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Music Making Money: Koru Green Artist Management Software

REGIONAL HUB:	Caribbean
CULTURAL SECTOR(S):	Music, cultural management
BENEFICIARY (IES):	Koru Green Ltd
COUNTRIES COVERED BY THE ACTION:	Trinidad and Tobago
PROJECT DURATION:	08/2023 – 05/2024 (9 months)
BUDGET:	EUR 31 380- EU FUNDING: EUR 26 263 (83.69 %)
WEBSITE:	N/A

The **'Music Making Money: Koru Green Artist Management Software Development'** project aims to make music and artist management services more easily accessible to music industry professionals throughout the Caribbean, in order to boost the sector's commercial performance.

To this end, a software package accessible to all audiences will be developed. This will guide music creators through the legal, administrative, strategic, and operational aspects of running a creative business.

The software will offer intelligent analysis of streaming, sales and news data. This analysis will help to improve sales strategy by exploiting new web platforms and innovative tools, creating new sources of revenue while reducing the overheads associated with artist management.

Finally, this project will enable other artist managers and artists in the Caribbean to adopt the 'Koru Green' software as a service.



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