

With Support & Funding From:




Canada Council
for the Arts

Conseil des arts
du Canada



The Pitch

A digital showcasing service and B2B marketplace for the performing arts, bringing artists and arts presenters together 24/7/365.

A decorative wavy line in the bottom right corner, transitioning from green to orange to red.

Expand market access via digital showcasing to make:

MORE performing artist
MORE discoverable by
MORE presenters (buyers)
MORE often

Purpose



Aspiration

01

Become the platform of choice for digital showcasing including traditional presenting networks.

02

Expand platform to manage similar processes from writer's pitches to grant applications & juries, including the integration of new technologies as the performing arts sector evolves.

03

Expand adoption beyond Canada to increase market exposure and access to international markets.



Problem

The current showcasing model for the performing arts is costly and restrictive.

01

Market Access

Current model perpetuates geographic and financial barriers for performing artist, limiting market access, hampering artist discoverability and presenters efforts to diversify performances.

02


Systemic Exclusion

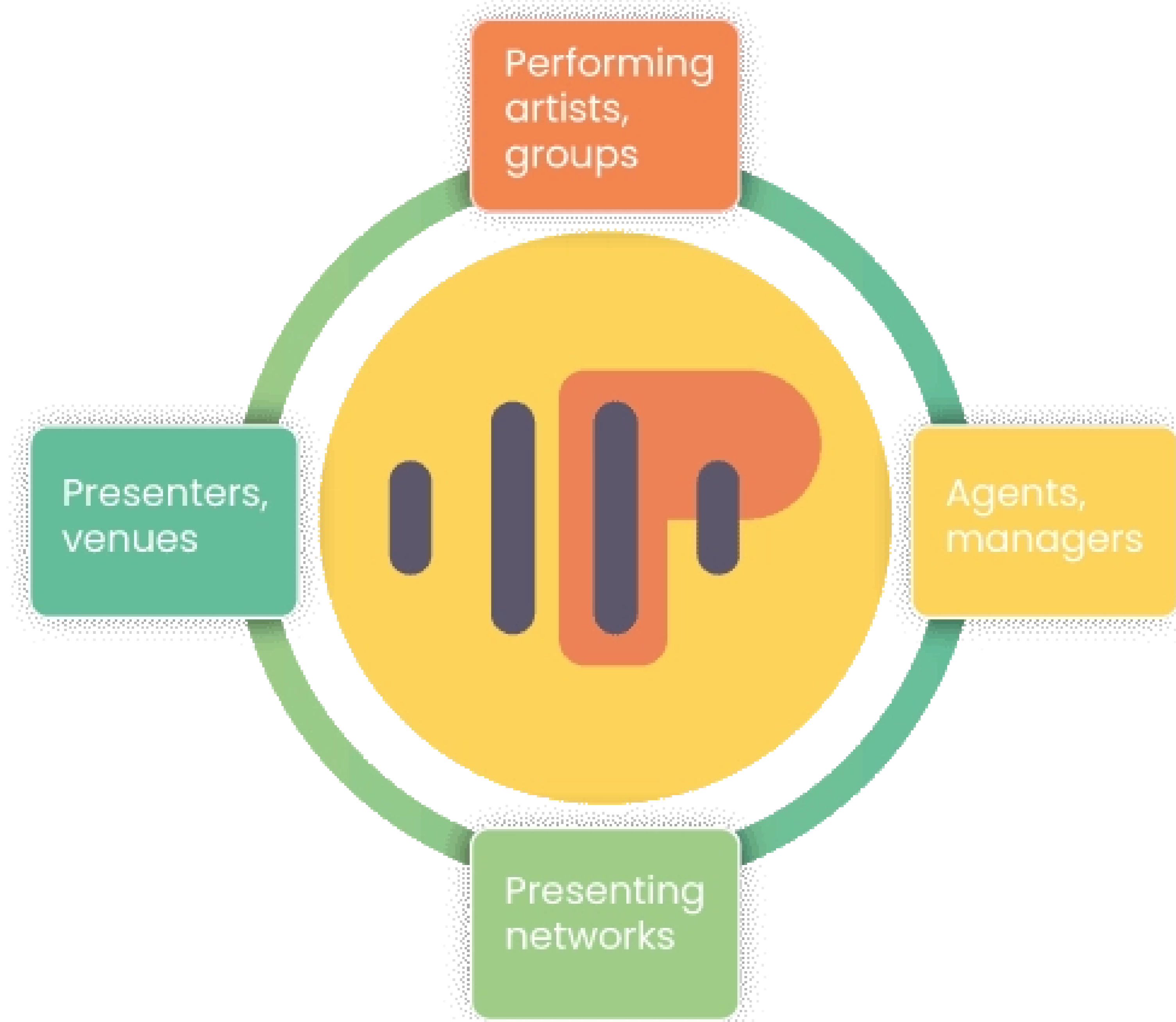
Due to prohibitive costs showcasing for dance, theatre and other live performances is limited, resulting in a dearth of touring works in these fields.

03

Leakage

Loss of capital and income generated in the performing arts sector to adjacent sectors, due to current showcasing model.





Solution

A web application that connects Artist, Performing Companies, Agents, Managers, Presenters, Venues and Presenting Networks 24/7/365

01

Remove Barriers

Users can easily create digital pitches and showcases, significantly reducing expenses and reduce travel requirements.

02

Rebalance Power

Any user can host a showcase. Artist and agents can market to buyers based on matching criteria like genres, self-identification, performance type and venue requirements.

03

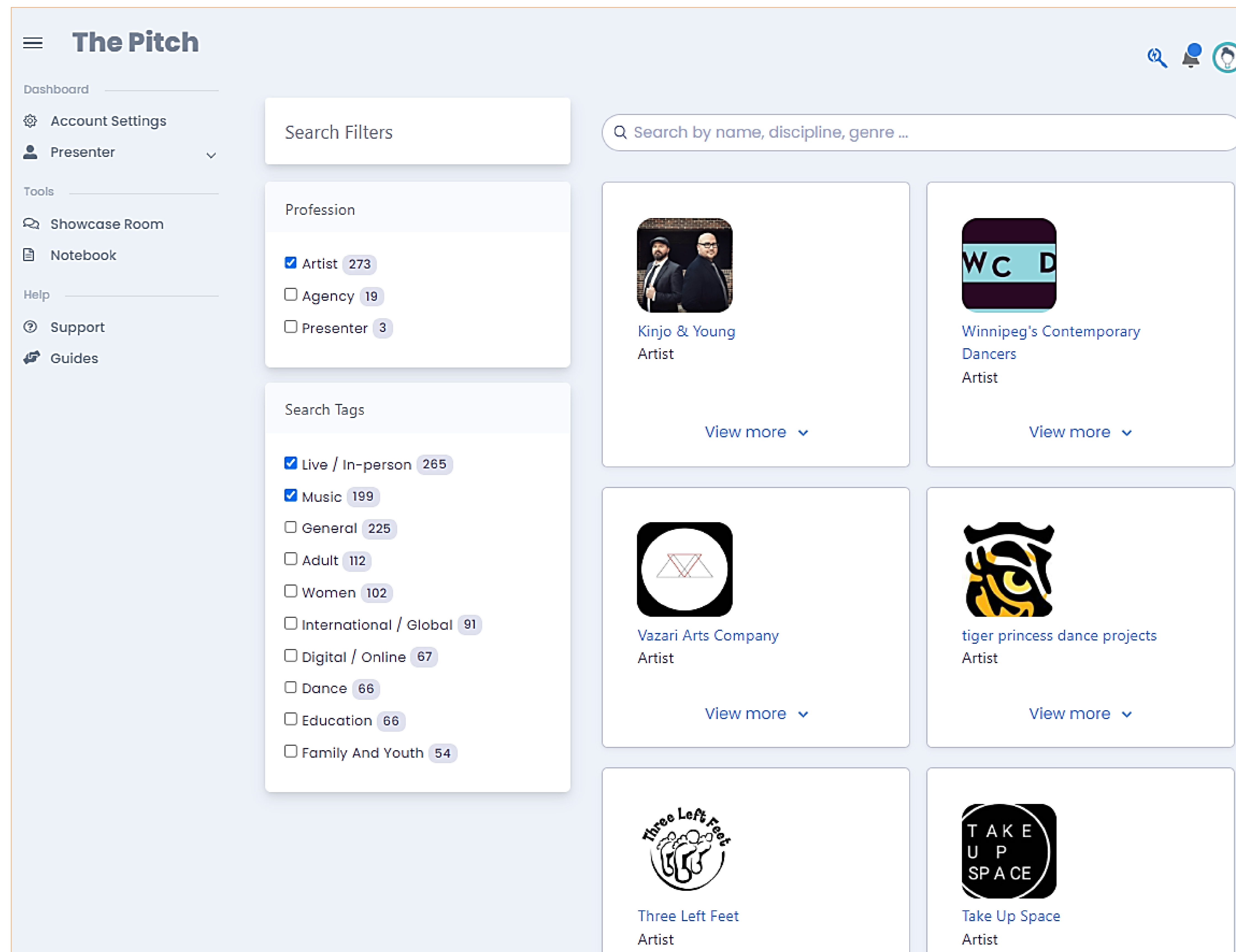
Enhance Exposure

Artists and presenters/venues are more discoverable to each other and are able participate in more showcases more often regardless of geographic location.



Product Design

Search & Filtering



The Pitch

Dashboard

- Account Settings
- Presenter

Tools

- Showcase Room
- Notebook

Help

- Support
- Guides

Search Filters

Q Search by name, discipline, genre ...

Profession

- Artist 273
- Agency 19
- Presenter 3

Search Tags

- Live / In-person 265
- Music 199
- General 225
- Adult 112
- Women 102
- International / Global 91
- Digital / Online 67
- Dance 66
- Education 66
- Family And Youth 54

Kinjo & Young
Artist

Winnipeg's Contemporary Dancers
Artist

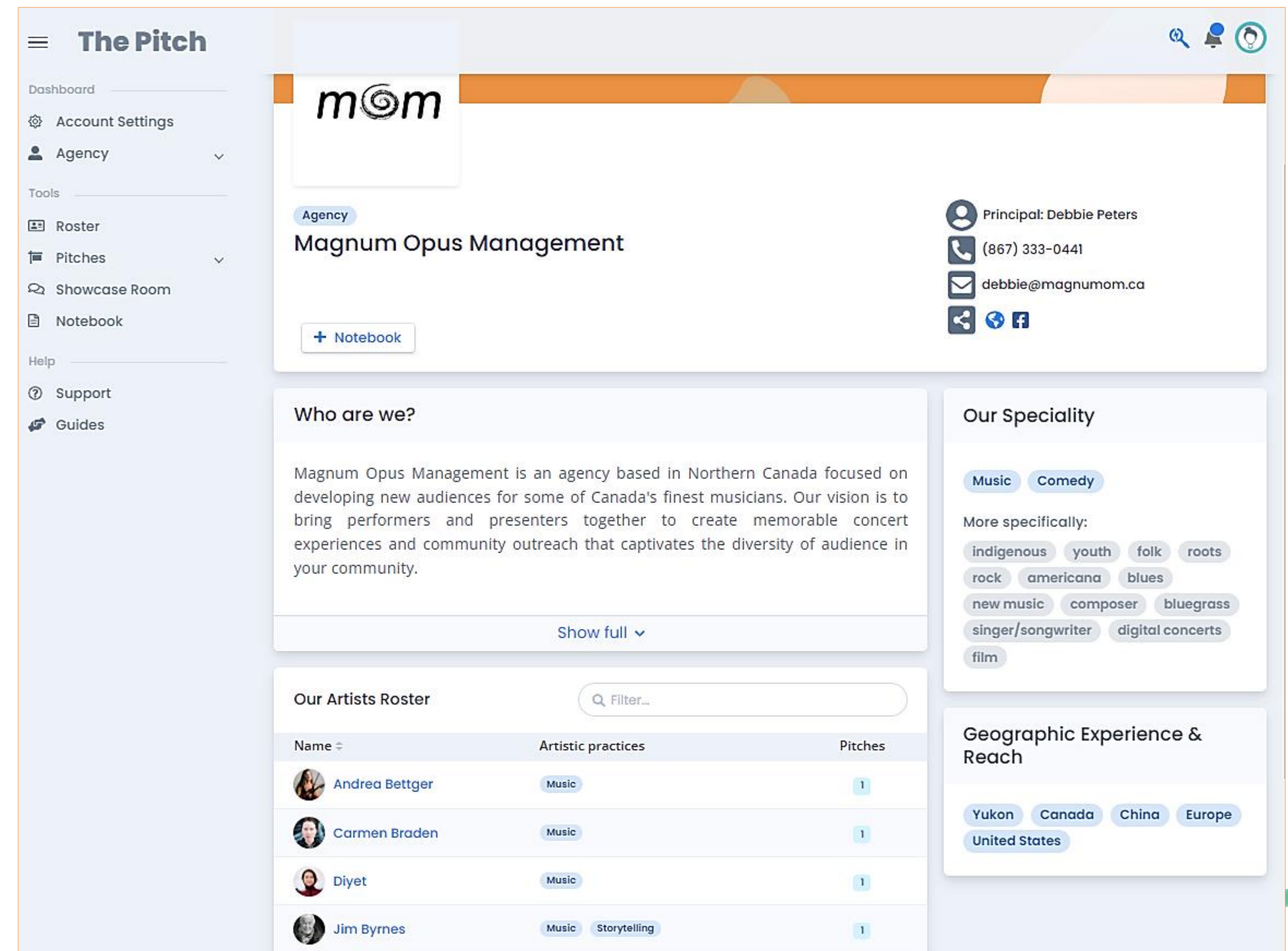
Vazari Arts Company
Artist

tiger princess dance projects
Artist

Three Left Feet
Artist

Take Up Space
Artist

Agency Profile



The Pitch

Dashboard

- Account Settings
- Agency

Tools

- Roster
- Pitches
- Showcase Room
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Help

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Agency

Magnum Opus Management

+ Notebook

Principal: Debbie Peters
(867) 333-0441
debbie@magnumom.ca

Who are we?

Magnum Opus Management is an agency based in Northern Canada focused on developing new audiences for some of Canada's finest musicians. Our vision is to bring performers and presenters together to create memorable concert experiences and community outreach that captivates the diversity of audience in your community.

Show full

Our Artists Roster

Filter...

Name	Artistic practices	Pitches
Andrea Bettger	Music	1
Carmen Braden	Music	1
Diyet	Music	1
Jim Byrnes	Music, Storytelling	1

Our Speciality

Music Comedy

More specifically:

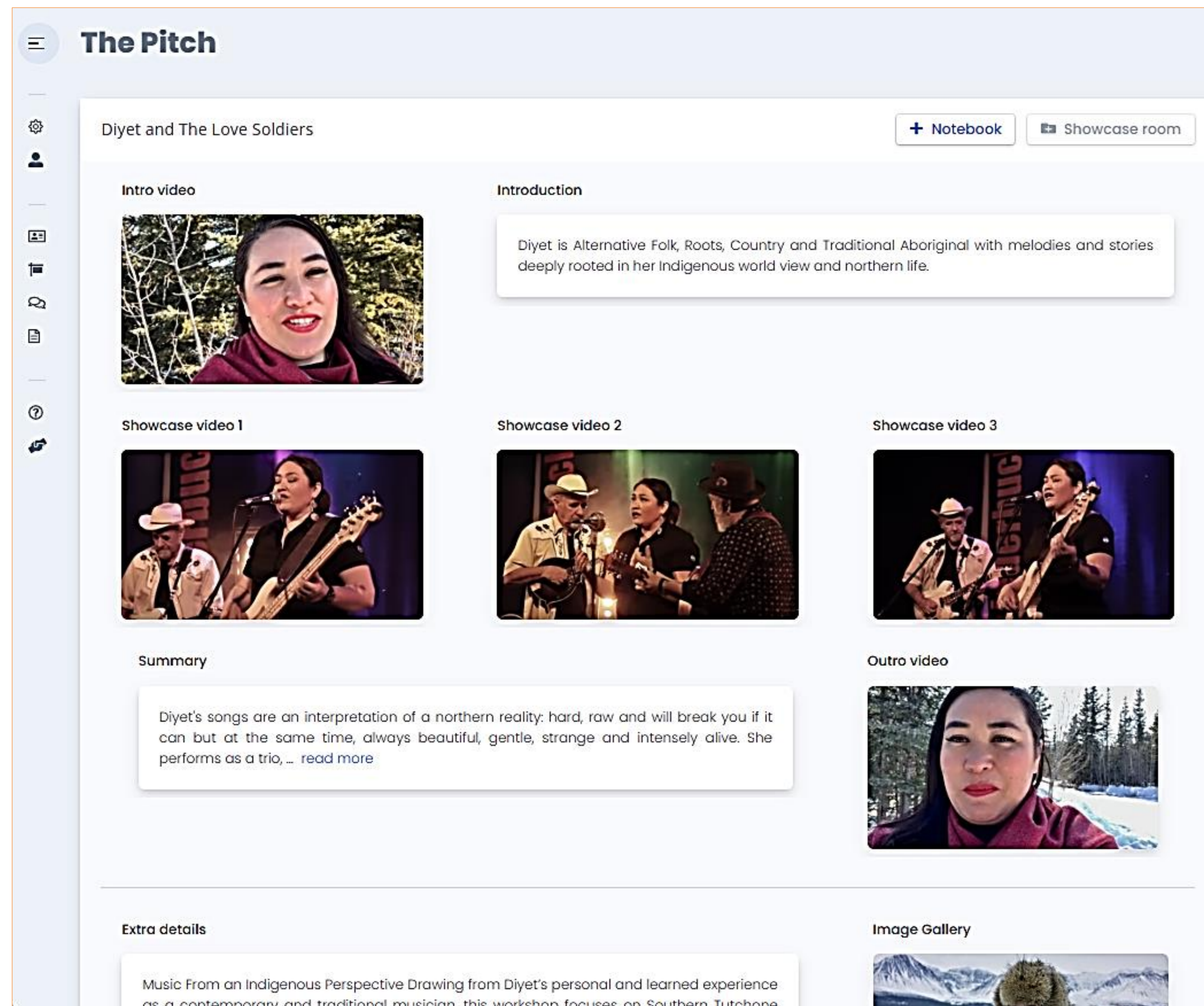
indigenous youth folk roots
rock americana blues
new music composer bluegrass
singer/songwriter digital concerts
film

Geographic Experience & Reach

Yukon Canada China Europe
United States

Product Design

Artist Pitch via Pitch Wizard



The Pitch

Diyet and The Love Soldiers + Notebook Showcase room

Intro video

Introduction

Diyet is Alternative Folk, Roots, Country and Traditional Aboriginal with melodies and stories deeply rooted in her Indigenous world view and northern life.

Showcase video 1 **Showcase video 2** **Showcase video 3**

Summary

Diyet's songs are an interpretation of a northern reality: hard, raw and will break you if it can but at the same time, always beautiful, gentle, strange and intensely alive. She performs as a trio, ... [read more](#)

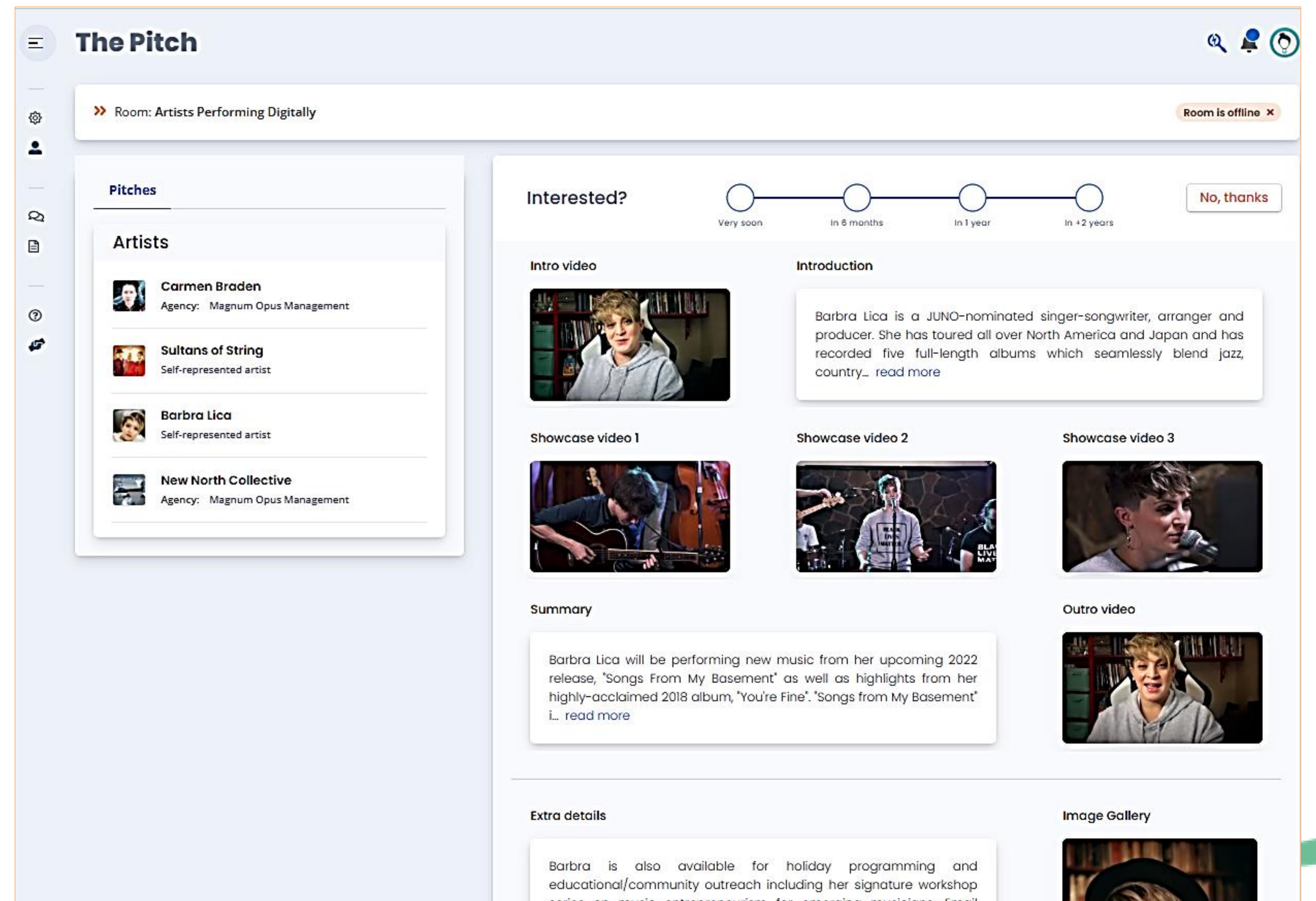
Outro video

Extra details

Music From an Indigenous Perspective Drawing from Diyet's personal and learned experience as a contemporary and traditional musician, this workshop focuses on Southern Tutchone

Image Gallery

Showcase Room



The Pitch

Room: Artists Performing Digitally Room is offline

Pitches

Artists

- Carmen Braden**
Agency: Magnum Opus Management
- Sultans of String**
Self-represented artist
- Barbra Lica**
Self-represented artist
- New North Collective**
Agency: Magnum Opus Management

Interested? Very soon In 6 months In 1 year In +2 years No, thanks

Intro video

Introduction

Barbra Lica is a JUNO-nominated singer-songwriter, arranger and producer. She has toured all over North America and Japan and has recorded five full-length albums which seamlessly blend jazz, country... [read more](#)

Showcase video 1 **Showcase video 2** **Showcase video 3**

Summary

Barbra Lica will be performing new music from her upcoming 2022 release, "Songs From My Basement" as well as highlights from her highly-acclaimed 2018 album, "You're Fine". "Songs from My Basement" L... [read more](#)

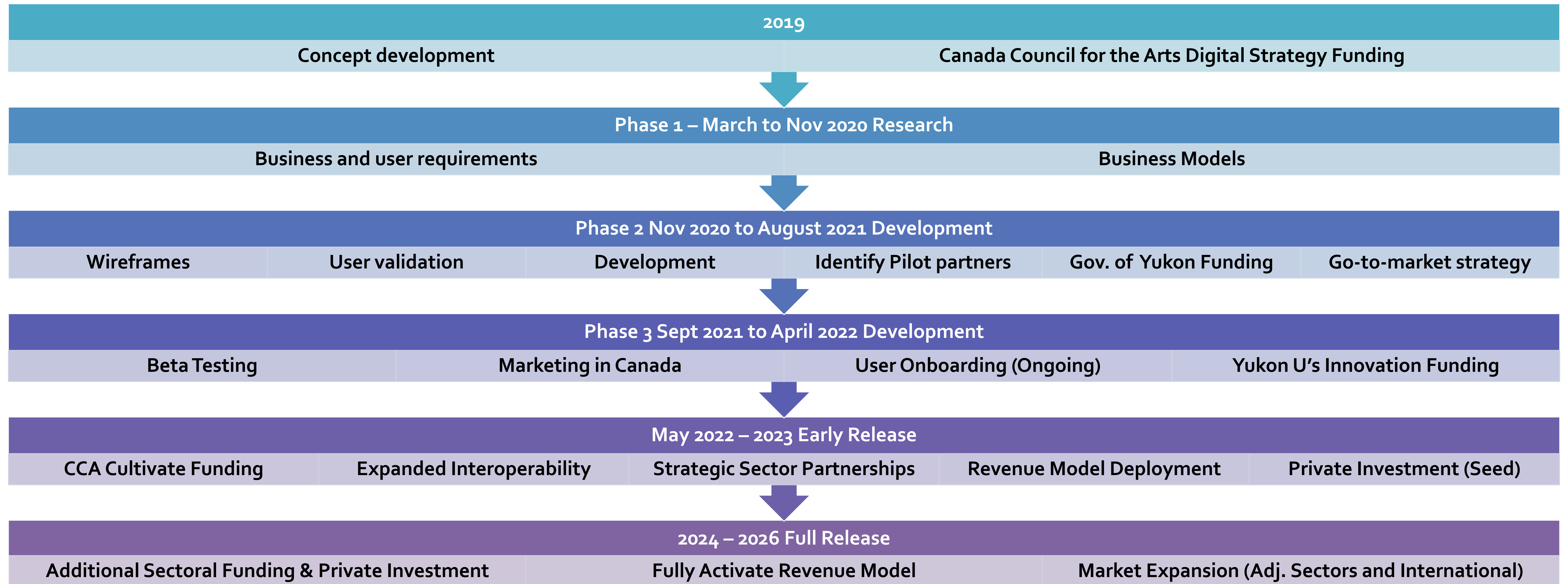
Outro video

Extra details

Barbra is also available for holiday programming and educational/community outreach including her signature workshop series on music entrepreneurship for emerging musicians. Email

Image Gallery

Timeline



Key Metrics (Canada)

Canada Council invests:

\$96.5 million

2017 – 2021 Digital Transformation

\$200 million

2021 – 2026 Sector / Digital
Innovation

39 regional, multi-disciplinary or
specialized presenting networks
→ **1,400+** performing arts presenting
organizations (buyers)

72,000 workers in performing arts

\$2.7 billion GDP from performing arts

14,900
performing arts
organizations, of
which 2,320 had
employees (2018)

88,000
primary occupation as
performing artists,
most self-employed

Team

Debbie Peters

Co-Founder & CEO (YT)

Micheal Mooney

Corporate Development (YT & ON)

Inga Petri

Strategy, Marketing & Business Dev. (YT)

Margot Holmes

Co-Founder (BC)

Eoin O Cathain

Co-Founder (QC)

Briana Doyle

Marketing & User Experience (QC)

Our national team brings a combined:

- 60+ years of experience in the arts sector, including established reputations and networks in Canadian and USA markets for the performing arts
- 30+ year of experience in sales, marketing and strategy development & implementation
- 20+ years of experience in the engineering and technology sector with a proven track recorded for successfully founding, managing and scaling businesses

