

# MUSIC FOR BULGARIA FOUNDATION

Growing the culture for music and providing artists with  
innovative opportunities for career development



# MISSION

Our mission is to grow the culture for music by making music education more accessible and by providing artists with more innovative career opportunities.

Through our projects and values we are helping people grow not only as musicians but as people, too. We've personally experienced how playing music develops various invaluable skills such as creativity, self-awareness, discipline, communication, critical thinking and many others. We are giving our all to share this opportunity for personal growth with as many people as possible.





# OUR STORY

## Foundation "Music for Bulgaria"

Founded by Melina Krumova - an artist-entrepreneur who wanted to disrupt the inefficient services for musicians and create a flourishing environment for the local music scene

## Launch of Urban House Studio

Melina won sponsorship from the Norwegian telecom - Telenor and built a professional recording studio offering scholarships for music production of talented artists

## Expansion of RockSchool

As thousands of people started learning music at Rockschool, the successful model is replicated in another city - Varna

## RockSchool launches its first scholarships for extensive music education

Awarded sponsorship from Foundation "America for Bulgaria" for 6 months of advanced music education of talented students

## Foundation "MUSIC FOR BULGARIA"

5,000+ musicians united  
82,000 music lessons  
17,100 rehearsals  
360 concerts  
187 music productions



## Launch of RockSchool

The first private music academy offering innovative education methods through online lessons, workshops and on-stage experience

## Forbes Award

Melina was included in Forbes's 30 Under 30 Class of 2016 for successful business entrepreneurship

## Launch Of The Stage

The first venue offering parties themed with music education entertainment where children are being introduced to music through learning games

## Music for Bulgaria won council sponsorship for 4 projects with high social impact

The projects featured free music education, free audio recording and production and educational lectures with free entrance for hundreds of people



# ROCKSCHOOL

RockSchool is a community that unites all people who want to learn music and develop as artists. We offer innovative educational methods through online lessons, mentorship, scholarships, workshops and on-stage experience. We also provide free education for people with disabilities or people coming from vulnerable environment.

We teach drums, guitar, keyboard, singing, bass guitar, heavy vocals, violin, flute, saxophone, accordion, bagpipe, audio production, composition, songwriting and more.

**MUSIC  
LESSONS**

**82 000+**

**FREE LESSONS  
FOR PEOPLE WITH  
DISABILITIES**

**4 150+**

**CONCERT  
EXPERIENCE**

**380+**







## THE STAGE

The Stage is a place for the love of art where we organize one of a kind music themed parties where children are being introduced to music through educational games.

At The Stage we also host workshops, rehearsals, small concerts and other educational or artistic events. We rent out the venue for free for different charity events and experimental projects.

REHEARSALS

**8 000+**

MUSIC THEMED  
BIRTHDAYS

**700+**

CONCERTS AND  
WORKSHOPS

**100+**



# URBAN HOUSE STUDIO

Urban House Studio is the first professional audio recording studio that provides scholarships for music recording and production to talented artists.

We welcome artists in a homelike atmosphere and we work with love, patience and attention to details.

We provide high-quality music recording, editing, mixing and mastering. We also produce audio materials for radio and television - movie soundtracks, ads, multilingual dubbing, jingles and others. We record and produce voice-overs for audio books, working with the best talents on the market and partnering with the largest publishers.

**PRODUCED  
ARTISTS**

**108**

**AUDIO PRODUCTION  
SCHOLARSHIPS**

**39**

**OTHER  
PRODUCTIONS**

**215**





# ADVANTAGES

	Foundation "Music for Bulgaria"	Other music centers
Scholarships for free education of talented students	✓	✗
Full spectrum of career opportunities	✓	✗
Free lessons for people with disabilities	✓	✗
Scholarships for free audio production	✓	✗
Paid gig opportunities	✓	✗
Free music video production	✓	✗
Promotion on viral social media channels	✓	✗
On-stage experience	✓	✗
Discount cards for partners' services and products	✓	✗
Audio production lessons	✓	✗
A huge network of useful contacts in the music industry	✓	✗
Access to musical workshops and lectures	✓	✗
Songwriting lessons	✓	✗
Access to a concert venue	✓	✗
Online lessons	✓	✗

# SOCIAL PROJECTS

## Scholarship program

We've already conducted 2 scholarship programs, lasting for 6 months and including 48 lessons and over 90 hours of rehearsals.

The first provided 12 students with free music training and was supported by "America for Bulgaria" foundation. The second is currently in progress

## Music revolution

We produced the singles of 17 talented Bulgarian artists in a professional recording studio for free and we published the songs on a double-sided disc compilation called "Music revolution"

## The music and I

We provided children from vulnerable environment with free music lessons through workshops carried out at key city locations

## A song away

We transformed the city parks of Sofia into artistic spaces by organizing a number of free acoustic concerts and musical workshops on the premises

## The art of being a musician

We provided useful and up-to-date information for advanced musicians through series of educational lectures on key topics including copyright, publishing, promoting, branding, musical industry roles, sound check and more

## See through music

An adapted program for music education for visually impaired children and teens helping them develop the confidence to create and compose music



# TEAM



**Melina**  
Founder & CEO

Melina is the founder of Music for Bulgaria Foundation. She gives the direction for growth and is actively involved in all operational processes. She is the lead guitar player of Grimaze and founder of the fastest growing platform for musicians - Drooble



**Boyan**  
General Manager

Boyan is responsible for communication with sponsors, management of social projects and improvement of operational processes. He also plays the guitar



**Maria**  
Community Manager

Maria runs our volunteer program and she is the link between teachers, students and team. She takes care of the organization of all of our events. Maria also sings



**Maxim**  
Booking Manager

Maxi is the man who is responsible for the schedule of Rockschool and the smooth organization of all daily processes. He loves music and supports Bulgarian artists and bands



**Ivan**  
Booking Manager

Ivan was firstly a volunteer but not long after he joined our team. He is actively involved in the schedule management. Also plays the guitar



**Yordan**  
Booking Manager

Dancho came to RockSchool as a student and then became part of our team. He works on schedule management and teaches guitar during on birthday parties and workshops. He gigs regularly with his two bands



**Nedy**  
Sound Engineer

Nedy takes care of audio recording and production at Urban House Studio. Nedi is the drummer of Grimaze. When he was 14, he joined Rockschool as our first volunteer and he's been a part of our team ever since



**Ivo**  
Designer

Visual problem solver, turning elements into pieces of art. Working with endless flow of creative energy. Loves mountains and photography



**Boris**  
Software Architect

The one manifesting ideas into reality with absolute excellence, making anything possible. Always keeping the team's spirit up with groovy music and disco from the 90's. Plays ukulele and sings



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