



Dawn Music

A Universal Music Group Subsidiary

Introduction

- Dawn Muzik is a Pop and Urban music group bringing people together using the universal language. We see music as emotions and we tell our story, express our selves and people can relate as they feel the same.

Team

- Dawn Muzik : Universal Music Subsidiary & Authors.
- Ari Armani & Co: Management, PR, Publisher & Marketing.

Business Aims

- We are song writers and performance artists wanting to produce, distribute and market our art.
- We want to become a Pop and Urban Record Label and sell large units world wide.
- The brand we want to build should affect millions of people and be able to sell out shows and large amounts of merchandise.

Advantages

- Our story, up bringing and come up towards becoming musicians is fascinating, so when people hear about the groups story they will want to pay attention.
- The music we make is influential in terms of its message like the Blues, Pop and Jazz that was created by Michael Jackson, Beatles, James Brown, Lionel Richie etc. This is what the people want and artists who make this kind of music sell millions of records and become legends.
- The genres we do have a large market and this gives us business growth potential.

Product

- Our product is music and it will be play listed in Radio's, licensed for Film and TV, made available for public performance.
- We will receive royalties from Universal our Major Label Publisher for the use of the music.
- Customers will download it from iTunes, Spotify etc.
- Songs that receive hundreds of plays from radios make it to the bds charts and these songs get gold, platinum, multi platinum and diamond plaques from RIA.
- We hire Music Managers/PR Firms to market the music on Major FM, TV and for bookings, Tours etc.

Traction

- The Billboard Charts have an audience of tens of millions of people around the world.
- The Pop and Urban Billboard Top 40 Charts have more than 100 million people.

Billboard charts:

<http://charts.bdsradio.com/bdsradiocharts/charts.aspx?formatid=1>

<http://Charts.bdsradio.com/bdsradiocharts/charts.aspx?formatid=5>

- The BET TV also has tens of millions of Urban music fans around the world.

Market

- The size of our market in Pop is a audience of more than 90 million.
- Whilst for Urban music it is a audience of more than 25 million.

<http://charts.bdsradio.com/bdsradiocharts/charts.aspx?formatid=5>

<http://charts.bdsradio.com/bdsradiocharts/charts.aspx?formatid=1>

Competition

- Latest Releases are from Major Labels, although these releases are new after 10 weeks they start to decline from airplay and sales. This opens opportunities for us to release as most people would have already brought the competitions music.
- Major Labels have certain platforms that they prefer not or to exclusively release to e.g Sean Carter only releases on Tidal and this is great for us as our music is available in all major stores world wide. Tidal is not available in African Countries and we have released on platforms supported in Africa and this gives us a great advantage. The BET and Billboard platforms both have a audience of millions and so we have a huge market.

Business Model

- Revenue will be generated from Billboard, iTunes, Spotify, Tours, Merchandise etc.
- Artists who have charted on the Billboard Top 40 have sold gold, platinum, multi platinum from 1 month to a year. As the audience reaches 25 million we should sell hundreds to millions of downloads. We will also sell tickets and merchandise on tour. Publishers also pay for radio airplay.
- Billboard sales charts:
www.billboard.com/charts/hot-100

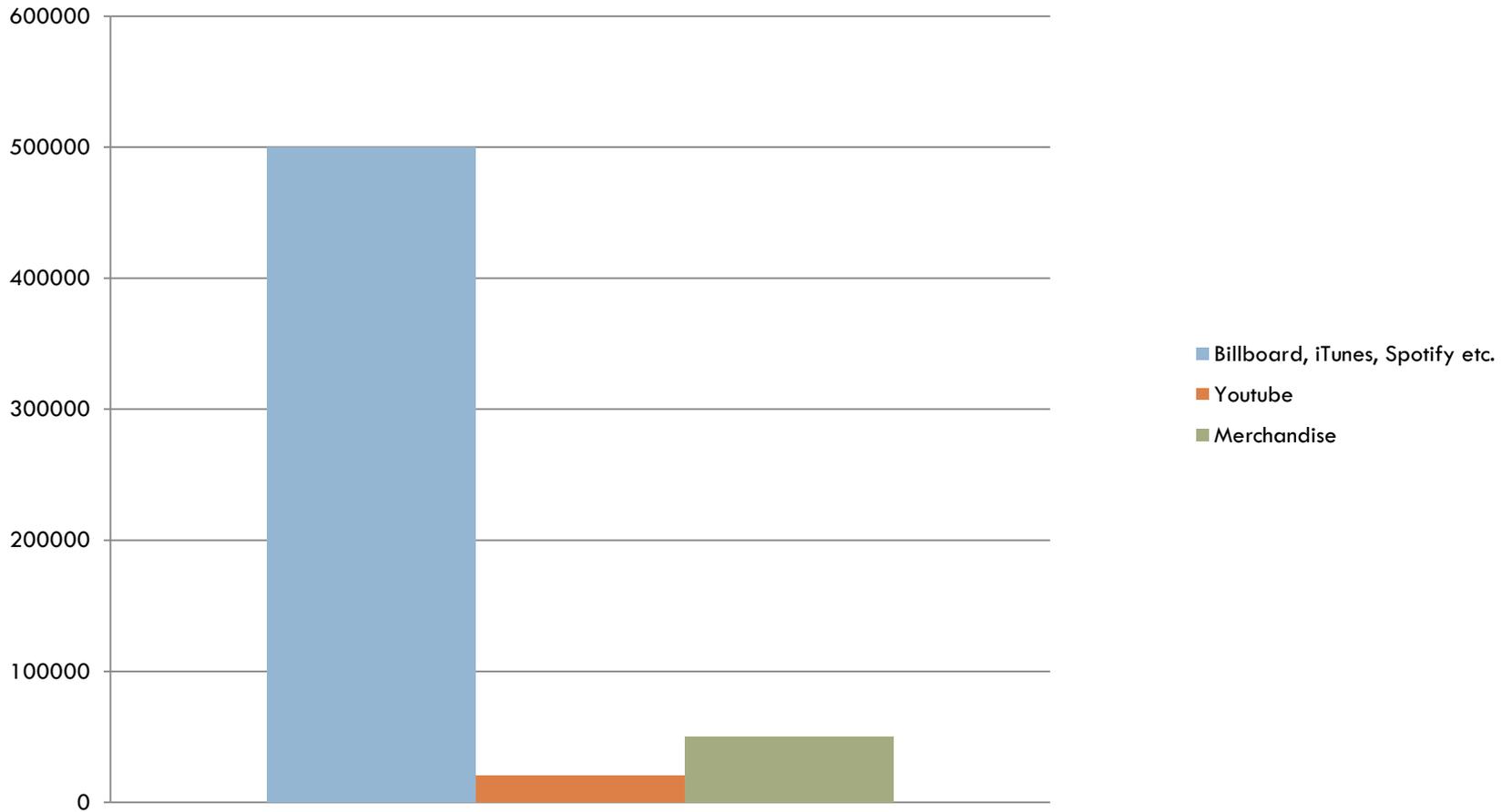
Investment

- We want to market on TV, Radio, shoot a Music Video and to do Tours etc.
- The investment required for billboard charting goes up to \$300 000. The top 20 songs in the world have \$300 000 behind them and this is the investment we want in order to break the new release, brand and label on the mainstream.
- The main idea is to establish a Universal subsidiary record label.

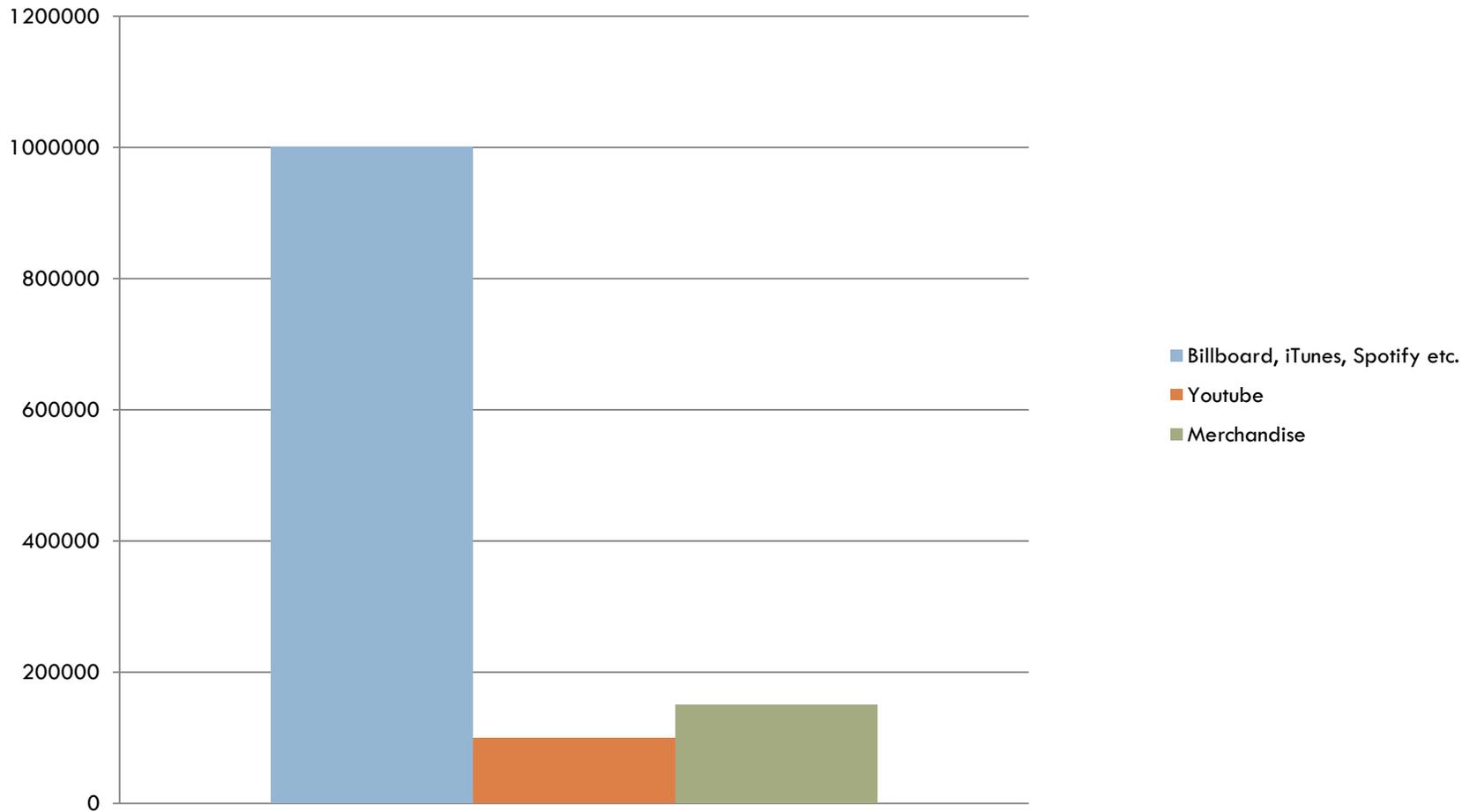
1 – 3 Years Financial Projections

Expenses and Purchases (for 12 months)	Amount
Web Hosting	\$1,000.00
Broadcast Standard Music Video	\$10,000.00
Clothes for Tour and Travel Tickets for shooting Video	\$1,500.00
Visa Application Fees for World Tour	\$10,000.00
Marketing for World Tour	\$20,000.00
Merchandise	\$7,500.00
Radio, TV, Blogs, Magazine Marketing	\$250,000.00
Total	\$300,000.00

3 Months Revenue



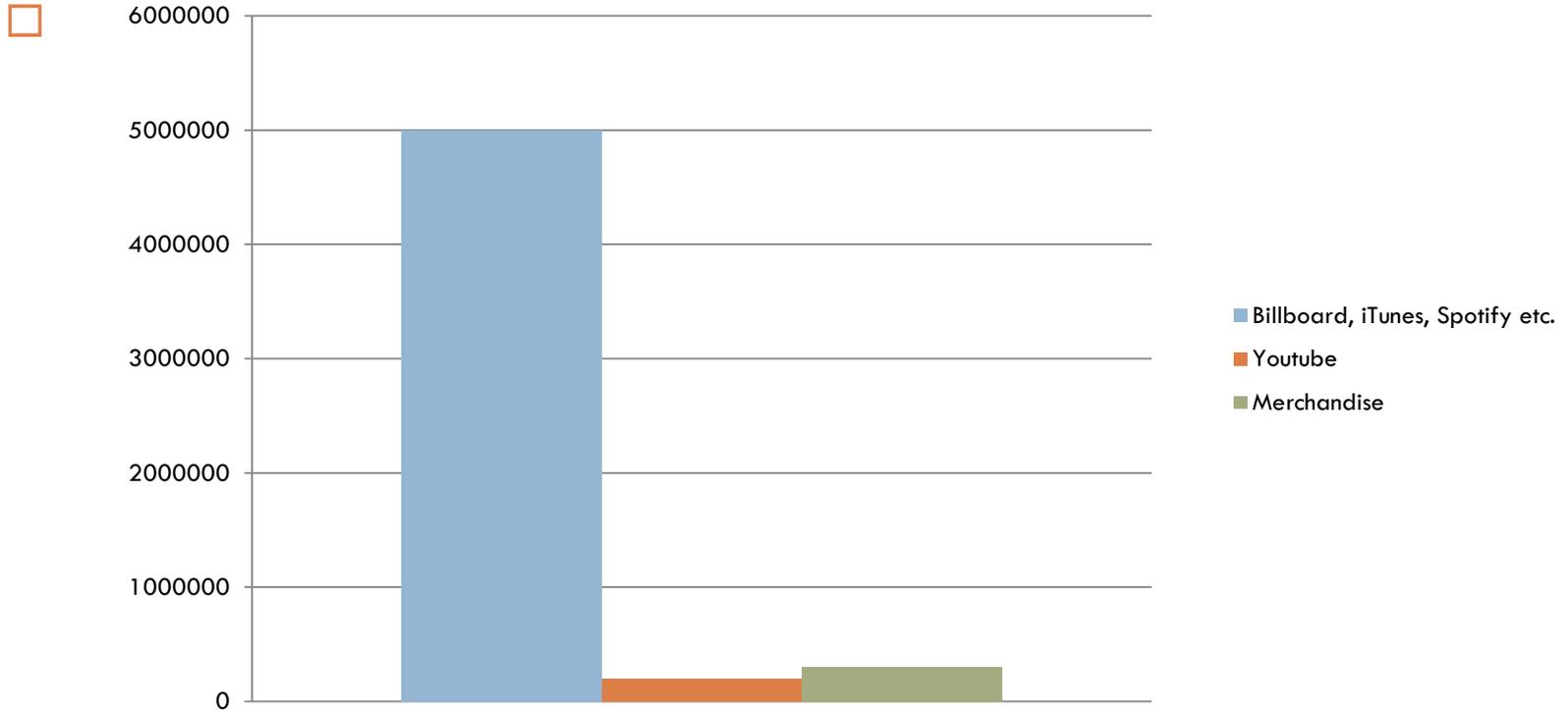
12 Months Revenue



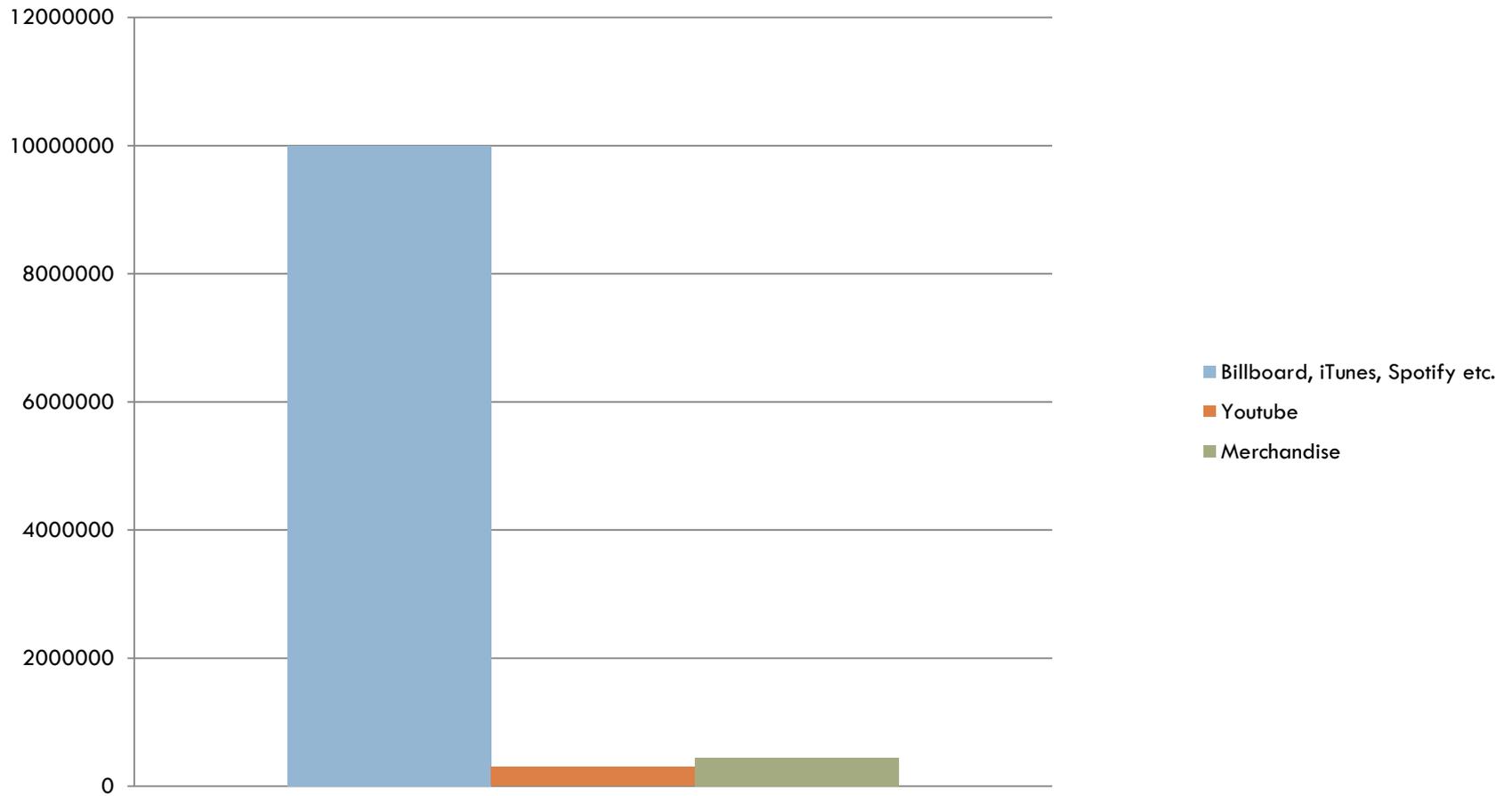
Album Marketing & Production Budget After First Campaign

Expenses and Spending	Amount
Web Hosting	\$1,000.00
Recording and Famous Guest Features	\$741,500.00
Merchandise	\$7,500.00
Radio, TV, Blogs, Magazine Marketing	\$250,000.00
Total	\$1,000,000.00

24 Months Revenue



36 Months Revenue



DAWN MUZIK LEGION

**Development, Marketing &
Representation Retainer**

\$300k USD Budget Breakdown

Services	\$300k USD Budget Breakdown
1 Billboard Partnership For 1 Single	\$50k
1 Grammy-Related Performance Event	\$50k
1 Major Record Label Partnership	\$50k
1 Major Label Artist Feature On 1 Single	\$50k
1 Major Label Production Piece For 1 Single	\$50k
1 WorldStar Hip Hop Marketing Package	\$50k
A&R / Branding Development	Pro Bono
Day to Day Co-Management	Pro Bono
Travel / Touring Budget	Pro Bono

Definitions:

- ❖ **Social Media Marketing Campaign = A targeted marketing strategy through a specific medium i.e. Facebook, Twitter to boost user awareness.**
- ❖ **Please Note: Ari Armani & Co. has the right to walk away from this proposal in 0 days if the artist / business cannot fulfill their financial obligations.**
- ❖ **Please Note: All services are an estimate and budgets might be allocated differently according to your needs for the better of your project.**

Contacts

- Ari Armani & Co: Management, Publisher & Marketing
 - web: www.ariarmani.com
 - email: ari@ariarmani.com
 - phone: (347) 709 2779

- Dawn Muzik : Universal Subsidiary
 - web: www.dawnmuzik.com
 - email: dawnmuziklegionnaires@gmail.com