FAST LANE* BAND

GAINED 2200 EURO A MONTH ON MERCH WITH NO INVESTMENT

Implemented: Print-on-demand Shopify
Pending: VIP livestream for Patreon launch

Fast Lane, a punk trio (80 shows, 75 k monthly Spotify listeners) sold shirts only at gigs and PayPal-DM.

Opportunity Map ranked a Shopify + Printful setup number one for effort/€ upside.

The band followed the blueprint verbatim—template store, 3 designs, order-fulfil plugin.

Six weeks later online merch adds **€2.2 k/month** (AOV €34) with zero stock risk.

Singer says it's "the first money we've made while loading out."

*ALL BANDS AND ARTISTS NAMES ARE REPLACED TO ENSURE CONFIDENTIALITY

EXECUTIVE SNAPSHOT

- **Who & where:** Fast Lane — three-piece punk band from Western Europe; **75 k Spotify monthly Spotify listeners**, 80 club shows a year.
- **Starting pain:** On-tour T-shirt cash only; zero online store.
- **Sprint goal:** launch a no-inventory merch engine they can run from the van.
- **Headline win: €2 230 net / month** within six weeks via a Print-on-Demand Shopify store (3 SKUs).
- **ROI:** sprint fee recovered **2.7×** in Month 1; band calls it “money while loading out.”

BASELINE HEALTH-CHECK

•**Revenue mix pre-sprint:** Streaming €28 k (85 %) • On-tour merch €5 k (15 %) • Online merch 0 %.

•Heat-map painted **Online Merch** bright red as top leak.

Pillar	KPI	Fast Lane (May 2025)	Segment Median	Status
Audience	Spotify monthly listeners	75 k	75 k	✅
Engagement	IG ER	1.6 %	1.8 %	🟡
Monetisation	Online Merch €/listener	€0.00	€0.20	🔴

OPPORTUNITY MAP

Why Shopify POD is prioritized as #1

- No up-front stock; fulfils automatically while on tour.
- Print-on-demand guarantees <2 % size-return rate.
- Design assets reused from gig posters.
- Email capture baked into checkout for future drops.

Play	Effort	€ Upside	Rank
Shopify POD Store (Printful)	★★☆☆	€26 k/yr	#1
VIP Livestream + Tip Jar	★★★☆	€9 k/yr	#2
Local Craft-Beer Collab	★★★☆	€6 k/yr	#3

4-WEEK SPRINT ACTIONS

Week	Key Moves	Owner	Output
1	Heat-map call • Artwork repurpose (3 designs)	Band + Monetization Lab	PNG print files
2	Shopify 45-min template • Printful sync • Stripe set-up	Monetization Lab	Store live
3	Instagram Reels unboxing teaser • QR cards distributed at merch table; 32 % scan-to-store rate.	Band	18 k Reel views
4	Soft launch (email + IG link) • Automated “thank-you” upsell	Band	158 orders

OUTCOMES & NEXT STEPS

First-month metrics

- Orders: **158**
- Average order value: **€34** • Margin 35 % ⇒ **€2 230 net**
- 30-day repeat-purchase rate: 14 %
- Customers opting into e-mail: 71 %
- **Next in playbook**
  - Quarterly VIP livestream with tip overlay (Q4).
  - Limited-run beer-can collab for hometown show (Q1-26).
  - Automated abandoned-cart e-mail (Zapier) to lift AOV.

ROI Dashboard

Metric	Pre-Sprint	Post-Sprint	Δ
Online-Merch €/listener	€0.00	€0.30 run-rate	+€0.30
Annualised Online-Merch €	€0	€26 k	+€26 k