

A woman with blonde hair is singing passionately on a stage, her head tilted back and mouth open. She is wearing a black sleeveless dress and a necklace. The stage is lit with warm orange and yellow lights, and a bright circular light is visible in the background.

# **CORDELL JACKSON**

## MUSIC VENTURES FUND





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. Awards range from \$1,000 to \$5,000 depending on need and potential to succeed.

### How it works

The Cordell Jackson Innovative Music Ventures Fund will be managed and operated by the Crews Center for Entrepreneurship. Students will apply for awards by submitting a proposal describing:

- ▶ their business model
- ▶ a customer discovery/market validation analyses
- ▶ a narrative describing how much funding is needed
- ▶ a line-item budget detailing the intended use of funds
- ▶ the specific impact funding would have on the development of the idea or company

Proposals will be reviewed by a committee of music faculty members. Applications will be considered for approval based on the criteria. The Crews Center will issue funds to students with approved proposals.

### We’re made for this

In a city celebrated for its rich history of musical innovation, this unique partnership between the Crews Center for Entrepreneurship and the Rudi E. Scheidt School of Music is the kind of collaboration that will make a difference in the lives of our students. Music student entrepreneurs will pitch their business ideas in the Music Ventures Idea track in Crews Center’s annual FastPitch competition. And with a defined pathway of support for developing their venture through coaching, programming and mentoring at the Crews Center for Entrepreneurship, students will be well-prepared to apply for seed-funding to help make their innovative ideas a reality.



### Making a difference

Join us today in transforming the way students learn at the University of Memphis. We have a unique opportunity to create an initiative unlike any other in the country and your contribution will make an impact for generations to come. Your generosity will secure a dynamic future for the University of Memphis. Thank you for your consideration and support.





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It is committed to the education of a non-racially identifiable student body.