

MSI340 PROFESSIONAL PORTFOLIO 2024-25

PROFESSIONALISATION STRATEGY (30%)

A completed copy of this form must be included in your STRATEGY submission as PDF file.

See your MyFalmouth account for your hand-in deadline.

Please include full Harvard references on section-by-section basis. These are not included in the word count.

NAME:	Michael Z Freeman	COURSE:	CRMT
YOUR CREATIVE/PROFESSIONAL IDENTITY (100 words max) (e.g. Songwriter, Composer, Peripatetic Music Teacher, Sound Designer, Tour Manager, etc.,) <ul style="list-style-type: none">• Please identify and describe your professional practice/identity and desired career destination.• If you are a portfolio musician (e.g. live sound engineer, session musician and music teacher), please concisely describe the different elements that make up your portfolio career; be as specific as possible. NOTE: this is <u>not</u> about your PORTFOLIO submission.			
<p>I am a DJ with 35 years of experience informing a strategy of developing and marketing music applications and devices. A DJ turntable was prototyped in Max for Live (Ableton 2025) which is called <i>Phys DJ</i>. The Grok A.I. (Xai 2025) is assisting me with coding an iPhone app using the Apple Swift programming language, which implements Phys DJ for the iPhone (iOS).</p> <p>Phys DJ simulates the physics of a turntable using a physical modelling synthesis method (Russ 2025) that competitors are not using. My professional practice and identity is one of using physical modelling in the design of the turntable simulation and other products.</p> <p>References</p> <p>ABLETON. 2025. 'Max for Live Ableton'. [online]. Available at: https://www.ableton.com/en/live/max-for-live/ [accessed 15 Mar 2025].</p> <p>RUSS, Martin. 2025. 'Physical Modelling Synthesis Explained'. [online]. Available at: https://www.soundonsound.com/techniques/physical-modelling-synthesis-explained [accessed 15 Mar 2025].</p>			

XAI. 2025. 'Grok 3 Beta – The Age of Reasoning Agents | xAI'. [online]. Available at: <https://x.ai/news/grok-3> [accessed 15 Mar 2025].

YOUR PURPOSE, VALUES AND VISION (500 words max)

- Please provide a PURPOSE, VALUE and VISION statement. Take the time to contextualise your practice, your ambitions and your trajectory moving forward beyond university.

In 2001 I uploaded a track to *Mp3.com* (Jones 2002) which was my participation in the first online record label which was such a coup in the industry (Burkart and McCourt 2006). *Mp3.com*, founded by Michael Robertson, was extremely innovative, being the first to provide templated creation of hosted websites as well as the first to do targeted advertising based on matching what people were searching for to a companies product range (Suster 2010). While being exposed to the revolutionary ideas coming out of internet entrepreneurship, I was also becoming successful with my DJ'ing and music production as well as learning software design. Following on from this, my purpose became one of aggressively making sure I returned to this trajectory after I was forcibly taken off this path by circumstances out of my control.

As I orbited back to DJ'ing, music and entrepreneurship, I became aware of the increasing problem of "optimisation" and inappropriate use of technology, including A.I. (Schaefer 2025a).

"We are in an age of dull. The vast majority of marketing registers no emotional reaction from customers, and used incorrectly, AI just helps us churn out an endless stream of blah."

(Schaefer 2025b)

As I had previously been parted from my Technics DJ turntables I turned to software mixers and controllers. It was here that I found a worrying drift away from authenticity, liveness and virtuosity due to the removal of key instrumental elements of DJ'ing (Veen and Attias 2012). This took the form of auto beat matching and auto keying of tracks by software and hardware mixers. This was in danger of destroying the key skills, virtuosity and liveness elements of DJ'ing. An absurd worship of technology that was destroying the very value's at the heart of the art that, crucially, the audience values (Callander 2023). I deemed it necessary to start producing hardware and software solutions to remedy this situation.

This vision of bringing back core elements of liveness in DJ'ing has taken the form of developing a "Phys DJ" prototype in Cycling 74 Max and then Max for Live. As well as starting up my own limited company, *Freeman Marketing Solutions* in order to start selling apps based on the prototype to laptop and mobile users. This vision also extends to developing hardware devices, prototyped using Arduino ('Arduino' 2021), that can also bring musical and DJ'ing technology into the industry that is properly grounded in understandings of authentic musical practice that includes gesture and liveness.

Beyond university this will take the form of marketing software, through the Apple App Store. I have already signed up to the Apple Developer program so I can sell fully signed apps. This will require funding to hire staff such as software engineers, as well as beyond that, staff trained in electronics who can translate an Arduino design to PCB manufacture.

In the future my company will produce further products. For example I have been designing record box management software for DJ's that has a much simplified approach and a "Coverflow" (Hackett 2023) like display of covers.

References

'Arduino'. 2021. *Encyclopedia of Computer Science and Technology*.

BURKART, Patrick and Tom MCCOURT. 2006. *Digital Music Wars : Ownership and Control of the Celestial Jukebox*. Rowman and Littlefield.

CALLANDER, Mike. 2022. 'Thinking About Syncing: Examining the Impact of 21st Century DJ Technology on the Production and Performance of Electronic Dance Music.' *Chroma: Journal of the Australasian Computer Music Association* 38(1), [online]. Available at: <https://journal.computermusic.org.au/chroma/article/view/4> [accessed 26 Mar 2025].

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SUSTER, Mark. 2010. *This Week in Venture Capital - Michael Robertson, Founder of MP3.com* [Online interview]. Available at: <https://www.youtube.com/watch?v=VMPnB0uxKTo> [accessed 25 March 2025].

VEEN, Tobias C Van and Bernardo Alexander ATTIAS. 2012. 'Off the Record: Turntablism and Controllerism in the 21st Century (Part 2)'. *Dancecult: Journal of Electronic Dance Music Culture* [online]. Available at: <https://dj.dancecult.net/index.php/dancecult/article/view/332> [accessed 13 Jan 2025].

SECTOR ANALYSIS (500 words)

Demonstrate a concise and well researched understanding of the below, as relevant to your practice:

- Contemporary industry context
- Marketplace trends and challenges
- Potential routes to market/employment/freelance?

As I found out marketing *Phys DJ* solely for *Max for Live* is just too limiting. Ableton has around 100,000 users as evidenced by the number of official Ableton internet forum users ('Ableton Forum - Index Page' 2025). The total estimated user base for macOS, Mobile, Windows, and Linux is around 5.56 billion users (Petrosyan 2025). So it makes sense developing *Phys DJ* using a development framework such as *Beeware* (Keith-Magee 2025), *React Native* (Meta Platforms, Inc. 2025), *Flutter* (Google 2025) or *JUCE* (Raw Material Software Limited 2025) that can deploy the app to as many platforms as possible. Most likely the choice would be choice because of its audio capabilities.

NAMM produced a report (Block and Phillips 2024) detailing the music marketplace. Although *The National Association of Music Merchants* (NAMM) is based in the USA (hence some financial figures

cited in dollars below) it is a global organisation with manufacturers that appear at their show in Los Angeles from all round the world.

"The NAMM Show is where people from all around the world get hands-on with the latest products from across music, sound, and event technology."

(‘Music Products | NAMM.Org’ 2025)

In fact I only just recently discovered the Music Industries Association (Music Industries Association 2025).

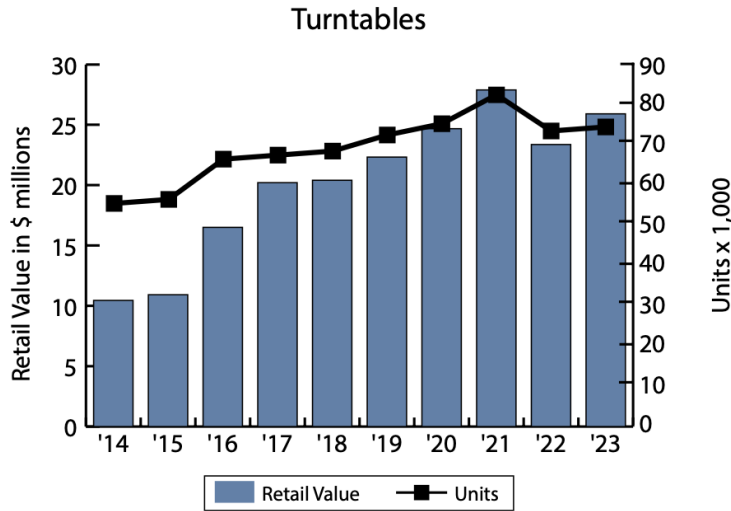
"The Music Industries Association (MIA) is the UK trade body that represents the interests of UK businesses making and selling musical instruments and associated products."

The Executive Director of the Music Industries Association, Anthony Short, in fact edited a section in the NAMM report that provides some interesting insights.

"The U.K. has a strong pedigree when it comes to designing and building products in the m.i. space – products that are recognized and demanded around the world. The problem is that we aren't investing public money in helping the next gen of U.K. manufacturers establish those markets overseas. In the past, funding was available to help companies exhibit at NAMM shows for the first time and to begin to establish a global footprint. This funding has all but dried up, so those journeys, whilst still ongoing, are taking longer than perhaps they should."

(Block and Phillips 2024: 343)

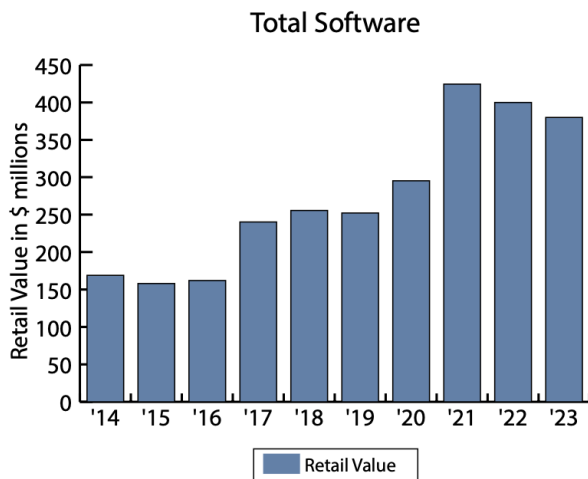
According to NAMM (2025) the *"DJ category was one of the best-performing segments in the industry, with the retail value of shipments advancing 14.1% to \$300.8 million."* (Block and Phillips 2024: 26). The report also identified a 10.9% increase in the shipments of conventional turntables which NAMM attributed to the enduring popularity of vinyl.



	Retail	Unit	Average Price
2023 Summary	10.87%	1.37%	9.38%
10-Year Trend	147.85%	34.55%	84.21%

Figure 1: NAMM 2025. 'NAMM – Believe in Music | NAMM.Org'

The NAMA report also includes a *Recording and Computer Music Market* category that includes plugin's and virtual instruments. According to NAMM "The estimated retail value of the recording category, which includes a range of software and hardware, declined 8.2% in 2023 to \$721.9 million.". The decline was due to a spike in demand in the COVID era which led to the market correcting itself once that period ended. The market for virtual instruments also followed a similar pattern.



	Retail
2023 Summary	-5.00%
10-Year Trend	124.99%

Total Software includes recording software packages, virtual instruments, sampling software and educational software.

Figure 2: NAMM 2025. 'NAMM – Believe in Music | NAMM.Org'

Figures

Figure 1: NAMM 2025. 'NAMM - Believe in Music | NAMM.Org' (p. 26). [online]. Available at: <https://www.namm.org/> [accessed 24 Mar 2025].

Figure 2: NAMM 2025. 'NAMM - Believe in Music | NAMM.Org' (p. 30). [online]. Available at: <https://www.namm.org/> [accessed 24 Mar 2025].

References

'Ableton Forum - Index Page'. 2025. [online]. Available at: <https://forum.ableton.com/> [accessed 3 Mar 2025].

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GOOGLE. 2025. 'Flutter - Build Apps for Any Screen'. [online]. Available at: <https://flutter.dev/> [accessed 26 Mar 2025].

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NAMM. 2025. 'NAMM - Believe in Music | NAMM.Org'. [online]. Available at: <https://www.namm.org/> [accessed 24 Mar 2025].

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PERSONAL REFLECTION on SKILLS in relation to CONTEXT (500 words)

What are the skill requirements, professional expectations and practical considerations for a sustainable approach to your chosen career (e.g. what is expected of a professional sound designer?) including transferable skills.

- Appraise your skill levels in relation to the requirements for your chosen career
- Provide an account of how you are using the module to develop the required skills and how skills development feature as part of your overall on-going professionalisation strategy?

There are various DJ'ing skills and music production skills that have informed the development of various product designs, especially Phys DJ (Webber 2008).

"[...] almost every single manufacturer either has a DJ on staff, or regularly consults with DJs in product development."

(Cross 2003)

Starting with a software prototype, things developed to the point where I started looking at manufacturing physical products based on Arduino prototypes. This began with attempting to replicate a product called Phase DJ (Phase SAS 2024) by looking at the kind of sensors that mobile phones have in them that can be used to detect the rotating platter of a DJ turntable. However I realised that Phase DJ is actually quite a complex product. A simpler way is to have a record on a DJ turntable directly drive a sensor "encoder" attached to the top of the record. This is a simpler approach, and with the device attached directly by USB cable to a laptop the device does not require the further complications of needing wireless communication. This taught me engineering skills.

"[to] develop problem-solving skills and creative thinking and be trained in various branches of engineering."

(Chou 2018)

This led me on to investigating the costs of PCB manufacture by using an example Arduino project that can be exported from Fritzing (Fritzing 2025) to KiCad (KiCad EDA 2025). There are then PCB manufacturing companies where one can upload the PCB design and a Bill of Materials

in order to estimate manufacture cost. I learnt skills related to going to market with hardware devices.

Phys DJ started as a prototype in Blender Game Engine using Python. Then I used Cycling 74 Max for Live to replicate the game engine like physics simulation of the turntable. However deploying to multiple platforms from Max is not easy. Even RNBO, Cycling 74's solution for this, is audio orientated and does not include the physics simulation parts (Jitter) that Phys DJ uses. However Freeman Marketing Solutions Ltd may produce a Max for Live version of Phys DJ, as deploying to Ableton Live is possible even if not very financially viable due to Ableton only being available for Mac and Windows and with a small user base. These are project management skills.

I investigated and developed coding skills with the following projects. Beeware (Keith-Magee 2025) taught me how to use a Python based development framework and deploy to mobile and desktop. Kivey (Kivy 2025) is also a Python based framework. AudioKit.io (Audiokit 2025) is a Swift based framework but only for Apple devices. JUCE (Raw Material Software 2025) is C++ based audio orientated framework. This taught me software design planning skills.

Using X.ai Grok as an assistant, I recreated the Max prototype in Swift and deployed to an Apple iPhone. This taught me skills to do with Swift coding (Grok acts somewhat like a virtual teacher in this respect) as well as skills with using Xcode, the Apple development environment which included learning how to set up the Git revisioning system within Xcode itself so I could switch between different versions of the app. A.I. interaction skills were learnt. As well as effective prompts and iterations.

When going ahead with registering Freeman Marketing Services Ltd with companies house I learnt skills to do with what is required when setting up a company.

References

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AUDIOKIT. 2025. 'Home - AudioKit'. [online]. Available at: <https://www.audiokit.io/> [accessed 3 Mar 2025].

CHOU, Pao-Nan. 2018. 'Skill Development and Knowledge Acquisition Cultivated by Maker Education: Evidence from Arduino-Based Educational Robotics'. *Eurasia Journal of Mathematics, Science and Technology Education* 14(10), em1600.

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WEBBER, Stephen. 2008. *DJ Skills: The Essential Guide to Mixing and Scratching*. Oxford: Focal.

ACTIONS-TO-DATE (500 words)

- Evidence research and active networking with relevant professional bodies.
- Specify the actions taken to date as part of your STRATEGY work. These actions should relate to your practice holistically and be evidenced in the materials section below (and the materials folder) Note: this should contain no information relating to your portfolio work.

In an attempt to find the relevant industry bodies I was drawn to the National Association of Music Merchants (NAMM 2025). This led me on to discovering the British industry body, the Music Industries Association (MIA 2025) because they attend the yearly NAMM show in the USA. NAMM produce extensive industry reports, some free, however many require full NAMM membership and a report I had my eye on is \$1000 to non-members. I could not join at the time I needed the report as I had not registered Freeman Marketing Services Ltd. I contacted NAMM about this who phoned me. When I said I was needing the report for a piece of academic work they very kindly gave me a copy for free.

However I could gain access to the video's of talks from the 2025 NAMM show and was interested in what Mark Schaefer was talking about when it comes to marketing music products (Schaefer 2025). I interviewed him by email (see materials). I also interviewed a British businessman who is the owner of Music Matters (Music Matter 2025) about the nature of his business of selling music industry products.

I used X.ai Grok (Grok 2025a) to explore developing a coded version of Phys DJ for all platforms. However mobile is the most appropriate due to the touchscreen being an ideal interface for turntable control. I started with the prompt ...

"Code a swift app for the iPhone that has a 2D rotating DJ turntable platter [...]"

(Grok 2025b)

This turned into a crash course in how to use Grok as an assistant and I began to realise how much of my experience with software engineering, which started all the way back in 2001 when I coded a Windows screensaver in C, was important. Grok will rarely produce an immediately working app from a single prompt. The entire process required an in depth and developing understanding of Xcode as I took stock of various errors in the code and then fed them back to Grok for analysis. This produced a working iPhone app that can be shown to a trained software engineer so they can understand what is needed. I also tried the same prompt with Python and Javascript but this was less successful. With Swift being Apple specific I took the project to the C++ cross platform JUCE. This was after exploring various frame works (Beeware, Kivy) by installing them and producing the provided "Hello World" app. Coding for JUCE C++ with Grok produced a lot of Xcode errors but this actually taught me

which JUCE modules needed to be enabled. A running app was eventually made with a physics enabled DJ turntable platter. However there were some problems getting an audio file to load likely due to my unfamiliarity with JUCE.

Other work focussed on going ahead with a startup with the successful registration of Freeman Marketing Services Ltd with Companies House using a service called Companies Made Simple (MadeSimple 2025). This threw my plan to do a Business masters into a different light as I found that the process of beginning a startup was not the “big scary” process that I was made to think it was. This made me consider more seriously if I even need to devote a further year of academic study.

References

MADESIMPLE. 2025. 'Company Formation & Registration UK'. *Companies MadeSimple* [online]. Available at: <https://www.companiesmadesimple.com/> [accessed 30 Mar 2025].

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GROK. 2025. Prompt by the author: 'Code a swift app for the iPhone that has a 2D rotating DJ turntable platter (looking down from above). The turntable should have a physics simulation that simulates the weight of a turntable platter. The turntable platter needs to be linked to whatever loaded audio file so that the angular velocity of the turntable sets the pitch (speed) of the sound. The sound should also reverse if the turntable platter reverses.' [AI generated text]. Available at: <https://x.com/i/grok/share/Z9IhdnIA5x6bl2UDZHuOU4MBm> [accessed 30th March 2025].

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ENTREPRENEURSHIP // ACTION PLAN (500 words)

- Provide a 12-month action plan from your STRATEGY submission date with clear strategic milestones for your professional development.
- Identify relevant professional and creative opportunities and articulate their respective value for your development and career progression.

- **Month 1.** Finalizing logo, and branding to establish a strong identity.
- **Month 2 to 3.** Seeking funding and/or investment.
- **Month 4.** Business plan and marketing strategy.
- **Month 5.** Set up a professional website and social media accounts to build an online presence.
- **Month 6.** Create a development roadmap.
- **Month 7.** Assemble a team, including developers, designers, and marketing professionals, to handle app development and promotion. I started looking at Freelancer.com (Freelancer Technology 2025) and put out a tender for work and received a number of replies. This would be a major project milestone in the next 6 to 12 months but would require obtaining some startup funding in order to pay a software engineer.
- **Months 8.** Develop a database of angel investor companies alongside crowd funding opportunities.
- **Month 9.** Testing and Quality Assurance.
- **Month 10.** Beta testing.
- **Month 11 to 12.** Release of products. Appearing at NAMM show and other industry events.

References

FREELANCER TECHNOLOGY. 2025. 'Hire Freelancers & Find Freelance Jobs Online | Freelancer'. [online]. Available at: <https://www.freelancer.com/> [accessed 31 Mar 2025].

BUDGET (table with commentary) (max. 250 words)

- Provide a 12-month budget from submission date to enable sustainable professional practice in table format (i.e., show that you can produce a detailed well considered and contextually aware budget in relation to your personal action plan/professional strategy)

MSI340 PROFESSIONAL PORTFOLIO (2024-25)													RISK % Calculator			The risk calculator gives you with a specified level of Risk likely that you acquire the change (i.e. specify) your chance the TOTALS		
12-MONTH PROFESSIONALISATION BUDGET													90%	50%	20%			
Budget Time Period: 4/4 25 to 4/4 26													Total Income £ 54,604			£ 49,143.6	£ 27,302.0	£ 10,920.8
Date:													Total Costs £ 27,812			£ 27,812	£ 27,812	£ 27,812
													Balance £ 26,792			£ 21,331.2	-£ 510.4	-£ 16,891.6
	£	£	£	£	£	£	£	£	£	£	£	£	£	TOTALS				
INCOME																		
Salary	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 44,604				
Loans							£ 10,000							£ 10,000				
Early Years														£ -				
Instrumental Teaching														£ -				
Schools														£ -				
Commissions														£ -				
Merchandise														£ -				
Session Work														£ -				
Gifts & Donations														£ -				
Older People														£ -				
TOTAL INCOME	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 13,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 3,717	£ 54,604				
EXPENDITURE / COSTS / EXPENSES																		
Fixed Costs																		
Rent	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 1,000	£ 12,000				
Utilities	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 125	£ 1,500				
Phone & Internet	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 50	£ 600				
Variable Costs																		
Food / Shopping	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 175	£ 2,100				
Travel & Transport	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 100	£ 1,200				
Maintenance	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 75	£ 900				
Equipment / Kit	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 240				
Marketing & Promotion														£ -				
Memberships	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 240				
Subscription Costs	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 20	£ 240				
Other Costs																		
Savings / Investment	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 372	£ 4,464				
Debt Consolidation														£ -				
Tax	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 150	£ 1,800				
SUBTOTAL COSTS	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 2,107	£ 25,284				
Contingency (10%)	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 211	£ 2,528				
TOTAL COSTS	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 2,318	£ 27,812				
BALANCE	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 11,399	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 1,399	£ 26,792				

Figure 1: 12-MONTH PROFESSIONALISATION BUDGET (full spreadsheet available in materials).

Research indicates that the average monthly household expenses for a single individual in the United Kingdom range between £1,600 and £1,700, encompassing rent, utilities, and food. It is likely that operating a software business specialising in the development and sale of music applications and hardware could generate annual income of approximately £300,000. Assuming a profit margin of 20%, this translates to an estimated monthly net personal income (after taxes) of around £3,717. After deducting income tax (£11,432 annually) and National Insurance (£3,965 annually), the net annual income is approximately £44,603, or £3,717 monthly.

The income estimation began with assessing the revenue potential of a software business selling music apps and hardware music devices. Research suggests the UK app market, including music apps, generated significant revenue in 2023, with the global music app market projected at \$28.99 billion in 2025 (Morder Intelligence 2025). For hardware, the UK musical instruments market is projected at US\$757m in 2029, growing at 4.30% (Statista 2025).

In this area a small to medium-sized business's annual revenue is estimated at £300,000, split evenly between app sales and hardware sales (£150,000 each), based on average small business turnover in the UK, reported at £289,000 for businesses with 0-49 employees (Boyle 2023). Profit margin for software companies, particularly small ones, is assumed at 20%, derived from industry benchmarks suggesting net margins around this level for small firms (Vena Solutions 2025).

References

BOYLE, Matthew. 2023. 'UK Small Business Statistics 2024'. *Finder UK* [online]. Available at: <https://www.finder.com/uk/business-banking/small-business-statistics> [accessed 30 Mar 2025].

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MATERIALS (500 words)

- List and contextualise all submitted promotional and other professionalisation materials (incl. drafts) in terms of what is their value in relation to your career plans?

- How do the materials you have submitted form part of your professionalisation strategy in relation to your understanding of context?

The app frameworks have been valuable research and experience with using their software and IDE's. This was part of moving on from a solely Cycling 74 Max focussed (Max for Live) product.

The Grok assisted app development has highlighted the value of A.I. assisted software demo development and gave me valuable experience and familiarity with the libraries of the frameworks as well as experience with Python, Swift and C++. This will improve any interaction I have with hired coders.

The experience with and research into PCB manufacture has been a fascinating journey and I'm excited to be able to take my 30 years of experience as a DJ and musician to develop Ardiuno based products prototypes into what will be a route to marketing custom hardware devices. The approach highlighted the now sophisticated electronics manufacturing industry that has automation in the way an Arduino design can be exported to various PCB manufacturing and component selection companies. I may need to seek an electronics professional to actually layout the PCB board.

Registering Freeman Marketing Solutions Ltd with Companies House highlighted that there are a lot of streamlined ways to do this. This was shown by using Companies Made Simple (MadeSimple 2025). A company title that more than lived up to it's name. One thing I'd like to automate ready for when actual sales invoices come in, is tracking everything for the required tax return, as this must be done with Companies House otherwise the company can be fined. Also going ahead with Companies Made Simple made me question if I really need to do the Entrepreneurship & Innovation Management MSc. The way I'd experienced the advice to do with starting up a startup was a lot of frankly scary information about the pitfalls of legal issues as well as financial. However I found that when it came to using Companies Made Simple they had cleverly streamlined the process as well as amalgamating other services at various steps of the process that I would not otherwise have found. For example I found myself signing up to an online business bank account Tide (Tide Platform 2025). Also from an important psychological standpoint the background video at the top of the Tide website (<https://www.tide.co/>) had a profound effect on me. The video depicts a

couple starting up their own Vineyard and then a young woman starting a jewellery business. This highlighted the “micro startup” nature of these businesses and how they are part of people’s lives as well a larger society. Something that ordinary people are quite capable of running themselves. One does not have to be part of the Fortune 500 to own your own business !

I also included the Musicians Union documents in Strategy here rather than Portfolio because that’s where there is a crossover between the two. I did not realise that they provide insurance with the membership to insure not only my two DJ turntables (worth around £2000) but also my Apple Macbook Air (worth £950) which I confirmed with the union is also treated as an instrument. The turntables have been a crucial part of using my practice to define the software and hardware products as well as the laptop running DJ software as well as software development frameworks.

References

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ANY OTHER INFORMATION (max 250 words)

- Any other information pertinent to your professional development plan (e.g. details of collaborative professionalisation practice)

INSERT YOUR ONEDRIVE URL HERE >>

Where needed for your STRATEGY submission, please include a URL to a shared and accessible OneDrive folder (see Assessment Brief and guidance for further details).

[MSI340 Strategy Submission Michael Freeman](#)

Ensure that you have **completed all sections** of this form and remember to include all **Professionalisation Materials** with your submission upload.

- end of MSI340 Strategy Form -

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