

My original source material is a Tumblr blog that chronologically gives a history of Rock n Roll while simultaneously explaining the culture and societal impact of different Rock genres. For my new project, I plan to utilize my business interests and entrepreneurial mindset to create a business model and feasibility analysis for creating a Rock and Roll music venue in Ann Arbor. In the spirit of my original source, I plan to incorporate the discussion of culture and impact when discussing target audience and selections for performers. I have many questions about this project such as “What audience would this venue target?” i.e. Michigan students or the middle aged local population? Other questions to think about include various costs (such as designing the venue), equipment costs, competitors in the area (both direct and indirect, i.e Blind Pig and State Theater), gaps in the Ann Arbor entertainment market, how to raise awareness, etc. Another essential topic in the project should discuss the culture specific to going to rock concerts, and how that environment must be tailored to current public interest. While I hope to do research to gain a more concrete definition of my audience, for now I plan on targeting undergraduate and graduate students at the university of Michigan that are seeking music entertainment apart from the dub step/house music scene prominent at venues such as Necto. At its core, this piece wouldn’t necessarily be published, but be used to help connect interested investors with the details of the project. However, a lot of the analysis I plan on including will also be very helpful in kick starting marketing campaigns and selecting known and unknown artists to feature at the club. As far as complying with genre conventions, a business plan generally includes many topics including the Executive Summary, Company Description, Market Analysis, Organization & Management, Service or Product Line, Marketing & Sales, Funding Request, and Financial Projections. I plan to adhere to many aspects of this general outline in order to successfully attract investors to a rock music venue inspired by historic musician such as the Beatles, Bob Dylan, and Pink Floyd. Lastly, I chose this project because music and business are the two things in the world that most excite me. I think there isn’t a big enough appreciation for these musicians and a venue that harnesses similar cultural beliefs would create a positive social impact and potential profitability for invertors.