Executive Summary of Key Findings & Outcomes

Participants across US and EU forums identified the following as their **key career challenges**:

1. The music industry is **opaque**, **complex**, and **systemically unequal**.
2. **Managing data** and other administrative tasks.
3. **Networking** and find collaborators.
4. The lack of mainstream **educational** resources.
5. An **oversaturated market** of creatives.
6. The disconnect and discomfort of **social media**.
7. **Performing** regularly and **recording** successfully/cost effectively.
8. Large financial **costs**.
9. Limited revenue and **income**.
10. Scarce and highly competitive **opportunities**.

The Creative Passport can engage the following of these challenges either **directly** or **indirectly**: The following 6 are direct solutions embedded in the platform:

1. Managing, organising, and processing **metadata**.
2. **Artist verified** metadata – autonomy, ownership, and responsibility to creatives.
3. **Researching** the industry, its members, and the world of credits.
4. **Networking** with potential collaborators and business partners.
5. **Opportunities** portal for creatives that is **transparent** and **fair**.
6. A **free** (or very low cost) platform offering many significant benefits.

The following 4 are indirect empowerments the platform will help advance:

1. Improving the Industry's digital networking, research sites, and available opportunities.

2. Increasing **transparency** in the industry, both with correct credits for creatives and a better understanding of the many complex parts.

3. A potential database to **centralise** the entire industry.

4. Addressing the **top-heavy inequality** of the industry.

Participants identified the following as the **most important aspects** of the platform:

1. The **core profile** for participants to cover the fundamentals of their passport.

2. The **human** section, where participants can individually tell their creative **story**.

3. The full and extensive customisable visual presentation of their work **discography**.

4. The **CV** section, where participants can professionally outline their **credentials** and **experience**

5. The **touring** section, where touring musicians can outline **key details** from riders to schedule.

6. The **opportunities portal**, where music makers can access opportunities for their career.

7. The **research engine**, where creatives can be **discovered** and **understood**.

For **managing data preferences**, the Austin based developer identified 8 sharing options:

1. All Not Shared

2. All Shared

3. Scheduled Share

4. Partial Share of Data

5. Targeted Availability Share Mycelia's The Creative Passport Executive Summary of CPF Forums

6. Paid Data Share to Private User/Group

7. Share to Partial Set of Users

8. Requested by Outsider Share

The key feedback is all uploaded data should by default be set to **All Not Shared** so that it is to the **full autonomy** and **discretion** of creatives to determine what and how their data exists on the platform.

The **major expectations** of participants for the platform before they join are:

1.   The platform to be **fully operational to a basic extent**, with a key focus on **metadata security**.
2.   Easy **migration** of data from current PRO's to their Creative Passport's.
3.   **Success stories** from users gaining opportunities from the platform.
4.   **Educational** resources to complement the platform and to **empower** music makers.
5.   The platform to be **technically operational** with a solid UI/UX, secure payment system etc.

The **key incentives** for participants to keep their passports updated are:

1.   Having **one database** for both the industry and personal creative to be **united** on.
2.   Recognising that being **verified** is key to **professional credibility** and **personal accountability**.
3.   The benefits of added **digital visibility**, **locating opportunities**, **research**, and **networking**.
4.   The **social good** the platform will empower, and the **positive change** creatives should support.

Regarding **being verified**, analysis from discussions at the forums suggests that an artist should be verified with their metadata by the platform if they upload metadata into **at least 75%** of sections of their Passport, irrespective of the sharing preference. Furthermore, users must confirm **once every 3 months** that the metadata in their passport is fully updated and checked.

Participants identified the following on **how much** to be paid, **what** to be paid, and **who** pays:

1. **How**: with **fiat currencies** and **secure digital payment** methods like bank transfer or PayPal.

1.   **What**: paid via **opportunities** found on the free platform, with a **significant willingness** to pay a one time or small subscription fee to help maintain the platform's sustainability.
2.   **Who**: some participants want to be paid for creating passports, but most believe clients offering opportunities should be the sole payers of creatives on the platform.

Finally, the major **long run suggestions** for improving the platform are:

1. Championing a **mainstream educational resource** to help creatives navigate the industry, understand the complexities, and empower their careers with better knowledge

2. A **matchmaking algorithm** that would connect and suggestion connections between users who have identified key similarities i.e. a producer looking for a violinist for a track, a touring band looking for a promoter in a specific city etc.

3. The ability to **rate services** positive or negative reviews to guide fellow creatives' decision making.

4. **Monitoring** the platform for both **morally unacceptable** behaviour and **professionally unacceptable** behaviour.

5. Advancing **community self-governance** and **participatory democratic mechanisms** in the form of feedback forums, user voting for platform amendments etc.