FULL PLATFORM

OVERVIEW & BUSINESS MODEL

The music industry works better when the entire business can work together.

2026 / VIDEO SOURCE EDITION



LUX AMPLIFY

01 / THE MISSION

AMPLIFY THE CULTURE.

Lux Amplify is a music-business ecosystem. It brings creators, managers, DJs, studios, promoters, clubs, radio, photographers, and partners into a connected workflow to discover each other, organize business, promote work, and pursue income.

DISCOVER
People, places, opportunities

CONNECT
Build professional relationships

OPERATE
Plan, book, sell, and track

GROW
Turn activity into momentum

A FRAGMENTED BUSINESS

Artists are not only making music. They are also running small companies with scattered tools and scattered relationships.

THE CHALLENGE

Too many accounts

Separate sites for selling, press, bookings, fan communication, radio, and files.

Missed follow-ups

Booking leads, proposals, media pitches, and payments fall through cracks.

No shared view

A manager, DJ, photographer, and venue rarely see the same workflow.

THE LUX WORKFLOW

One operating view

Bring opportunity discovery, promotion, clients, and tasks closer together.

Relationship context

Keep the project, people, date, agreement, and delivery connected.

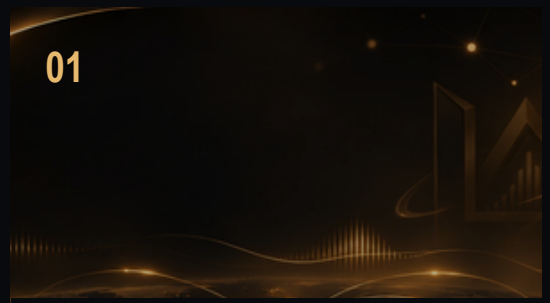
Roles with boundaries

Give an artist a focused view while managers manage the larger business.

The goal is coordination, not replacing every specialized platform overnight.

DISCOVER. CONNECT. OPERATE. EARN.

Lux Amplify connects the steps before, during, and after an opportunity. Each step creates a reason to return.



DISCOVER

Regions, stories, opportunities, local map



CONNECT

Profiles, radio contacts, collaboration briefs



OPERATE

Booking notes, agreements, calendars, campaigns



EARN

Stores, services, partnerships, performance fees

ONE ECOSYSTEM. MANY BUSINESSES.

A nationwide professional network designed around real work in music and nightlife—not only artist streaming.

01
Artists
Music, audience, bookings, merchandise, collaborators.

02
Managers
Roster oversight, negotiations, marketing, follow-up.

03
DJs & producers
Mixes, services, radio exposure, beats and collaborations.

04
Promoters & venues
Discover talent, fill calendars and coordinate events.

05
Creative services
Photographers, designers, videographers and engineers.

06
Media & sponsors
Radio, podcasts, local outlets, brands and community partners.

AUDIENCE / BRAND / INCOME

MADE FOR ARTISTS

An artist can build a business around the music—not just post a song and hope the algorithm finds it.

- Show releases, videos, links, press photos and a credible professional identity.
- Organize booking opportunities, event inquiries and agreements.
- Present music and merchandise in a dedicated store workflow.
- Explore regional stories, other creators and career opportunities.





ROSTER / OPERATIONS / TRUST

MADE FOR MANAGERS

A good manager needs one place to see the moving parts across several artists while protecting each artist's private records.

- Manage roster information, bookings, follow-ups and promotional work.
- Track outreach to venues, radio, festivals and potential partners.
- Work from agreements and tasks instead of scattered messages.
- Keep public demos separate from authenticated client information.

PLAY / PRODUCE / CONNECT

DJs, PRODUCERS & STUDIOS

A DJ is a tastemaker. A producer is a business owner. A studio is a destination. Lux Amplify brings all three into the same discovery conversation.

- Promote mixes, shows, radio appearances and available services.
- Offer beats, sound packs, sessions and other licensed products.
- Find artists needing production, engineering or event DJs.
- Build a profile that is discoverable outside a personal social feed.





PROGRAM / PROMOTE / FILL

CLUBS, LOUNGES & PROMOTERS

A venue needs the right performers and the right audience. Promoters need a dependable way to source talent, document terms and market a date.

- List a venue, event or talent need for relevant partners to discover.
- Coordinate booking inquiries, fees, date holds and logistics.
- Connect artists, DJs, photographers and media around one event.
- Promote events through community coverage and approved placements.

VISIBLE WORK. REAL REFERRALS.

PHOTOGRAPHERS & CREATIVES

Every release, show, campaign and storefront needs high-quality visual work. The platform gives supporting creatives a place in the business conversation.

- Present a professional portfolio or services listing.
- Connect with managers preparing EPKs, campaigns and tour content.
- Quote photo, video, artwork, design or editing work.
- Build repeat relationships with venues and music teams.





EDITORIAL / AIRPLAY / INTERVIEWS

RADIO, PODCASTS & PRESS

Music discovery depends on trusted people who introduce culture to new audiences. Lux Amplify aims to make those connections easier to find and manage.

- Create an outlet profile and describe booking or submission preferences.
- Receive organized, relevant artist pitch materials.
- Feature new music, interviews, DJ sets and community stories.
- Build relationships across cities and regions, without guaranteeing airplay.

PARTNERS / CAMPAIGNS / CULTURE

LABELS, SPONSORS & FESTIVALS

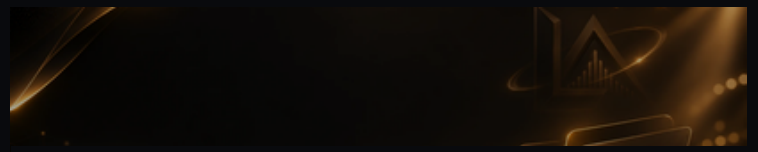
A connected ecosystem also helps the organizations that fund, sponsor, license or program music find credible people and projects.

- Explore artist, event and service profiles that fit a brief.
- Share sponsorship, placement or festival opportunities.
- Coordinate next steps, deliverables and approvals.
- Support regional communities without restricting the platform to one city.



A MUSIC BUSINESS COMMAND CENTER.

The product vision is broader than a dashboard. It is a set of connected workspaces and public discovery surfaces.



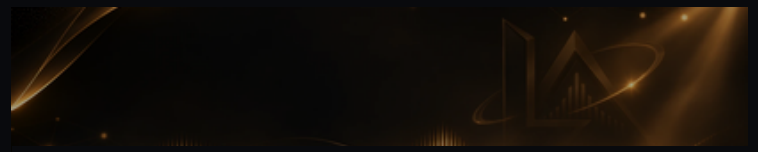
LUX MUSIC

Releases, playlists, official media previews



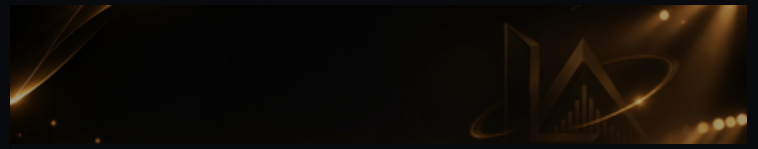
LUX NEWS

Culture, regions, spotlights, music drops



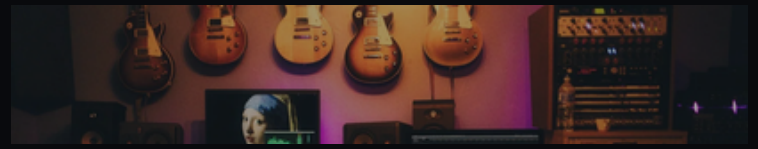
LUX WORLD

Map-led discovery and location pins



OPPORTUNITIES

Gigs, media, brands, business leads



MANAGEMENT

Rosters, bookings, campaigns, agreements



STORE & SERVICES

Merch, digital music, offerings and orders



INTERACTIVE DEMO AVAILABLE

LUX WORLD

A visual directory can connect a map location to a reason to reach out: a venue, meeting spot, festival, studio, or professional contact.

- Discover relevant places and build a shortlist across markets.
- Save named pins and location notes in the demo experience.
- Imagine venue directories and territory-based relationship planning.
- Live public account sync and persistent shared pins need production backend integration.

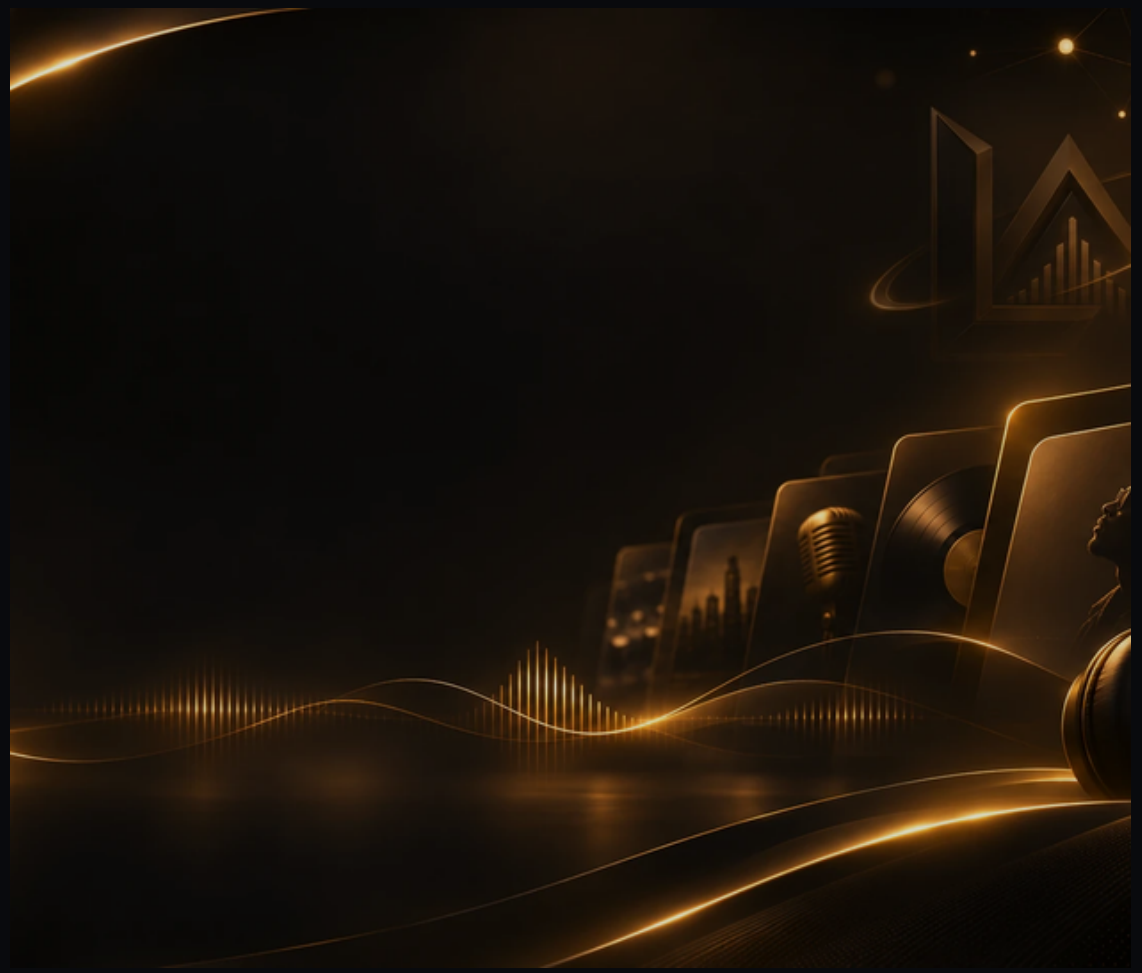
PUBLISHED CONTENT LIVE

LUX NEWS & COMMUNITY

Editorial coverage brings culture into the platform: regional news, artist spotlights, music drops and gospel music—each with a path back to creators and opportunities.

- Give emerging scenes a place to be discovered nationally.
- Tie real release coverage to official artist or provider links.
- Use embedded previews where the exact official recording is verified.
- Build regular reasons for artists, listeners and partners to return.





OFFICIAL MUSIC LINKS

LUX MUSIC

The music experience unites public releases, curated playlists and music-first editorial. The platform links to official playback providers; it is not a substitute for owning music rights.

- Explore music, playlists, regional sounds and artist discovery.
- Use official provider embeds for accessible previews.
- Connect listeners with releases and the artist’s next action.
- Discover the people behind the track and their business offerings.

SELL PRODUCTS / NOT PROMISES

THE STORE

A song may start a relationship. A store gives that relationship more ways to create value—when licensing, fulfillment and payments are properly configured.

- Digital music releases and licensed downloads.
- Merchandise, limited products and campaign bundles.
- Producer packs, beats, services and other creator offerings.
- The free public demo uses no-charge checkout; live payments are a separate launch step.



MAKE THE HANDOFF CLEAR.

A promoter, manager and artist can move a booking forward with fewer missing pieces when the workflow is visible.

01
INQUIRY
Date, venue, offer

02
REVIEW
Fit, logistics, availability

03
AGREEMENT
Set, fee, deposit, rights

04
PROMOTION
Artwork, partners, links

05
SETTLEMENT
Deliver, invoice, follow up

Important: Demo agreements are illustrative. Live contracts must be reviewed, signed, permissioned and tied to an actual payment and audit workflow before launch.

OPPORTUNITIES, NOT JUST POSTS

The strongest outcome is not a “like.” It is a qualified introduction, project brief, booking or repeat collaborator.

01
LIVE SHOWS
Festival slots, lounges, support acts and club bookings.

02
RADIO & MEDIA
Interview invitations, DJ mixes and program submissions.

03
BRAND & SYNC
Sponsorships, licensing leads and approved briefs.

04
COLLABORATIONS
Producers, studios, songwriters and engineers.

05
CREATIVE WORK
Photographers, designers and video teams.

06
LOCAL PLACES
Venue discovery, geographic contacts and partner lists.

TWO DEMOS. TWO PRIVATE ROLES.

The public product tour and private business records serve different purposes—and should never be mixed.

THE CHALLENGE

PUBLIC MANAGER DEMO

Sample radio pitches, map pins, contracts, campaigns, store and lead tracking.

PUBLIC ARTIST DEMO

Fictional artist profile, releases, bookings, products and opportunities.

SAFE TO SHOW

Demo changes are local to the viewer's browser; no payment or real outreach occurs.

THE LUX WORKFLOW

PRIVATE MANAGER

Real artist assignments, bookings and contracts stay on the authenticated local app.

PRIVATE ARTIST

Individual artist sign-in and scoped access are planned for the remote launch.

CURRENT BOUNDARY

Real Mac mini data is not publicly hosted through the free Cloudflare demo.

Trust is a product feature. The founder view should never expose the manager's private artist data.

THE DIFFERENCE IS THE CONNECTION.

Competitors already do important things well. Lux Amplify aims to connect more of the independent music-business journey in a coherent workflow.

BANDZOOGLE

Artist website, EPK and direct-to-fan sales

REVERBNATION

Discovery and music opportunities

UNITEDMASTERS

Distribution, promotion and selected brand/sync access

BANDSINTOWN

Concert discovery and fan/event communication

SOUNDBETTER

Marketplace for hiring production talent

EVENTBRITE

Event publishing and ticketing

Positioning statement: We have not verified that no competitor offers an overlapping suite. Our differentiator is a focused, cross-role integration of community + discovery + work + commerce.

EVERY ROLE MAKES THE NEXT ROLE STRONGER.

This is the network hypothesis—not a claim of cur ace grows when every participant helps someone else accomplish real work.



HOW MEMBERS CAN EARN

Lux Amplify creates routes to revenue; it cannot guarantee a sale, booking, sponsorship, stream or placement.

01
ARTISTS
Performance fees; music/merch sales; collaborations; fan support.

02
MANAGERS
Agreed management commissions; booking and campaign services.

03
DJs / PRODUCERS
Event fees; beat licenses; kits; radio and creator services.

04
PROMOTERS / VENUES
Ticket and hospitality revenue; events; sponsors; repeat bookings.

05
PHOTO / VIDEO
Portraits, event coverage, EPKs, reels and creative retainers.

06
MEDIA / PARTNERS
Approved sponsorships, editorial projects and event packages.

MULTIPLE REVENUE ENGINES.

A proposed diversified model: subscriptions first, then trusted transactions and partnerships when production systems and compliance are ready.

01
SUBSCRIPTIONS
Artists, managers and business teams

02
DIRECTORY UPGRADES
Enhanced venue or service profiles

03
PAID CAMPAIGNS
Opt-in promotional placement or services

04
MARKETPLACE FEES
Clearly disclosed booking/service commissions

05
AFFILIATE REVENUE
Approved music-tool recommendations

06
PARTNERSHIPS
Brands, events, sponsored packages

START SIMPLE. GROW WITH THE WORK.

Suggested—not live—pricing to validate with users before enabling charges. Different roles may need different entitlements.

STARTER

$19 / month

SOLO CREATORS

Profile, public pages, basic tools, limited listings.

MOST TESTABLE

GROWTH

$39 / month

ACTIVE PROFESSIONALS

More campaigns, advanced organization, store features and insights.

AGENCY

$79 / month

MANAGERS AND TEAMS

Multi-artist collaboration, team permissions, reporting and workflows.

Pricing and feature packaging are hypotheses, not a current subscription checkout. Any marketplace/service fees must be transparent and compliant.

WHAT SCALE COULD LOOK LIKE.

Assumes a hypothetical $29 blended monthly revenue per paying subscriber. Gross subscription revenue only; before processing, hosting, taxes, refunds, support, sales, wages and acquisition.



EXAMPLES: 100 PAID = $2,900 MRR / 500 PAID = $14,500 MRR / 1,000 PAID = $29,000 MRR

START LOCAL. DESIGN NATIONAL.

LAUNCH NATIONWIDE

Portland and Las Vegas are strong relationship starting points, not limitations. The product should make sense for a creator in any market.

- Seed verified local creators, venues, outlets and service providers.
- Invite small pilot groups to test one real workflow end to end.
- Build public stories around music communities and opportunities.
- Expand through partner referrals, content, and trusted local ambassadors.



TURN A GOOD DEMO INTO A BUSINESS.

Sequence reliability before growth. Every milestone below requires a real owner, measurable acceptance test and user feedback.



DAYS 01–30

STABILIZE

Audit local workflows, secure data, correct role permissions, define billing terms, recruit pilot users.

DAYS 31–60

PILOT

Launch a secure backend, test individual logins, real catalog/checkout sandbox, and verified lead submissions.



DAYS 61–90

MEASURE

Charge only for proven value, test retention, expand directory, and quantify completed opportunities.

NORTH STAR METRICS

Activated users • verified opportunities • qualified replies • agreements completed • creator GMV • renewal and retention

BUILT TODAY / NEXT TO LAUNCH

A beautiful product story is stronger when it is clear about the experience that exists today.

THE CHALLENGE

PUBLIC & BROWSABLE

Website, Lux Music, Lux News, real editorial articles, official provider previews.

WORKING SANDBOX

Public Manager/Artist demos for map, radio pitches, example contracts, sample store.

LOCAL REAL APP

Authenticated founder/management tools operate on the Mac mini, not a public cloud backend.

THE LUX WORKFLOW

REMOTE PRIVATE ACCESS

Secure cloud backend, individual artist logins, server-side permissions and recovery.

COMMERCIAL CHECKOUT

Payment onboarding, product fulfillment, taxes, refunds, provider terms and reporting.

TRUSTED MARKETPLACE

Verified opportunities, opt-in outreach, safety review, data provenance and moderation.

The vision is a roadmap—not a claim that every future revenue workflow is publicly live today.

PREMIUM. CULTURAL. UNMISTAKABLE.





WORDMARK / HERO ART / COLOUR PALETTE

TYPE: CONDENSED DISPLAY / WARM EDITORIAL SERIF / CLEAN UI SANS

NIGHT	CHARCOAL	LUX GOLD	WARM GOLD	BONE	ACCENT
#090A0D	#1A1A1E	#E7B96E	#F9DDA6	#F7EEE2	#8CCFC0

A VIDEO THAT SELLS THE IDEA.

Use this PDF as the source. The story should explain the problem, the experience, the people, the earning pathways and the build-to-launch path—with clarity about what is demo versus production.

01	OPEN	The independent music business deserves a connected home.
02	PROBLEM	Too many tools, too many disconnected conversations, too much friction.
03	PRODUCT	Lux World, music, news, opportunities, contracts, stores and role workspaces.
04	PEOPLE	Artists, managers, DJs, producers, promoters, venues, photographers, media.
05	MONEY	How users generate revenue; how Lux earns; example subscriptions.
06	PROOF + FUTURE	Live public demos today; secure, commercial back end next.

SUGGESTED NARRATOR TONE: CONFIDENT / PRACTICAL / CULTURE-FIRST / NATIONWIDE

THE CLAIMS BEHIND THE STORY.

Industry positioning uses publicly described capabilities from the services below (reviewed November 2026). Product features and development status are drawn from the connected Lux Amplify app and deployed demonstration. No claim of exclusive invention has been independently verified.

BANDZOOGLE
https://bandzoogle.com/help/articles/363-bandzoogle-pricing

UNITEDMASTERS
https://unitedmasters.com/en/artists

SOUNDBETTER
https://www.soundbetter.com/

REVERBNATION
https://www.reverbnation.com/opportunities

BANDSINTOWN
https://help.artists.bandsintown.com/en/articles/7039449-how-to-promote-your-events

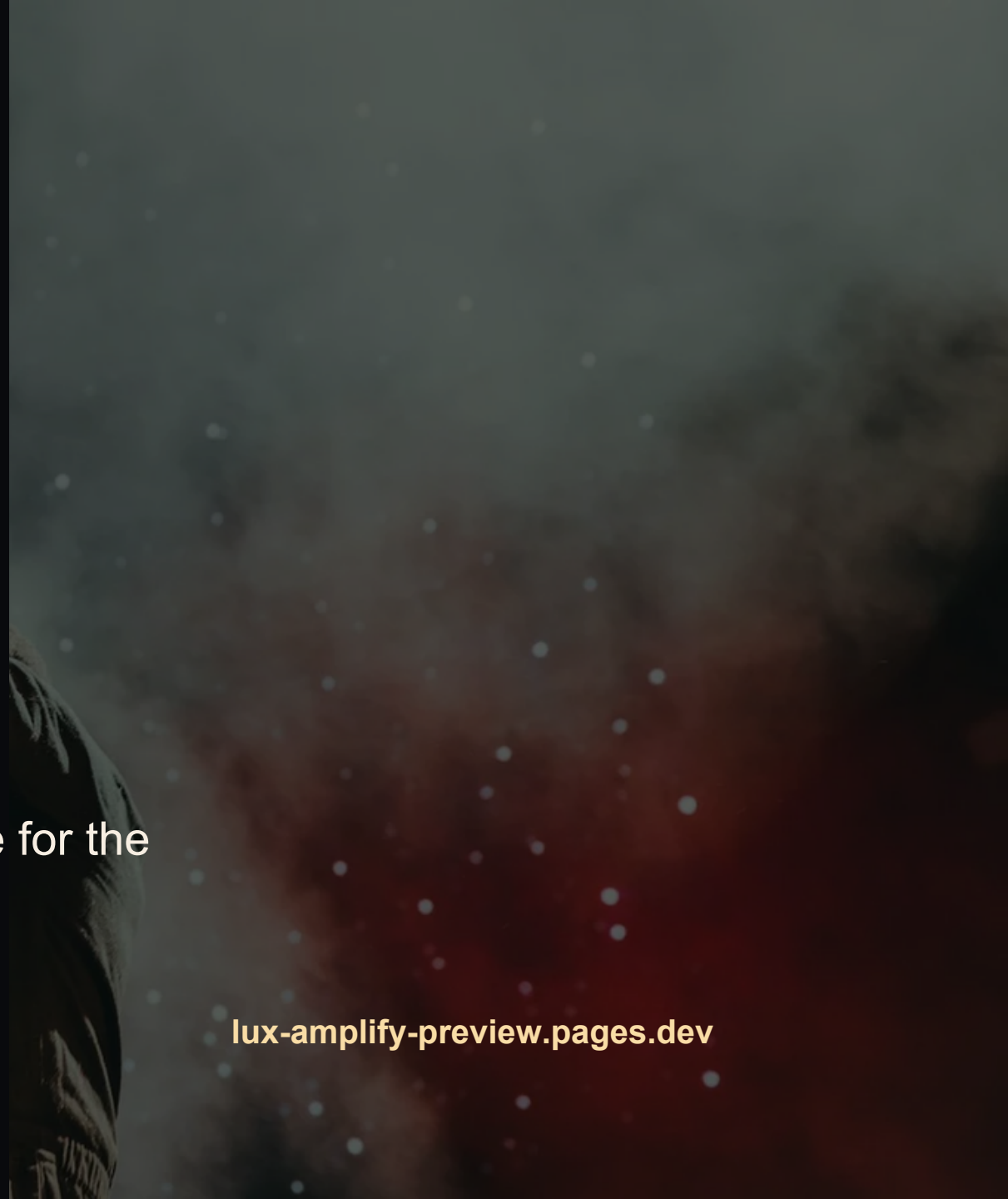
EVENTBRITE
https://www.eventbrite.com/help/en-us/articles/193833/

Business disclaimer: Membership prices and subscriber revenue are illustrative scenarios, not existing plan rates or profit forecasts. Actual music licensing, payments, opportunities, marketing claims, rights and third-party services need independent verification. Demo orders and sample contacts are fictional.

THE NEXT MUSIC BUSINESS ERA.

More ownership. Better relationships. One home for the people who make the culture.

LUX AMPLIFY | AMPLIFY THE CULTURE



lux-amplify-preview.pages.dev