

Executive Summary

GigConnect is a dual-purpose social venture designed to revolutionize the local music industry while fostering the next generation of talent. Based in Seattle, our mission is to provide an equitable digital matching platform that connects independent musicians with small-to-medium venues, reducing the friction of traditional booking. By utilizing a sophisticated matching algorithm, we replace inefficient "cold-calling" with verified, data-driven connections. Beyond the marketplace, GigConnect is committed to fostering musicians by pledging to eventually donate excess profits to fund music education.

Our venture is led by a lean, specialized team of student developers serving as IT, Financial, and Marketing managers, operating remotely to maintain a low-overhead, high-impact profile. We utilize a sustainable "freemium" and commission-based revenue model: musicians gain professional tools and visibility for a low monthly fee, while venues pay only upon successful bookings. With a conservative 2% conversion rate and a 12-month grace period on venue commissions to drive adoption, GigConnect is projected to become self-sustaining within three years. By bridging the gap between local artistry and commercial opportunity, GigConnect doesn't just book shows, it builds a thriving, circular music ecosystem.

Our mission is to empower small artists and local businesses by creating opportunities to share the gift of music, helping them thrive in a better world that values artistry and authentic musical expression.

The vision of GigConnect is to be the premier online platform for independent musicians and music venues to easily and equitably find suitable shows to perform and host, while donating profits for musicianship development.