

A PROPOSAL FOR EXCELLENCE

The UATX *Music Program*

Developing world-class entrepreneurial artists for a transformed global music industry.

PRESENTED TO

The Office of the Dean

YEAR

2026

PRESENTED BY

Greg Spero

OUR VISION

A New Kind of *Artist*

An incubator and accelerator for the world's top talent — training, resources, and a platform for global recognition and scale.

"The artists who will define the next era of music are not only great performers — they are founders, inventors, and cultural architects."

- A boutique cohort of the most talented, hard-working, entrepreneurial young artists in the world
- Cross-disciplinary integration with technology and entrepreneurship departments at UATX
- Graduates who achieve global recognition and build lasting cultural legacies

THE CONTEXT

A Completely Changed Music Industry

50%

of global streams now come from independent and unsigned artists

\$200B

projected global streaming market by 2034, growing 15% annually

AI

is reshaping production, distribution, and discovery — demanding artists who can lead change

The traditional model — conservatory training + label deal — is obsolete. The artists of tomorrow must own their work, build their audience, and architect their careers with the sophistication of a startup founder.

THE OPPORTUNITY FOR UATX

Where No Program Has Gone Before

The Herbie Hancock Institute produces elite jazz performers. Juilliard produces world-class classical musicians. No institution has yet built a program specifically designed to produce the entrepreneurial artist of the 21st century.

UATX — with its commitment to intellectual courage, independent thinking, and real-world excellence — is uniquely positioned to own this space.

10

students per cohort

3 yrs

intensive program

#1

target global ranking

The Three-Pillar Model

I

Musical Mastery

Excellence at chosen instrument
Jazz & classical instrumental training
Live recording & electronic production
Composition & improvisation
Music history & theory

II

Technology & Innovation

AI tools for time & creative flexibility
Digital production & DAW mastery
Immersive media & spatial audio
Streaming & distribution platforms
Social media & audience analytics

III

Entrepreneurship

Music industry & deal structures
Label, publishing & licensing
Brand ownership & career architecture
Business formation & revenue models
Cross-disciplinary integration at UATX

More incubator than university. Students receive weekly private mentorship — one-on-one and ensemble sessions with masters — plus recording facilities, a performance venue, and label infrastructure to launch their careers.

Three Years of Transformation

YEAR ONE

Foundation

Core musical mastery — intensive technical development on primary instrument

Introduction to the Entrepreneurial Artist framework

Music theory, history, and the liberal arts foundation

First residency with industry masters

YEAR TWO

Integration

Advanced performance alongside business fundamentals

Studio recording projects — producing full EP or album

Technology immersion: AI tools, digital production, distribution

Live touring lab — structured performance engagements

YEAR THREE

Launch

Capstone: Launch a fully realized music project to market

Global showcase & industry partner showcase event

Artist-in-Residency with UATX faculty partner

Full career support and network activation

Liberal arts core woven throughout — philosophy, economics, history, and rhetoric — producing artists who think as deeply as they perform.

THE FACULTY STANDARD

Only the Best in the World

PERMANENT FACULTY

Grammy-winning performers, founding entrepreneurs of music companies, cross-genre innovators

GUEST PROFESSORS & MASTERS

Major label CEOs, platinum producers, music technologists, filmmakers, and cultural tastemakers

WEEKLY MENTORSHIP

Every student paired with a personal artistic mentor — weekly sessions with consistent, hands-on guidance throughout the program

PRODUCER RESIDENCIES

Top producers embedded in the program, collaborating with students on real recording projects and releases

Small cohort = unmatched access. Students don't just learn from the best — they work alongside them in the studio, on stage, and in business every week.

ADMISSIONS

Radically Selective. Radically Generous.

Who We Seek

- **Exceptional Raw Talent**
Demonstrated mastery or extraordinary potential
- **Intellectual Curiosity**
Widely read, culturally engaged, independent thinkers
- **Entrepreneurial Drive**
A desire to build, lead, and own — not simply perform
- **Originality of Voice**
Something genuinely their own — not derivative

Program Structure

Cohort Size **10**
Intimate enough for real mentorship

Full Scholarships **100%**
Talent is the only criterion

Inaugural Class

7	3
Jazz players	Classical players

Global Reach
Recruited internationally — Austin becomes a global destination

Learning from the World's Best — Then Surpassing Them

HERBIE HANCOCK INSTITUTE

UCLA · Jazz Performance

- ✓ Tuition-free with stipend
 - ✓ 6–8 students per class
 - ✓ Mentorship by legends
 - ✓ White House performances
-
- Jazz-only focus
 - No entrepreneurship training

JUILLIARD GRADUATE

New York · Classical & Jazz

- ✓ Elite technical training
 - ✓ 450+ performance opportunities
 - ✓ Career entrepreneurship center
 - ✓ Global alumni network
-
- Classical conservatory model
 - Limited technology integration

UATX MUSIC

Austin · All Genres

- ✓ Full scholarship — zero barrier
- ✓ All genres + cross-genre innovation
- ✓ Deep entrepreneurship training
- ✓ AI & technology immersion
- ✓ Liberal arts core — UATX DNA
- ✓ Launch-ready business on graduation

UATX uniquely combines what makes Hancock and Juilliard elite, then layers on technology mastery and entrepreneurial training that no institution in the world currently offers at this level.

THE TOOLS OF TOMORROW

Technology as a Creative Instrument

AI

Intelligence Layer

Automate non-creative tasks
More time & flexibility to create
Audience & trend analytics
Marketing & distribution insights

DAW

Flagship Studio

World-class recording facility
Pro-level DAW training
Students produce own albums
Mixing & sound engineering

DST

Distribution

Streaming economics
Direct-to-fan platforms
Publishing & rights mgmt
Sync & licensing strategy

XR

Immersive Media

VR/AR concert experiences
Spatial audio & Atmos
Film, sync & game scoring
Live streaming & content

The **Music Innovation Lab** — a dedicated space where artists experiment at the intersection of music, AI, and emerging platforms. AI handles the logistics so artists can focus entirely on the creative work.

AUSTIN & THE UATX ADVANTAGE

Live Music Capital of the World

250+

Live Venues

More live music venues per capita than any city in America — a living classroom

SXSW

Global Festival Access

SXSW, Austin City Limits, and Formula 1 — a city wired for culture and performance

Tech+

Startup Ecosystem

Austin's booming tech scene creates unique partnerships for music-tech ventures

Austin is not a backdrop — it is a partner in the program. Students perform in the city's best venues, collaborate with its artists, and tap into its culture from day one.

THE PHYSICAL HOME

The Post — A Landmark Arts Center in Downtown Austin

The Historic Former Post Office at 6th Street & Lavaca — 40,000+ sqft transformed into UATX's performing arts center, recording complex, and cultural destination. Historic conservation meets the future of music.

15K

Main Floor

Concert hall, lecture theater, and performance venue for visiting musicians and artists

15K

Basement Studios

Flagship production studios, experimental media labs, and classrooms for integrated arts

8K

Upper Floors

Private artist studios for students, producer residencies, and practice rooms

17K

Outdoor Space

Plaza patio and adjoining park — outdoor performances, community events, and gathering space

WORLD-CLASS RESTAURANT

High-end restaurant and speakeasy helmed by a Michelin-star chef — a cultural destination in its own right, drawing Austin's creative community together nightly

REVENUE & SUSTAINABILITY

Restaurant, label revenue, publishing, licensing, live concerts, studio rentals, and tuition — a self-sustaining model with multiple income streams

WHAT SUCCESS LOOKS LIKE

Outcomes That Define a Generation

Artist Outcomes

01 Major Recognition

International stages, major platforms, industry awards

02 Business Ownership

Launching labels, management companies, music-tech startups

03 Cultural Leadership

Artists who shape culture and represent UATX worldwide

UATX Outcomes

Global Recognition

UATX earns global recognition for the arts — becoming a cultural pillar of Austin and the United States

Most Innovative

Recognized as the most innovative music program in the world within a decade of launch

Top Network

An alumni network of the most successful young artists and music entrepreneurs in the world

UNIVERSITY OF AUSTIN

"The greatest artists of the 21st century will not simply be those who play the best — they will be those who build the most, think the deepest, and lead with the most courage."

The World's Best *Music Program*

A once-in-a-generation opportunity to build something that changes how music is made, distributed, and experienced — and to put UATX at the center of that transformation.

UNIVERSITY OF AUSTIN

AUSTIN, TEXAS

PRESENTED BY
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