

Wilder Frets: Scalable Growth Model

Wilder Frets is designed as a modular, mentor-driven touring ecosystem that can scale exponentially while preserving artistic excellence, ecological stewardship, and accessibility. The core innovation is not only where concerts happen—but how artists are trained, deployed, and supported through a unified artistic lineage: performers who are all mentored by our Artistic Director, Tye Austin, M.M. and the Wilder Frets Music Academy.

Dual-Season Touring Expansion (Summer + Winter)

The current Wilder Frets concert model supports a **4-month summer wilderness tour (June–October)** across forests, deserts, coastlines, and national parks. This model will be mirrored by a **4-month winter tour (December–March)** hosted at luxury ski resorts, heli-skiing operations, and remote wilderness lodges with high-end log cabins and yurts.

Winter tour partners include:

- Luxury ski resorts
- Heli-ski / heli-snowboard outfits
- Remote alpine lodges and backcountry cabins

These winter concerts preserve the same eco-conscious, immersive format while serving a premium travel audience seeking culture, solitude, and nature-based luxury.

Artist Pipeline: The Wilder Frets Music Academy

Scaling is driven by a structured mentorship pipeline:

1. **Free masterclasses & youth programs**
2. **Two-week Wilder Frets intensive music camps**
3. **Long-term mentorship under Artistic Director, Tye Austin, M.M.**
4. **Professional touring opportunities as Wilder Frets artists**

From this pipeline, **10–20 of the most gifted protégés** are selected annually and developed into independent touring artists. Each protégé maintains a shared artistic philosophy, technical standard, and ecological ethic rooted in the Wilder Frets mission.

Distributed Touring Model (10–20 Artists Touring Simultaneously)

Rather than relying on a single artist performing all concerts, Wilder Frets scales by deploying multiple small touring units simultaneously:

- Each artist performs **50–100 concerts per season**

- Artists tour independently or in small cohorts
- Locations are spread across wilderness sites, resorts, and partner destinations

This allows Wilder Frets to produce:

- **500–1,000 concerts during the summer season**
- **500–1,000 concerts during the winter season**
- **1,000–2,000 concerts annually**

All concerts uphold Wilder Frets' unified artistic identity—consistent branding, high production standards, and integrated educational programming—while advancing a deeper purpose. At the core of every performance is a commitment to preserving and evolving the art of classical guitar, paired with intentional mentorship that prepares the next generation of classical guitarists to lead sustainable, meaningful lives as touring musicians, recording artists, educators, and cultural stewards.

Revenue Scaling: 10x and 20x Growth Potential

Baseline Model (Current):

- 50 summer concerts
- Ticket revenue: **\$625,000–\$1,250,000 annually**

10x Scale (500 concerts per season / 1,000 annually):

- Average attendance: 300
- Average ticket price: \$50
- Revenue per concert: \$15,000
- **Annual ticket revenue: ~\$15,000,000**

20x Scale (1,000 concerts per season / 2,000 annually):

- **Annual ticket revenue: ~\$30,000,000**

These projections exclude sponsorships, grants, merchandise, and media revenue, which increase proportionally.

Premium Private Expedition Concerts

In addition to public concerts, Wilder Frets offers **ultra-premium private expedition experiences**, combining live classical guitar concerts with guided outdoor adventures:

Examples include:

- Multi-day surf expeditions
- Multi-day heli-ski / snowboard trips
- Multi-day whitewater rafting journeys
- Multi-day fly-fishing retreats
- Multi-day hot-spring campouts
- Remote wilderness lodge residencies and more

Pricing Model:

- \$25,000 per person
- 10-person minimum
- **\$250,000 per private tour**

Annual Potential:

- 20 private tours = **\$5,000,000**
- 40 private tours = **\$10,000,000**

These experiences require minimal marketing, serve high-net-worth travelers, and provide substantial artist compensation. Announcements will be made at each concert.

Why This Model Works

- **Artists scale the mission**, not just the founder
- **Training and touring are vertically integrated**
- **Seasonal balance (summer + winter)** stabilizes cash flow
- **Luxury and accessibility coexist** within the same ecosystem
- **Ecological footprint remains low** while cultural impact expands

Long-Term Outcome

Wilder Frets becomes a **global wilderness concert network**, producing thousands of concerts annually, training generations of artists, and generating **\$20–40M+ in annual revenue** at scale—while remaining rooted in education, stewardship, and artistic integrity.

This is not a franchise. It is a lineage. It is a legacy.