



PerFORM Musical Incubator



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REGIONAL HUB:	Eastern Africa
CULTURAL SECTOR(S):	Multidisciplinary, cultural management
BENEFICIARY (IES):	Muthoni Music Entertainment Ltd
COUNTRIES COVERED BY THE ACTION:	Kenya
PROJECT DURATION:	04/2022-01/2024 (22 months)
BUDGET:	EUR 180 000 – EU FUNDING: EUR 180 000 (100 %)
WEBSITE:	N/A

The **'PerFORM Musical Incubator'** project for artistic, business, and entrepreneurial skills aims to support participants through structured courses, skills development workshops, artistic residencies, networking sessions, and micro-investments.

As part of this, key team members were recruited to guide the participants, particularly in the Music Production Unit, the Management Unit, and the Creative Agency.

Simultaneously, the selected participants were absorbed as trainee/apprentice employees and affiliated artists, and later hired full-time under the direction of department heads to develop the projects.

Additionally, an industry work placement mechanism, using a «secondment» model through relationships with industry players such as events companies, radio stations, and clubs, as well as structured networking events, allowed trainees to be placed with these institutions for a fixed period.

Finally, the development and production of creative goods were facilitated to generate satisfactory financial results for affiliated artists and PerFORM trainees. In this regard, the creation of an audiovisual industry podcast has allowed the testing of the effectiveness of free educational content and the maintenance of PerFORM's visibility.

