NEONS* BAND
GAINED 11000 EURO A MONTH

Implemented: Patreon/Discord membership tier
Pending: high-margin apparel capsule

Neons, a self-managed hip-hop duo (900k monthly Spotify listeners, 4 % Instagram engagement rate), feared that dealing with merch would distract them from studio time.

Our audit flagged a “superfan density” of 26 % streams from their top 5 % fans—ideal for memberships.

They rolled out a €5/month Discord-based fan-club using our template and postponed the merch introduction for now.

Month 1: the band received 2 300 sign-ups ⇒ **€11.5 k monthly recurring revenue**, 12 % churn forecast (cancelling memberships) within 3 months

The band decided to reinvest the extra cash to fund a freelance video editor—part of their Week-4 roadmap.

*ALL BANDS AND ARTISTS NAMES ARE REPLACED TO ENSURE CONFIDENTIALITY

EXECUTIVE SNAPSHOT

- **Who & where:** Neons— self-managed hip-hop duo, Western Europe; **900 k Spotify monthly Spotify listeners**, strong TikTok meme traction.
- **Starting pain:** Zero recurring income, no e-mail or CRM, 300 unanswered ‘when’s your Patreon?’ comments, streaming comprised ≈95 % of revenue.
- **Sprint goal:** Monetise superfans without adding tour dates or physical merch.
- **Headline win: €11 500 monthly recurring revenue** within two weeks via Discord-based fan-club (2 300 members).
- **ROI:** Consultancy fee paid back 6.8× in the first 30 days.

BASELINE HEALTH-CHECK

- Revenue mix pre-sprint: Streaming €160 k/yr (95 %)
- Live €8 k (5 %)
- Membership 0 %.

Heat-map marked Memberships as “critical leak” (0 % vs 10 % healthy share).

Pillar	KPI	Neons May 2025	Segment Median	Status
Audience	Spotify monthly listeners	900 k	1 M	✅
Engagement	TikTok engagement rate	5.1 %	3 %	✅
Monetisation	Membership €/listener	€0.00	€0.10	🔴

Superfan ratio: 26 % of streams came from top 5 % listeners—indicating high willingness to pay.

OPPORTUNITY MAP

- **Platform chosen:** Patreon for payments **+ Discord** as the private community space
- every month Neon Verse posts the stems (individual track layers) or demo beats that producers and superfans love to play with.

Rationale to prioritize Fan-Club as #1 opportunity

- Zero inventory; Discord roles automate fulfilment.
- Converts existing TikTok memes into gated content (taking the viral snippets, expanding them into valuable, behind-the-scenes material, and putting that extended version behind the Discord/Patreon paywall.
- Captures payment details for future upsells.

Play	Effort	€ Upside	Rank
Discord Fan-Club €5/mo	★★☆☆	€150 k/yr	#1
Deluxe Vinyl Repress	★★★☆	€45 k	#2
Limited Apparel Capsule	★★★★	€28 k	#3

4-WEEK SPRINT ACTIONS

Week	Moves	Owner	Output
1	Heat-map call • Discord server skeleton • Stripe connect	Neons + Monetisation Lab	Gated server live
2	Teaser TikTok series (3 vids) • Early-bird link drop / Early-bird wait-list: 800 emails	Neons	600 sign-ups Day 1
3	“Beat Vault” content batch (10 stems) • AMA calendar	Neons	Engagement 58 %
4	Loyalty automations (Zapier → Google Sheets) • Exit survey	VA	Churn tracker ready

OUTCOMES & NEXT STEPS

- Launch metrics (Day 14)
- Paying Members: 2 300 (0.26 % of listeners)
- monthly recurring revenue: €11 500 (€5 tier)
- Discord avg session: 17 minutes per member

Next steps (playbook scheduled)

- Quarterly vinyl repress funded by monthly recurring revenue surplus (Q4).
- TikTok look-alike ads to retarget Discord lurkers (Q4).
- Adding a high value tier €9 “producer tier” with monthly beat stems (Q1-26).

ROI Dashboard

Metric	Pre-Sprint	Post-Sprint	Δ
Membership €/listener	€0.00	€0.15	+€0.15
Annual Recurring Rev	€0	€138 k run-rate	+€138 k

Projected Year-1 **churn-adjusted** revenue: €108 k