

Grow Music

FAQs for the Grow Music 12-week business support programme

Who can apply?

The 12-week business support programme is open to any start-up, scale-up or company that has a product or service that could be of interest to the UK music industry, live or recorded.

What is the eligibility criteria?

Our published eligibility criteria is that companies must be:

- Based in London (have a registered company address or trading address within the Greater London area, inside M25)
- Have at least two staff
- Have been trading for around 18 months
- Have a turnover or investment amount of £50k minimum

If you would like to speak to the Grow Music team about these eligibility criteria please contact growmusic@bpi.co.uk for example if you meet some but not all of the criteria on this list.

We are also really interested in hearing from companies that are:

- Women led
- Diversity led
- Disability led

Why is there an eligibility criteria for this programme?

Grow Music is fully funded by UKSPF funding, distributed via London & Partners and Mayor of London investment. It is exclusively a growth fund to develop London companies. BPI and our partners at Grow Music have committed to achieving KPIs as part of this funding, around growth and scalability for the cohort of companies we work with.

What are the KPIs for the programme?

The KPIs for the programme are around growth - jobs created (which can be jobs in and outside of London, advisory roles or employee roles); jobs safeguarded; new products and services sold to the music industry, and increased revenue (from start of the programme to end in March 2025).

Who are you looking for?

We are really excited to work with companies who have products and services to sell exclusively designed for the music industry, or companies that have technology or services powered by music, or companies that have music adjacent technologies or ideas and services, such as those currently used in other entertainment or industries, or non exclusive sectors or industries that wish to test the music market. We are not exclusively looking for technology companies but appreciate that a lot of new growth and services looking to sell to the music industry, or license music from record labels or publishers, may well have proprietary technology at the heart of their business model.

What if I'm not based in London?

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Companies that are not based inside the M25/ Greater London boundary are ineligible to take part in our official cohort. However, where BPI and our partners feel that there is a strong case and evidence of an exceptional company, that is based outside London, we reserve the right to offer an additional space to non-London based companies. We will not be tracking or reporting on KPIs for companies that fall into this category.

What other opportunities are there, if I don't meet the eligibility criteria?

If you are ineligible to apply for Grow Music, you might be interested in joining BPI's FREE Innovation Membership, a global community of innovators and entrepreneurs looking to add value to the UK music industry. We run year-round opportunities such as training, networking, our BPI Innovation Podcast, speaking opportunities at events such as Beyond The Music, The Great Escape, London Tech Week, Sound City, as well as demo and pitching opportunities; and an annual Match Maker scheme, bringing together early stage start-ups and indie record labels to test ideas, build routes to market and create music use cases (POPINS example 2024).

What will the time commitment be, as our company is very busy

The programme is designed to be light touch and high intensity.

We appreciate how busy companies are, and have designed our programme carefully so that it will not take up too much of your time. We anticipate that each week will see a few hours of online content, plus optional in person events and first-come, first-served mentoring slots with a variety of expert mentors, depending on the stage and scale of your company.

Is the programme online, in person or hybrid?

The programme is fully hybrid. A kick-off weekend in person at Abbey Road Studios, Studio Three will allow a two-day intensive environment to get to know key players in the music industry, meet your mentors and tutors, and each other, as well as understanding key aspects of the music industry.

This will be followed by a 12 week online course, with core and optional sessions including keynotes and workshops, activities and light touch tasks, and first come, first served mentoring slots released each week.

All content will be recorded and available on demand for sessions that you are unable to make.

What will the programme cover?

The exact topics will be tailored to our final cohort of start-ups or scale-ups taking part.