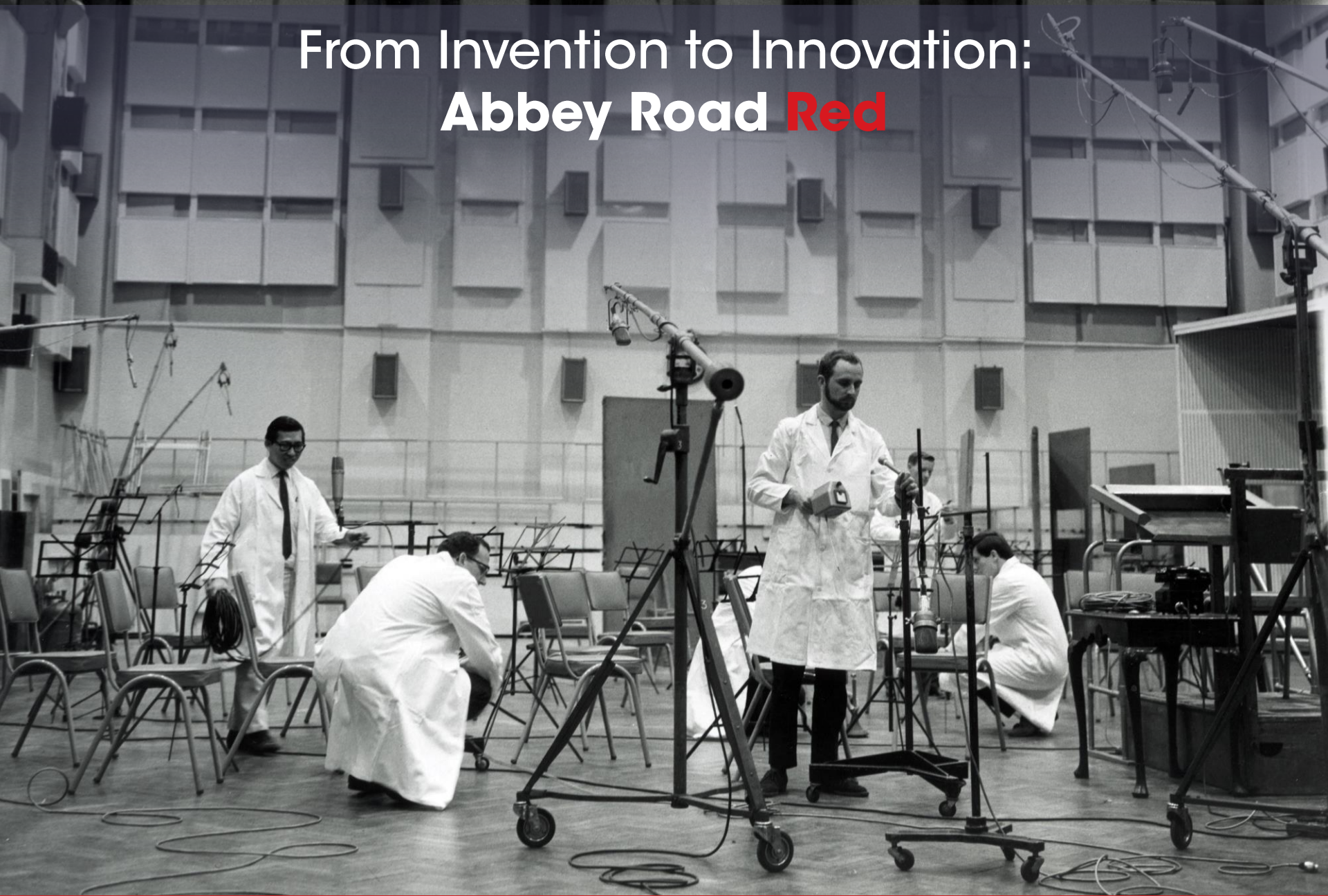


# From Invention to Innovation: Abbey Road Red



## What is Abbey Road Red?

Founded in 2015, Abbey Road Red takes its name from EMI's Record Engineering Development Department (REDD), whose 'men in white coats' created the blueprint for the first modern recording consoles amongst countless other innovations seen at Abbey Road, including the invention of stereo in 1933 and the creation of Automatic Double Tracking (ADT).

Abbey Road Red's mission, as our open innovation arm, is to build on the 87+ year heritage of innovation at the studios. That is why Red launched Europe's first music tech incubator in 2015. We want to find and nurture inventors and early stage businesses who we think will introduce the next generation of universally adopted technologies into the music business, in the same way our predecessors did.

# Incubation versus Acceleration

Our Red incubator is unique because we take a bespoke, long-term incubation approach instead of a quick boiler-plate accelerator programme. We build a relationship over time with each start-up's founders and guarantee their business a powerful network to reach into when the time is right.

## **Red: Unparalleled Access to Expertise**

Our incubator is run by a dedicated team at Abbey Road Studios, chosen for their expertise in music technology and the music business. They sit alongside the Studios' management team and an 11-strong board, comprising senior management executives from both the Studios and Universal Music Group. Add to that our large dedicated mentor network, unparalleled access to other major and independent labels, publishing houses, management companies, trade bodies and artists, research relationships with academia and access to finance, and we have a powerhouse of advisors ready to quickly take our incubated businesses to the next stage of growth.

## Red Start-Ups

Abbey Road Red is a highly regarded and hugely successful incubation programme. Since our launch three years ago we have incubated 13 businesses, which between them have raised more than \$25m and have a collective valuation of more than \$120m. We've had media acclaim from the BBC and Sky to Wired, The FT, The Guardian and Forbes, achieving profile and coverage for our start-ups.

Abbey Road Red takes businesses from all parts of the music tech value chain. Our incubated businesses past and present span the music tech gamut from spatial audio playback to music education and networking, e-commerce, marketing, machine intelligence and more. You can find the list of alumni and more information, [here](#).

# The **Red** Incubator - Programme

- Abbey Road Red is a bespoke six-month incubation programme.
- The programme is adapted and tailored to the precise development needs of each business ranging from product development and strategy, to consumer marketing, PR, business planning, legal workshops, business development and network introductions and much more.
- Businesses can also choose from a suite of more standardised modules that help founders and their teams learn about and navigate the complex landscape of the music business.
- The programme and modules are delivered by our own team members and mentors from our internal teams and external network, either in formal sessions or informal one-to-one meetings.
- We are big believers in the power of connections as founders seek to grow their business. We therefore aim to connect businesses with key people of influence in the industry, as well as specialist advisors and Abbey Road Red alumni to inspire, guide and facilitate business development.
- Abbey Road Studios also provides each business with an invaluable brand platform to create PR about their product/business/service. We support the business on our social media platforms and via our PR agency.
- We encourage businesses to host meetings at the studio when meeting rooms are available, or to hang out, work and host meetings in the Abbey Road Studios café and garden. We also offer days in iconic Studio Three or our new Gatehouse studio as part of the programme.
- The programme culminates in an annual showcase event in Abbey Road's legendary Studio Two, giving each participant a platform to pitch to a room of top tier executives from across the music industry, press, investors, advisors and other interested parties.
- All we ask for in return is 2% equity in the start-up with the option to invest in a later round at market value.

# The Red Incubator - Eligibility

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# The Red Incubator – Recruitment & Applications

**We incubate between 4-8 businesses per year.**

We take an ‘always-open’ approach to incubation. There are no fixed intake points in the year or start dates. This is so that we can get to know founders and teams and pick the right time for incubation on both sides. We don’t just rely on inbound applications. We run an intense scouting programme which includes scouring news sources, attending conferences and meetups, and reaching out to our network for referrals. If you’re doing something interesting, we’ll be watching!

Once a start-up has applied there are several stages of internal diligence culminating in a vote from the board.

## The Red Incubator – How To Apply

If you are a business interested in applying to the incubation programme, you can find more information and the application form on our website, [here](#). You can also contact us direct on the form at the bottom of our website, [here](#), or find us at one of the many conferences and networking events that we attend and speak at.

# The Red Board



**David Sharpe**

Chief Operating Officer  
Universal Music UK



**Isabel Garvey**

Managing Director  
Abbey Road Studios



**Glenn Cooper**

Snr. Director of Business  
Development  
Universal Music UK



**Karim Fanous**

Innovation Manager -  
Abbey Road Red



**Mirek Stiles**

Head of Audio Products  
Abbey Road Studios



**Jack Fryer**

Snr. Director of Strategic  
Planning  
Universal Music UK



**James Healy**

VP Digital Business  
UMG International



**Alex Ianev**

Snr. Manager of Digital &  
New Business  
Universal Music  
Publishing Group UK



**Dominika Dronska**

Snr. Digital Manager  
Abbey Road Studios



**Alex Doherty**

SVP BA & Business  
Development  
Universal Music UK



**Steve Kelly**

Snr. Director of  
Innovation & Technology  
Universal Music UK



# The Red Mentors



**Cliff Fluet**

Managing Director  
Eleven Advisory



**Pete Cobbin**

Engineering Consultant  
Abbey Road Studios



**Gareth Deakin**

CEO  
Sonorous Global



**Kevin Brown**

Founder  
All Sides Music



**Katherine Francis**

Managing Partner &  
WPP Lead  
Ford Advanced



**Stephen O'Reilly**

Director  
ie: music



**Paul Smernicki**

Artist Manager  
Restless Natives



**Jon Eades**

Co-Founder, Director  
The Rattle



**Julien Civange**

Advisor to the President  
Vivendi Content



**Vanessa Higgins**

Director  
Regent Street Records



**Nick Crosthwaite**

Director of Corporate  
Development  
Spotify



**Priyanka Shekar**

Program Director at Real  
Industry  
& Educator at Stanford



**Greg Parmley**

Managing Director  
Int. Live Music  
Conference



**Alex S. White**

Head of Next Big Sound  
and Curation  
Programming  
Pandora



**Robert Thomas**

Composer and Sound  
Designer



**Doug Wright**

Managing Director  
LD Communications



**Jack Horner**

Founder  
Dot Dot Dot



**Michelle Sally**

Associate  
Ashurst