



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% commission per transaction**— payment processing & tax handling via 3rd party.

Why it works:

- Built on Bubble.io (8–12 week launch, <\$13k initial development cost)
 - Artist-centric design for touring musicians
 - Low commission (10% vs. 20–30% competitors)
 - Lean operations = high margins (90%+ gross margin)
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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
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Unit Economics

Metric	Value
Avg Booking Value	\$400
GigUp Commission (10%)	\$40
Cost per Booking	~\$8
Gross Margin	90%

5-Year Financial Summary (10% Commission)

Year	Gigs/Month	Annual Revenue	EBITDA	Gross Margin
1	25	\$46,560	(\$28,700)	90%
2	100	\$153,600	\$89,600	90%
3	300	\$432,000	\$295,000	92%
4	500	\$720,000	\$518,000	92%
5	1,000	\$1,440,000	\$1,080,000	93%

Break-even: Month 18–20 (Q2 Year 2)

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
- **Year 2 reserves** (legal, insurance renewals, contingency): \$9,000

The \$9,000 contingency reserve ensures operational continuity through Year 2 while we validate the model and prepare for Series A or sustainable profitability.

Founder

Music entrepreneur with:

- 15+ years professional touring artist: singer, tap dancer, musician
 - 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)
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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)
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Investment Terms

Ask: \$30,000 total raise

Investment Structure:

- **Standard Minimum:** \$5,000 per investor
- **Special Industry Partner Track:** Up to three select partners at \$1,000 minimum (same valuation cap and discount terms)

SAFE Terms:

- **Valuation Cap:** \$5 million
- **Discount:** 20% (for early-stage investor incentive)

- **Conversion Trigger:** Next priced equity round OR automatic conversion to equity/shares if Series A is not pursued by [agreed date], ensuring investor ownership even without a later funding round
- **Aggregate Equity:** Up to 10% ownership if converted

Timeline:

- Close by March 1, 2026
- MVP live June 1, 2026

Investor Role:

- Monthly check-ins and updates
 - Network access and strategic introductions
 - Quarterly financial reporting
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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, Montana State University music depts)
 - ✓ Ready to launch soft beta with 50 musicians + 20 artists (March 2026)
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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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Document Version 2.1 | Updated January 23, 2026