

New program applies gener8tor model to music business

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A new program from gener8tor and 88Nine Radio Milwaukee applies the nationally ranked startup accelerator's model to the music business.

Backline was created to be a stepping stone for young musicians, but also to help all Milwaukee musicians flourish and boost the city's reputation as a great place for music.

88Nine Radio Milwaukee's executive director, Glenn Kleiman, says it will help area companies "attract the young employees they need."

"Our research has shown the two biggest hurdles limiting the success of talented Milwaukee musicians are funding and knowledge of the business side of the music," he said. "Backline addresses those needs."

Four musicians or bands in the area will be recruited for the program's first 12-week session, which is similar to gener8tor's business startup program. Each will be able to get up to \$20,000 to support the basics: recording, promotion and touring.

Backline will use gener8tor's application process for this first session this year. The group plans to hold two sessions each year starting in 2019.

See more at WisBusiness.com.