



440Music Entertainment Co Business Plan

Company Overview

440Music Entertainment Co — The Granddaddy of Indie Music Radio — is the longest-running online radio network and music library dedicated exclusively to unsigned and independent artists.

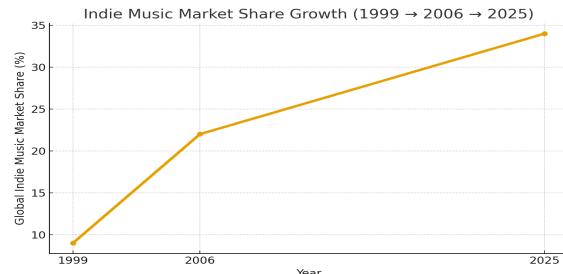
Founded in 1998 by Tommy “TBones” Cramer, 440Music pioneered multi-genre indie streaming long before platforms such as Spotify, BandCamp or SoundCloud existed. Now entering its 27th year, 440Music continues to champion the independent music movement through:

- 15 genre-specific indie radio stations
- A community shopping marketplace
- An education and training portal
- A mobile-responsive relaunch (V4) in active development

Vision & Opportunity

440Music’s mission is to empower independent musicians by providing visibility, monetization, education, and community support.

With independent music now representing **over 35% of global music sales** and outpacing major labels in growth, 440Music is positioned to evolve into the next-generation independent media platform — spanning music discovery, education, digital, tangible retail, and streaming radio.



Investment Opportunity

440Music is seeking **\$50,000 in growth capital** to complete its responsive rebuild and expand market presence through targeted industry engagement.

Flexible Funding Structures

1. **Single Investor:** \$50,000 for 20% equity
2. **Group Investors:** \$10,000 each (4% equity each)
3. **Group Investors:** \$5,000 each (2% equity each)
4. **Community Round:** 50 micro-investors contributing **\$9.95 per month**, rewarded with equity following a one-year membership commitment

Use of Funds

Capital will support:

- Completing the **440Music V4** responsive rebuild
- Expanding syndicated programming across all 15 radio stations
- Launching targeted digital marketing and listener acquisition campaigns
- Sponsoring **NAMM** and other major industry trade shows
- Accelerating artist, advertiser, and retailer on-boarding

Market Validation

Past collaborations with guitarist Tommy Bolan (Warlock) and several independent broadcasters demonstrated strong demand for multi-genre indie programming.

Feedback from program directors confirmed that **genre-diverse curation attracts larger audiences** than a single-genre approach — validating the 440Music programming model.

Traction & Reach

Current platform activity includes:

- **Main Site:** ~34,000 monthly visits; **2.25x** return-visitor rate
- **15 Radio Stations:** ~13,500 combined monthly listeners
 - ~900 average per station for Rock, Pop, Metal, Alternative, and other core genres
- **Community Marketplace:** ~12,000 monthly visits
- **Education Portal (Beta):** ~1,200 monthly visits
- **Total Monthly Advertising Opportunities:** ~88,800 impressions across the network

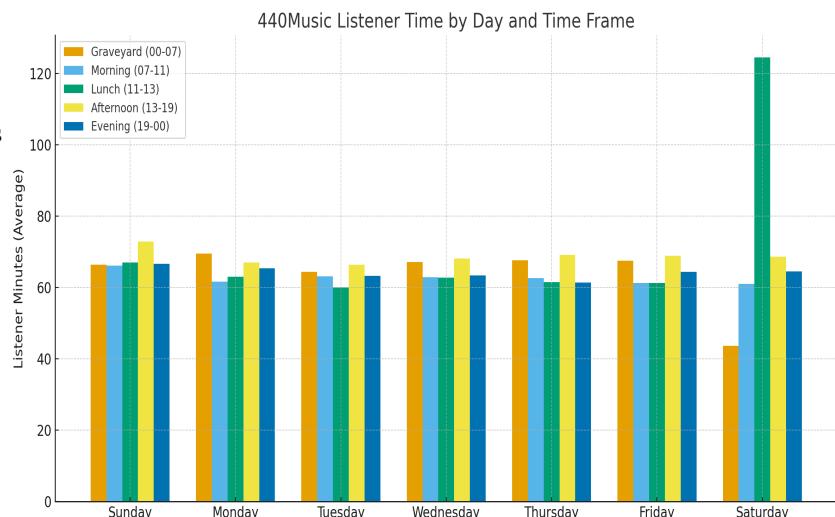
Growing internship partnerships and cross-promotion through youth gaming communities (ages 13–24) are increasing organic reach and conversion potential month-after-month.

Listener Engagement Analysis

Recent listener-time analytics provide insight into how audiences engage with 440Music throughout the week. The chart below illustrates the average listening minutes for each day and time block across all stations.

Key observations include:

- **Afternoon blocks (13:00–19:00)** consistently show the highest engagement across all days
- **Evening and morning periods** maintain stable, predictable listening patterns
- **Saturday lunch hours** show a pronounced spike, creating a prime opportunity for targeted promotions
- **Weekday listening behavior** remains steady, ideal for consistent advertiser placement



This granular data helps optimize programming, advertising inventory, and partner promotion strategies across the entire network.

Market Testing

A 2009 broadcast test campaign with **WXRT (Chicago)** and **WRVV (Harrisburg)** demonstrated that *localized independent-artist programming delivers superior ROI*.

This supports 440Music's future marketing strategy:

- Regional focus
- Digital-native listener acquisition
- Continued multi-genre programming to maximize audience breadth

Brand Voice & Differentiation

440Music blends creativity, humor, and historical storytelling — imagining historical innovators as early indie influencers.

Promos feature characters such as:

- Nikola Tesla and his “wireless dinner call”
- George Washington’s “revolutionary playlist”
- Thomas Edison’s “test mix” sessions

These creative elements shape a distinctive, memorable brand identity supported by trademark taglines:

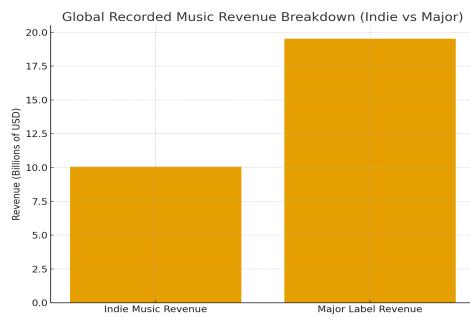
- **“The Granddaddy of Indie Music Radio”**
- **“Beyond the Reach of Satellite”**

This heritage and personality create a voice that resonates with independent artists and fans, setting 440Music apart from algorithm-driven platforms.

Revenue Model

440Music operates with a diversified, scalable revenue model:

- 1. Digital Sales**
 - 5% for non-members
 - 3.5% for members
- 2. Shopping Cart Commissions**
 - 5% for non-members
 - 3.5% for members
- 3. Education Portal Commissions**
 - 5% for non-members
 - 3.5% for members
- 4. Premium Memberships**
 - \$9.95/month recurring



These micro-commission structures are designed to scale efficiently while remaining accessible to emerging musicians, indie creators, and music-industry entrepreneurs.

Closing Statement — Become a Partner in the Future of Indie Sound

For 26 years, 440Music has championed artists outside the mainstream. Today, with a revitalized platform, expanding audience, and a thriving global indie economy, the opportunity is bigger than ever.

We are not simply seeking investors — **we are building a partnership with those who believe in independence, creativity, and the power of community-driven music.**

If you share that vision, we invite you to stand with us and help shape the next chapter of indie media.

**The future of independent sound starts here.
Let's build it together.**