

***License Guru: The Business Plan***

**An Honors Thesis (HONR 499)**

**by**

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## **Abstract**

I have been making films for nearly a decade, and in doing so, I have discovered how arduous the process is for licensing music for film and television. Today, filmmakers and other content creators are limited to just a few options for music licensing: 1) They can contact a record label directly and risk getting a delayed response or no response at all. 2) They can spend hundreds of dollars hiring a licensing agency to license the song for them. 3) They can substitute the song for a similar but less popular song from a micro-license catalogue. To help creators reap the benefits of all these options, I have developed this business plan for License Guru, a web application that uses statistical analysis to make music licensing more efficient. This plan includes thorough market research, specific operational plans, and informed financial projections that demonstrate this venture's ability to establish and sustain a competitive advantage in the music licensing industry.

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