

Ready to Launch

Entrepreneurial Tools for Your Studio

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**ONLY
YOU**



Defining a Musical Entrepreneur

“A music entrepreneur is someone who sees **opportunity** where others see only problems, and **creatively channels** his or her passion for music into a new business that challenges the status quo and has value in the public marketplace...”

-- Catherine Fitterman Radbill

Defining **Arts** Entrepreneurship Practice

“A discovery and creation process for connecting **means** with **desirable ends** through an appropriate **mediating structure** within the arts and cultural sector.”

-- Linda Essig, 2015

MEANS

Pedagogical training

Artistry

Imagination

Social capital

Financial resources

Business skills

(e.g. opportunity recognition,
risk tolerance, planning,
marketing, financial management, etc.)

MEDIATING STRUCTURE

Private music studio

Nonprofit educational
organization

Freelance individual/group
projects

ENDS

Students' musical
knowledge

Students' musical
appreciation

Cultural, economic,
social, environmental
impacts (community
impact)

Wealth creation

Three Tiers of Entrepreneurial Thinking

Vision	Why?
How would the world (your community) look if you were successful?	Why do you do what you do?
Mission	How?
Parameters that guide your work towards your vision (modus operandi)	How do you do what you do? What are your values?
Programming	What?
The activities that fulfill your mission, in the pursuit of your vision	What activities have you chosen to pursue? (e.g. performing, teaching, etc.)



Vision	Why?
All SMTD students leave UM equipped to build a sustainable life in the arts	Why do you do what you do?
Mission	How?
Provide multiple points of entry; prioritize mentorship and experiential learning; broaden the spotlight on entrepreneurial activity occurring throughout the school.	How do you do what you do? What are your values?
Programming	What?
Funding, career coaching, courses, co-curricular events (Q&As, workshops, immersions, etc.)	What activities have you chosen to pursue? (e.g. performing, teaching, etc.)

Private Music Studio

Vision	Why?
All my students leave equipped to appreciate music, pursue further study if desired, and participate in lifelong art making	Why do you do what you do?
Mission	How?
Student centered teaching; holistic pedagogy that prioritizes musical flexibility; tuition that makes lessons accessible to many audiences	How do you do what you do? What are your values?
Programming	What?
Private / group lessons Theory/improvisation/composition Competition/audition preparation	What activities have you chosen to pursue? (e.g. performing, teaching, etc.)

Portfolio Career

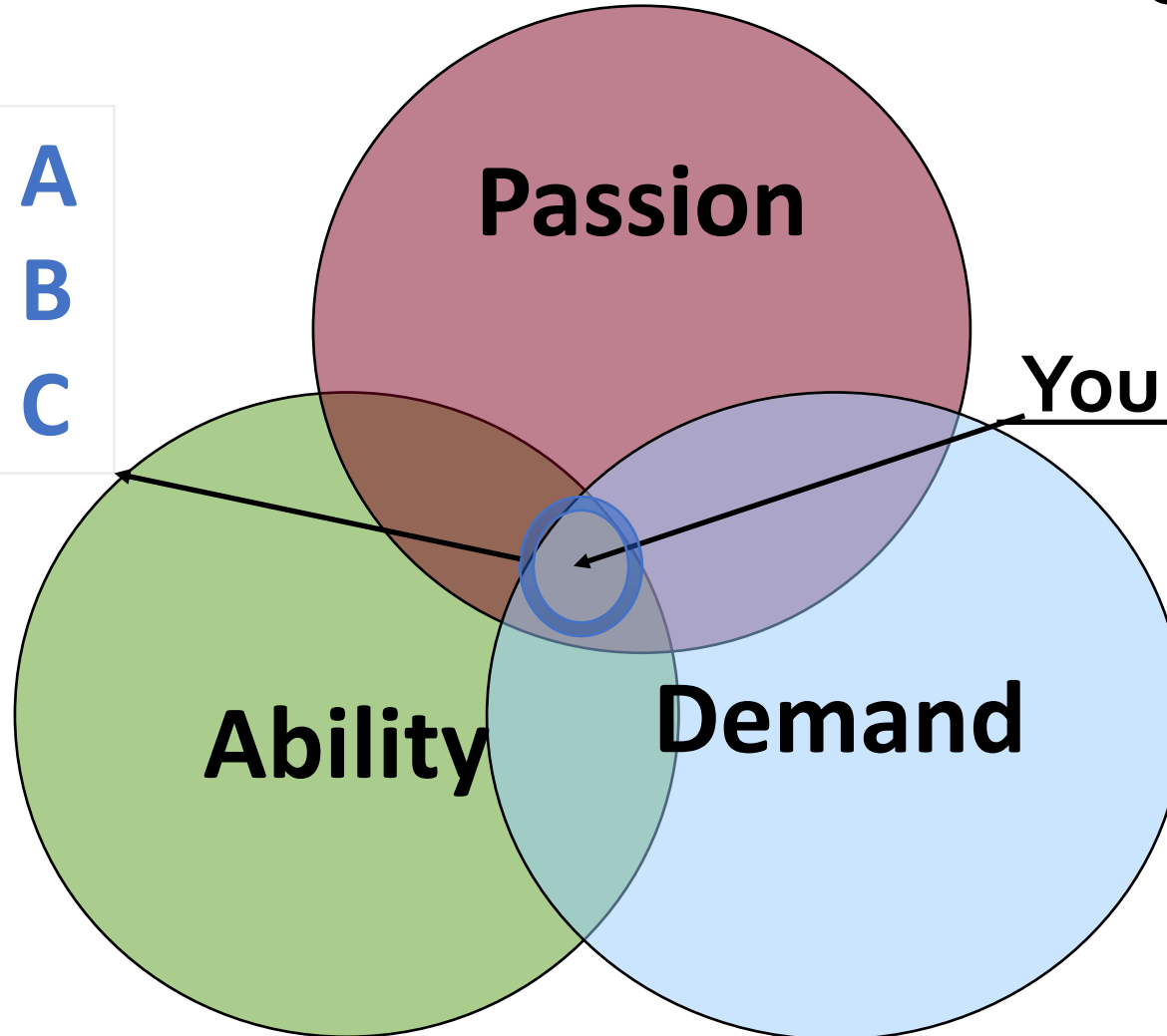




Consider **HOW?**

The Hedgehog Concept

Ideal Role A
Ideal Role B
Ideal Role C

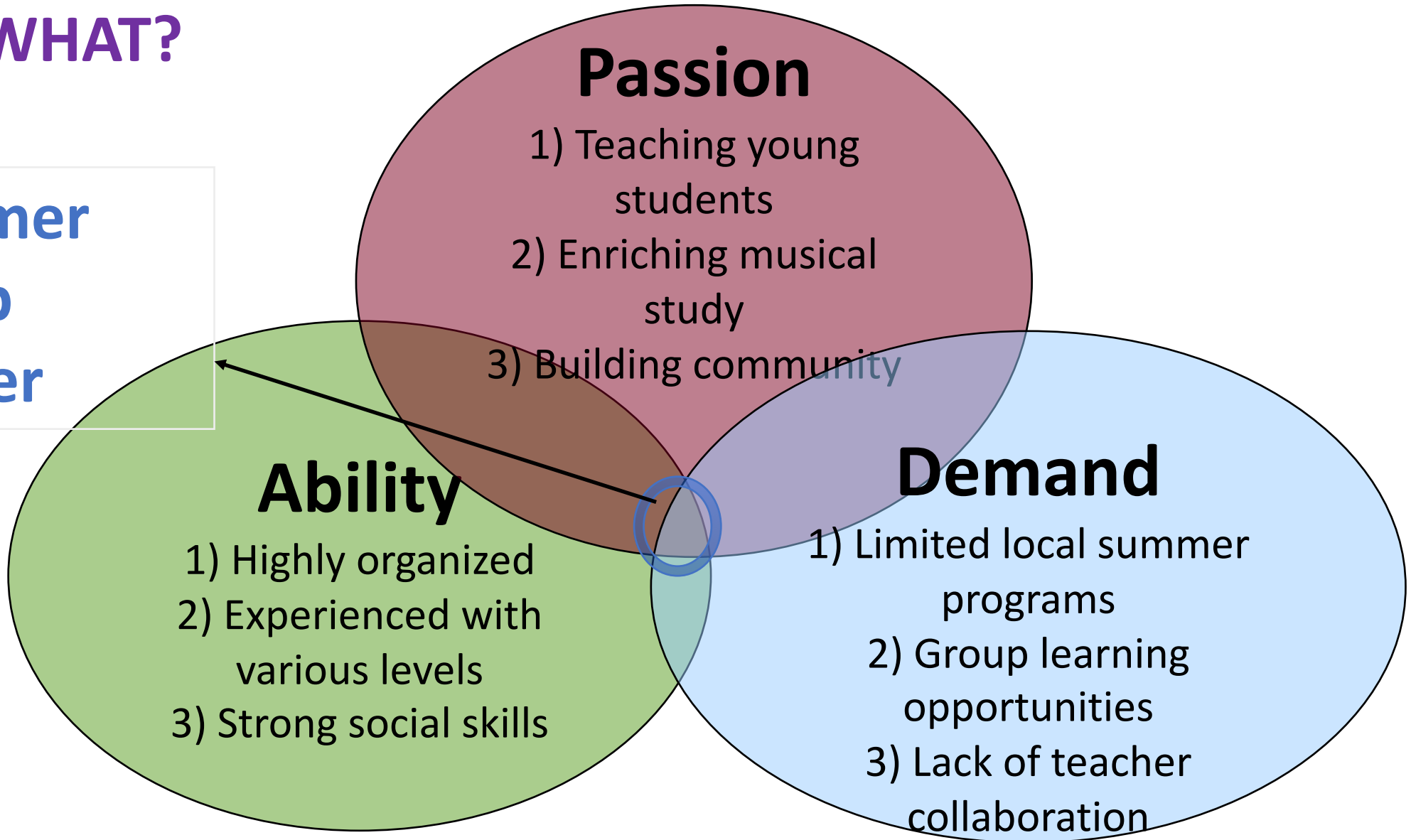


You want to be here.

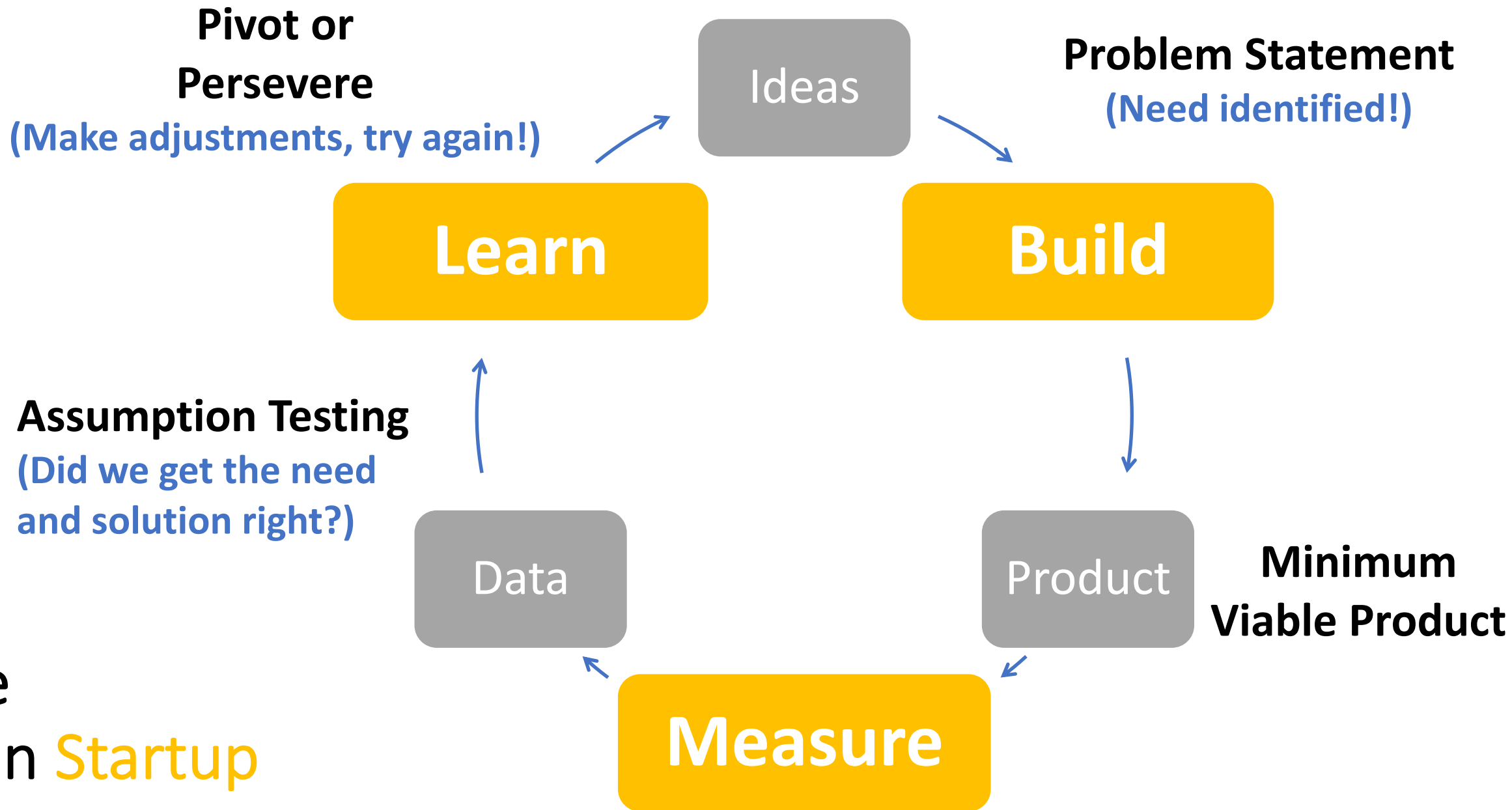
Tells us **WHY?**

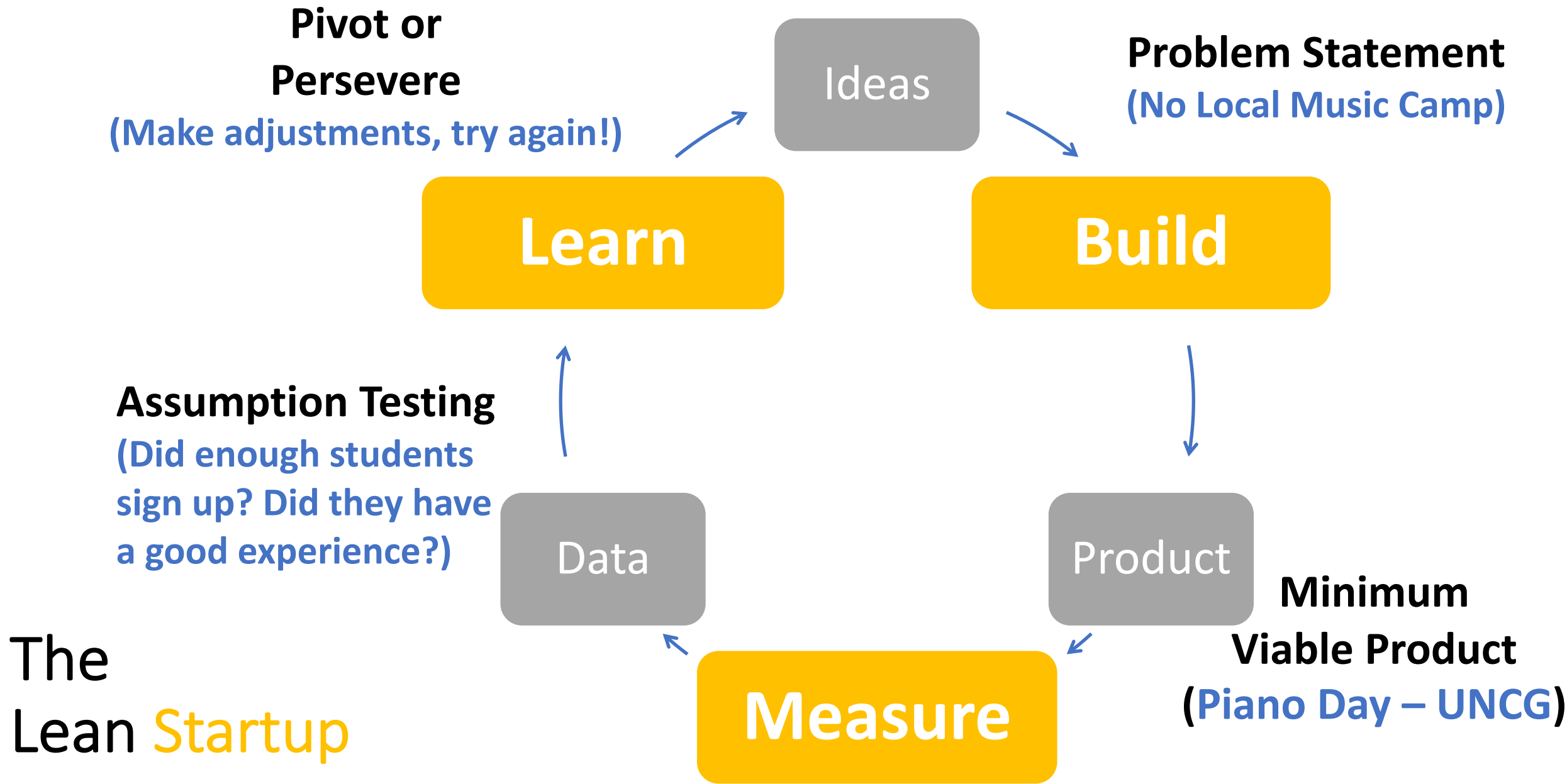
Now WHAT?

Summer Camp Leader



The Lean Startup





Minimum Viable Product or Project (MVP)

Pick one “Ideal Role” and brainstorm one small-scale project that would serve a community need; an example of **WHAT** could fulfill your goals

What is your **MVP**?

- Version of your product/service requiring **minimum resources**
- It should still be able to gain **maximum information**

3 rules:

Cost **little or no money** (how might you minimize costs?)

Be possible to **initiate within 1 month** (or so)

Draw from **existing expertise** (no external hires)

Minimum Viable Product or Project (MVP)

Summer Camp Leader

Piano/Strings/Winds/Percussion Day; small student cohort, local teachers, evaluate interest in a summer camp

Collaborative Piano Mentor

Select 1-2 students for collaborative piano training in lessons; pair up with instrumental students for single performance (e.g. solo/ensemble)

Blogger / Career Coach

Facebook page for sharing resources; creates informal focus group with local teachers

Building Momentum



SPRING 2016

MADE AT MICHIGAN

STUDENT INNOVATION AND ENTREPRENEURSHIP AT U-M: 2015/16

MEET THE NON-PROFIT ROCKIN' DETROIT

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U-M LEGAL CLINIC HELPS STUDENT INNOVATORS

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U-M ENTREPRENEURS ARE ALL IN FOR MICHIGAN

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PIONEERING STUDENT INVESTMENT

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THE RISE OF SOCIAL ENTREPRENEURSHIP

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Next Steps

Reflect on your current work, how you want to grow, and why that might be beneficial to you and for your community

Brainstorm the most prominent intersections of your passions, abilities, and areas of local demand; identify an **Ideal Role** or two

Imagine the Minimum Viable Product (or Project) that would test the viability of your Ideal Role

Pilot that **MVP**, evaluate it, and decide whether to **pivot** or **persevere!**

Thank you—stay in touch!

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Want to learn more?

Join us for the 2019 MTNA Pedagogy
Saturday track on Entrepreneurism!