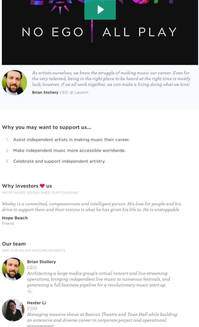
Launch

We make music work for everyone - artists, venues and fans!

LAUNCHGLOBAL.CO NEW YORK NEW YORK



As artists ourselves, we know the struggle of making music our career. Even for the very talented, being in the right place to be heard at the right time is mostly luck; however, if we all work together, we can make a living doing what we love!

Brian Stollery CEO @ Launch

Why investors ♥ us

WE'VE RAISED $10,000 SINCE OUR FOUNDING

Wesley is a committed, compassionate and intelligent person. His love for people and his drive to support them and their visions is what he has given his life to. He is unstoppable

Hope Beach
Private

Our team

MEET THE PEOPLE BEHIND LAUNCH

Brian Stollery
CEO
Architecting a large media group's virtual concert and live-streaming operations, bringing independent live music to numerous festivals, and generating a full business pipeline for a revolutionary music service.

Hester Li
COO
Managing massive show at Beacon Theatre and Tom Hall while building an extensive and diverse career in corporate project and operational management.

Wesley Powell
Co-Founder
Using a deep entrepreneurial career in technology, processes, and systems to build and support a team capable of transforming the business of live music performance and consumption.

In the news

The World's First LIVE Music Co-Op, Launch Global presents, "THE WORLD'S LAUNCH," a full-scale 24 hour livestream music festival
Tune into the 24 Hour Livestream this Friday Here On Friday at noon, Palmdale Oasis live music co-op Launch Global will host the first-ever full-scale 24 hour livestream music festival. Launch Global is set to...
Nov 6, 2020 | Yahoo Entertainment

Sunkissds Partners With The World's First Live Music Co-Op
Nov 6, 2020 | Yahoo Finance | Press Release | Sponsored

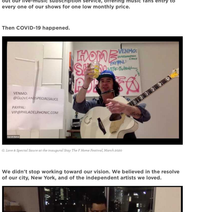
Jack Daniel's 'Give a Jack' Concert Series Pairs Killer Cocktails With Great Live Music
Jack Daniel's is launching a new virtual campaign of making iconic Tennessee whiskey—the beloved brand also has deep and longstanding ties to the music industry. Just think of Jack's Sinatra Select whiskey.
November 20, 2020 | Adweek.com

Downloads

Launch Band Deck 10.pdf

It started with this crazy idea ...

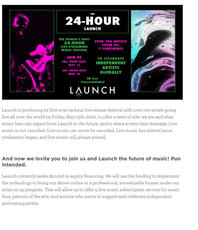
What if we could do all the intermediaries of the music industry do, but as one cooperative unit that shared resources and revenue, in order to support independent artists and create abundance for all?



Makaila on Stage at, November 2019

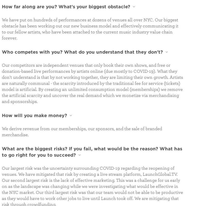
What if independent artists could work together under a centralized community organization and leverage their collective strength in order to all grow and succeed together? And what if every cost of this organization's revenue was shared with its artists?

Lo and behold, musicians seemed to love this idea. And so did sponsors.



Welcome to our 'Give A Jack' concert series that aligned a global whiskey sponsor with the celebration of independent artistry, and treated fans to amazing cocktails paired with great live music.

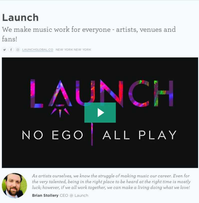
In our first 3 months as a very lean separate entity, with very little funding, we produced over 50 concerts, generated $65,000 in revenue, and booked artists for a two-month-long festival. And we're just getting started. Launch Inc was officially incorporated on April 30th, and we're ready to pave the future of music.



And that, Erin at Lulu, November 2019

In early 2020, we started the year with some exciting new projects, partnering with a global modeling agency to curate music for a number of high-end fashion events.

The Fashion Fund X 2019 Voodoo at a Private Residence, NYC, March 2020



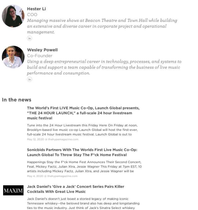
Voodoo Rooftop Experience at Bella, NYC, February 2020

We had 50 shows planned for April 2020, when we planned to roll out our live-music subscription service, offering music fans entry to every one of our shows for one low monthly price.

Then COVID-19 happened.

Tr Stand & Special Source in the Inaugural Drag The F Alone Festival, March 2020

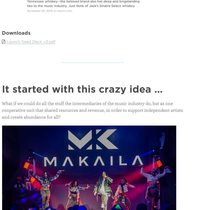
We didn't stop working toward our vision. We believed in the resolve of our city, New York, and of the independent artists we loved.



The Other The Band Festival Drag The F Alone Festival, March 2020

We teamed up with several awesome partners in this space to create the first inaugural Day of Home Fest ... A live-streaming music festival with dozens of artists every Friday for six weeks.

But that just wasn't enough for our insatiable work ethic and passion for live music.



Launch is producing its first-ever 24 hour live-stream festival with over 100 artists going live all over the world on Friday, May 15th, 2021, to offer a taste of who we are and what music fans can expect from Launch in the future, and to share a very clear message: Live music is not canceled. Live music can never be canceled. Live music has existed since civilization began, and live music will always prevail.

And now we invite you to join us and Launch the future of music! Pun intended.

Launch currently seeks $50,000 in equity financing. We will use the funding to implement the technology to bring our shows online in a professional, streamable format under our artist co-op program. This will allow us to offer a live music subscription service for music fans, patrons of the arts, and anyone who wants to support and celebrate independent performing artists.

Investor Q&A

COLLAPSE ALL

What does your company do? →
We create, promote, and produce live-musical performances, online and in real life. We are an artist co-op, a virtual concert venue, and an unlimited live music subscription service. We are a community of artists that support one another each other and we share our revenue with our artists and build everything together.

Where will your company be in 5 years? →
We aim to be the largest live-music co-op with millions of paying members all over the world and hundreds of thousands of independent artists.

Why did you choose this idea? →
As artists ourselves, we know the struggle of making music our career. Even for the very talented, being in the right place to be heard at the right time is mostly luck; however, if we all work together, we can make a living doing what we love!

How far along are you? What's your biggest obstacle? →
We have put on hundreds of performances at dozens of venues all over NYC. Our biggest obstacle has been working out our new business model and effectively communicating it to our fellow artists, who have been attached to the current music industry value chain forever.

Who competes with you? What do you understand that they don't? →
Our competitors are independent venues that only book their own shows, and free or donation-based live performances by artists online (due mostly to COVID-19). What they don't understand is that by not working together, they are limiting their own growth. Artists are naturally communal - the scarcity introduced by the traditional fee for service (tickets) model is artificial. By creating an unlimited consumption model (membership) we remove the artificial scarcity and uncover the real demand which we monetize via merchandising and sponsorships.

How will you make money? →
We derive revenue from our memberships, our sponsors, and the sale of branded merchandise.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? →
Our largest risk was the uncertainty surrounding COVID-19 regarding the reopening of venues. We have mitigated that risk by creating a live stream platform, LaunchGlobalTV. Our second largest risk is the lack of effective marketing. This was a challenge for us early on as the landscape was changing while we were investigating what would be effective in the NYC market. Our third largest risk was that our team would not be able to be productive as they would have to work either jobs to live and Launch took off. We are mitigating that risk through crowdfunding.