

*For immediate release*

**Record label and media company Outside in Music launches the *Outside Incubator*, a year-long intensive interactive program that equips early career artists to develop their artistic vision into a viable and sustainable business model**

NEW YORK CITY, N.Y. – **Outside in Music**, the rising record-label-turned-media-company that boasts the ranks of contemporary jazz stars such as **Roxy Coss, Ulysses Owens Jr., Steven Feifke, Nick Finzer, and Miki Yamanaka** has artfully set foot into another venture, aptly entitled the ***Outside Incubator***. Hot off the heels of the label's imprints **Next Level** and **Outside in Arts** geared at supporting the music of early career and academic endeavors respectively, **Outside Incubator** is a **one-year intensive mentorship and equipping program** in which early career artists walk alongside the veteran Outside in Music team to **develop a sustainable business around their artistic vision**.

The **Outside Incubator** program will launch its inaugural season in **May 2022** and will accept a limited number of applicants for the cohort in order to provide the most attentive and personalized immersive experience. Tackling the ever-daunting questions of **what comes after graduation** and how to **build a sustainable business model** in the perpetually shifting landscape of music business, the **Outside Incubator** works with participants to create **unique solutions that fit their individual goals and aspirations** as creators. In this program, participants learn to connect with and monetize their audience, develop a brand and present their distinct brand narrative, identify types of projects and their multifaceted uses, and create resources for the promotion and exhibition of their artistic works.

Unlike other mentorships, the **Outside Incubator** does not only have in-depth interaction with a single mentor, but grants participants **access to the full Outside in Music team**. Through interaction with this crew, participants gain access to insider expertise and knowledge of the music industry that spans the breadths of **Academia and Management to Publicity, Radio, Development, and beyond**. Moreover, participants have the opportunity for **tailored individual and group consulting sessions** with CEO and Founder Nick Finzer, as well as ongoing private messaging and support from the **Outside in Music** team for direct coaching on participants' projects.

Through the **Outside Incubator** program, participants have the opportunity not only to acquire new skills and insights but to **see their vision as creators come to fruition**. From start to finish, participants will develop their own project(s), applying the knowledge from group and individual sessions to have a tangible monument to their time in the cohort and a foothold in the ladder of their creative aspirations.

Applications for the 2022 **Outside Incubator** cohort are currently open and can be found on the **Outside in Music** website at [www.outsideinmusic.com/outside-incubator](http://www.outsideinmusic.com/outside-incubator).

**OUTSIDE IN MUSIC** is a record label and media company that exists to serve musicians. We are a community that strives to lift its artists above the noise of the 21st-century music industry and make music that expresses the sounds of today's wide-ranging jazz and creative music scene.

[www.outsideinmusic.com](http://www.outsideinmusic.com)

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