

DYSTOPIAN RECORDS

MUSIC



SUMMARY

Dystopian Records is a high-quality, affordable record company that gives new artists an accessible way to start making music without needing money, connections, or industry experience. We solve the industry's biggest barrier—the overwhelming \$300,000+ cost of producing a professional album—by offering low-cost recording booths, full-service production, and safe, high-quality studio sessions.



Our main products and services include professional recording, mixing, and mastering, along with premium multicolored vinyls, CDs, and cassettes that artists can sell directly to their fans. The business makes money through studio sessions, physical music production, distribution support, and storefront sales of new, original music.

By keeping operations small and accessible, we help emerging musicians gain visibility that major labels typically gatekeep.

We serve both the 75 million aspiring creators who want to release authentic music and the millions of listeners searching for fresh sounds beyond repetitive mainstream trends. Our biggest goal is to restore musical variety, timbre, and creative control to the industry by making music creation open, affordable, and available to everyone.

MISION AND

VISION



Dystopian Records exists to fulfill its mission to Make Anyone an Artist by giving everyday creators access to high-quality recording spaces and affordable production tools. Guided by the vision of releasing new, interesting music every year so more people can discover and fall in love with diverse sounds, the company focuses on restoring creativity and variety to the industry. Our identity is built on core values of low prices, high-quality music production, and the belief that anyone—regardless of background—deserves the chance to create art. As we grow, Dystopian Records will expand its studios, storefronts, and distribution channels to support even more emerging musicians and connect them with listeners searching for authentic music. We aim to become a national hub for original sound, empowering artists to experiment, innovate, and build careers without the financial barriers of traditional labels. Every step forward strengthens our commitment to accessibility, artistic freedom, and community-driven music culture. Our tagline, “Where New Music Begins,” captures the future we’re building: a world where creativity is open to everyone.

DESCRIPTION



Dystopian Records exists to fulfill its mission to Make Anyone an Artist by giving everyday creators access to high-quality recording spaces and affordable production tools. Guided by the vision of releasing new, interesting music every year so more people can discover and fall in love with diverse sounds, the company focuses on restoring creativity and variety to the industry. Our identity is built on core values of low prices, high-quality music production, and the belief that anyone—regardless of background—deserves the chance to create art. As we grow, Dystopian Records will expand its studios, storefronts, and distribution channels to support even more emerging musicians and connect them with listeners searching for authentic music. We aim to become a national hub for original sound, empowering artists to experiment, innovate, and build careers without the financial barriers of traditional labels. Every step forward strengthens our commitment to accessibility, artistic freedom, and community-driven music culture. Our tagline, “Where New Music Begins,” captures the future we’re building: a world where creativity is open to everyone.

MARKET ANALYSIS

Dystopian Records serves young, aspiring musicians ages 14–35 in the Denver Metro area who are deeply involved in DIY music culture and increasingly exposed to music creation through school programs and personal projects. These customers come from all backgrounds but share a passion for writing, recording, and experimenting with sound, and they typically shop at youth-driven lifestyle stores like Zumiez, Urban Outfitters, and Hot Topic while discovering new creative opportunities through TikTok, Instagram, and YouTube. Industry research shows that most new artists cannot afford the traditional \$300,000–\$1,000,000 cost of producing an album, leaving millions of creators stuck with low-quality home setups and no access to real studio environments or physical distribution. Our main competitors—Universal Music Group, XL Recordings, and Needlejuice Records—offer professional services but remain expensive, selective, or limited in accessibility for new musicians. Dystopian Records stands out by providing affordable studio sessions, full-service production, and physical music manufacturing that allow everyday creators to release high-quality vinyls, CDs, and cassettes without giving up ownership. The business operates through a mix of recording fees, physical media production, and storefront sales, giving artists both the tools and the platform to be heard. By combining low prices, creative freedom, and built-in distribution, Dystopian Records becomes the most accessible and supportive entry point for new musicians ready to take their art seriously.



DYSTOPIAN RECORDS

PRODUCT MENU SERVICE SIDE

RECORDING SESSION			\$25-\$50 PER HOUR
MIXING AND MASTERING			\$25-\$50 PER HOUR
RENTING INSTRUMENTS			\$20-\$50 PER MONTH
VINYL PRESSINGS			\$10 - \$15 PER UNIT
CD PRESSINGS			\$1 - \$3 PER UNIT
CASSET RECORDINGS			\$2.50 - \$5 PER UNIT
STARTER PACKAGE			120\$ PER MONTH
	•	2-hour recording session	
	•	Basic mix	
	•	10 CDs	
MONTHLY CREATOR PASS			150\$ PER MONTH
		8 HOURS OF STUDIO TIME	
		1 FREE MIX	
		10% OFF VINYL/CD ORDERS	
VOCAL TUNNING	10\$ PER TRACK	BEAT PRODUCTION	30-80\$ PER TRACK
ALBUM COVER DESIGN	20 - 30\$ PER ALBUM	PROMO PHOTOS	15-40\$ PER MONTH
	DIGITAL MARKETING HELP		10-25\$ PER MONTH

DYSTOPIAN RECORDS

PRODUCT MENU PRODUCT SIDE

VINYL (MULTICOLOR HD) \$20-\$30 PER UNIT

CD'S \$5-\$12 PER UNIT

CASSETTES \$8-\$15 PER UNIT

STICKERS \$1 - \$3 PER UNIT

POSTERS \$5 - \$10 PER UNIT

TSHIRTS \$15 - \$25 PER UNIT

COLLECTOR'S PACK 35\$ PER MONTH

- Multicolored vinyl
- Poster
- Digital download

ULTIMATE PACK 150\$ PER MONTH

- VINYL
- CD
- CASSETTE
- STICKER PACK

HOODIE 45\$ PER UNIT LITENING PARTYS 8\$-8\$ PER TICKET

IN STUDIO CONSRRTS 5\$ - 10\$ PER TICKET DIGITAL ALBUM DOWNLOADS 3-8\$ PER ALBUM

SINGLE DIGITAL DOWNLOAD 0.88\$ - 1.30\$ PER SONG



OWNER

Dystopian Records is led by its founder, Dane, who oversees daily operations, manages the studio environment, and guides the creative direction of the label. At launch, Dane takes on multiple responsibilities—including scheduling, artist support, and quality control—to keep the business efficient and personally connected to its customers. The core team includes a Studio Engineer earning approximately \$40,000–\$80,000 per year, responsible for recording, mixing, and maintaining equipment, and a Marketing & Social Media Manager earning \$35,000–\$70,000 per year who handles promotion, content creation, and community engagement. A Receptionist and Studio Administrator, earning \$25,000–\$40,000 annually, manages walk-ins, bookings, and customer service to keep the studio running smoothly. As the business grows, Dystopian Records plans to hire a Mastering Engineer and a Merch/Distribution Manager to expand physical production and storefront operations. Future staffing will also include part-time studio techs and cleaning support to maintain a safe, high-quality recording environment. This structure allows the company to stay affordable while building a professional, scalable team that supports both artists and long-term growth.

MARKETING AND SALES

Dystopian Records attracts customers through a strong youth-focused brand built on affordability, creativity, and the promise that anyone can become an artist. Our marketing strategy uses the 4 Ps by offering low-cost, high-quality studio services (Product), pricing sessions far below industry averages (Price), promoting through TikTok, Instagram, YouTube, and email ads (Promotion), and operating in a Denver-based studio and storefront that supports walk-ins and community engagement (Place). Marketing activities include behind-the-scenes studio videos, artist spotlights, concert sponsorships, and targeted ads aimed at young creators searching for accessible recording options. The sales process begins with social media discovery, followed by online or in-person booking, a guided studio session, and optional physical production of vinyls, CDs, and cassettes for artists to sell. Customer retention is built through loyalty discounts, repeat-session bundles, and ongoing promotion of artists in our storefront and social channels. A starter marketing budget of \$300–\$1,000 per month covers TikTok ads, email campaigns, and sponsored events, allowing the brand to grow steadily without overspending. Together, these strategies position Dystopian Records as the most accessible and community-driven recording option for new musicians in the Denver area.



the aftermath world tour
presented by dystopian records



✠ EYEHATEGOD ✠

ACID
BATH

CROWBAR

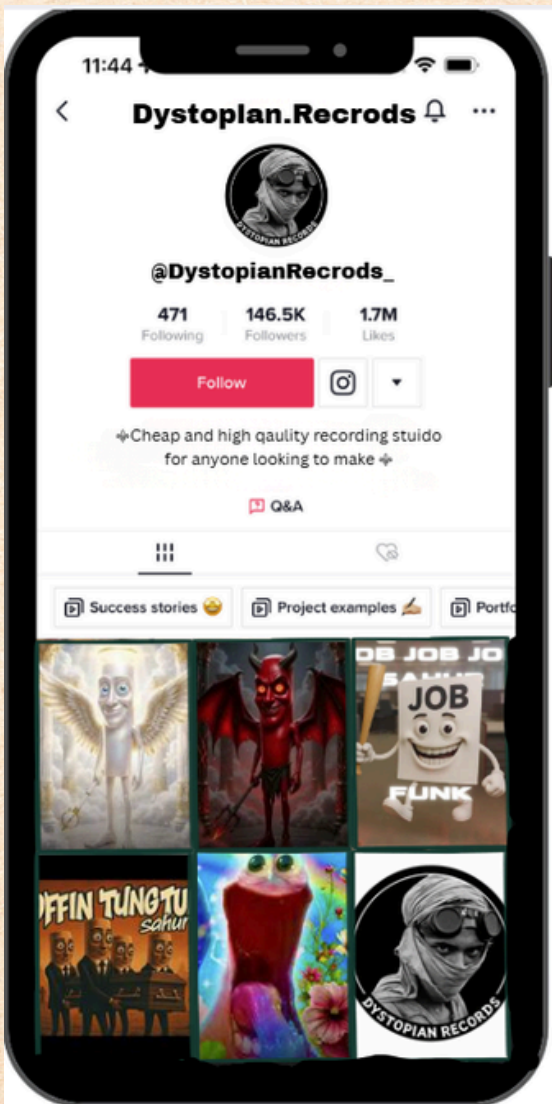
DYSTOPIAN RECORDS



NEW ALBUMS &
ARTISTS

Recording sessions start at

★ 25\$/hr ★





IN THE NAME OF SUFFERING

One of the best new albums from a older band.

[Explore in detail](#)



NEW ORLANDS IS THE NEW VIETNAME

Another great release from EYEHATEGOD.

[Explore in detail](#)



HUMAN = GARBAGE

Dystopias oldest album but still one of the best

[Explore in detail](#)




DYSTOPIA

Dystopias news album and its amazing

[Explore in detail](#)


SHOP THE SALE

Catch these deals before they fade out.

Dystopian Records 

Turn Up the Music

11/2026



[Buy now](#)

Each year we are going to release more and more albums this was one our favorites this year.

Dystopian Records utilizes a hybrid financial model that generates revenue through a strategic mix of professional studio services and high-quality physical product sales. Our primary income is driven by accessible hourly rates for recording and mixing, supplemented by "Artist Packages" like the Monthly Creator Pass which ensure steady, recurring cash flow. To maximize profit margins, we capitalize on the growing demand for physical media by offering premium multicolored vinyl, CDs, and cassettes directly to consumers. The initial startup investment of \$977,540 covers our state-of-the-art recording technology, studio build-out, and initial inventory of merchandise and musical equipment. To reach our break-even point, the business aims to facilitate 32,585 recording sessions, a goal supported by our aggressive social media promotion and community-focused events. Our sales forecast anticipates steady growth as we leverage in-studio concerts and digital downloads to build a loyal local fan base. By balancing high-volume services with high-margin physical goods, Dystopian Records maintains a sustainable financial foundation while remaining the most affordable gateway for new musical talent.

Sales Number	
selling price per unit	\$60.00
cost per unit	\$30.00
profit per unit	\$30.00
breakeven quantity year 1	32,585.00
Projected Income (Revenue)	
year 1 (10,000 x 30)	\$300,000.00
year 2 (12,000 x 30)	\$360,000.00
year 3 (14,000 x 30)	\$420,000.00
Projected Expenses	
Year 1	\$977,540.00
Year 2	\$851,040.00
year 3	\$851,040.00
Projected Expenses	
Year 1	-\$677,540.00
Year 2	-\$491,040.00
Year 3	-\$431,040.00



costs	(USD\$)
Acoustic treatment package	\$15,000.00
studio grade microphones x 8	\$24,000.00
microphone premaps	\$6,000.00
audio interface	\$5,000.00
studio moneters and stands	\$4,000.00
closed back and open back studio headphones x 2	\$20,000.00
mixing console	\$10,000.00
computer workstation and SSD storage	\$5,000.00
digital audio workspace	\$2,000.00
microphone sttands cables pop filters and shock mounts	\$1,000.00
isolation booth or vocal booth kit	\$8,000.00
fururniture and egeronmic workstations(Desk and chairs)	\$2,000.00
back up power and power conditioning	\$1,500.00
Initial vinyl/CD pressing deposit or small press purchase	\$20,000.00
Security system and studio locks / CCTV	\$3,000.00
Total	\$126,500.00

Commercial rent	\$8,000.00
Studio utilities	\$1,200.00
Studio engineer salaries	\$8,000.00
Label and operations salaries	\$7,000.00
Freelance producers and session musicians	\$6,000.00
Payroll taxes and employer benefits	\$500.00
Insurance	\$500.00
Software subscriptions and licenses	\$800.00
Equipment maintenance and consumables	\$1,000.00
Manufacturing buffer for vinyl and CDs	\$8,000.00
Marketing and PR	\$8,000.00
Distribution and licensing fees	\$500.00
Website and e-commerce fees	\$600.00
Security and monitoring	\$300.00
Accounting and legal retainer	\$2,500.00
TikTok paid ads	\$5,000.00
Email marketing	\$800.00
Concert sponsorships	\$10,000.00
Studio Engineer x 2	\$640.00
Label / Operations Manager	\$360.00
Marketing / Social Media Manager	\$280.00
Receptionist / Studio Admin	\$160.00
Mastering Engineer (contract or FT)	\$360.00
Merch/Distribution & E-commerce	\$220.00
Cleaner / Studio Tech	\$200.00
Total(monthly)	\$851,040.00
Total(Daily)	\$70,920.00





**THANK
YOU**

