

Cordell Jackson Music Ventures Fund Application

[Link to Online Application](#)

Cordell Jackson (1923 – 2004), a Memphis musician, best known as “The Rock-n-Roll Granny,” was the country’s first female recording engineer and the first woman to write, sing, record, produce and distribute music on her own label–Moon Records. A Memphis Musician and Songwriter of the Year, she was featured in the Smithsonian Institute and the Rock and Roll Hall of Fame.

Following the indomitable entrepreneurial spirit of Ms. Jackson, the purpose of the Cordell Jackson Music Ventures Fund is to provide limited financial support to student entrepreneurs that are developing or launching new music-oriented business ventures.

Funding is intended to help student entrepreneurs overcome distinct financial hurdles in the pursuit and evolution of promising music business venture concepts. The Cordell Jackson Music Ventures Fund is a track of the Tiger Tank Competition.

Entrepreneurs do not give up equity in their company to receive this funding. The following are required documents for submission for the Cordell Jackson Music Ventures Fund.

- Application
- Submit Business Summary and Proposal
- Submit Budget/ Use of Funds
- **Video Submission is optional

You are also required to complete one of the following:

1. Meet for Office Hours with The Crews Center for Entrepreneurship (schedule at memphis.edu/crews)
2. Attend 2 out of 3 Pitch workshops hosted by Crews Center for Entrepreneurship and The Center for Writing and Communication

General Application Questionnaire

- Name/ U of M Affiliation
- Team Members Names
- Email Address
- Business Name
- Business Website and/or Social Media
- Brief description of business (20 words max)

Short Answer (100 words)

- Summary of customer discovery/market validation analyses of your business.
- What makes your music business venture innovative or impactful?

Business Summary and Proposal

Your business summary should include the following details when uploaded with your Cordell Jackson Music Ventures Fund Application.

The Business Summary and Proposal can be presented as a slide deck or document.

- Business Name
- Business Team Bio
- Describe your entrepreneurial idea/ business in one sentence
- Provide a business summary of your business concept/ idea? What problem are you working to solve and who are you solving it for? (50 words max)
- What is your value proposition? What can you uniquely do that no one else can? How is your solution, perspective, or approach different than what other businesses do? (100 words max)
- What are key achievements and actions have you completed for your business?
- What social or economic value do you hope to create with your business?
- What do you hope to achieve with funds from the Cordell Jackson Music Ventures Fund?

Use of Funds

1. Narrative describing how much funding is needed and what specific impact the funding would have on the development of the idea or company;
2. Line-item budget describing the intended use of funds.
3. Expected timing of use of funds
4. Total \$ To Reach Goal/Milestone

Item	Description/Use of Funds/Investment Need	\$USD
		Total Cost

[Complete the Online Application](#)