Programme guide

MAKE BETTER MUSIC. BUILD YOUR CAREER.



A Rise and Recode Group showcase on a festival stage.

Rise is the artist academy of Recode Group. We guide electronic music producers from their first production basics all the way to artist development.

For producers of house (including afro house), techno, trance, drum & bass and EDM.

This guide explains our two programmes, what you do in them, what they cost and what happens around your call.

Who we work with

CLEAR AGENCY · recode RECORDS · WE RAVE YOU · REVOKE · TRACKS TO THE MAX · BPM EUROPE · LabelRadar by The Beatport Group

Your route

WHERE DO YOU START?

Your music decides the programme, not how long you've been producing. On the call we listen and decide together.

BASE

6 months · learning to produce

1 STARTING OUT

Where Base starts

New to producing, or your ideas stay loops.

2 FINISHING TRACKS

During Base

You turn a loop into a full arrangement.

3 RELEASE-READY

The Base goal

Full tracks with a worked-out arrangement and a convincing mix.

> **The switch to Core isn't automatic.** When your tracks reach release level, we look at your music together and decide if Core is the next step.

CORE

12 months · building the artist

4 ARTIST PROFILE

Start of Core

Your brand, story, channels and press kit in place.

5 FIRST BOOKINGS

First 90 days

3 gigs or a festival booking: the 90-day goal you work towards.

6 GROWING AS AN ARTIST

Where Core points you

Releasing, playing and building your network on a steady rhythm.

Base or Core

WHICH ONE FITS YOU?

	BASE **The Anatomy of Sound · 6 months**	CORE **The Industry Code · 12 months**
For you if	You get stuck turning a loop into a full track, or you want to learn the production fundamentals	You finish full tracks on your own, at a level you could release within weeks
You work on	Producing, arranging, mixing and finishing	Your brand, releases, network and bookings
The goal	Three release-ready tracks of your own	3 gigs or a festival booking within 90 days
Rhythm	One 3-hour live class a week, in the evening	Two group check-ins a week
Your time	About 8 hours a week: the class plus at least 5 hours on your own tracks	At least 10 hours a week, plus the two check-ins
Price	€1,500 excl. VAT	From €2,650 excl. VAT

Payment plans and guarantees are on page 10. In doubt between the two? Then it's Base.

Base · The Anatomy of Sound · 6 months

FROM A LOOP TO A FINISHED TRACK.

In six months you learn to finish full productions yourself: arrangement, sound choice, balance and finish that fit your genre. You finish three tracks of your own.



Track feedback in the Rise studio.

BASE FITS IF

- You're new to producing. No finished track needed
- You make loops, but don't finish tracks
- Your tracks don't sound like a release yet

BASE DOESN'T FIT IF

- You already finish tracks at release level
- You can't free up about 8 hours a week
- You make hip-hop, R&B, afrobeats or pop

THREE TRACKS, STEP BY STEP.

TRACK 1

Drums and groove, basslines, chords, melodies, synthesis, sampling and building a strong loop into a first full arrangement.

TRACK 2

EQ, compression and sidechain, reverb and delay, kick and low end, vocals and mixing a full track.

TRACK 3

Advanced groove and sound design, reference tracks, finishing, and a final mix and master.

30 live lessons: 25 on production and 5 on your artist profile, career and the industry, as an introduction to Core.

YOUR WEEK

- **One live class of 3 hours,** in the evening, with your group. Missed it? Watch the replay
- **At least 5 hours on your own track,** working on that week's assignment
- **Feedback on your music** from coaches who release and play out

Every lesson follows the same order: theory, demonstration, guided production, your own work and feedback. Groups of up to 25 producers.



Milan Fernandes
Producer and coach of Base

Core · The Industry Code · 12 months

FROM PRODUCER TO ARTIST.

You can make the music. Core is about everything around it: who you are as an artist, who hears your music and how you land bookings.



Rise members playing at a community night.

CORE FITS IF

- You finish full tracks on your own: intro, build-up, break, drop, outro
- Bookings, network or branding hold you back
- You want feedback and someone who keeps you moving

CORE DOESN'T FIT IF

- You can't finish a full track yet
- You expect us to arrange your gigs
- You can't commit 10 hours a week

Release-ready means a full track with a worked-out arrangement and a convincing mix that needs little work before it can go out. Releases aren't required: a private link or audio file is fine.

Core · How it works

A PLAN, AND PEOPLE WHO HOLD YOU TO IT.

You pick a 90-day goal and build your plan in The Industry Code. Then you work on four areas.

DIRECTION AND PROFILE

Where you stand, a realistic goal, your positioning, story, visuals and press kit.

MUSIC AND RELEASES

A stock of finished tracks, the right labels or release route, and tracking what you send out.

VISIBILITY

A content plan, posting consistently, set recordings and contact with your audience.

NETWORK AND GIGS

Researching promoters and labels, a contact list, personal outreach, following up and going to events.

YOUR WEEK

- **Two group check-ins:** are you on track, what worked, what didn't
- **At least 10 hours on your plan,** for example a few hours of outreach and new content
- **Targeted feedback** on your tracks, releases and next steps, and follow-up on what you agreed

Your plan is personal; the coaching happens in the group. Also included: video modules on branding, positioning and the industry, Remote Sessions writing camps, masterclasses and community events.



Maurits
Runs Core and artist development

Working together

WHAT WE DO, WHAT YOU DO.

RISE GIVES YOU

- Coaching and a personal plan
- Lessons, videos and tools
- Feedback on your work
- Group sessions where progress is discussed

YOU BRING

- Finished music and assignments
- Acting on feedback
- Honest updates on progress and obstacles
- Help for the other members

NOT INCLUDED AUTOMATICALLY

A record deal, management or agency representation, gigs arranged by Rise, a specific festival slot or access to every outside event. We teach you the skills and actions to create those chances yourself.

HOW THE COMMUNITY WORKS

Bring your real work. Give feedback others can use. Keep what others share confidential. Report your progress honestly. That's how members end up on each other's line-ups and releases.

IN THEIR WORDS.



Artcode, Rise member and now coach.

FROM AN OFFICE JOB TO FESTIVALS AND CLUBS

Artcode joined Core while working five days a week in an office. He could make tracks, but didn't know yet what he wanted to say with them.

Today he plays festivals and clubs, earns money as an artist, works three days a week and released *Free Your Mind* with VANNOOD on Recode Records. He now coaches inside Rise.

“The biggest change has been the way I approach my music career. I've become proactive.”

Jip Rise member

“For my album I asked other Rise members to be part of it. They didn't hesitate.”

Vendenti Rise member



The community during our first masterclass.

Investment and agreements

WHAT IT COSTS.

All prices exclude VAT, which is added at checkout. Instalments start with a €375 deposit; later payments are charged automatically.

BASE

In full	**€1,500**
2, 3 or 4 instalments	**€1,500**

CORE

In full or 4 instalments	**€2,650**
6 instalments	**€2,800**
12 instalments	**€3,050**

BASE GUARANTEE

Three release-ready tracks in six months, or your money back.

When you complete every assignment of the 30 lessons, join the group sessions and spend at least 5 hours a week on your own projects.

CORE GUARANTEE

No 3 gigs or festival booking after 90 days? We keep coaching you until your first booking is in.

When you attend at least 90% of the check-ins, hand in every weekly assignment, put in at least 10 hours a week and have your press kit, set recording, Instagram and artist profile online within 30 days.

We go through the full conditions with you before you decide.

Getting started

FROM THE CALL TO DAY ONE.

1 THE CALL

30 minutes on Google Meet. We listen to your music, talk about your goals and check if we can help you and if you can do the work.

2 THE MATCH

If it fits, we tell you which programme and send you a personal payment link. Not the right moment? We'll tell you that too.

3 ACCESS

Right after payment you get an email with your login to the Rise platform.

STARTING BASE

- **Intro video** on how the platform works
- **Preparation course** to get your setup and basics ready
- **First live class** with your group

STARTING CORE

- **Preparation access:** welcome video, principles, Artist Program
- **Your profile and goals,** and your 90-day plan
- **Onboarding call** to agree your plan and start date
- **Full access:** check-ins, groups and community

Your preparation

BEFORE YOUR CALL.

Write down your answers. Just starting out? You don't need a finished track: tell us what you've tried and what you want to learn.

What do I make now? Which one or two tracks show my level?

Where do I get stuck, and what have I tried?

What have I actually finished in the last six months?

Which fixed moments can I free up every week?

What do I want to have reached in 90 days, and in a year?

What investment is realistic for me, and what do I still want to ask?

READY TO TALK?

Book a 30-minute call. Already booked? You don't need to book again: your confirmation email has the details, and the preparation page has a short video to watch first.

Book your call | **Open the preparation page**

Not the right moment yet? Start with our free pack: a preview of the Rise Artist Course, the Rise Artist Guide, two Ableton chains and a 909 drum pack. Get the free pack