

Section 1: Executive Summary for Dawn Music

Company

Dawn Music is a platform for music distribution, marketing and publishing. The platform distributes music to online music stores such as iTunes, Spotify, Billboard etc. We also do music production, major fm radio play listing and collect royalties for writers and copyright holders. There are more than 1 Billion musicians in the USA we can distribute music for and unlike other distributors we make sure the music is discovered and generates royalties for our clients and thereby ending the pain experienced by independent musicians.

In 5 years we hope to have established a major distributor and label with more than 1 million users and 25 million records sold with awards from Grammy's, MTV and BET. We hope to be among the biggest music companies in the world and become a warm home for artists and for music fans and capturing billions of dollars per year for the benefit of artists and investors. Our goal is to be one of the most successful music companies owned by investors & artists. The Distributor Tune Core had \$1B revenue in 2017.

The **“Valuation Cap”** is \$2,006,000 and The **“Discount Rate”** is 70%

The Management

Dawn Music is headquartered in the City of New York and incorporated in the State of New York. The company is owned by Ndyebo Zizi, Ari Armani, Melissa Mack and Aaseef Shaikh. Ndyebo Zizi has extensive experience in software development, Aaseef is an angel investor while Ari Armani has worked in sales and marketing for 17 years.

The management of Dawn Music consists of Ndyebo Zizi, Melissa Mack, Aaseef Shaikh and Mike Armani. All partners will be taking hands-on management roles in the company. In addition, we have assembled advisors to provide advice. The advisors are:

1. Ari Armani & Co (No 34th USA PR/Music Marketing Firm)
2. Universal Music Group (Biggest full music service company)
3. Jungle City Studio's (Owned by the R&B star Alicia Keys)

Our Services

Our clients are musicians, music lovers, record labels, and tour/booking agents who seek to hire musicians for concerts, club and tv performances. Dawn Music offers a variety of music business services, all in the music business environment, including:

- Music Distribution
- PR/Marketing/Radio Plugging
- Public Performances, TV/Film Soundtracks

The Market

- Across the USA the music business has seen an explosion of growth over the last three years.
- The music industry was estimated to generate about 17.2 billion U.S. dollars in 2016. Forecasts show a slight growth in the coming years; by 2021, it is expected that the music industry revenue in the U.S. will total over 22.6 billion U.S. dollars.
- 93% of the people in the USA listen to music and on average, U.S. consumers report spending \$109 each year on music.
- There's more than 1 Billion musicians registered with BMI and ASCAP in the USA and over one billion artists who can be our users when we are considering the world as the distribution system is accessible worldwide. 99% of them belong under independent labels and therefore they have no knowledge and tools on how to get their content discovered, our in house tools can help the artists get discovered and increase their revenue. We will charge for this service a fee.

<http://money.futureofmusic.org/how-many-musicians-are-there/>

<https://www.statista.com/topics/1639/music/>

- The size of our market in Pop music is an audience of more than 90 million whilst for urban music it is an audience of more than 25 million

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

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

Our Competitive Advantages

- Whilst UMG, Sony, Warner Bros, CD Baby and TuneCore provide distribution services we provide marketing tools to increase revenue for our artists and the other distributors only distribute and let the music seat on the online stores and do not ensure it gets discovered. · We have an in-house bulk email system and over 100 000 subscribed music lovers. ·

We have 17 years of experience in the music business, engaged 400 million fans, 200 million streams, 100 million records sold, 6 Grammys, 4 Emmys, 2 Golden Globes, and have relationships with the best music marketing blogs.

- Ari Armani launched Ari Armani & Co. at 21 and is responsible for 1.5M+ in deals. He's 39, has been in the music business since a teen, and is one of the 40 most successful executives in music, under 40. · Melissa Mack is responsible for 1M+ in deals at our firm. In 5 years she has managed to become a trusted manager, friend, and one of the 20 most powerful female executives in music. · Our marketing tools have a reach of more than 1017 000 000.

Financial Projections

Based on the size of our market and our defined market area, our sales projections for the 3 months are 2.5X investment. We project a growth rate of 10% per year for the first three years.

On startup we will have two trained staff to manage marketing and expect to bring in five more musicians this year once maximum financing is secured. To begin with, coowner Ndyebo Zizi will be working on Marketing with Mike Armani and coordinating services.

Already we have 500k reach per month on streaming platforms such as soundcloud and spotify and plan to aggressively build our customers through tv, radio, spotify, newspaper, blogs, world star, youtube, website, social media, and direct mail advertising. The distribution and marketing services that the distribution system will provide is sure to appeal to independent record labels and independent musicians throughout the World.

Start-up Financing Requirements

We are seeking an operating line of \$50,000 - \$250 000 to finance growth. Armani & Co has \$170 000 per year spent on projects and artists and Dawn Music is developing its projects and talent under the partnership with Ari Armani & Co. Currently the co-owners have invested \$173000 to meet working capital requirements. Correlation VC will be one of the co-investors filing this round. The next round will be after 12 months.

Use of Funds/Budget Break Down

Web Hosting \$1,000.00

Wages \$29,000.00

Web platform Google Marketing, Facebook Ads, Twitter Ads, Video Production, Youtube and World Star Marketing \$200,000.00

Billboard, iTunes, Tv, Radio, Magazines, Blogs Promotion \$20,000.00

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