



Musician Marketplace

The Problem

Regional touring artists waste hours finding reliable session musicians. Working musicians rely on fragmented gig boards with poor pay and no reputation-building. Current platforms (GigSalad, The Bash) charge 15–30% commission and lack artist-focused features.

The Solution

GigUp is a lightweight, web-based marketplace connecting touring artists with vetted local musicians. Artists post gigs in seconds. Musicians showcase portfolios. GigUp takes a simple 10–15% commission per transaction—no payment processing, no tax handling.

Why it works:

- Built on Bubble.io (8–12 week launch, <\$13k initial development cost)
- Artist-centric design for touring musicians
- Low commission (10–15% vs. 20–30% competitors)
- Lean operations = high margins (86%+ gross margin)

Market Opportunity

- **TAM:** \$5.2B US live music touring market
- **Target SAM:** 75,000 regional artists + 300,000 session musicians
- **Year 1 Goal:** 50–100 gigs/month in Florida/Southeast
- **Year 5 Goal:** 4,000 gigs/month nationally = \$3.1M revenue

Unit Economics

Metric	Value
Avg Booking Value	\$600
GigUp Commission	12% = \$72
Cost per Booking	~\$8
Gross Margin	89%

5-Year Financial Summary

Year	Gigs/Month	Annual Revenue	EBITDA	Gross Margin
1	100	\$86,400	(\$60,000)	86%
2	400	\$288,000	\$140,000	90%
3	1,200	\$894,720	\$583,000	92%
4	2,500	\$1,890,000	\$1,326,000	92%
5	4,000	\$3,120,000	\$2,254,000	93%

Break-even: Q2 Year 2 (Month 18–20)

5-Year Exit Multiple: \$2M–\$5M acquisition (Live Nation, AEG, Eventbrite) = **10x return** on \$30k investment

Use of Funds (\$30,000)

- Platform development (Bubble.io + UI/UX): \$13,000
- Legal & compliance (ToS, SAFE docs): \$3,500
- Soft launch marketing & artist outreach: \$4,500
- Operations & contingency (6 months): \$9,000

Founder

Music entrepreneur with:

- 15+ years professional touring artist: singer, tap dancer, guitarist
- Professional show producer & content creator
- Cruise ship performer, online course creator
- Deep music industry networks across performers, venues, agencies
- Based in Central Florida (ZIP 32703)

Why Now?

- Post-pandemic touring is thriving (live music revenues ↑15% YoY)
- Musicians' demand for gig discovery is acute (fragmented solutions)
- No-code platforms enable lean MVP launch
- Niche underserved by legacy platforms (GigSalad focuses on event planners and corporate events, not touring artists, often charging for interactions)

Investment Terms

- **Ask:** \$30,000
- **Instrument:** SAFE note (preferred) or 10% equity
- **Pre-Money Valuation:** \$300,000
- **Timeline:** Close by March 1, 2026 | MVP live June 1, 2026
- **Investor Role:** Monthly check-ins, network access, quarterly reporting

Traction & Next Steps

✓ Prototype demo completed (Loom video available) ✓ Artist pain point validation via survey
✓ Musician network partnerships in progress (UCF, Rollins, University of Montana and Montana State University music depts) ✓ Ready to launch soft beta with 50 musicians + 20 artists (March 2026)

Connect

Let's discuss the \$5B+ opportunity in touring musician hiring.

Schedule a 20-minute call: [Solomon@SolomonJaye.com]

- Demo: Loom prototype walkthrough
- Market: Competitive positioning & sizing
- Financials: Detailed model & unit economics
- Network: Intro to artist/venue partners

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