

*Hello. We are C.Y. Lee ([@cxy](#)) and Carl Tydingco ([@clt](#)) of [xdjs](#). Here is our plan for **Will You Make Music**, a service that makes it possible for burgeoning artists to bootstrap themselves into careers creating music.*

**Will You Make Music** is a music marketplace where Listeners can follow and fund Artists.

Today, the financial relationship between Artist and Listener is mostly limited to one-off purchases of finished products - songs, albums, merchandise, and concert tickets. The problem with these products is that their development cost is high and significant time & money must be committed upfront to create them before they can be offered for sale.

Furthermore, Listeners are limited in how they can financially support their favorite Artists - for example, it only makes sense for a Listener to buy a song, T-shirt, or ticket once. A Listener may be passionate about an Artist, but their expression of appreciation may be limited to a 99 cent song purchase.

The **Will You Make Music** ([wymmm.com](#)) service brings Artists and Listeners together in a marketplace that goes beyond one-off purchases of finished products. It's a marketplace where Artists can monetize their Listeners' gratitude, excitement, and belief in the Artist's potential.

- It enables Listeners to financially express their desire for Artists to make more music.
- It enables Artists to receive financial backing from Listeners to make more music and to understand what Listeners are willing to pay for.
- It enables Artists and Listeners to have a direct business-to-customer relationship.

Here's an example of how it works::

Joel has been creating dubstep tracks in his spare time and has a huge following on Facebook and Twitter. He wants to keep making music, but he's finding it hard to trade off time between his job and his home studio.

He goes to the Will You Make Music website, and in a few simple steps creates an Artist page that describes his music and tells his story. He sets up a project seeking \$500 in pledges to fund the completion of his next track; if funded, he commits to finishing and posting it within a week. He also posts three demo tracks that are candidates for being finished. Those that pledge can vote with their dollars for the track they want Joel to finish.

Then he publicizes his Will You Make Music page on Facebook and Twitter. His Listeners start visiting his page and checking out the demos. The pledges start - some at \$1, some at \$5, some at \$10. Within a few days, the pledges reach \$500 and Joel's project is funded - Will You Make Music charges the Listeners' credit cards and deposits the proceeds into Joel's bank account. A week later, Joel finishes the track and updates his Artist page with the completed track. Will You Make Music features his track on the Completed Projects part of the website where other Listeners can discover it.

With that success, some of his Listeners start submitting project ideas to Joel - covers of their favorite songs, finishing other demos he's posted, a live performance at a specific club. Joel likes some of them and makes them into projects, setting a pledge target for each one.

Emboldened by how Listeners are willing to pay for what he's making, Joel considers quitting his job to try making music full-time. But in order to give it a shot, he needs to ensure his basic expenses are covered. So he updates his Artist page to add a Sponsorship project seeking \$2000/month for 6 months to pursue this dream. The pledges start - most at \$10/month, some at \$20 a month, a few at \$100/month. Within a few weeks, Joel has secured a commitment of \$12000 from Listeners. When the Sponsorship starts, Will You Make Music charges the Listeners' credit cards and deposits the proceeds into Joel's bank account each month.

Here are the types of financial transactions in the **Will You Make Music** marketplace:

- **Pledges:** a financial commitment to an Artist to back a proposed project once a funding goal is achieved (similar to [Kickstarter](#)). Projects can be initiated by the Artist or suggested by Listeners:
  - Turning a demo track into a finished song
  - Remixing or covering an existing song
  - Collaborating with another Artist
  - Performing live or recording a video
  - Creating physical merchandise like signed items, t-shirts, or art.
  - Creating virtual merchandise like badges or avatars.
- **Tips:** payments to express gratitude to an Artist. When Listeners leave tips, they also specify the creative work that inspired the tip, down to the level of the lyric or musical phrase that really grabbed them. This gives the Artist specific feedback about what their Listeners liked enough to pay for.
- **Sponsorships:** periodic payments to back an Artist's career - a regularly scheduled Tip.
- **Purchases:** buy the Artist's existing product - songs, albums, merchandise.

- **Subscriptions:** automatically buy the Artist's new product releases.

Listeners and Artists can also interact in non-financial ways - Listeners can "watch" projects being funded, "like" completed projects, and "follow" Artists; these expressions give the Artist positive feedback, but don't come with the weight of financial backing.

With a critical mass of Artists, Listeners, and Projects, Will You Make Music is also a great portal for browsing and discovering new music that is good enough to get funded.

**Will You Make Music** will make money by keeping a percentage of transactions (like PayPal or Kickstarter) and selling premium memberships to Artists and Listeners (like SoundCloud).