

JamDun Creative

It's Cool Runnings...

Generated by:

- Raul Dunkley
- Harta-Lee Guthrie
- Shavough Markland
- Gordon Swaby

Vision

Create a digital agency that reduces the administrative hassles of managing the creative works of visual and performing artists of Jamaica to maximise the benefit and recognition they receive.

Problem Statement

Visual and performing artists in the creative industry are overwhelmed by the administrative arrangements related to protecting and benefiting from their works, causing them to lose out on monetary gain and recognition.

For most Jamaican artists it has not been cool runnings...

Customer

Visual and performing artists in the creative industry seeking a one-stop-shop for consultation and representation to help them navigate the industry. This target group will include:

- Musicians
- Visual Artists
- Song Writers

Especially true for artists not yet industry savvy.

Solution

We will become the **affiliates or the middleman** between various groups (JAMS, JIPO, JACAP, JAMCOPY), and visual and performing artists in the creative industry.

An integrated agency for protection and commercialization of their creative works, that works in the best interest of the visual and performing artist to provide communication and assistance with royalties, trademarking, project management and consultation for legal and monetary benefits.

Collaboration

We rely on the services and scope of various established players in the visual and performing arts industries:

- JAMS
- JIPO
- JCAP
- JAMCOPY
- ZOJACK
- JOHNYWONDER

Passion (Empathy)

- Alleviate hardship for artists who lack recognition and attribution
- Help upcoming artists to navigate the industry and get started easily
- Help to bring about fairness to creators
- Make sense of a large industry with many layers of bureaucracy

Proof of Concept

Registration service for musicians

- Registration of works (JIPO, JAMCOPY)
 - Register co-performers
- Make entries to Collection Management Organizations (CMOs),
- Make submissions to online distributors of choice (CDBaby, Distrokid etc.)

Costs

CAPEX

- \$1000 USD - Website creation (POC)
- Domain privacy, protection and registration with Bluehost - \$228 USD yearly

OPEX

- LawDepot - \$108 USD yearly subscription
- CRM Software to manage client information ranging from \$120 USD to \$324 USD
- Salary for clerk's (1) - JMD \$80,000 (monthly)
- Customer service agent - JMD \$65,000 (monthly)

Opportunities and Risks

The risks that might be faced include:

- Limited brand visibility
- Government bureaucracy
- Uncertain demand for entertainment services (fewer works by artists)

Opportunities:

- No existing socio-cultural biases (a fresh approach to archaic system)
- Creating new linkages between agencies and stakeholders
- Lowering the barrier for new artistes to enter the market and benefit from works

SDG Goals Aligned To

SDG goals that our solution can help to meet include:

- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, Innovation and Infrastructure
- Goal 10 - Reduced inequalities
- Goal 17 - Partnership for the goals

Thanks for reading 😊

Cool Runnings with JamDun Creative