



PROPOSED BUSINESS PLAN

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1. EXECUTIVE SUMMARY

The Africa Jazz Network (AJN) is a non-profit, pan- African platform dedicated to the promotion and advancement of jazz music from the African continent both locally and internationally and designed to position Jazz from Africa as a globally recognised and economically viable music sector.

This business plan outlines the vision, needs, target audience, team, and strategic approach to establish AJN as a leading advocate for African jazz - linking artists, festivals, promoters, media and audiences through a centralised digital and physical ecosystem.

2. DESCRIPTION

AJN aims to bridge the gap in the global jazz scene by highlighting the rich and diverse jazz heritage of Africa. Our mission is to create a sustainable platform that supports African jazz artists, promotes cultural exchange, and educates the public about the significance of African jazz across the length and breadth of the continent.

Strategic positioning – operating at the intersection of Cultural diplomacy, Music industry development, Digital discovery, Pan-African collaborations

Core value proposition: “If you want to discover, book, promote or understand African jazz – AJN is the gateway”

3. OBJECTIVES

- **Creating awareness** of the incredibly creative and talented African jazz musicians
- **Building bridges** for collaboration across the continent
- **Promoting engagement and dialogue** between African jazz artists on the continent, in the diaspora, and with their fan base
- **Advocating for recognition** of African Jazz as a legitimate jazz genre, beyond the “World Music” category

4. NEEDS ANALYSIS

- **Growing Interest in African Jazz:** There is a broad and increasing global interest in African music and African jazz
- **Recognition:** The Grammy organization introduced an African Music & Performance category, indicating rising recognition
- **Streaming Trends:** While streaming figures for African music are increasing, jazz specifically remains underrepresented
- **Accessibility Issues:** Jazz from outside South Africa is difficult to discover
- **Lack of Information:** There is no comprehensive listing of jazz clubs or festivals on the continent

5. PROGRAMMES, SERVICES, PRODUCTS

To achieve our objectives, AJN will focus on the following:

- **Connecting:** Establishing networks between jazz artists, promoters, and enthusiasts
- **Matching:** Facilitating collaborations and partnerships within the jazz community
- **Consulting:** Offering professional advice and support to jazz musicians and organizers
- **Assisting:** Providing resources and assistance to jazz events and festivals
- **Promotion:** Utilizing social media platforms, a dedicated website, and presence at conferences to promote African jazz
- **Radio:** Engaging with radio stations to broadcast more varied African jazz
- **Digital Presence:** Use the Africa Jazz Network Hub (AfricaJazzNetwork.org) as an online portal for collaboration, messaging, and information sharin

6. TARGET MARKET

Primary

- African jazz artists based on the continent
- Festival Promoters & programmers (Africa & Global)
- Jazz audiences (Africa + global)

Secondary

- Cultural institutions
- Embassies & diplomacy channels
- Radio Stations & Media Platforms
- Tour Planners & Booking Agents
- Streaming Platforms & Playlist Curators

7. MEMBERS OF THE TEAM

Core Team

- Peter Fisher – Nigeria
- Julia Kastl – Germany/Africa
- Mongezi Makhalima - SA
- Amro Salah – Egypt/UK
- Dudu Sarr - Senegal
- Stefanie Schuurman – Germany/Africa
- Brenda Sisane – SA
- Walter Wanyanya - Zimbabwe
- Lesley Wells – SA/Moz

8. BUSINESS MODEL

AJN operates as a non-profit with hybrid revenue streams:

Revenue Streams

1. **Membership/Access Fees**
 - Artists / Professionals / Institutions/non continental membership
2. **Sponsorships**
 - Brands aligned with African culture
3. **Grants & Funding**
 - Foundations, governments, cultural funds
4. **Consulting Fees**
 - Festival advisory / programming
5. **Events Revenue**
 - Showcases, conferences, ticketed events
6. **Digital Monetisation**
 - Featured listings
 - Advertising
 - Premium access tools

Possible Membership Structure

Tier 1 – Artists

- Profile on platform
- Access to opportunities
- Promotion support

Tier 2 – Industry Professionals

- Promoters, agents, media
- Networking access

Tier 3 – Institutional Partners

- Festivals, venues, brands
- Premium visibility + collaboration access

Donors

Identify potential donors, including:

- Individuals passionate about African arts
- Corporate sponsors aligned with culture and lifestyle
- Cultural institutions and embassies
- Foundations supporting music and creative industries

9. PARTNERSHIP STRATEGY

- **Festivals and music conferences**
- **Music Schools and Institutions** – education and outreach
- **Cultural Organizations** – collaboration and exchange
- **Media Outlets** – promotion and visibility
- **Jazz Clubs and Venues** – performance network development

10. CHALLENGES

- **Funding:** Securing sustainable financial support
- **Awareness:** Building visibility for African jazz globally
- **Logistics:** Coordinating across multiple countries
- **Technology:** Ensuring access to digital tools and platforms

11. FUNDING STRATEGY (for consideration and discussion)

Short-Term

- Seed funding from founding partners
- Initial grants
- Sponsorship for launch

Medium-Term

- Membership revenue
- Strategic brand partnerships
- Event income

Long-Term

- Multi-year institutional funding
- Platform monetisation

12. IMPACT & SUCCESS METRIC

- Number of artists onboarded
- Number of festivals engaged
- Touring opportunities created
- Digital reach (platform + social)
- Partnerships secured
- Revenue generation

13. CALL TO ACTION

We invite founding members to:

- Join the network
- Contribute expertise
- Open doors to partnerships
- Advocate for African jazz globally

“Together, we build the infrastructure jazz music from the continent of Africa has always needed.”

