

Venue Dashboard

POWERED BY **BAND ON THE WALL**



THE PROBLEM

Grassroots venues run complex operations on fragile economics

Open throughout the day and night, these small businesses manage constant operational hand-offs with little margin for error.

ALL-DAY

Operations never stop



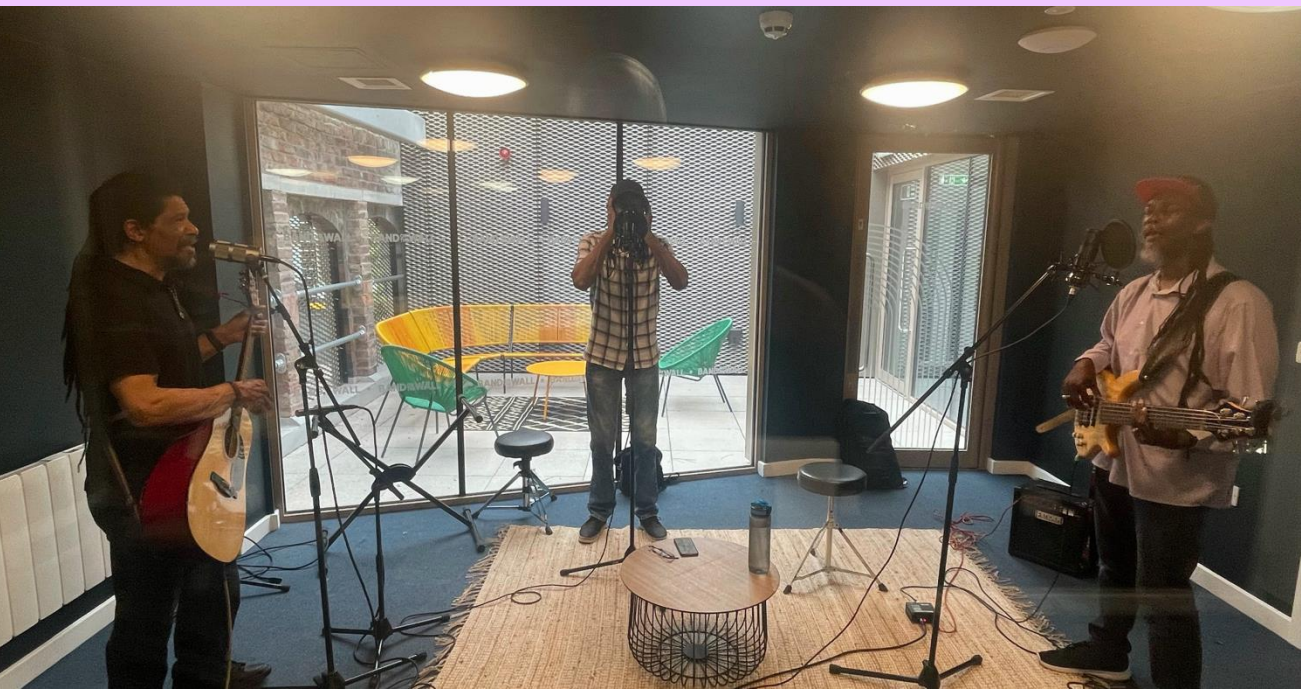
TIGHT MARGINS

Small errors carry weight



HIGH RISK

Cash and delivery are exposed



OPERATING REALITY

Complexity and tight margins make every hand-off matter.



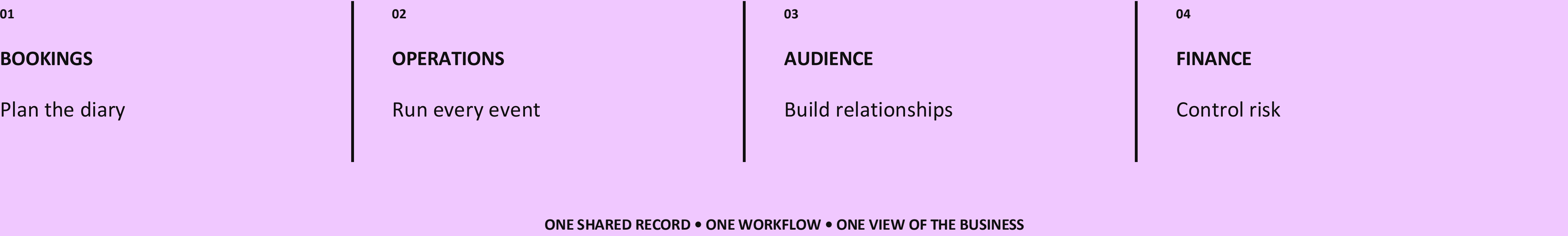
Problem: Without cost effective options, grassroots music venues often cobble together inappropriate solutions using off the shelf products, creating a fragmented workflow and inefficient operations.

Solution: The Grassroots Music Venue Dashboard provides a developed system for retaining and managing all the **booking, operational, marketing** and **financial** elements of running a grassroots music venue, including operational sheets, cash sheets, production specs and any and all other information required to produce an event.

THE SOLUTION

One operating system connects the full venue workflow

The Music Venue & Promoter Dashboard brings risk management and day-to-day delivery into one shared system.



CONNECTED WORKFLOW

Replace fragmented tools with one source of operational truth.

THE PLATFORM

Core venue functions sit inside one operating layer

PLAN & RUN

Diary • bookings • operational database

ENGAGE

CRM • CMS • internal and external email

CONTROL

Purchasing • cash management • budgeting

RETAIN

File storage • records • reporting access

ONE PLATFORM

The operating backbone stays connected from diary to cash.

PRODUCT VIEW

Two diary views keep the operational day easy to navigate

FIND THE DAY

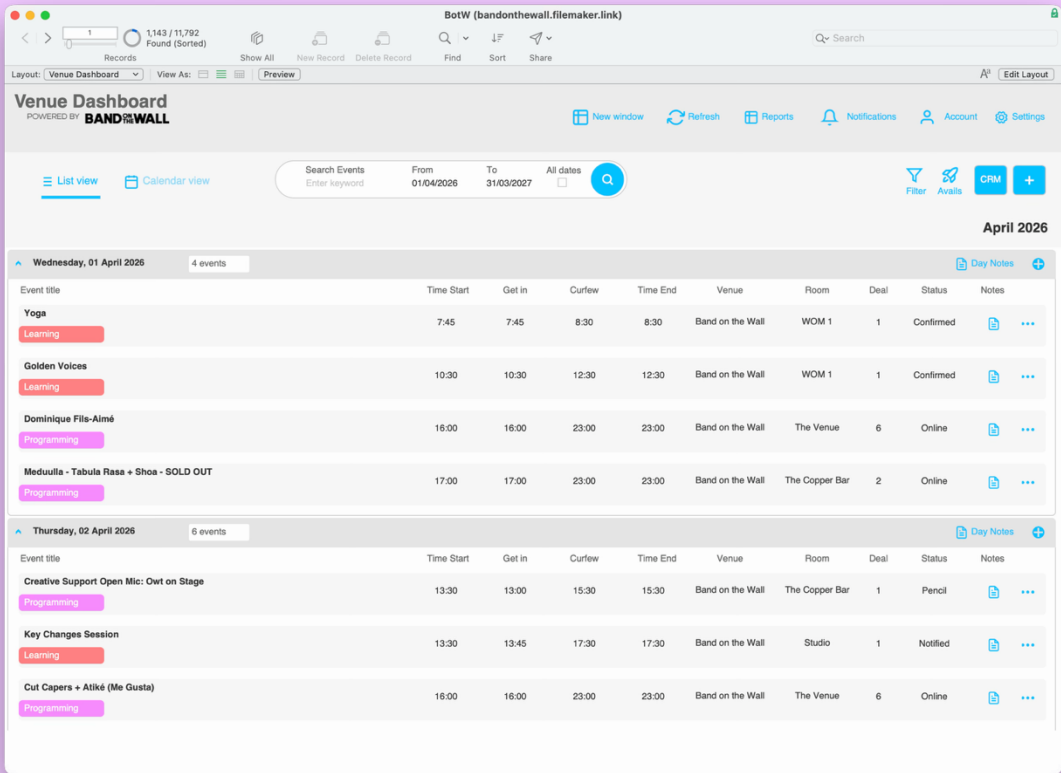
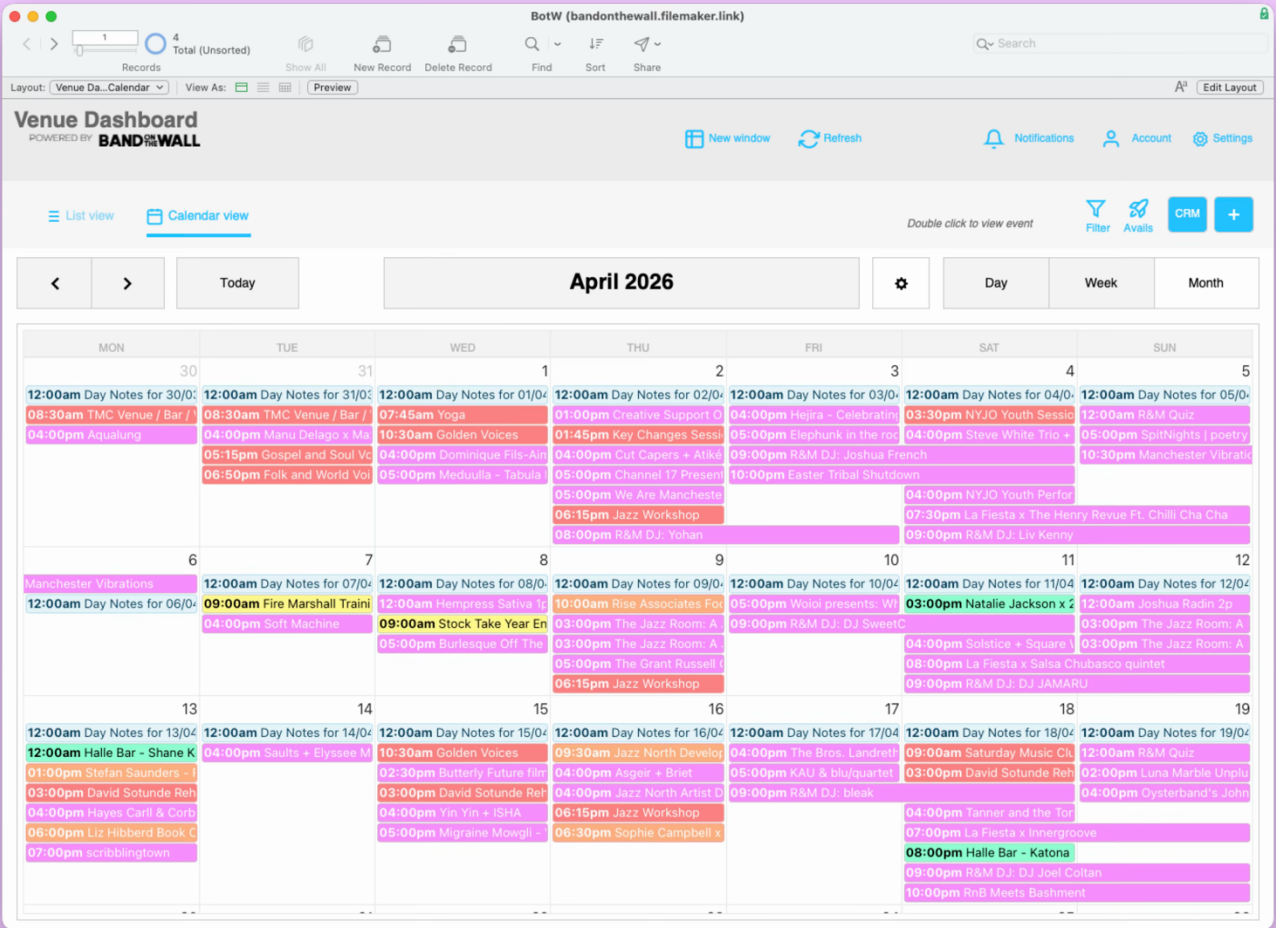
Move quickly between events and operational detail.

RUN REPORTS

Access reporting without leaving the diary.

STAY INFORMED

Keep settings and notifications close at hand.

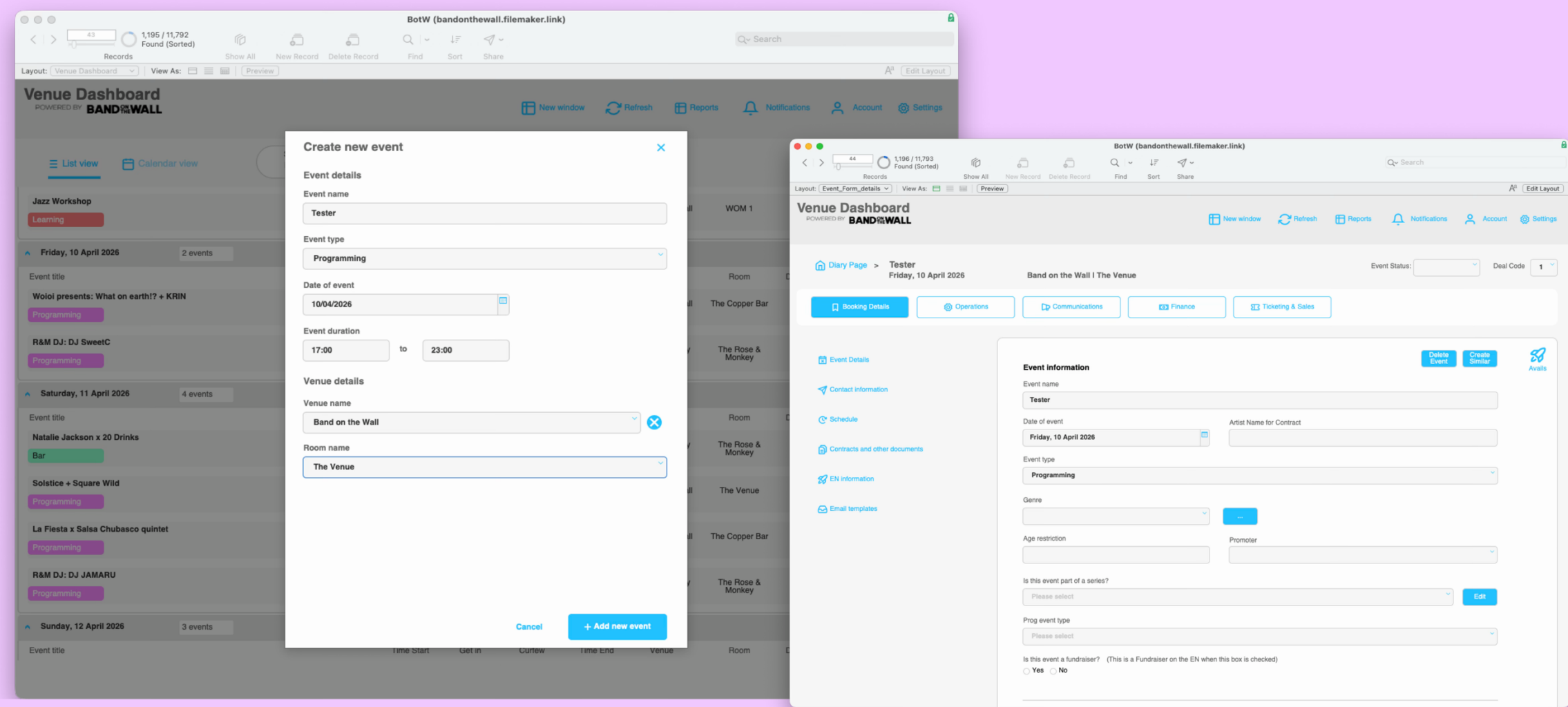


DIARY

Move from the day to the event without changing systems.

PRODUCT VIEW

Every event becomes a shared operational workspace



CROSS-DEPARTMENT

Move between teams without losing context.

FILES ATTACHED

Keep event documents with the record.

AUTOMATED ACTIONS

Trigger repeatable tasks such as on-sales.

EVENT WORKSPACE

Every department works from the same event record.

PRODUCT VIEW

CRM and email are built into the event workflow

LINKED ATTENDANCE

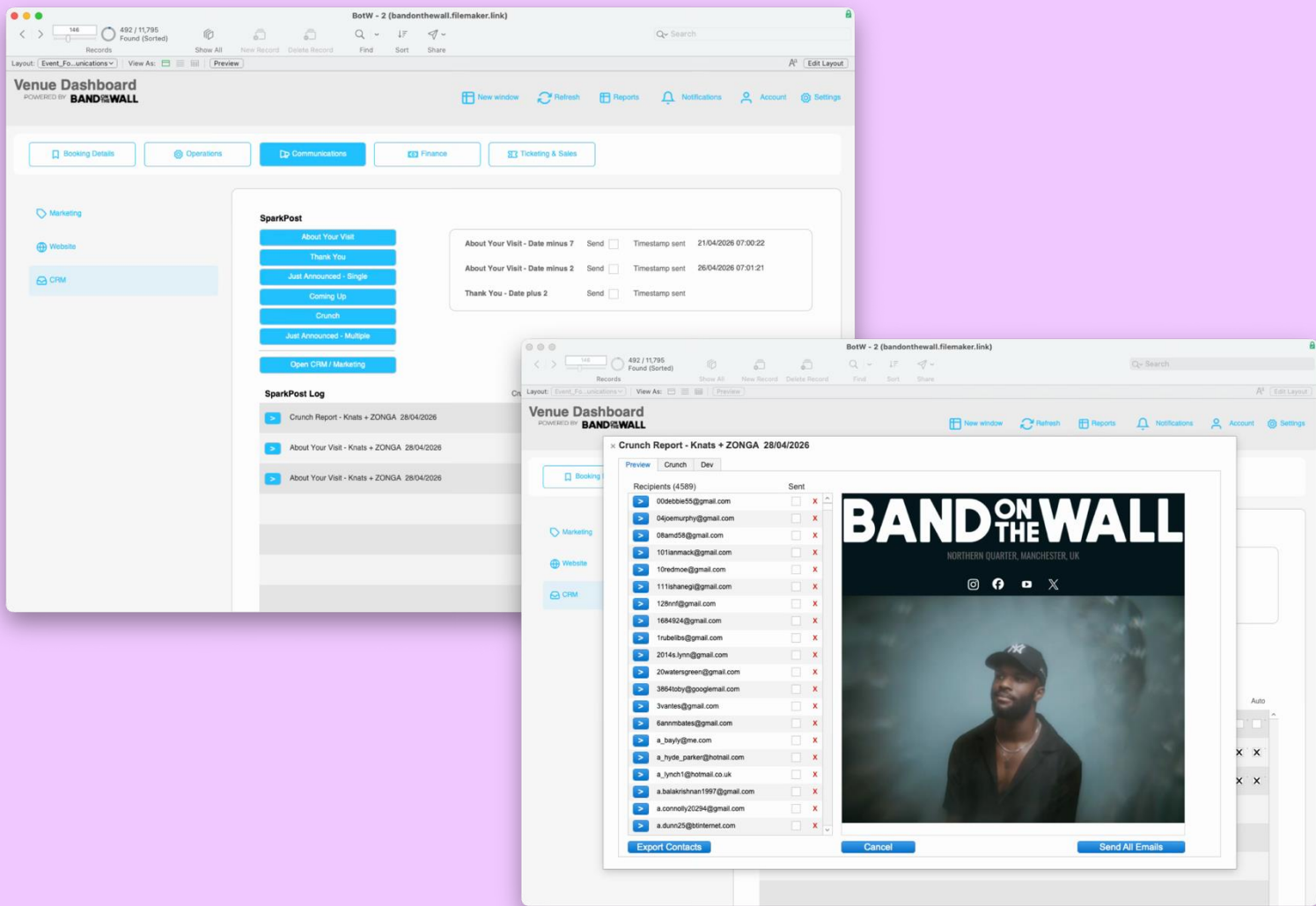
Audience behaviour connects directly to the events they attended.

PRECISE TARGETING

Build more relevant segments from real attendance data.

BUILT-IN EMAIL

Act without exporting the audience elsewhere.



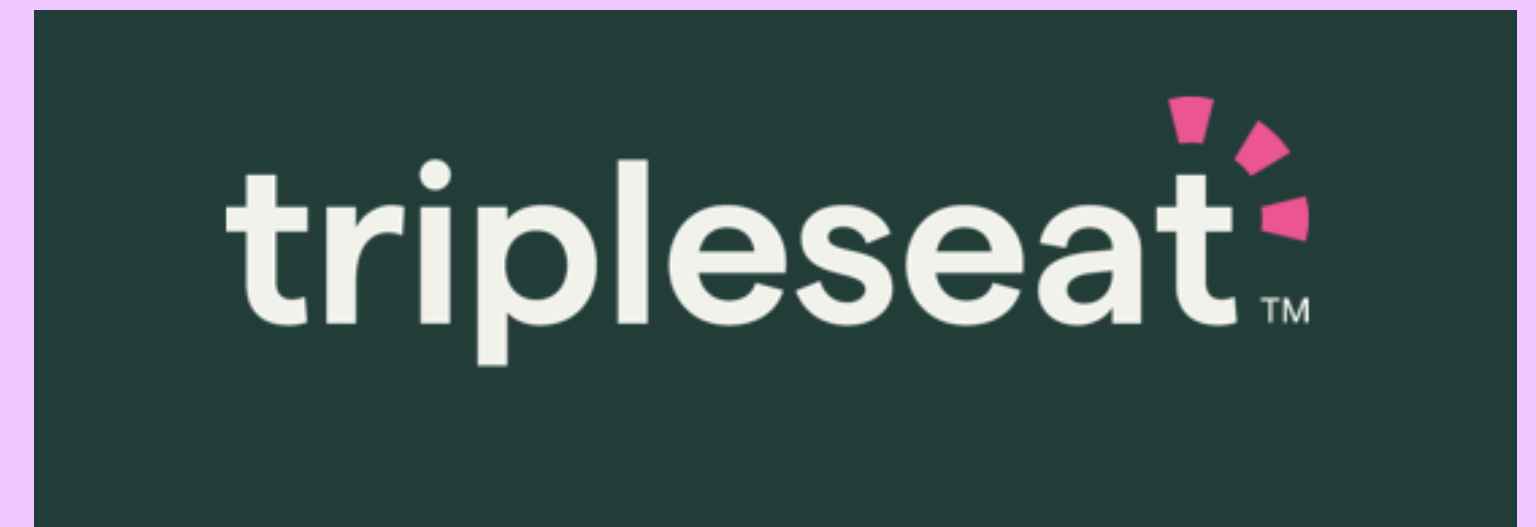
AUDIENCE

Attendance data turns directly into more precise communication.

Venue Dashboard

POWERED BY **BAND ON THE WALL**

Why the Venue Dashboard instead of others?





Because The Venue Dashboard is the only one that follows the flow of the money – adjusting to all deal types and business models through a dynamic set of financial tables.

Working equally well for producing (promoting) or receiving house models. Whether managing recharges to outside promoters, or projecting complex split deals for in-house promotions, The Venue Dashboard provides for all scenarios.

ADDRESSABLE MARKET

More than 1,000 UK grassroots venues define the first market

1,000+

UK GRASSROOTS MUSIC VENUES

Mapped by the Music Venue Trust, with further opportunity in international markets.



KEY SECTOR STATISTICS

801
GMVs

21,683,552
AUDIENCE VISITS

174,552
EVENTS

1,058,462
INDIVIDUAL ARTISTS
PERFORMANCES

24,742
PEOPLE EMPLOYED

£558,525,252
TOTAL VALUE OF SECTOR

2.5%
PROFIT MARGIN

£76,643,679
TOTAL SUBSIDY
OF LIVE MUSIC

MARKET

UK first — international venues add further opportunity.

SECTOR ECONOMICS

A large market operates on very little room for error

£500m+

ANNUAL SECTOR TURNOVER

Commercially significant — but structurally exposed.

2.5%

PROFIT MARGIN

Thin margins magnify every operational inefficiency.

THE OPERATING PRESSURE

HIGH RISK

Cash and delivery remain exposed.

LOW EFFICIENCY

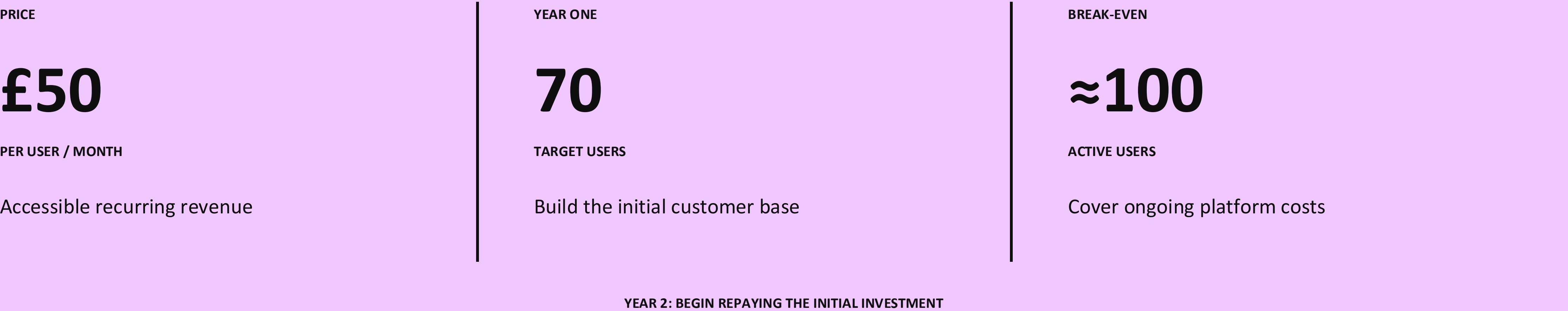
Disconnected processes consume scarce capacity.

SECTOR CASE

The opportunity is large because the operating problem is widespread.

COMMERCIAL MODEL

Simple recurring pricing supports a staged route to sustainability



REVENUE MODEL

A clear price and focused adoption plan build toward break-even.

ADOPTION PATH

A focused first wave of venues takes the model to break-even



FIRST-WAVE RECRUITMENT IS THE COMMERCIAL BRIDGE

GO-TO-MARKET Win a small venue cohort, reach break-even, then scale.

The product is built. The route to break-even needs separate funding.

Grant support covered development, but launch costs arrive before subscription revenue.

01 DEVELOPMENT

FUNDED

Core product and sunk development costs covered by grants.

02 LAUNCH

FUNDING GAP

Licence, support, hosting, sales and onboarding capacity.

03 CHARITY

CONSTRAINT

Inner City Music cannot sustain activity outside its charitable objectives.

UNIT ECONOMICS

Break-even arrives at just 100 users

100

USERS TO BREAK EVEN

≈10–15

ADOPTING VENUES

A practical first-wave target for recruitment.

BUILD ALREADY FUNDED

Grant support has covered sunk development costs.

Ongoing costs: licence • support • hosting

BREAK-EVEN

A low adoption threshold limits early commercial risk.

SCALE ECONOMICS

Scale creates capacity to support and improve the product

100

USERS

Break-even

10×

USER BASE

FROM COVERING COSTS TO BUILDING CAPABILITY

1,000

USERS

Funds support capacity

and further development

GROWTH

Revenue moves from covering the platform to funding a support team.

MARKET UPSIDE

A modest UK foothold creates meaningful upside

~£0.5m

POTENTIAL PROFIT

NEARLY

1,000

UK music venues

AVERAGE

5–10

users per venue

ASSUMED

20%

UK penetration

Further potential: venue and promoter markets in the US and Europe

UPSIDE

UK opportunity first — international expansion adds further potential.

We need initial investment of **£92k** to cover the **license, tech support** and **hosting** costs and **employ** a person to pursue **sales** and support the **onboarding** during the initial venue recruitment period.



PLATFORM & ROADMAP

Proven platform today. A measured roadmap for what comes next.

CURRENT PLATFORM

Claris FileMaker

BUILT AND OPERATING

Specialist Claris support provided by Datatherapy.

IP OWNED BY US

DEVELOPMENT ROADMAP

NEXT

AI-assisted reporting & pricing

Extend insight and decision support within the current product.

SEQUENCE: ENHANCE CAPABILITY FIRST • CHANGE ARCHITECTURE WHEN WARRANTED

LATER

Evaluate cloud architecture

Assess migration as scale, customer needs and economics justify it.

TECHNOLOGY STRATEGY

Build new capability now; preserve architectural optionality.

Gavin Sharp has been the **CEO** at **Inner City Music** (Band on the Wall) for 17 years, during which time we have delivered two capital projects, expanding the physical building into a complex of three venues.

Before that I worked at **Liverpool Phil**, and even further back was a professional musician. I have always used databases in my professional career, and **The Venue Dashboard** is the culmination of over 20 years work building or learning various systems.

INVESTMENT DECISION

Back the first phase of venue recruitment

£92k

INITIAL INVESTMENT

Approve initial investment to fund launch infrastructure and dedicated sales and onboarding capacity.

IP owned by us

AI-assisted reporting & pricing in development

FUND

Platform licence,

tech support & hosting

ENABLE

Dedicated sales &

onboarding lead

UNLOCK

10–15 venues

~100 users • break-even

NEXT STEP

Confirm the investment structure — then begin venue recruitment.

Gavin Sharp

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