From digital-first record labels and social music apps to AR/VR music experiences and blockchain-based music streaming startups, entrepreneurs have been disrupting and innovating across the music industry since the launch of Napster in the early 2000’s.

In this LIVE masterclass, you will learn to apply principles of entrepreneurship and fundamental business strategies to the music industry in ways that will make you a stronger asset within a team or a more strategic music creator or entrepreneur.
Music Industry Entrepreneurship Masterclass

“Man! Just the format alone of how to prioritize the things I need to get done as far as tasks, goals and so on. EXTREMELY helpful to find the right team for sure.”
-- Durand Bernarr, Recording Artist and Background Vocals for Erykah Badu

“Was a good time and loved the measurable and attainable content!! Thanks for having us over”
-- Tyler Deleeuw, Entrepreneur

Learning Objectives

1. How to form quality ideas using design thinking techniques in the ideation process.
2. Understanding the intellectual property implications of your creations, products and services in the music industry.
3. How to utilize market research and quantification methodology to vet ideas and quantify opportunity in the music industry before you invest your time and resources.
4. How to throw away your 30 page business plan and instead develop an actionable business model that centers around product-market fit.
5. How to launch with a lean go-to-market strategy.
6. How to develop basic digital marketing funnels.
7. How to get out of your own way by applying data-driven strategies to prioritize your monetizable skills. (Key insight for music creators seeking to monetize their skills while building a career as a performer.)
8. How to keep yourself motivated by identifying and repeating your most powerful motivators.
9. How to attract co-founders and build teams on a budget.
10. How to build company culture in small or remote teams.
Ideal Participants

Hustlers who are ready to work smart and think critically to jumpstart, accelerate or pivot their careers, ventures, and opportunities. Passionate music industry professionals who seek the mindset and tools to develop effective strategies for success.

Some of the most admired and disruptive figures in today’s music industry -- Jimmy Iovine, Daniel Ek, Scooter Braun, and Troy Carter, to name a few -- do not have an MBA. In fact, each of them are college dropouts, yet they’ve transferred the music industry in distinct and unique ways while earning a combined net worth in the billions of dollars. What they had was courage, an entrepreneurial spirit, and the audacity to believe in themselves. With that attitude, and a toolbox of entrepreneurship principles and fundamental business strategies, you too can draft an actionable plan to change your outcomes.

Whether you’re a music creator, a tech founder, an artist manager or work in a traditional music industry sector (e.g. touring, recorded music, instruments, venues, merch, etc.), honing your entrepreneurial skills can change the way you approach threats and opportunities in your work and improve the ways in which you leverage your strengths and mitigate your weaknesses. **This masterclass is the turning point to your next chapter.**
Music Industry Entrepreneurship Masterclass

"I found the workshop insightful and interesting. Learning how to prioritize life as an independent artist is difficult and thinking about ikigai and the spreadsheet point-system was very helpful in understanding what to focus on."

--- Cøzybøy, Independent Artist

Key Dates & Sessions

Must register for any session by Thursday, April 25th.

Saturday, April 27th:
- Session A: 9am to 1pm EST (5am to 9am PST)
- Session B: 2pm to 6pm EST (10am to 2pm PST)
- Session C: 7pm to 11pm EST (3pm to 7pm PST)

Sunday, April 28th:
- Session D: 9am to 1pm EST (5am to 9am PST)
- Session E: 2pm to 6pm EST (10am to 2pm PST)
- Session F: 7pm to 11pm EST (3pm to 7pm PST)

Tuesday, April 30th:
- Session G: 9am to 1pm EST (5am to 9am PST)
- Session H: 2pm to 6pm EST (10am to 2pm PST)
- Session I: 7pm to 11pm EST (3pm to 7pm PST)
Meet Your Instructor

Dae Bogan

in the media

About Dae

- Landed in Los Angeles as a homeless and unemployed 18 year old in 2003.
- Later founded an artist management company, a music publishing company, and an independent record label that received outside investor funding.
- Has founded and sold 3 music tech companies that helped hundreds of independent music creators launch new music, administer their music rights, and uncover new found “black box” music royalties.
- Previously the Vice President of Marketing & Strategic Partnerships and the General Manager of Music of a half-billion dollar US retail chain.
- Has helped dozens of music industry entrepreneurs develop, launch, grow, or exit their startups via his consultancy, Rights Department.
- Develops and teaches the “Music Industry Entrepreneurship” course at the UCLA Herb Alpert School of Music.
- Wrote “The DIY Musician’s Starter Guide To Being Your Own Label & Publisher” ebook for Creative Futures.
- Holds a master’s degree in Music Industry Administration and a bachelor’s degree in Sociology.
Recognized in Billboard magazine's “The 15 Best Music Business Schools In 2017”


Source: https://schoolofmusic.ucla.edu/people/dae-bogan/
Student reviews of Dae’s UCLA course:

“Without a doubt one of the most useful classes I have taken in my undergraduate career at UCLA. Professor Bogan has so much real world knowledge and knows how to convey that knowledge in a classroom setting immensely well. All the course material was invaluable to my progression and aspirations of being in the music industry. Every lecture was extremely well-prepared, with amazing guest speakers and information that I will be using for the rest of my life. Professor Bogan did a phenomenal job and I will be recommending this class to all my friends interested in music or starting their own company. Can’t say enough good things about this class. – Winter 2018 Student

“Hello Dae, Hope your week has been going well! I just wanted to thank you for an amazing quarter. I really learned a lot from you and would love to keep in touch in the future. The information I gained from your class will help me in developing my professional career in the music industry and I just wanted to let you know how much of an impact you’ve had on me. Thank you!” - Winter 2018 Student

“Thank you for all your time and help this quarter. I really appreciated the class and learned many aspects of entrepreneurship I had not know before. Thank you again and I look forward to reconnecting in the future.” - Winter 2019 Student

“Hi Dae, Just wanted to thank you for an awesome class. This was one of the few classes at UCLA where I felt I was taught skills, not just about the subject matter but in how to go about achieving my career goals, that were applicable to my endeavors and will be used for the rest of my life. I got more out of it than I had with any other course here and I would highly recommend your class to anyone interested in a music industry career.” – Winter 2018 Student

“This is my favorite class!!! I thought the material was very well organized. I loved how we always had guest speakers that helped bring the course to life. All the assignments have been very well connected. They were very realistic. I have been able to apply the knowledge I have obtained in this class to my every day life. This has been the most useful class I have taken. I have already got so many ideas and have applied them to my current plans.” - Winter 2019 Student

“Hello Professor, Thank you so much for all the knowledge you have provided this year, I have profoundly enjoyed your class.” - Winter 2018 Student

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Names anonymized to be compliant with UCLA’s student privacy policy.
Young professionals’ reviews of Dae’s workshops:

“I found the workshop insightful and interesting. Learning how to prioritize life as an independent artist is difficult and thinking about ikigai and the spreadsheet point-system was very helpful in understanding what to focus on.” — Cozyboy, Independent Artist

“I took Dae’s workshop and found a ton of value in his scoring and ranking system of skills. As an entrepreneur in music and tech who’s never short on great projects to work on, organizing my time and prioritizing what’s most important is essential to my success and sometimes even my sanity! The frameworks laid out in this course gave me a data-backed approach that complements and even helps me understand that “gut feeling” that drives the vast majority of decision-making. The mental models I acquired from Dae are gifts that I will be able to use beyond music entrepreneurship, and I’m forever grateful I was able to in attendance that evening.” — Daniel Scheiner, Artist Manager & Entrepreneur

“One of my biggest issues as an artist manager is deciding which opportunities are most lucrative for my clients. Dae’s strategies around organization help you identify which skills you should prioritize in order to drive success for yourself or your team. With Dae’s insight, I have become more efficient and realistic in my pursuit of new ventures, with both short term and long terms goals in mind.” — Ryan MacDonald, Entrepreneur

“Man! Just the format alone of how to prioritize the things I need to get done as far as tasks, goals and so on. EXTREMELY helpful to find the right team for sure.” — Durand Bernarr, Recording Artist and Background Vocals for Erykah Badu

“Was a good time and loved the measurable and attainable content!! Thanks for having us over” — Tyler Deleeuw, Entrepreneur

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Dae has taught courses and masterclasses at:
Masterclass Pricing
$199

Ideation Package

Includes:

1. Your choice of masterclass session.
Launch Package

$299

Includes:

1. Your choice of masterclass session.
2. Membership to the private Facebook Group *Music Industry Entrepreneurship*.
3. Invitation to attend a 1-hour post-masterclass small group Q&A session with Dae. Up to 25 participants per session.
Includes:

1. Your choice of masterclass session.
2. Membership to the private Facebook Group *Music Industry Entrepreneurship*.
3. Invitation to attend a 1-hour post-masterclass small group Q&A session with Dae. Up to 25 participants per session.
4. Worksheets and Templates bundle. Receive copies of all worksheets and templates used in the masterclass to save time from making your own.
5. One private 30-minute coaching session with Dae. (Regular price $125)
Exit Package

$499

**Includes:**

1. Your choice of masterclass session.
2. Membership to the private Facebook Group *Music Industry Entrepreneurship*.
3. Invitation to attend a 1-hour post-masterclass small group Q&A session with Dae. Up to 25 participants per session.
4. Worksheets and Templates bundle. Receive copies of all worksheets and templates used in the masterclass to save time from making your own.
5. One private 90-minutes coaching session with Dae. (Regular price $350 value)
$699

Power Exit Package

Includes:

Everything in the Exit Package plus

1. Invitation to a private cocktail conversation in Los Angeles, “How I Did It: A Discussion With Dae Bogan On How He Sold 3 Music Tech Companies” (Date and time to be determined by majority vote of attendees. Talk will be livestreamed for virtual attendees.)

2. Investor Pitch Deck Review - Dae will review your investor pitch deck and provide written feedback with specific recommendations and suggestions, where applicable. Dae has helped numerous entrepreneurs develop investor decks and has written several winning decks for his own businesses.
Entrepreneur reviews of Dae’s consulting services:

- Dae has been very helpful in providing advice and research to help Beatshare understand and navigate the complex area of music licensing. We are grateful for Dae's expertise and will be reaching out to him again for assistance as needed.
  
  - BARRY LIEBERMAN, CO-FOUNDER & PRESIDENT OF BEAT SHARE

- Dae was essential in the start of our business to help navigate the waters of the publishing world to assure we had what we needed as a music start-up, he provided great insight as to steps we should take while also providing real-time direct contacts with various researched companies for what we needed. I recommend his consultation in any stage of your company's development from ideation to help during ongoing growth and scale to your business.
  
  - ROSLYNN COBARRUBIAS, CO-FOUNDER & CMO OF MYDIVED

- I've worked with Dae on multiple projects and all I can say is - He really knows his stuff. From discussing music, talent, marketing activation proposals, new product concepts or even "shoes", Dae has proven time and time again that he is on the pulse of what's going on. He is always well-prepared, his analysis is very thorough, his deliverables are always on time and is absolutely a trusted partner. I will sign up to work with Dae again in a heartbeat.
  
  - DANNY VINH, CO-FOUNDER & VP OR MARKETING OF MIXCORD

- We're a new start-up in the fitness space and we needed help understanding how to integrate music into our app. Dae was very helpful in navigating the complicated industry of music for us. He has a ton of knowledge and data in the space and got us towards a decision on how to move forward pretty quickly.
  
  - AKSHAY AHOOJA, CO-FOUNDER & CEO OF STRYVE

Source: http://rightdepartment.com/clients/
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