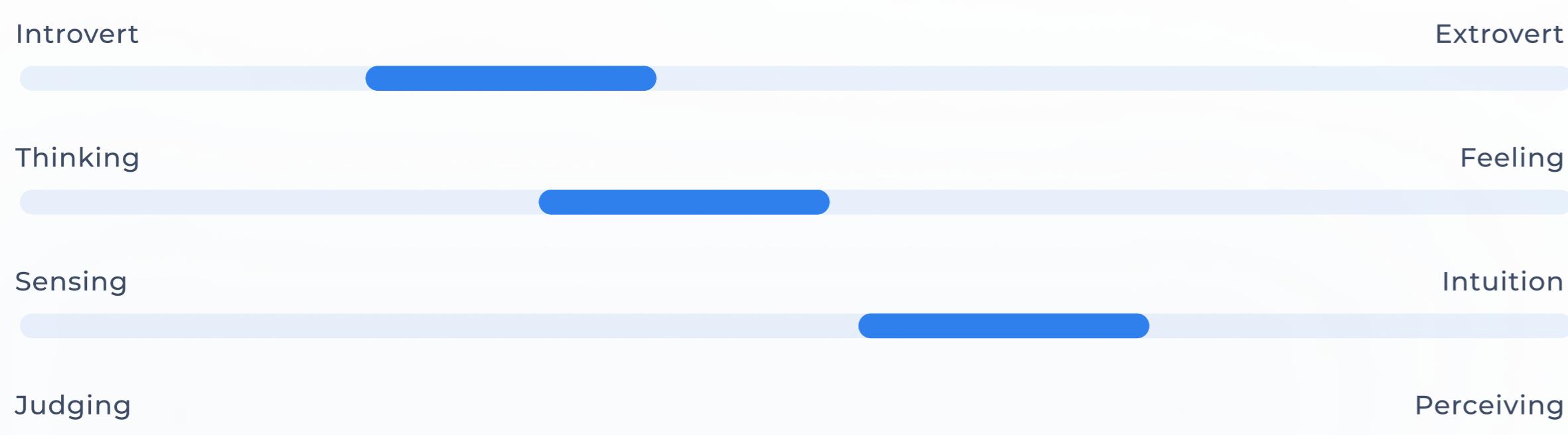
Goals (Describes what is the main goal to use the product)

- Go full-time as a DJ in the next 1 to 2 years
- Get signed by a major electronic music label
- Make sure he gets paid for his gigs without having to hire a lawyer
- Secure gigs several months in advance so he can plan financially
- Travel the world and have adventures performing in "wild" countries he has never been to before, like Serbia and Argentina

Frustrations / Struggles (challenges, obstacles or problems to avoid to achieve the goal)

- Not being paid for gigs he has performed
- Not knowing whether a promoter is trustworthy
- Being asked to commit to performances without a downpayment/retainer
- Spending too much time reading confusing legal contracts
- Bookkeeping: tracking of his incoming payments and calculating his expenses for performances (e.g. accommodation, fuel, etc).

Personality



Personal traits

- Creative
- Disorganised
- Fun
- Spontaneous

“

First stop: Brissy. Next stop: Ibiza.

Age
26

Status
"Girlfriend"

Location
Brisbane, QLD

Character
Introvert

Character
Australian

Income
\$15,000 - DJ
\$65,000 - audio engineer

Education
Bachelor of Design (Sound Design and Audio Engineering)

Technology skills
Great with social media and audio software

Profession / Work
Audio engineer for a film and television studio, part-time DJ

Experience
3 years audio engineer
7 years DJing

Values

- Music
- Creative freedom
- Adventure
- Becoming the best

Brands and apps

- Ableton
- Apple
- Instagram
- Spotify
- Soundcloud