

# THE TICKER

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## KEYS TO BUSINESS

Pianist Ivan Moshchuk, from Grosse Pointe, tours the world promoting Detroit.

📷 NICK HAGEN

# The Piano Man

A classically trained pianist, Ivan Moshchuk markets Detroit to a global audience.

BY R.J. KING | 📷 NICK HAGEN



» IVAN MOSHCHUK

**B**orn in Russia in 1990 and raised in Grosse Pointe, Ivan Moshchuk quickly made a name for himself as a classical pianist. Moshchuk made his concerto debut at 11, and won several prestigious musical awards by the time he graduated from Grosse Pointe South High School.

Now, at age 26, he's determined to promote Detroit as a center of musical talent — all while learning the ropes of the touring, booking, filming, and merchandise markets. To that end, he recently launched Detroit Sessions, a series of musical and artistic shows that showcase the city and region at local venues like Jam Handy in the New Center area. The shows are recorded and shared with global audiences through sound and film.

“When I was starting out at 18 years old, I received an award from the Gilmore Foundation in Kalamazoo. Part of the award included several engagements, and that set me up to get repeat engagements,” says Moshchuk, principal of INM Enterprises in Detroit. “I play throughout the world. Early on, when I was in the Netherlands, I worked with contacts there to arrange my European tours, either partnering with concert agencies or booking them myself.”

He performs around 25 concerts a year. Fees for individual concerts start out at \$2,500 and go higher, based on the size of the venue and other factors. Two years ago, he produced his debut album, “Forgiveness,” which features the work of Rachmaninoff and Beethoven. In relation to the album, he also made a short film.

“Under Detroit Sessions, we’re planning an outdoor concert that will be filmed at Roosevelt

Park in front of the Michigan Central Depot,” he says. “I’m very much looking forward to playing outdoors (likely in June).”

He’s also working on several albums that will be marketed and produced by Detroit Sessions. “I learned early on to do things myself,” he says. “I was offered a record deal in Europe, but they wanted to license the album for 10 years, give me 500 albums to sell myself, and then they would give me 14 percent of each record sold. It was a standard deal, but I decided not to do it.”

To better learn the business, Moshchuk says he closely follows the hip-hop industry. “The hip-hop artists largely control their destinies by doing most everything by themselves, and the artists have their own lifestyle brands,” he says. “They’ve driven a lot of innovation over the last 20 years, and that’s what I want to bring to classical music, with a real focus on Detroit.” **db**

## Quick Fix

**SHAWN GELLER HAS** a knack for marketing. While in Philadelphia, he saw a row of food trucks on a college campus and noticed one side of the vehicles was blank. So he convinced Pepsi to advertise on the blank surfaces and collected a tidy profit.

In 2012, after Geller launched Quikly, a digital platform where members receive a text with a limited-offer promotion, Josh Linkner, a principal of Detroit Venture Partners, recruited him to move his company to the Motor City.

“What we did at first was go to

restaurants and we asked them what were their slowest times of operation,” says Geller, CEO of Quikly. “From there, we would offer a large pizza at a discounted rate for an hour. If we sent (the text) out at 3 p.m., and the promotion ran for an hour starting at 4 p.m., you’d have a line out the door.”

Gellar, working with CTO Scott Meves, branched out into retail and consumer packaged goods. They also developed a platform where merchants can add content to run their own engagement campaigns.

“To make it all go, we had to develop a robust platform that could

handle up to 250,000 people in five to 10 seconds,” Geller says.

Last summer, Quikly, which has 27 employees, announced it raised \$3 million from a number of investors. Plans are to add up to 20 more workers this year at their headquarters along Woodward Avenue, as well as expand into the travel, entertainment, finance, and automotive industries.

“The great thing about working in Detroit is that there is an ecosystem where everyone helps everyone else,” Geller says. “You don’t find that in Silicon Valley or New York City. That’s really helped us grow.” **■ — R.J. King**



### » LIMITED-TIME OFFER

Quikly in Detroit works with Microsoft, Greektown Casino, Pet Supplies Plus, Henri Bendel, and others on digital marketing.