

# Aichelle White

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Phone Number	(414) 394-4044
Business Name	MuSample
Business Website (If applicable)	<a href="http://www.musample.com">www.musample.com</a>
List your business social media links	<p>Facebook: <a href="https://www.facebook.com/MuSample01/">https://www.facebook.com/MuSample01/</a></p> <p>Twitter: <a href="https://twitter.com/musample">https://twitter.com/musample</a></p> <p>Instagram: <a href="https://www.instagram.com/musample_/">https://www.instagram.com/musample_ /</a></p>

1. What do you sell?  

We provide music business consultation services as well as Sample Clearance
2. Why do people need this?  

Last year, Wisconsin made 1.15 billion dollars from the music industry. There are currently just over eleven thousand creatives signed up with organizations that pay royalties, however only one thousand (1,000) of those artist received royalty checks. This means that 99% of the music creatives in the state of Wisconsin are not earning from their music.

Music creatives need MuSample to ensure that they receive a financial return on their musical investments.
3. What makes your product or service unique?  

What makes MuSample unique is that we not only provide services we ensure that each services is accompanied with education on why each service is important. There are a ton of people telling creatives what to do, however no one is showing them how to ensure that their credited, played and most importantly compensated for their talents.
4. How do you market your business?  

Currently, we market MuSample through word of mouth. We are in the process of building up our social media's as well as re-vamping our website.
5. Why would potential partners invest in your business?  

Potential partners would invest in MuSample because they understand what it means to reap the rewards of hard work. As a music creative myself, many of the services offered by MuSample were birthed from my personal experiences. I am passionate and knowledgeable in both business and music. I believe that by arming Music Creatives with the necessary tools to navigate the music industry, MuSample will release the strong-hold the major record labels have on the Music Industry.
6. Do you have employees?  

We do not have employees at this time.
7. Where do you see your business in 2 years?  

In 2 years, MuSample will have empowered hundreds of (possibly thousands) music creatives to independently navigate the music industry. With a solid foundation in Wisconsin, we will begin to establish ourselves in a global market. MuSample will

be the go to business for Sample Clearance assuring that everyone who touches a song receives a financial return. MuSample will be the driving force in Independent music creatives turning the tide of the music industry.

8. Does your business operate out of a brick and mortar building?

Currently, we operate out of a space provided to us by The Blueprint Accelerator.

9. Have you had a successful business before?

Yes, we have. To date we have: hosted two music business seminars, assisted twenty music creatives with their music administration, created three roll-out campaign. We have also just completed The Blueprint Accelerator hosted by Young Enterprising Society.

10. If you won the Dolphin Pool, how would you use the prize money?

If I won the Dolphin Pool, I would use a portion of that money to work with a digital marketing company to help us craft our message and determine the best outlets to use. The other portion would be used to update our branding materials as well as pay up domain name and web hosting.

11. Is your business registered with the State of Wisconsin?

Yes

12. How long have you been in business?

We have been in business for officially one year.