

THE CANADIAN LIVE PERFORMANCE PROJECT

Feasibility Study, Business Planning & Funding Strategy

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CONFIDENTIAL — DRAFT DOCUMENT

1. Executive Summary

This document presents a comprehensive feasibility study and strategic planning resource for the development of a new Canadian live performance act, built around an existing catalog of 900+ original compositions with a documented global audience of approximately 200,000 annual streaming listeners.

The project is modelled on proven industry structures — most notably the Boney M model — in which a songwriter/producer owns all music IP and curates charismatic performer-artists to front the live act. This approach separates creative and commercial risk, dramatically reduces ongoing performance costs, and allows for a high-production live show without the overhead of a full touring band.

Key Starting Advantages

- 900+ original songs — the hardest part of the enterprise already exists
- ~200,000 annual listeners across Spotify, Apple Music, YouTube, and other platforms
- Music already distributed on all major streaming services
- Strong international reach including diaspora community listeners
- Established songwriter competence and production experience

Verdict: The project is feasible as a phased regional launch, with Year 1 focused on Calgary/Alberta proof-of-concept, Year 2 expanding to Western Canada, and Year 3 pursuing a national profile with grant and investor support.

Total Year 1 budget estimate: \$20,000 (personal seed capital). With successful grant stacking and a Kickstarter campaign, total available funding could reach \$62,000–\$115,000 — sufficient for a credible national setup.

2. The Boney M Model — Why It Works

Boney M was a Frank Farian production project. Farian wrote and produced everything in the studio, then assembled charismatic performers — primarily Bobby Farrell — to front the act live. Farrell famously did not sing on most of the records at all. He was pure stage energy. The audience got spectacle; the recordings were pristine.

What this project proposes is a legitimate, time-honoured industry structure: a songwriter/producer who owns the music IP, with contracted performer-artists as the live face of the project. Think also of how many K-pop groups work — producers own the sound, performers are curated for visual impact and stage presence.

Key Principles of This Model

- Songwriter/producer retains full IP ownership of all music, branding, and the act's name
- Performer-artists are hired as contractors — not band members or co-owners
- Backing tracks provide consistent, professional audio quality at every performance
- Stage spectacle (costumes, choreography, lighting) compensates for the absence of live instruments
- The model is scalable: add or replace performers without disrupting the music or brand

The model itself is sound. The execution is everything.

3. Feasibility Assessment

3.1 Strengths

- Existing 900+ song catalog — eliminates the most expensive startup phase
- Verified global audience of ~200,000 annual listeners
- Music distributed across all major streaming platforms
- Songwriting and production competence already established
- Calgary base provides access to talent pool, corporate event market, and provincial arts funding

3.2 Challenges

- \$20,000 is lean for a national launch — workable for a regional proof-of-concept
- Live performance industry has hard costs (sound, lighting, travel, costumes) that consume capital quickly
- Building a performing act from scratch requires time: auditions, rehearsal, staging, legal setup
- No existing live performance track record — must be built before major venues or festivals will book

3.3 Phased Rollout Plan

Phase	Objectives
Year 1	Proof-of-concept in Calgary and Alberta. Corporate events, small venues, debut showcase. Grant applications.
Year 2	Western Canada regional touring. FACTOR Live Performance grant application. Build track record.
Year 3	National profile. Sufficient traction to attract investors and major grant streams.

4. Steps to Form the Band

Phase 1 — Concept and Legal Foundation (Months 1–2)

Define the act: visual identity, genre presentation, target audience. Choose 2–3 thematic playlist lanes from your catalog that have the strongest streaming traction — build the live show around those.

- Form a business entity (numbered Alberta corporation or named company)
- Separate personal liability from the project; own IP through the entity
- Estimated cost: \$500–\$1,000 via registry service or lawyer

Draft performer agreements BEFORE you audition anyone. This is critical. Performers should be hired as contractors with clearly defined terms:

- Compensation structure (flat fee per show vs. revenue share)
- IP ownership (you own everything — music, name, branding)
- Exclusivity clauses if desired
- Exit provisions

A music lawyer for these contracts: \$1,500–\$3,000 well spent.

Phase 2 — Casting and Rehearsal (Months 2–4)

Audition 2–4 performers. In Calgary, your talent pool includes the theatre community, dance studios, vocal coaches' students, and music programs at MRU and U of C. You are looking for stage charisma first, vocal ability second (with backing tracks).

- Post auditions on Backstage, local arts Facebook groups, MRU/U of C music programs
- Negotiate rehearsal space: church halls, community centres, creative co-working spaces
- Budget: \$500–\$1,000/month during intensive rehearsal

Phase 3 — Production Setup (Months 3–5)

The backing track system is your backbone. Industry-standard setup:

- Export stems or full mixes from existing recordings, arranged for live playback
- Ableton Live on a dedicated laptop (~\$600 software; \$800–\$1,200 used MacBook)
- In-ear monitors (IEMs) for performers — keeps them locked to click track (\$200–\$600/performer)
- Professional front-of-house mix that sounds clean in venue PA systems

Phase 4 — Visual Identity and Staging

Costumes, lighting design, choreography. This is where Boney M spent wisely — the visual spectacle was as important as the music.

- Budget \$2,000–\$4,000 for initial costume design
- Budget \$500–\$1,500 for basic stage lighting (when venues don't provide)

Phase 5 — Soft Launch

Start with private events, corporate gigs, and smaller venue residencies rather than headlining immediately. Calgary's oil and gas, tech, and convention sectors pay \$2,000–\$8,000 for a 90-minute set — reliable income while you build profile.

5. Year One Budget Estimate

Item	Estimated Cost
Legal (incorporation + performer contracts)	\$2,500
Playback system (laptop, Ableton, IEMs x 3)	\$3,500
Rehearsal space (6 months)	\$4,000
Costumes and staging	\$3,500
Photography, promo video, EPK	\$2,500

AI tools and marketing	\$1,500
Contingency / first show production costs	\$2,500
TOTAL	~\$20,000

Note: The backing-track model dramatically reduces ongoing performance costs versus a full live band. Once the system is set up, per-show costs are primarily performer fees and travel — no instrument transport, no session musician fees.

6. Using AI to Create Buzz

This is your biggest competitive advantage. Most legacy acts are not using these tools effectively.

AI Video Content

Tools like Runway or Kling AI generate visually compelling short-form content at almost no cost. Tease the act with AI-generated visual snippets before you even have a live show. Build mystery and identity before the first note is ever played live.

Social Media Automation

Use Claude or ChatGPT to draft content calendars, write Instagram/TikTok/Facebook copy, and script short-form video narration. Consistency of posting is the algorithm's currency — AI makes that sustainable for a solo operator.

Targeted Playlist Pitching

Your Spotify for Artists data shows you where your listeners already are. Use that geography to pitch diaspora community playlists and cultural event promoters in cities where you have existing traction. AI-assisted pitch letters sent to 50 targeted curators cost nothing but time.

Electronic Press Kit (EPK)

A professional AI-generated EPK with a compelling story gets you in front of venue bookers and event planners. The story: "Canadian independent artist with 200k global listeners brings immersive live show to your city." That opens doors.

TikTok Behind-the-Scenes

The making of the band — auditions, rehearsals, costume fittings, first sound check — is compelling content. Document everything. Let AI help you edit scripts and captions. This content costs nothing but positions the launch as an event people have been watching unfold.

7. Using the Name "Canadian"

This is worth taking seriously before you invest in branding.

Trademark Considerations

The word "Canadian" is considered geographically descriptive by the Canadian Intellectual Property Office (CIPO), which makes it harder (though not impossible) to trademark distinctively. The CIPO will likely require "Canadian" to be disclaimed as an unregistered element — your protection would be on the rest of the name, not "Canadian" alone. Acts like Canadian Brass and Canadian Tenors have navigated this by having a full distinctive name, not just the one word.

Corporate Name Rules

Under the Canada Business Corporations Act and Alberta's equivalent, using "Canada" or "Canadian" in a legal corporate name requires government approval. For a band name used as a trade name (not your legal corporate name), this restriction is less binding — but confirm with your lawyer.

Marketing Upside

"Canadian" is a strong international brand, especially in markets that romanticize Canada: Europe, parts of Asia, diaspora communities worldwide. If you can claim it cleanly, it is a good flag to fly globally.

Recommendation

A two-word name with "Canadian" in it is more trademarkable and more marketable than "Canadian" alone. Suggestions:

- The Canadian Sound
- **Canadian Sky**
- Canadian Gold
- Canadian Spirit

8. Alternative Funding Sources

8.1 Government Grants

FACTOR — Foundation Assisting Canadian Talent on Recordings

Canada's primary federal music industry grant program, funded through the Canada Music Fund. Key programs for this project:

- Artist Development — supports emerging and developing artists building their career
- Live Performance — \$5,000 to \$75,000 for touring and live show development, rolling deadline
- Video — up to \$30,000, rolling deadline (submit by January 14, 2027 for this fiscal year)
- Business Development — deadlines June 4 and October 22, 2026 for fiscal 2026–2027

Note: Create your FACTOR applicant profile at factor.ca before applying — required for all programs.

Alberta Foundation for the Arts (AFA)

The Music Individual Project Funding program provides up to \$18,000 for Alberta-based musicians. Eligible activities include art production, marketing, research, and career development. Next deadline: September 1, 2026.

Canada Council for the Arts

The Explore & Create program supports artistic experimentation — up to \$75,000, rolling deadline. Building a new live performance concept from an existing catalog could qualify. Contact their music officer before applying.

Calgary Arts Development (CADA)

Municipal funding for Calgary-based artists. Smaller amounts (\$2,000–\$15,000) but less competitive and faster to process. Good for specific project costs like EPK production or debut showcase.

8.2 Music Industry Specific

SOCAN Foundation

If you are a SOCAN member (with 900+ songs on Spotify you absolutely should be registered), the SOCAN Foundation offers grants for live performance development. Amounts \$1,000–\$10,000 with lighter application requirements.

Re:Sound

If your live show uses recorded music (which the backing-track model does), register with Re:Sound as a performer. Neighbouring rights payments may already be owed to you and uncollected.

Alberta Music

Alberta Music is the provincial music industry association and a FACTOR co-applicant partner. They have their own development programs and — critically — staff whose job is to help artists navigate the grant landscape. A single meeting with an Alberta Music advisor could be worth tens of thousands of dollars.

8.3 Private and Corporate Funding

- Corporate sponsorship: Alberta's energy sector has a long history of arts sponsorship for tax and community relations purposes. A well-packaged deck sent to 20–30 Calgary energy or tech companies asking \$5,000–\$15,000 per sponsor is a legitimate revenue stream.
- Venue partnerships: Some venues co-invest in developing a house act — they front production costs in exchange for residency exclusivity or revenue share.

8.4 Crowdfunding

See Section 10 for the full Kickstarter strategy. Summary: with 200,000 annual listeners, even a 0.5% conversion at \$25 average = \$25,000.

8.5 Funding Stack — Realistic Year One Scenario

Source	Realistic Amount
Personal seed capital	\$20,000
Alberta Music / AFA grant	\$10,000 – \$20,000
FACTOR Artist Development	\$10,000 – \$25,000
SOCAN Foundation	\$2,000 – \$5,000
Corporate sponsorship (2–3 sponsors)	\$10,000 – \$20,000
Kickstarter campaign	\$10,000 – \$25,000
POTENTIAL TOTAL	\$62,000 – \$115,000

Stacking these sources changes the picture from a lean regional launch to a credible national setup — and means your personal \$20k becomes the proof-of-concept that unlocks the rest, rather than the entire budget.

9. Grant Application Narratives

The following are draft narratives ready for submission. Adjust specific figures, dates, and project descriptions as your plans firm up.

9.1 FACTOR — Artist Development Program

Application Details

Program: Artist Development

Portal: factor.ca

Deadline: Rolling — create applicant profile first at factor.ca

Note: You must be a rated FACTOR applicant before submitting any program application

Project Title

The Canadian Live Performance Project — Stage Development for an Established Independent Catalog Artist

Artist Statement / Project Description

This project seeks to bridge a significant gap in my career as an independent Canadian songwriter and recording artist: the transition from a well-established recorded catalog to a fully realized live performance presence.

Over the course of my career I have built a catalog exceeding 900 original compositions, distributed across Spotify, Apple Music, YouTube Music, and all major streaming platforms, with an active global listenership of approximately 200,000 streams annually. My music reaches listeners across North America, Europe, and diaspora communities worldwide. The recordings exist. The audience exists. What does not yet exist is a live stage vehicle capable of bringing that music to those listeners in person.

This project will develop a professional live performance act built around my existing catalog, using a proven industry model — curated performer-artists contracted to front the live show, supported by professional backing tracks derived from my master recordings. This structure, used successfully by internationally recognized acts, allows for high production values, consistent sonic quality, and compelling stage spectacle without the prohibitive cost of a full touring band.

Specific activities to be funded include: legal formation of the performance entity and performer contracts; rehearsal space rental over a six-month development period; playback system acquisition (industry-standard Ableton Live setup with IEM monitoring); costume and staging design for the initial live show; professional photography and Electronic Press Kit production; and targeted marketing to identified listener communities.

The project culminates in a debut public showcase performance in Calgary, Alberta, with documentation and a phase-two application planned for regional touring support.

Artistic Merit

The live performance concept draws on established traditions of performance art and popular music production — the separation of songwriting, recording, and live performance as distinct creative disciplines. My role as composer and producer remains central; the performer-artists bring physical interpretation, choreography, and audience engagement. The result is a collaborative artistic statement across multiple disciplines.

Market Potential

With 200,000 annual listeners already established through streaming alone — without any live performance history — the demonstrated demand for this music is significant. Calgary's corporate event market, festival circuit, and growing multicultural arts community represent immediate venues. The backing-track model allows the act to perform at events ranging from corporate receptions to festival stages with consistent professional quality.

Budget Summary: [Attach full budget breakdown as per FACTOR guidelines]

9.2 Alberta Foundation for the Arts — Music Individual Project Funding

Application Details

Program: Music Individual Project Funding

Maximum amount: \$18,000

Next deadline: September 1, 2026

Portal: affta.ab.ca (GATE Front Office system)

Eligibility: Alberta resident, Canadian citizen or permanent resident

Project Title

Live Performance Development — From Catalog to Stage

Project Category

Marketing / Art Production / Career Development

Project Description

I am an Alberta-based independent musician and songwriter with a professional catalog of over 900 original songs currently distributed on all major streaming platforms. My music reaches a documented global audience of approximately 200,000 listeners annually. This project will

support the development of a professional live stage presentation of my work — the first live performance vehicle in my career as a recording artist.

The project encompasses four interconnected streams of activity, all of which fall within AFA's eligible categories:

Art Production: Preparation of professional backing tracks and stems from existing master recordings, arranged and optimized for live playback. This represents significant post-production work distinct from the original recordings.

Marketing: Development of a professional Electronic Press Kit (EPK), promotional photography, and a targeted digital marketing strategy to promote the debut performance to my existing listener base and to Alberta arts and event communities.

Career Development: Engagement of a music industry consultant or Alberta Music advisor for strategic guidance on the live performance market in Alberta and Western Canada; attendance at relevant industry events or showcases.

Performance Development: Rehearsal costs associated with preparing the live show for public presentation, including rehearsal space rental and production coordination.

The project has a defined start and end date, a clear public outcome (a documented debut performance), and directly advances my professional practice as an Alberta artist in a new and significant direction.

Impact on Applicant and Artistic Genre

This project represents a meaningful evolution in my artistic practice — from solitary studio-based creation to public performance. For Alberta's music community, it demonstrates a viable pathway for independent catalog artists with established streaming audiences to develop live careers without the capital requirements of traditional band formation. The backing-track performance model is underutilized in Alberta and represents an innovative approach to live music presentation.

Budget: Up to \$18,000 requested. [Full budget to be attached per AFA GATE system requirements]

10. Funding Organization Directory

Federal Programs

- **FACTOR (main site)** — <https://www.factor.ca>
- **FACTOR Deadlines** — <https://www.factor.ca/deadlines>
- **FACTOR Live Performance Program** — <https://www.factor.ca/programs/live-performance>
- **FACTOR Artist Development** — <https://www.factor.ca/programs/artist-development>
- **FACTOR Video Program** — <https://www.factor.ca/programs/video>
- **Canada Council — Explore & Create** — <https://canadacouncil.ca/funding/grants/explore-and-create>

Provincial Programs

- **Alberta Foundation for the Arts (main site)** — <https://www.affta.ab.ca>
- **AFA Find Funding** — <https://www.affta.ab.ca/funding/find-funding>
- **AFA Music Individual Project Funding** — <https://www.affta.ab.ca/funding/find-funding/music-individual-project-funding>
- **Alberta Music — Funding Resources** — <https://www.albertamusic.org/resources/funding>

Municipal

- **Calgary Arts Development (CADA)** — <https://calgaryartsdevelopment.com>

Industry Organizations

- **SOCAN Foundation** — <https://socanfoundation.ca>
- **Re:Sound** — <https://resound.ca>
- **Alberta Music (membership & advisory)** — <https://www.albertamusic.org>

Crowdfunding

- **Kickstarter** — <https://www.kickstarter.com>
- **Patreon** — <https://www.patreon.com>
- **Bandcamp** — <https://bandcamp.com>

11. Kickstarter Campaign Guide

Your 200,000 annual streaming listeners are the foundation of a Kickstarter campaign. The critical insight from current crowdfunding data: Kickstarter will not automatically bring you an

audience — if no one knows about your project before launch, the campaign will stall no matter how polished it looks. But you have an existing audience. That is the hardest problem already solved.

11.1 Phase 1 — Pre-Launch (6–8 Weeks Before)

Build an Email List First

This is the single most important step. Data from successful campaigns shows that approximately 90% of backers from a pre-launch list convert within the first 48 hours — your opening momentum is almost entirely determined by how big and warm that list is before you launch.

- Drive traffic to a simple landing page: one clear promise, one call to action ("Notify me when we launch")
- Use your existing Spotify/YouTube following and social media to seed the list
- Run targeted Meta (Facebook/Instagram) ads: \$500–\$1,000 in ad spend to reach your listener geography
- Target pre-launch list of 1,000–2,000 signups before launch day

Set Your Goal Conservatively

A campaign that hits its target early triggers confidence and boosts Kickstarter's visibility algorithm. If your total costs are around \$50,000, your public goal might be set at \$10,000–\$15,000. Early success draws attention; stretch goals and upsells cover the rest.

11.2 Phase 2 — Campaign Page Design

- Think in headlines — most visitors skim rather than read every word
- A compelling 2-minute campaign video: you performing, behind-the-scenes, the story of the act
- Audio samples from your catalog embedded on the page
- Your streaming stats as social proof — 200,000 listeners is a credible and impressive number
- The story: why this act, why now, why you
- Clear reward tiers at every price point (see below)

11.3 Reward Tier Structure

Tier	Reward
Supporter — \$10	Digital download of an exclusive track
Fan — \$25	Full digital album + name in credits
Superfan — \$50	Signed physical CD + digital album
Backstage — \$100	Above + invitation to a rehearsal livestream

Patron — \$250	Above + invitation to the debut showcase
Founding Sponsor — \$500	Private house concert (limited to 10 slots)
Corporate Partner — \$1,000–\$5,000	Logo on all materials + private event option

11.4 Launch Timing

Campaigns launched on a Tuesday consistently see higher success rates. September and October are the strongest months — the pre-holiday season energizes backers who are in a spending mindset. Aim for a Tuesday launch in September or October 2026, giving you time to build the pre-launch list properly.

11.5 During the Campaign

The first 48 hours and last 48 hours generate the majority of funding in virtually all successful campaigns. Have your email list, social media, and a press release fire simultaneously on Day 1. Plan a mid-campaign content push (behind-the-scenes video, new track preview, an update) to counter the inevitable mid-campaign lull.

11.6 Fees and Costs

- Kickstarter platform fee: 5% of total funds raised
- Payment processing: additional 3–5%
- Total campaign costs (video, ads, page design): budget \$2,000–\$5,000
- Plan for 8–10% total deduction from gross raise

11.7 Realistic Projections for Your Situation

Metric	Projection
Pre-launch email list target	1,000–2,000 signups
Conversion rate at launch	10–20% of list
Expected number of backers	100–400
Average pledge amount	\$40–\$60
Realistic raise	\$8,000–\$24,000

That is a meaningful contribution to your budget and — crucially — proof-of-concept that strengthens all subsequent grant applications. Grant funders love to see real people putting real money behind a project.

12. Immediate Action Steps

Prioritized in order of importance and time sensitivity:

#	Action
1	Join Alberta Music (albertamusic.org) and book a funding consultation — free with membership (~\$50–\$100/year). One meeting could map your entire grant strategy.
2	Register with SOCAN if not already done — with 900+ songs on streaming platforms, you should be collecting royalties.
3	Register with Re:Sound as a performer — neighbouring rights money may already be owed and uncollected.
4	Create a FACTOR applicant profile at factor.ca — required before any FACTOR program application can be submitted.
5	Consult an Alberta music lawyer regarding incorporation structure and performer contract templates.
6	Begin Kickstarter pre-launch list building: create a landing page and start driving traffic via social media.
7	Start AFA Music Individual Project Funding application for the September 1, 2026 deadline.
8	Document everything from day one — auditions, rehearsals, milestones — for grant reporting and social media content.

Appendix — Notes on Next Steps

This document is a working planning resource. The following items remain to be developed as the project moves forward:

- Full 20–30 page Business Plan (executive summary, market analysis, revenue model, 3-year financial projections, operational plan, risk assessment)
- Detailed Kickstarter campaign page copy and reward descriptions
- Electronic Press Kit (EPK) draft
- Corporate sponsorship deck
- Performer audition posting and contract template
- Backing track production schedule
- Phase 2: FACTOR Live Performance grant application (after debut showcase documented)

All of the above can be developed in stages as the project progresses. The most important thing at this moment is to begin — join Alberta Music, register with SOCAN and Re:Sound, and create your FACTOR profile. These cost nothing but time and open the door to significant funding.

