



Inno Circle LLC's Business Plan

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Executive Summary

Inno Circle, short for "The Innovative Circle" is a Limited Liability Company launched by Washington D.C musician, AkinG Kalld Pedro with business partner, Justus "Jay" Harley in 2018. Our goal from the beginning was to bring together like minded creatives that could curate music, photographs, visuals and more at the highest level possible.

AkinG Kalld Pedro's song, "Traffic.jam" earned a major placement on NBA 2K20's Soundtrack through winning a **United Masters** contest back in November 2019. Due to the song's popularity amongst consumers, 2KSports requested AkinG Kalld Pedro's first single "INTERNACIONAL! (Plan B)" off his upcoming debut album to be featured on NBA 2K21's expanded soundtrack. This song appeared on the Next-Gen's soundtrack late November 2020. These two consecutive placements with the bestselling sports video game of 2020 marks a rare feat for an independent artist. But unfortunately, with being independent and self-funding, Inno Circle faces the same challenges many independent artists/companies go through.

Mission Statement

With AkinG Kalld Pedro's steady rise in the music industry, Inno Circle LLC decided to begin recording Pedro's upcoming debut album "*Children of Immigrants!*". With this Album, we want to establish AkinG Kalld Pedro as a household act worldwide and take the next step. We are looking for labels/companies/services to partner with and help distribute AkinG Kalld Pedro's debut. These steps include sync licensing, an album roll out coupled with financial funding and more. Our goal for this album is to establish working relationships with music contemporaries, continue partnering with brands, tour nationally as a supporting act, & grow his fanbase. Most importantly, we want to take Pedro's talents to the next level.

Band/Artist Bio, History, and Functions

Born Akinola Jordan Pedro, in Washington D.C., AkinG Kalld Pedro was raised by Nigerian parents on the outskirts of the nation's capital. Pedro is of West African and Afro-Brazilian descent, one of four children of Bosede, working two jobs, and Ajibola Pedro, a Taxi Driver. Growing up in a two parent immigrant household. Pedro tackled various 1st generation challenges such as, assimilation, cultural diversity and much more. As a kid moving around a lot, Pedro had a hard time making friends and adjusting to the new surroundings he was placed into. At a young age he has been able to see the world by visiting countries like Brazil and Nigeria, the latter of which he spent six years in the city of Lagos. Having music around him, his parents listened to a wide range of artists like Michael Jackson, Tina Turner, Lionel Richie, and international musicians such as Fela Kuti, Shina Peters, Sade and much more. Pedro fell in love with hip hop at the age of 7 years old after listening to his brother's copy of "The Eminem Show". He decided to pursue music after hearing Lupe Fiasco's debut album. In 2016, AkinG Kalld Pedro released his debut EP "Afro-Brazil" which featured a mixture of hip hop, bossa nova, and samba music. In 2019, Pedro found himself amongst 10 other emerging artists that won the inaugural 2Kbeats Contest by Steve Stoute's UnitedMasters. His breakout single "Traffic.Jam" was selected by Kevin Durant and Stoute himself for NBA2K's 2020 soundtrack.

Other Key Players

Vincent Mastin aka The22Fall

As our top in house producer, Vincent (The22Fall) plays an integral part in not only the beat making but also helping curate the overall sound and direction of our projects.

Justus "Jay" Harley

Justus is the business manager of Inno Circle. With a bachelor's degree in business administration, Justus handles all professional correspondence and business partnerships. He has been an integral part of planning live shows, creating business relationships and driving the overall business direction of the album releases.

Tayyaba Siddiqui – Khanom

Tayyaba is our in-house photographer, videographer and creative director. She plays a huge part in all creative ideas within the Inno Circle team including music videos, photo shoots, vlogs and documentaries. She was the music video producer for the breakout single "Traffic.Jam" and will be a key contributor to all music videos and the overall creative direction of *Children of Immigrants!*.

Audience

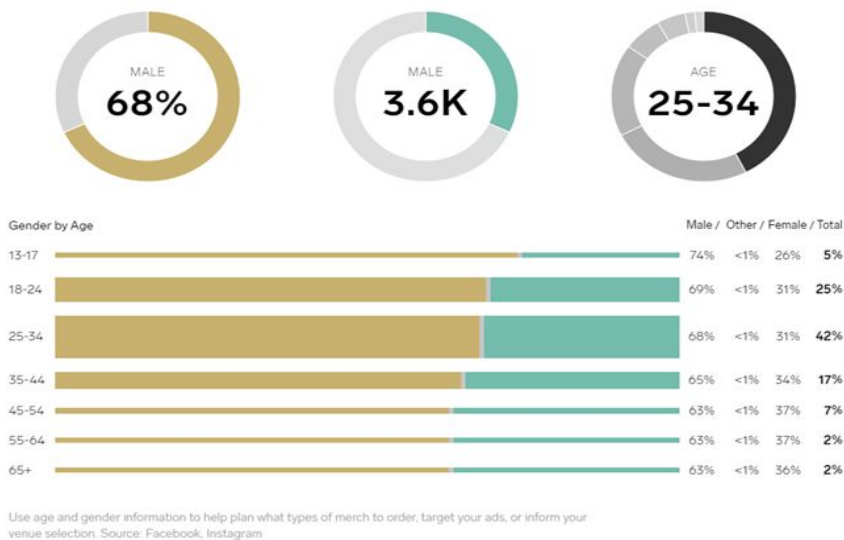
Social Media

AkinG Kalld Pedro has a total social media audience of 11,000. The core of his social media following are men and women between the ages of 18-34. These individuals are based in various cities including Washington D.C., New York, Baltimore, Atlanta and Los Angeles. His biggest social following is on Instagram where he currently has 6.7k followers.

- Instagram – 8,270
- Soundcloud – 1,185
- Twitter – 1,775
- YouTube - 1,252
- Facebook – 248
- ***Total – 12,730***

Age & Gender

Most of your followers are men, between the ages of 25 and 34 years old.



AkinG Kalld Pedro
SOCIAL

SOCIAL ACCOUNTS

Connect all your social accounts for a clear, combined view of how many new fans you're gaining, and who and where they are.

SOUNDCLOUD

/ AkinG Kalld Pedro

1,185

FACEBOOK

/ AkinG Kalld Pedro

248

INSTAGRAM

/ akinGkalldpedro

6,778

TWITTER

/ @AkinGkalldPedro

1,951

7 DAYS

28 DAYS

NEW FOLLOWERS

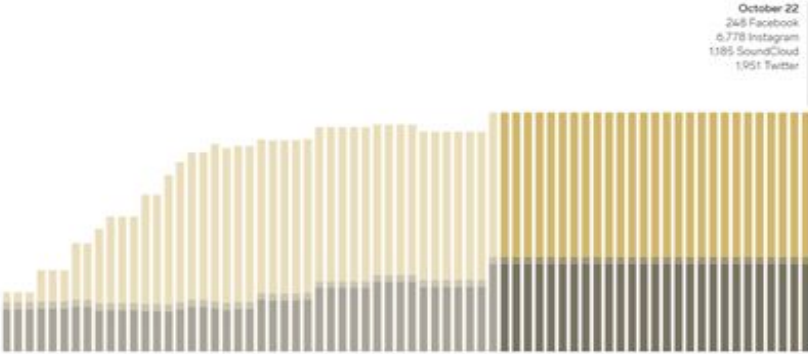
+62

Trending up 1% over the past 28 days.

TOTAL FOLLOWERS

11.4k

You have the most followers on Instagram.



SERVICE

- 1 Instagram
- 2 Twitter
- 3 SoundCloud
- 4 Facebook

LAST 28 DAYS

% CHANGE

TOTAL

1	Instagram	0	0.0%	6,778
2	Twitter	0	0.0%	1,951
3	SoundCloud	0	0.0%	1,185
4	Facebook	0	0.0%	248

Source: Instagram, Twitter, SoundCloud, Facebook - As of Oct 22, 2020

- 1 Washington
Virginia
- 2 New York
New York
- 3 Baltimore
Maryland
- 4 Atlanta
Georgia
- 5 Los Angeles
California
- 6 Philadelphia
Pennsylvania
- 7 Houston
Texas
- 8 Chicago
Illinois
- 9 Phoenix
Arizona
- 10 Detroit
Michigan

Source: Instagram

TOTAL

- 213
195
168
123
97
58
43
43
29
29

Music Streaming

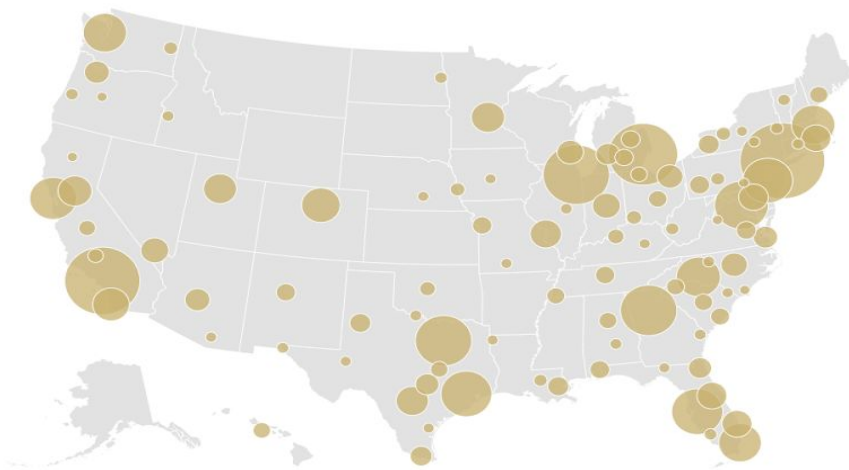
AkinG Kalld Pedro's music streaming comes from various locations throughout America and around the world. AKP's core streaming demographic is identical to his social following. Men and women between the ages of 18-34 make up 73% of the streams across his catalog. He is mainly listened to on Spotify due to strategic partnerships and playlist placement. Pedro also receives notable plays from Apple Music and YouTube. Outside of the United States, AKP gains streams from the United Kingdom, Canada, Australia, France, Brazil and Germany. Below is data provided from various streaming platforms.

Top 10 Streaming Locations

- | | |
|------------------------------|----------------------|
| - Los Angeles, California | - New York, New York |
| - Chicago, Illinois | - Dallas, Texas |
| - Bay Area, California | - Atlanta, Georgia |
| - Philadelphia, Pennsylvania | - Washington, D.C. |
| - Detroit, Michigan | - Houston, Texas |

In America

You should consider performing live in New York and Los Angeles.



A North American map that shows streaming locations as of Oct 22, 2020.

		STREAMS
1	Los Angeles California	64,945
2	New York New York	57,953
3	Chicago Illinois	37,788
4	Dallas-Ft. Worth Texas	24,026
5	Bay Area California	23,233
6	Atlanta Georgia	15,760
7	Philadelphia Pennsylvania	14,795
8	Washington Virginia	14,355
9	Detroit Michigan	10,647
10	Houston Texas	9,802

Source: Spotify, Apple Music - As of Oct 18, 2020, Youtube - As of Oct 16, 2020

Around the World

Most of your listeners are in the United States with 761,245 all-time streams.

7 DAYS 28 DAYS ALL TIME

		STREAMS
1	United States	761,245
2	United Kingdom	89,970
3	Brazil	66,848
4	Australia	59,590
5	Canada	55,759
6	France	55,209
7	Germany	40,867
8	Spain	39,269
9	Italy	32,313
10	India	29,239

Source: Spotify, Apple Music, YouTube

Recording Project

Children of Immigrants! will be the name of the upcoming project. It is a full-length album that will plan to release at the tail end of the 2nd quarter or beginning of the 3rd. The album has been fully recorded at Vault Studios located in Washington DC. The project tells a story that 21st century children growing up in America will relate to. The story's concept loosely follows a 1st generation American trapped in an identity crisis. Often left as an outcast, the protagonist goes through periods of life that leaves this American born citizen feeling too foreign in the society he lives in. At the same time, he is lost in translation to his rich African family heritage.

The album showcases various producers including The22Fall, iLoveMasterMane, and Glott!. The22Fall is a huge part of our Inno Circle team and has worked on all our previous projects including the breakout single "Traffic.Jam".

Touring Plans

With COVID-19 still preventing large scale gatherings we are unsure of how feasible touring will be in the near future. With that said, we have identified specific artists who we will be targeting to serve as opening acts for. These artists include, but are not limited to, Goldlink, Jidenna, Earthgang, Lucky Daye, Anderson.Paak, Tobi Nwigwe & Manny Wellz. Our goal is to secure an opening act position for one of these artists during 2021's 4th Quarter period or at the top of the year 2022.

In addition to being an opening act, Inno Circle has curated multiple live shows in the past and will look to continue that with *Children of Immigrants!*. Our curated live events showcase upcoming musicians and allow AKP to perform his most recent body of work for his core fans.

Brand Partnerships

We have multiple brands that we will be partnering with before and during the release of *Children of Immigrants!*.

2K Sports

We signed a licensing deal with 2K Sports in late 2019/early 2020 to be featured on the NBA2K20 soundtrack. This soundtrack plays music within the game to over 1.6 million people daily around the world. We have also been featured in various 2K Sports promotional videos and social media campaigns. Through this partnership, we have been able to scale our audience and bring more attention to other songs within AkinG Kalld Pedro's overall catalog.

We have officially partnered with 2k Sports again through a licensing deal to have Internacional (Plan B) featured on their upcoming NBA2K21 Next Gen Soundtrack. This is a Spotify based playlist that will be released in conjunction with the new Playstation 5 and Xbox gaming consoles. We consider NBA2K21 to be a major licensing placement as it is the highest selling sports game of all time. Through this partnership, we will participate in promotional and marketing videos as well. Based on previous statistics and planned marketing, we expect this partnership to translate into 1-2 million streams across all platforms for the upcoming album as well as 100k views on Youtube for the music videos.

ESPN

We have signed a third sync licensing deal with the ESPN network for the use of "What Dreams May Come" across all ESPN owned TV networks. The song will most likely be used during NBA, NFL Live or Music of the Month. While the licensed song will not be on the upcoming album, we believe this brand partnership will drive sports and music fans back to AkinG Kalld Pedro's overall catalog and recent releases.

Pendleton Woolen Mills

With Pendleton, We began a partnership on a gifting basis. The partnership began with the winter line and will expand into more formal sponsorships with the upcoming spring line in the future.

Potential Partnerships

To further our partnership goals in the sports gaming industry, We are looking to sign a sync licensing deal with EA Sports to be featured on the FIFA's 2022 soundtrack. Our goal is to push

AkinG Kalld Pedro's single "INTERNACIONAL!" to a wider audience overseas. With Pedro being an avid soccer fan and huge supporter of FIFA's Video game, it would be a perfect match and great way to kick off the 4 quarter of 2021.

Video Production

We will be producing music videos for three songs off Children of Immigrants. We are currently working with LA based video producer **Zach Bell** of Zach Bell Media who has worked with various artists including Johan Lennox, Xklyar, and Aloe Blacc. Our goal edit all music videos relating to this project with our in-house team **MEUAMOR** created by AkinG Kalld Pedro and Khanom

Our timeline for the release of these videos is outlined below.

- March 2021 – Release music video for **Fancy ft. Alex Vaughn**. This video will be released to kick off the album roll-out campaign for Children of Immigrants.
- May 2021 – Release music video for **Abrasive! (Plan A)**. This video will be released closer to actual release of the project.
- July 2021 – Release music video for **Internacional! (Plan B)**. This video will be released a short period after the release of the project in order to spread out marketing efforts and continue to drive fans back to the album. This will allow the song to build anticipation after going live on the NBA2K21 soundtrack.
- 3rd & 4th Quarter 2021 - Record an in studio live performance of 6 tracks from "Children of Immigrants" and Release them Bi Weekly. This will be released after the release of the project in order to spread out marketing efforts.
- November 2021 - Release music video for **Taxi Driver ft. Cecily**. This video will also be released after the release of the project in order to spread out marketing efforts and continue to drive fans back to the album.

Strengths/Past Success

We at Inno Circle believe our number one strength is our **unique brand**. We strive to approach our music, videos, and all our promotional material from a different perspective that tells a story about life and its experiences.

We have had huge success in the realm of sync licensing. We have closed on multiple licensing deals with two of the biggest companies in America, **2K Sports** and **ESPN**. The breakout single “Traffic.Jam” was licensed to 2K Sports to be featured on the NBA2K20 soundtrack and has generated 1 million streams across all platforms. The music video has also generated another 50,000 views as well.

In addition to NBA2K20, we have also secured another licensing deal with 2K Sports to be featured on their upcoming NBA2K21 Next Gen Soundtrack. We expect this to be a huge placement that will further grow our fan base and drive more attention to AkinG Kalld Pedro’s overall catalog.

Finally, we have signed a third sync licensing deal with the ESPN network for the use of “What Dreams May Come” across all ESPN owned TV networks. The song will most likely be used during NBA, NFL Live or Music of the Month. While the licensed song will not be on the upcoming album, we believe this brand partnership will drive sports and music fans back to AkinG Kalld Pedro’s overall catalog and recent releases.

Challenges

AkinG Kalld Pedro’s number one challenge is a **lack of capital**. Through the creation of unique and indifferent music and our limited budget we have been able to leverage our relationships to gain access to valuable opportunities. We believe with an actual budget, to record and market *Children of Immigrants!*, we can scale our marketing efforts, accelerate our fan base development, add to our brand partnerships and close on more sync licensing deals.

Another challenge for AkinG Kalld Pedro is getting meaningful artist collaborations. Artist collaborations have historically aided in helping underground artists breakthrough to a wider audience while also helping the artists grow their respective sounds. Given AKP’s unique approach to songwriting, it has been difficult at times to land features with notable artists.

Thirdly, booking live shows has been another weakness of ours. Historically, Inno Circle has curated our own live shows in the Washington, D.C. area that AKP would headline. Our average audience for these shows is anywhere between 50-150 people. We are looking to take the next step to get in front of larger crowds as opening acts for bigger artists.

Goals

We have four main goals for the release of *Children of Immigrants!* and AkinG Kalld Pedro within the year of 2021.

1. Get a distribution deal through a record label
2. Secure three sync licensing deals for records on the album
3. Release at least three music videos to accompany the album
4. Tour as a supporting act
5. Release 6 live visual versions of the songs off the album
6. Continuing to grow AkinG Kalld Pedro's brand relationship with Pendleton

Financials

Our financial position at Inno Circle is very lean. We currently operate on a limited budget and look to create the highest quality content at the best available rates. Over the past year as an independent music label, we have generated music royalties in the range \$3,000-\$4,000.

Children of Immigrants! was recorded with a budget of \$500. The accompanying music videos will be produced and edited on a budget of \$1,500. We are planning for marketing expenses to be between \$500-1,000 with our total expenses for *Children of Immigrants!!* being in the range of \$2,500-\$3,000.

Based on previous statistics, brand partnerships, and new sync licensing agreements we currently expect to generate 2 million streams in association with the release of *Children of Immigrants!*. With an average streaming royalty rate of 0.005, total revenue is projected to be \$10,000 before including any licensing fees, live performances or merchandise sales. This equates to an ROI in the range of 233% - 300%. Keep in mind this is on a limited budget, and we passionately believe with more capital we will be able to scale our operation while also looking to remain lean.

Conclusion

Here at Inno Circle, we passionately believe in AkinG Kalld Pedro's music as well as uniquely telling stories as creatively as possible. We strive to align ourselves with brands that we can learn from and complement simultaneously. We believe with the financial and creative support of a record label that believes in us, we can accelerate our fan base development, grow a stronger

core fan base and most importantly deliver music and other content with the highest level of creativity. We will strive to do all of these things while being financially conservative to protect the bottom line and remain profitable. We look forward to working together to change the world!