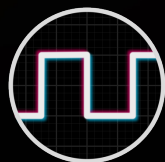


About This Work Sample

A Real Engagement, Anonymized

- **What This Is**: An example of a **SquareWave.ai** engagement, showing how we turn AI from a vague catchphrase into a practical, actionable, and prioritized plan for a working music business
- **The Situation**: An established faith-based vocal group, three decades into their career, wanted to know where AI could realistically help improve their business, creative output, and fan engagement without compromising their art or their voice. They had no AI strategy and no clear place to start
- **What We Did**: Working only from publicly available information, we identified twelve practical AI opportunities across creative, marketing, operational, and fan-engagement work, scored each by effort, benefit, and risk, and sequenced them into a phased roadmap with a clear set of initial steps

Names, figures, and identifying details have been changed to protect client privacy. This sample was built from public information only. A full engagement includes direct discovery and a formal assessment.



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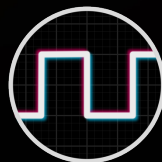
Practical AI Opportunities for Star North

Developed for Greystone Artist Management Group

Developed by:

Terence Ryan Melonas

Founder & Consultant Prime - SquareWave.ai

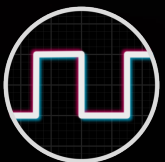


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- **Introduction** (*Slides 4 – 7*)
- **AI Opportunities** (*Slides 8 – 21*)
- **Recommendations** (*Slides 22 – 25*)
- **Conclusion** (*Slides 26 – 28*)

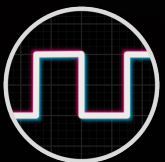


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Introduction



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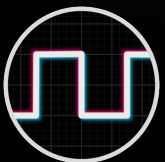
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AI and the Music Industry

Key Points

- Artificial Intelligence is rapidly becoming a core tool across all areas of the music industry
- Opportunities for AI-driven optimization exist across creation, marketing, distribution, management, fan engagement, operations, and more
- The right AI tools can deliver immediate, tangible benefits when deployed strategically
- Even established artists like **Star North** with 30+ years of experience can use AI to strengthen workflows, expand reach, and improve efficiency without compromising the core of their work



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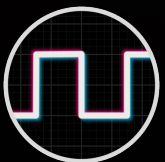
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AI Recommendations

Overview

- This presentation provides a high-level overview of 12 practical AI opportunities for **Star North**
- These recommendations span multiple domains, including: Music Creation, Marketing, Social Media Engagement, Video Content, Metadata, Booking, Management, and Website Optimization



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AI Recommendations

Assumptions

- **These recommendations are based on the following assumptions:**
 - They are based solely on publicly available information, including **Star North's** website, social media presence, and other public-facing materials
 - Some recommendations are intentionally broad, and would likely apply to many artists who have not yet fully embraced AI
 - Additional refinement would require deeper discussions with **Greystone Artist Management Group, Star North**, and relevant members of their team
 - Tool recommendations are high-level. Further research and evaluation would be required in order to identify the best-fit solution for each opportunity
 - Determination of actual impact would require formal assessments



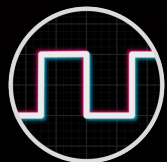
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12 Practical AI Opportunities



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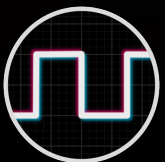
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12 Practical AI Opportunities

Overview

1. AI-Assisted Social Media Post Ideation
2. Hyper-Optimized Marketing Copy
3. AI Metadata Generation
4. AI-Assisted Social Media Engagement
5. Use AI Tools to Support Song Completion
6. Fan-Created AI Remixes
7. AI Generated YouTube Lyric Videos
8. Leverage AI Booking Tools
9. AI-Assisted Newsletter
10. AI Analysis of Release Plans, Tour Plans, etc.
11. Deploy a Star North Chatbot
12. AI Search Optimization for Website



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1. AI-Assisted Social Media Post Ideation

OPPORTUNITY

- As a Christian group, **Star North** is uniquely positioned to create meaningful social content at the intersection of song lyrics, Biblical scripture, and current events
- That overlap creates a natural opportunity for deeper engagement, reflection, and discussion with fans
- With the correct context, AI tools (*ChatGPT etc.*) can aid in making unique and insightful connections at the intersection of these three areas

AI RECOMMENDATION

- Develop a **Custom GPT** trained on **Star North's** lyrics, scripture, and current event context to generate social media post ideas, discussion prompts, caption drafts, etc.
- Use this as a creative support tool for Facebook, Instagram, and other social channels, with human review to ensure tone, accuracy, and sensitivity
- If successful, this can later expand into a broader AI-assisted social content workflow

Effort / Cost Medium

Build and train a custom GPT. Requires ongoing human review

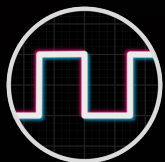
Benefit / Impact High

Differentiated, high-resonance content at their unique lyrics, scripture, and current-events intersection

Risk / Issues Medium

Tone and sensitivity on scripture plus current events; requires human review before posting.

✓ **RESULT:** Deeper fan engagement through more timely, thoughtful, and spiritually resonant social content across social media (*Facebook, Instagram, etc.*)



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2. Hyper-Optimized Marketing Copy

OPPORTUNITY

- Hyper-targeted messaging can increase the effectiveness of **Star North**'s marketing campaigns, especially when promoting tours, releases, and other key moments
- When done well, segmented marketing feels more personal and relevant, helping fans feel more directly connected to the artist and the message.
- AI tools such as **ChatGPT** can take a single marketing plan, and multiply its effectiveness through the creation of marketing copy aimed at specific niche markets

AI RECOMMENDATION

- Use an LLM (*ChatGPT etc.*) to generate multiple versions of campaign copy tailored to specific audience segments
- Segment-based variations may include: Geography (*for tours*), age / demographic groups (*for releases*), platforms, fan interest, etc.
- **Example:** Draft a core campaign message manually, then use AI to create variations for use in highly-targeted "dark ads" sent from **Star North**'s Facebook group

Effort / Cost

Low

Generate segmented variations of existing copy in an LLM with minimal prompting

Benefit / Impact

High

Better-targeted campaigns and incremental lift on tours and releases

Risk / Issues

Low

All copy human reviewed before campaign execution

✓ **RESULT:** More relevant messaging, stronger fan connection, and higher-performing marketing campaigns



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3. AI Metadata Generation

OPPORTUNITY

- **Star North** has an extensive back catalog, which creates a strong opportunity for more consistent, searchable metadata.
- Consistent metadata tagging that aligns with industry standards can improve visibility for sync opportunities, recommendation systems, and algorithmically generated playlists
- These tools can also substantially reduce the manual effort and inconsistency that often comes with human-only tagging

AI RECOMMENDATION

- Evaluate AI-powered metadata tagging tools such as **Cyanite** or **SourceAudio** to analyze and standardize metadata across **Star North's** catalog
- These platforms focus on descriptive tagging at scale and can help create a cleaner, more consistent metadata layer for future search, sync, and catalog-management use cases

Effort / Cost Medium

Tool evaluation plus processing a large back catalog

Benefit / Impact Medium

Cleaner, standardized tags improve sync, search, and recommendation visibility (indirect, long-tail)

Risk / Issues Low

Back-office; minimal brand exposure

✓ **RESULT:** A more searchable and organized catalog, with improved visibility anywhere metadata drives discovery (*sync searches, internal workflows, recommendation-based environments, etc.*)



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4. AI-Assisted Social Media Engagement

OPPORTUNITY

- **Star North** has a substantial following across social media (*55k on Instagram, 453k on Facebook, 202k on YouTube*)
- Direct interaction with fans can meaningfully strengthen loyalty and engagement, but responding consistently at that scale requires time and operational discipline
- AI tools can be used to partially or fully automate social media engagement, including responding to individual fan comments with AI-drafted responses

AI RECOMMENDATION

- Explore AI-assisted social media management tools to help streamline fan engagement through partial automation, especially comment triage and response drafting
- Tools like **Replient** can support faster response workflows by suggesting draft replies that can then be reviewed, selected, and personalized by a human.
- This process would be AI-assisted, not fully automated, in order to maintain **Star North's** voice

Effort / Cost Medium

Tooling plus a human-in-the-loop response workflow

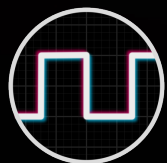
Benefit / Impact Medium

Faster, more consistent fan responses at scale

Risk / Issues High

Authenticity: A bot-like or off-tone autoreply is public and hard to walk back

✓ **RESULT:** Faster, more consistent fan interaction across social platforms, leading to stronger engagement and a greater sense of connection



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5. Use AI Tools to Support Song Completion

OPPORTUNITY

- Many artists have a backlog of unfinished songs, partial ideas, and abandoned drafts that still hold creative and commercial value
- AI tools can help move those songs past creative roadblocks and turn dormant material into finished assets

AI RECOMMENDATION

- Explore leveraging AI tools to complete previously unfinished tracks:
 - **LLMs** (*ChatGPT, Claude, Gemini, etc.*) for lyric ideation, revision, and completion
 - **MUSIC GEN AI** (*Suno, Udio, Google Lyria, etc.*) for sonic exploration, production, and demos
 - **AI MASTERING** for fast, cost-effective finishing
- Completed songs could be released in multiple ways: As album tracks, B-sides, bonus content, or exclusive material for superfans, subscribers, and fan-community engagement

Effort / Cost
High

Real creative production and finishing is required to produce release quality results

Benefit / Impact
Medium

More catalog and release opportunities, quality uncertain

Risk / Issues
High

AI-generated music is the most controversial use. Authenticity backlash from devoted faith audience

✓ **RESULT:** More finished songs and release opportunities, and additional potential for streaming revenue, fan engagement, and catalog growth



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6. Fan-Created AI Remixes

OPPORTUNITY

- Inviting **Star North**'s fans into the creative process can deepen engagement and strengthen their sense of connection to the music
- AI-assisted remix experiences can create a way for fans to interact with **Star North**'s catalog more actively, rather than simply consuming it

AI RECOMMENDATION

- Explore a controlled fan-remix initiative built around artist-friendly remix platforms, such as **Hook**, rather than open-ended general-purpose music generation tools. This would allow fans to create remixes or reinterpretations of selected songs within a more structured environment.
- To increase participation, campaigns could be lightly gamified through social content: Listening to submissions, highlighting standout remixes, and featuring fan-created tracks across **Star North**'s channels

Effort / Cost Medium

Stand up a controlled remix program/app/website and run campaigns

Benefit / Impact Medium

Deeper engagement, but participation is likely niche

Risk / Issues High

Loss of control over material along with brand, quality and rights concerns

✓ **RESULT:** Deeper fan engagement, stronger community participation, and new opportunities to engage **Star North**'s catalog in a creative, shareable way



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7. AI Generated YouTube Lyric Videos

OPPORTUNITY

- **Star North** currently has a strong YouTube presence with over 202k subscribers
- Increasing the volume and consistency of content on that channel could support both fan engagement and monetization.
- Lyric videos can be easily deployed to expand **Star North**'s catalog of available video content, especially for songs that do not yet have dedicated visual assets

AI RECOMMENDATION

- Use AI-assisted video tools to generate lyric videos for **Star North**'s back catalog, starting with the strongest or most-streamed tracks
- The focus should be on simple, visually coherent lyric videos that can be produced efficiently while still aligning with **Star North**'s brand and tone
- A vast number of "1-click" tools exist online, including: **Videobolt**, **OpenArt**, **Capify**, **Neural Frames**, and more

Effort / Cost
Low

One-click tools applied to the existing catalog

Benefit / Impact
Medium

More consistent YouTube output and catalog visibility

Risk / Issues
Low

Lyric videos are low-controversy if on-brand

✓ **RESULT:** More consistent YouTube output, increased fan engagement, and additional opportunities for catalog visibility and revenue generation



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8. Leverage AI Booking Tools

OPPORTUNITY

- Booking support is expensive, and not every performance opportunity justifies the full cost or structure of a traditional booking relationship
- AI-assisted booking tools create a lower-cost way for bands like **Star North** to identify and pursue selective one-off shows, church events, and smaller performance opportunities between tours

AI RECOMMENDATION

- Experiment with AI-assisted booking tools as a supplement to traditional booking, not a replacement for it (*i.e. Self-booking selected one-off performances or filling gaps between tours*)
- Evaluate platforms such as **Music Mogul AI**, which can reduce outreach time, organize leads, and support more direct control over the booking process at a fraction of the cost of traditional booking agents

Effort / Cost Medium

Pay tool subscription costs. Learn the tools and do your own outreach.

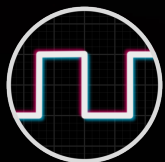
Benefit / Impact Low

Fill gaps between tours at lower cost

Risk / Issues Medium

Immature tools and sloppy or automated outreach could strain venue / church relationships

✓ **RESULT:** Lower booking-related costs, more flexibility between tours, and additional opportunities to perform



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9. AI-Assisted Newsletter

OPPORTUNITY

- Email newsletters are one of the most reliable channels for direct fan communication, and **Star North** is already collecting newsletter signups through its website
- With the right workflow and oversight, AI can reduce the time required to turn ongoing activity into a consistent, on-brand newsletter

AI RECOMMENDATION

- Develop an AI-assisted newsletter workflow that pulls from **Star North**'s activity, such as social posts, tour dates, release information, and public news articles, then drafts a weekly or periodic newsletter for human review
- Tool could be built as a Custom GPT in ChatGPT, or as an automated workflow in tools like **n8n** or **Zapier**
- AI can also be used to generate audience-specific newsletter variations (*for various target groups*) when needed

Effort / Cost **Medium**

Build the workflow (custom GPT or n8n / Zapier) plus review

Benefit / Impact **High**

Reliable direct-to-fan channel with far less manual effort

Risk / Issues **Low**

Human-reviewed and on-brand.

✓ **RESULT:** More consistent fan communication and greater awareness of new content, tour activity, and releases, with significantly less manual effort



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10. AI Analysis of Release Plans, Tour Plans, etc.

OPPORTUNITY

- AI can be a useful second-pass reviewer for strategic plans, especially when given the right prompting and context
- Release plans, tour plans, and campaign ideas often benefit from an outside perspective, and LLMs can help surface gaps, blind spots, inconsistencies, or missed opportunities that may not be obvious in the moment

AI RECOMMENDATION

- Use an LLM such as ChatGPT as a reviewer for all major plans and proposals
- For each review, provide: (1) The plan itself, (2) The reasoning behind the plan, and (3) Any relevant business, audience, timing, or market context
- In the prompt, ask the AI what you are doing right, what you have missed, and what you can improve on

Effort / Cost
Low

Prompt an LLM with the plan, reasoning and context

Benefit / Impact
Medium

Surfaces blind spots and gaps in strategic plans (soft, hard to measure)

Risk / Issues
Low

Proactively keep confidential plans out of public models / tools

✓ **RESULT:** A clearer, more thoroughly examined view of release plans, tour plans, and strategic decisions, leading to stronger execution and fewer avoidable blind spots



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11. Deploy a Star North Chatbot

OPPORTUNITY

- AI chatbots are becoming a more common part of modern websites, giving users a conversational way to find information quickly
- For **Star North**, a chatbot could serve as a central reference point for fans looking for information about the band's history, catalog, lyrics, merchandise, tour dates, releases, charitable work, and more

AI RECOMMENDATION

- Deploy a **Star North**-branded chatbot on the website as a conversational knowledge layer for fans
- The chatbot should be grounded in approved source material and built with clear guardrails around tone, accuracy, and what it is allowed to answer
- Employ a phased rollout: Start with factual, fan-facing information, then expand over time if the experience proves useful

Effort / Cost
High

Build, ground in approved content, set guardrails, phased rollout and upkeep

Benefit / Impact
Medium

Distinctive website feature, but fan demand is uncertain

Risk / Issues
Medium

Hallucination or wrong info about the band. Requires guardrails and monitoring

✓ **RESULT:** A more engaging website experience and a distinctive new way for fans to explore **Star North**'s story, music, and ongoing work



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12. AI Search Optimization for Website

OPPORTUNITY

- Users are increasingly discovering information through AI-powered search and answer engines, not just traditional Google queries
- Just as websites have to employ Search Engine Optimization (*SEO*) in order to increase their visibility on sites like Google, they now also have to employ Answer Engine Optimization (*AEO*) in order to account for AI readability, retrieval, and summarization

AI RECOMMENDATION

- Review and optimize **Star North**'s website content for emerging AI-driven discovery
- Because this area is still evolving, the strongest approach would be to work with a specialist who understands SEO, AEO, and additional emergent requirements of AI-facing search behavior

Effort / Cost
Medium

Content optimization, likely needs a specialist.

Benefit / Impact
High

Future-facing visibility in AI-driven discovery (emerging, uncertain)

Risk / Issues
Low

Improved visibility creates little downside

✓ **RESULT:** Improved visibility in both traditional search and emerging AI-driven discovery, with greater potential for fans to find and engage with **Star North** online



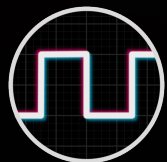
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Recommendations



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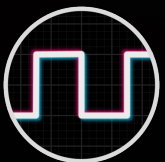
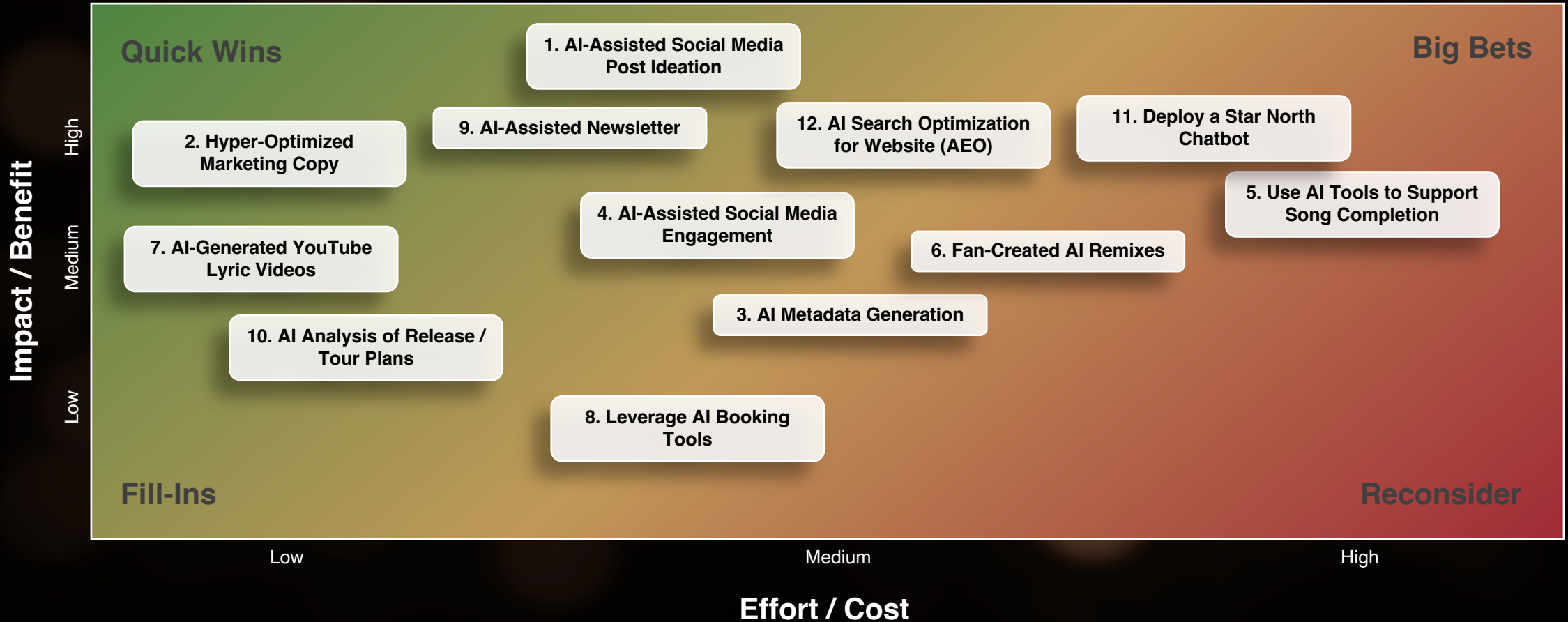
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Impact vs. Effort

Initial Assessment



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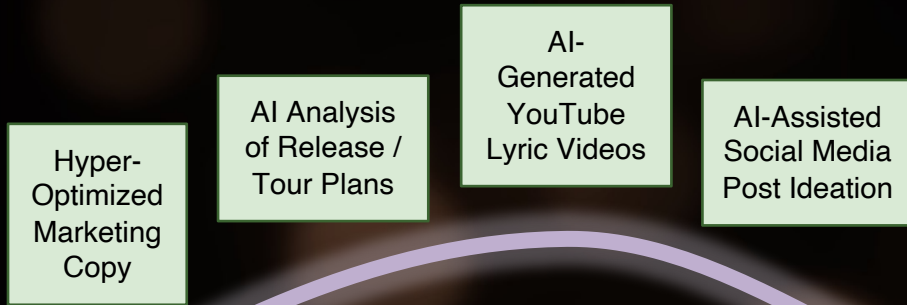
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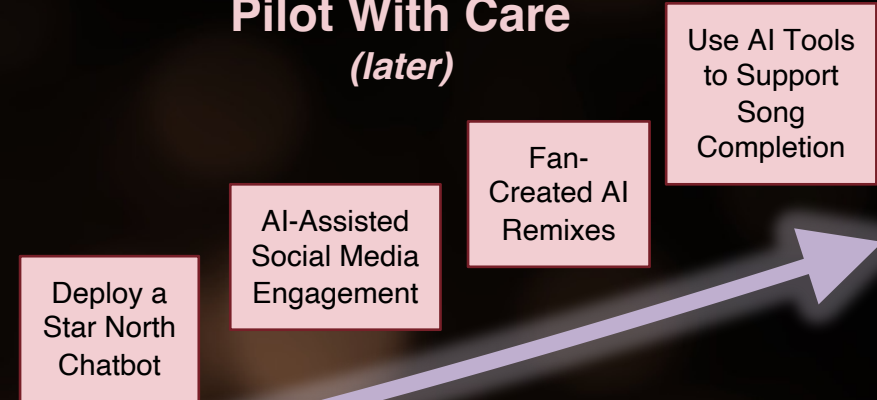
Roadmap

Proposed Implementation Sequence

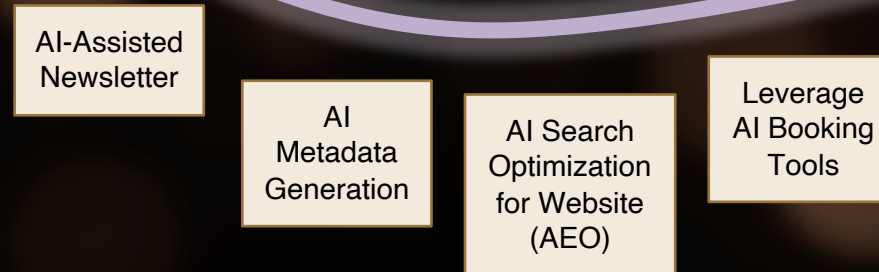
Quick Wins (start now)



Pilot With Care (later)



Build The Backbone (next)



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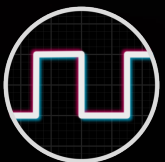
The First 3 Wins

Start Here

*Not sure where to start? Here are three simple ways to put AI to work in **Star North's** music business right now:*

- **Multiply Your Marketing Copy**: Take one message you have already written and let AI spin tailored versions for different cities, fan segments, and platforms. Near-zero effort, and it pays off on your very next campaign
- **Wake Up The Back Catalog With Lyric Videos**: One-click tools turn songs without visuals into clean, on-brand lyric videos. You already own the music, so it's close to free content that keeps YouTube active and earning
- **Give Every Plan A Second Set Of Eyes**: Before you lock a release or tour plan, hand it to AI and ask what is missing or weak. Costs nothing, takes minutes, and catches blind spots while you can still fix them

Start with these three. Once they are working, the rest of the roadmap opens up

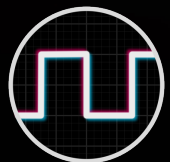


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Conclusion



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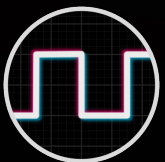
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Conclusion

Key Points

- A wide range of AI tools, technologies, and workflows now exist that can be applied across the music business
- **Star North** has multiple opportunities to leverage AI across creative, operational, marketing, and fan-engagement workflows
- Following a structured roadmap will ensure that **Star North** implements AI in their music business in an intentional and meaningful way
- The key is not simply *“using AI”*, but pairing the right tool with the right use case so that the result is practical value, not just another tech *“science project”*



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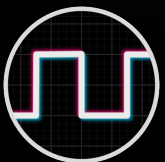
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Contact

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- If you'd like to discuss anything in this presentation, or simply want to talk about AI and the music industry, please feel free to reach out:
 - **EMAIL:** Terence@SquareWave.ai
 - **PHONE:** +1 310-947-1783
 - **WEBSITE:** <https://www.SquareWave.ai>



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