prison entrepreneurship program

Business Plan Competition
October 17, 2025

Artist Galaxy

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Artist Galaxy

Business Plan
October 2025

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EXECUTIVE SUMMARY

Opportunity
- No platform dedicated to connecting aspiring music artists

Purpose
- Facilitating a place where artists can network, collaborate, and essentially grow with other artists

Solution
- A platform that is dedicated to artist development
- Building a community of music artist

Customers
- Aspiring music artists ages 18-28
- Producers
- Engineers

Differentiators
- We focus on artist growth unlike other social media
- We are dedicated to music producers, etc.
- We create opportunities for our members

Extras
- Over 20 years of experience in music
- Understand social media logistics

Marketing
- Attending music festivals/venues nationwide
- QR-code flyers
- Advertising through radio, social media, and other media outlets
- Billboards in major cities

Start-up Costs

Owner investment - cash	$ 50,000
Owner investment - equity	-
Vehicle and/or equipment loan	-
Start up financing	300,000
Total start up costs:	**$350,000**

Financials & Extras

Sales:	$ 527,000	100%
COGS	-	0%
Gross profit	527,000	100%
Overhead	172,200	33%
Pretax income	354,700	67%
Tax expense	88,600	17%
Owner withdrawals	66,000	13%
Net income	$ 200,000	38%

Leadership Statement

CEO/CFO: Devin is a highly confident individual and has great communication skills. He's also intelligent and has charisma. He leads by example and is a hard worker. He knows how to bring people together to get things done. He has 10 years of experience in the food service industry and five in transportation. So, he knows how to work well with a team. He has a GED and some college credits as well. He has his CDL, TWIC card, as well as tanker/hazmat certifications so he brings a diversified competitive edge.
CMO: John is a highly motivated and enthusiastic man who is thoroughly committed to his relationship with God and strives to emulate his son, Jesus Christ. His work experience includes over seven years of dedication and hard work in the moving industry. His educational background is a high school equivalency certificate.
COO: Myron has four years of managing and leadership experience in landscaping. He is able to correct problems as quickly as they come. He also inspires everyone around him during difficult times. He plans on furthering his education to learn more about landscaping. His passion and determination will help him succeed in anything he does.

Product/Service Offering

Artist Galaxy is a digital platform that is ready to connect and serve people in music production around the world. We will create a community of aspiring artists, musicians and fans around the world and make it easy to network and collaborate with new local talent. We will also give our members educational courses, artist development and industry opportunities. We will offer tools for marketing and gaining exposure. We will also have a shop where trusted third-party vendors can sell merchandise. We will also have in-house merchandise for sale and even users can make money through advertisement.
We predict that our membership fees will account for 50% of our total revenue. While our advertisement will generate a total of 30% percent of our sales revenue. Lastly, our shop will generate the remaining 20% of our total sales revenue. Those numbers are expected to change as we continue to grow and look for more innovative ways to generate revenue. We are looking to get started in the Spring of 2026 on the internet and on all application stores around the world. Our digital platform will cater to artists, musicians, singers, producers and more with perks, but also give our guest users an entertaining experience. Giving our platform a unique two-way experience, so that our members and guests keep coming back while our guests search and discover new ways to find talent.
Our members will be able to search and discover their needs. We are focusing on the music industry but may expand to movies and more. Again, we will focus on getting our members connected and better at their crafts. Our potential barrier is marketing during the start-up. Our competitive advantage is that we focus on our members and create opportunities while connecting them with resourceful people and their fans. We are social media, entertainment and artist development all in one. We hope to expand largely by 2029 collaborating with record companies, partnering with institutions that teach curriculums in music while looking to continue our search for the next generation of talent such as actors and actresses to diversify our community and platform.

MARKET/INDUSTRY

We will be in the market industry, which is a $6.8 billion per year industry and growing rapidly. With no other social media platforms for new music artists we have a chance to capitalize in the market. We have the chance to become first movers and gain the loyalty that comes with that. Giving us a chance to stay around and stay relevant for years to come.

COMPETITION

Our direct competition will be TikTok and Facebook, our indirect competitors will be Sound Cloud and Audio Mack. What set us apart from TikTok and Facebook is that we focus strictly on music and the growth and opportunities of our membership. What makes us different from Sound Cloud and Audio Mack is our social engagement focus for our users/members.

DIFFERENTIATION

Our digital platform is special because our focus is to build up the new generation of music artists while creating a fun social networking experience. We're bringing a world of music to one place, where collaborating and networking is key. Members will choose us because we make it our priority to grow and nurture our users to thrive in the music industry, and simply get better at their craft. No place has poured into its users as much as we plan to do so. This platform will be more than just another social media platform.

MARKETING STRATEGY

Price:
Our digital platform will be free for all users and guests but we will charge for our membership fees. Our standard membership will be $3.99 and our premium membership will be $7.99. Our standard users will get educational videos, courses and mentorship along with more access to the platform than fans. Our premium users will include all the standard user features plus our in-house production team. Our radio station, industry opportunities and our podcast channel will offer our users full access to our platform and more. We will charge .50 cents for ads and promotion for our third-party vendors and our users. We will have a shop to sell merchandise on the platform and charge third party vendors 7% to sell their products in our shop services.

Place:
Artist Galaxy will be available online through our website and through an app. Our customers will learn about us through advertising on all major social media platforms and attending all major music festivals, our QR codes located on all of our flyers and business cards will direct all potential customers to the appropriate channels giving us the best opportunity to secure new contracts and customers. Our customers will come from cities in the United States, preferably music producers and music lovers.

Promotion:
We welcome all music producers, engineers and musicians from all over the world. Our digital platform is here to connect the music world of aspiring artist to network collaborate and build relationships that will last a lifetime. We focus on building up new generation of musical talents with artist development and eventually industry opportunities. We plan to utilize multiple marketing strategies which include virtually free, mixed model and pure promotions. We will use YouTube, TikTok, Instagram and Facebook Marketplace to connect with customers in specific group pages and communities. TikTok will be used to reach the young music artists. Instagram and Facebook will be used to network and build personal relationships with our potential users and YouTube to launch our radio/podcast to reach our target audience. Also, Pinterest will be used to connect with our female demographic. We will also attend music festivals and other major music outlets and institutions to promote our digital platform until we reach our goal of 10,000 users per month. We will be looking to turn 20% of those into paying customers.

VISION AND OBJECTIVES

Growing up we have all been inspired by or influenced by music. For the new generation of aspiring artist, we focus on their growth and providing opportunities that are sometimes hard to find. We see the barriers music artists have and want to assist with helping up and coming artists make their debut. Our goal is to bridge the gap between music artists and opportunities, as well as build a network of musicians, producers and music artists that are ready to collaborate. We plan to use a C-Corporation because there will be other moving parts that will ensure our success.

We intend to expand as needed in order to give our members and company growth and opportunities. We plan to partner with record labels and institutions such as Full Sail University to offer industry opportunities and curriculum.

First Year:
We will grow our following to at least 1 million guests and 10,000 subscribed members. We will offer plans and promotions to do so, and go to all big music events to launch our products and services.

Third Year:
Our plan is to continue to grow to 50,000 subscribed members and expand to other media outlets for opportunities such as TV, movies and radio.

Fifth Year:
We will create the most opportunities for our users and facilitate a platform where people can connect, have fun and grow in one place. We will want to have at least 2 million people, 75,000 being subscribed members and guests that keep coming in. The goal is to generate revenue through membership ads and selling merchandise.
Philanthropy:
We will give back to women and children in need of things like transportation and school supplies. Also, something for troubled teens and men needing a second chance at life through jobs and guidance for the teens.

START-UP COSTS

Owner's name	Devin
Company name	Artist Galaxy
NAICS Business Classification	
Sector (general classification)	
Sub-sector (more specific classification)	

Start-up Costs
Year 1

Assumption 4 - Total Uses

Non-Depreciable Costs	Paid or contributed in Month 1
marketing, business cards, fliers	70,000
cell phone purchase	100
car/truck down payment, if leased	
permits	
supplies, office & misc.	170
Cash needed for start-up expenses	70,270

Depreciable Costs	Paid or contributed in Month 1	Equipment Financing (Additional to amount paid)	Depreciable Assets	
company car, truck or van	20,000		20,000	
company trailer				
computer, printer, fax	2,000		2,000	
Custom Studio	20,000		20,000	
Website	50,000		50,000	
App	70,000		70,000	
building/office deposit		N/A	N/A	
beginning cash balance	117,730	N/A	N/A	
Cash needed for start-up assets	279,730	-	162,000	
			60	assumed life (months)
			2,700	monthly depreciation

Total start up cost	**350,000**

Assumption 5 - Total Sources

Cash owner will contribute and the value of owner's assets contributed to company	50,000	14%
Vehicle loan and other equipment debt (see note 7 for financing)	-	0%
Startup financing, if applicable (for example Kiva loan)	300,000	86%
Outside equity investment, if applicable	-	0%
Total start up cost, total sources	350,000	100%

FINANCIAL STATEMENT (PRO FORMA)

Devin dba Artist Galaxy
EOU, Financing, and Payroll Assumptions
Year 1

Assumption 6 - Revenue Model (Economics of One Unit)

		Product 1				Product 2				Product 3			
Product name		Standard Membership				Premium Membership							
Product description													
Price per unit				3.99	100%			7.99	100%				0%
Cost of one unit		hours	rate			hours	rate			hours	rate		
Non-owner payroll exp.				-	0%			-	0%			-	0%
Non-owner payroll tax	9.0%			-	0%			-	0%			-	0%
cost 1 description					0%				0%				0%
cost 2 description					0%				0%				0%
cost 3 description					0%				0%				0%
cost 4 description					0%				0%				0%
Total variable costs				-	0%			-	0%			-	0%
Gross profit per unit - what you see on income statement				3.99	100%			7.99	100%			-	0%

	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Standard Membership sold		5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	55,000
Premium Membership sold		3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	3,500	38,500
sold													-
total revenue		$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 527,065
total cost of sales		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -
total income statement gross profit (excludes owner labor)		$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 47,915	$ 527,065

Assumption 7 - Financing

			Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
Equipment financing, see Start-up Costs sheet			amortization schedule											
Amount borrowed	$ -	principal, beginning	-	-	-	-	-	-	-	-	-	-	-	
Interest rate (example 8%)		interest expense	-	-	-	-	-	-	-	-	-	-	-	-
Loan term (# of months)		principal payment	-	-	-	-	-	-	-	-	-	-	-	-
Monthly payment	-	principal, ending	-	-	-	-	-	-	-	-	-	-	-	
Start-up financing, see Start-up Costs sheet														
Amount borrowed	$300,000	principal, beginning	300,000	296,126	292,219	288,281	284,309	280,304	276,266	272,194	268,088	263,948	259,773	
Interest rate (example 8%)	10.0%	interest expense	2,500	2,468	2,435	2,402	2,369	2,336	2,302	2,268	2,234	2,200	2,165	25,679
Payback period (# of months)	60	principal payment	(3,874)	(3,906)	(3,939)	(3,972)	(4,005)	(4,038)	(4,072)	(4,106)	(4,140)	(4,175)	(4,209)	(44,436)
Grace period (months pay delay)		principal, ending	296,126	292,219	288,281	284,309	280,304	276,266	272,194	268,088	263,948	259,773	255,564	
Monthly payment	$ 6,374													

Assumption 8 - Payroll, nondirect

	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year
# of employees												
avg hours each employee(s) worked per month, not in EOU above												
average per hour wage												
salary expense, exclduing payroll taxes	-	-	-	-	-	-	-	-	-	-	-	-

Assumption 9 - Equipment Purchases, after start-up

Description	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total Year

Devin dba Artist Galaxy
Projected Income and Cash Flow Statements
Year 1

	Assump-tions	Start-up Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	First Year	% of Total Revenue
Revenue	2														
Standard Membership	6	-	19,950	19,950	19,950	19,950	19,950	19,950	19,950	19,950	19,950	19,950	19,950	219,450	42%
Premium Membership	6	-	27,965	27,965	27,965	27,965	27,965	27,965	27,965	27,965	27,965	27,965	27,965	307,615	58%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total revenue		-	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	527,065	100%
Cost of Goods Sold	2														
Standard Membership	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Premium Membership	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
line not used	6	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Total COGS		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Gross profit		-	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	47,915	527,065	100%
Expenses	2														
Auto or truck lease		-												-	0%
Depreciation	3	-	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	29,700	6%
Gasoline & fuels		-	500	500	500	500	500	500	500	500	500	500	500	5,500	1%
Insurance - bonding		-												-	0%
Insurance - vehicle		-	600	600	600	600	600	600	600	600	600	600	600	6,600	1%
Interest - equip & start up	7	-	2,500	2,468	2,435	2,402	2,369	2,336	2,302	2,268	2,234	2,200	2,165	25,679	5%
Marketing		70,000												70,000	13%
Office - rent		-												-	0%
Office - insurance		-	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	1,700	18,700	4%
Office - telephone		-	70	70	70	70	70	70	70	70	70	70	70	770	0%
Office - utilities		-	370	370	370	370	370	370	370	370	370	370	370	4,070	1%
Payroll - not owner and not in COGS	8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Payroll taxes (9%)	6 & 8	-	-	-	-	-	-	-	-	-	-	-	-	-	0%
Permits		-												-	0%
Supplies		170												170	0%
Tax service		-	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,000	2%
Telephone - cellular		100												100	0%
Start-up expenses		-	-	-	-	-	-	-	-	-	-	-	-	-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
		-												-	0%
Total expenses		70,270	9,440	9,408	9,375	9,342	9,309	9,276	9,242	9,208	9,174	9,140	9,105	172,289	33%
Taxable profit (loss)	1	(70,270)	38,475	38,507	38,540	38,573	38,606	38,639	38,673	38,707	38,741	38,775	38,810	354,776	67%
Tax (expense) benefit	1			(1,678)			(28,930)			(29,005)			(29,082)	(88,694)	-17%
Owner's withdrawals	1	-	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(6,000)	(66,000)	-13%
Net profit (loss)		(70,270)	32,475	30,829	32,540	32,573	3,676	32,639	32,673	3,702	32,741	32,775	3,729	200,082	38%
Depreciation	3	-	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	2,700	29,700	
Equipment purchases	3	(162,000)	-	-	-	-	-	-	-	-	-	-	-	(162,000)	
Principle, equipment loan	7	-	-	-	-	-	-	-	-	-	-	-	-	-	
Repay debt financing	7	300,000	(3,874)	(3,906)	(3,939)	(3,972)	(4,005)	(4,038)	(4,072)	(4,106)	(4,140)	(4,175)	(4,209)	255,564	
Owner contribution	3	50,000	-	-	-	-	-	-	-	-	-	-	-	50,000	
Equity investor	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net cash flow		117,730	31,301	29,623	31,301	31,301	2,371	31,301	31,301	2,296	31,301	31,301	2,219	373,346	
Cash, period start		-	117,730	149,031	178,654	209,955	241,255	243,627	274,928	306,229	308,525	339,826	371,127	-	
Cash, period end		117,730	149,031	178,654	209,955	241,255	243,627	274,928	306,229	308,525	339,826	371,127	373,346	373,346	