



## Case Study

# Business Plan – Fund Raising for Celebrity Events

Every business, big or small, requires a business plan or a blue print or a working plan that explains where you are now, where you want to be and your strategy for growth. A business plan is a blueprint of the steps you need to take to build that business. The plan outlines the company's objectives, strategies, and the resources needed to achieve the goals. Potential investors look at the business plan to reach a decision. The business plan helps the company focus on its efforts, objectives and company direction. It enables the company to spot potential pitfalls before they happen. It sets realistic targets that allow some flexibility, without steering away from the core objectives. The plan enables you to structure the budget, raise finances and track the growth.

A management consultant Pacific Islands was looking to raise funds, especially private equity investments, for a client. The client needed to raise funds for his dream business through crowd funding. The plan was to raise funds for organizing entertainment events throughout the UK and the USA. The management consultant approached DART to prepare a Business Plan.

### Problems

The initial information given for the project was sketchy but the client kept discussing the ideas. Our Analysts discussed with the management consultant and the client and prepared an outline of the business model. The real challenge was that the business model was unique and there was no

similar model available in the market. The plan was prepared to cover the global entertainment industry, with a specific focus on global concerts and events. The report focuses on the US and UK markets

### Methodologies

DART Analysts have performed detailed study of business model and performed a deep research on the Global entertainment industry with special focus on the US and the UK markets. The research focused on the top global concerts held in 2012, and highlights the top 10 leading artists of 2012. The artists included were Madonna, Bruce Springsteen, Roger Waters, Coldplay, Lady Gaga, Kenny Chesney, Tim McGraw, Metallica- James Hetfield and Elton John. The report provided useful market intelligence on upcoming concerts in 2013, top 25 tours of 2012, the expected revenues of the musical industry during 2013–14; average ticket prices of concerts, ticket sale statistics, world tours of 2012 etc. The report covered regulatory issues regarding fund-raising in the US and UK markets, a market news analysis section, a TOWS analysis section and a risk analysis section. Apart from this, DART worked on the goals, strategies, business model, revenue and pricing model, promotional strategies, target customer segment, venture set-up, financial projections, management and organization structure etc. of the client company. This report was used to successfully raise funds from VC companies thereafter.

## Full Solution Fundraising



## DART's Business Plan Services

DART has a team of analysts on board to prepare detailed business plans. The team has members with strong analytical minds, and thorough market knowledge. This helps DART in delivering detailed in-depth researched business plans. These plans carry an analysis of the economic environment, industry, industry trends, industry future projections, and the regulatory environment. They also carry PEST analysis, Michael Porter competition analysis and SWOT analysis per the need of the business.