




CHILDREN OF IMMIGRANTS



"CHILDREN OF IMMIGRANTS!" 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 OUTCAST, THE PROTAGONIST GOES THROUGH PERIODS OF LIFE THAT LEAVES THIS AMERICAN BORN CITIZEN FEELING TOO FOREIGN IN THE SOCIETY HE LIVES IN, WHILE AT THE SAME TIME, LOST IN TRANSLATION TO HIS RICH AFRICAN FAMILY HERITAGE.





BIO

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. IN 2020, PEDRO RELEASED THE FIRST SINGLE "INTERNACIONAL" OFF HIS UPCOMING DEBUT ALBUM. THE SINGLE EARNED HIM A PLACEMENT ON NBA 2K21'S SOUNDTRACK, MARKING PEDRO WITH BACK TO BACK PLACEMENTS WITH 2KSPORTS.





ACCOMPLISHMENTS

- ***NBA 2K CURRENTLY HOLDS THE TITLE OF THE BEST SELLING SPORTS GAMES WITH IT'S 2020 VIDEO GAME RELEASE.***
- ***2K20 WAS LISTED AS ON OF THE TOP 5 SELLING VIDEO GAMES IN 2020, EXCEEDING MORE THAN \$1 BILLION IN COMBINED SALES AND MICROTRANSACTION REVENUES WORLDWIDE.***
- ***ROUGHLY ABOUT 14 MILLION GAMERS PLAY THE VIDEO GAME DAILY, MEANING 14 MILLION PEOPLE EXPERIENCE AKING KALLD PEDRO'S SONG "TRAFFIC.JAM"***




ACCOMPLISHMENTS

- *WITH "INTERNACIONAL" PLACEMENT ON NBA 2K21. THE FORECAST NUMBERS ARE SET TO DETHRONE THAT OF IT'S PREDECESSOR.*
- *AKING KALLD PEDRO'S SONG WAS INTRODUCED THROUGH UNITEDMASTERS' "THE CITY". A NEW SECTION IN 2K21'S "NEXT GEN" EXPANDED SOUNDTRACK.*
- *BRAND PARTNERSHIP WITH PENDLETON WOOLEN MILLS*



AKING KALLD PEDRO IS AN INNOVATIVE ARTIST PUSHING BOUNDARIES BY TELLING A STORY THROUGH THE WIDE RANGE OF VARIOUS MUSIC GENRE OF THE AFRICAN DIASPORA.

"CHILDREN OF IMMIGRANTS!" MUSICAL SOUND TAKES A PAGE FROM MANY AFRICAN INFUSED MUSICAL CULTURE ALL AROUND THE WORLD. ONE VERY KEY ELEMENT ON THIS ALBUM IS THE USE OF THE "WORLD FUSION" GENRE. WITH PEDRO'S HERITAGE BACKGROUND OF BEING NIGERIAN AND AFRO-BRAZILIAN, INTERNATIONAL CUES ARE TAKEN FROM WEST AFRICA AND NORTH-EAST BRAZIL'S COAST AND FUSING THEM BOTH WITH THE URBAN AMERICAN SOUND OF TODAY.





CORE VALUES

INFLUENCE

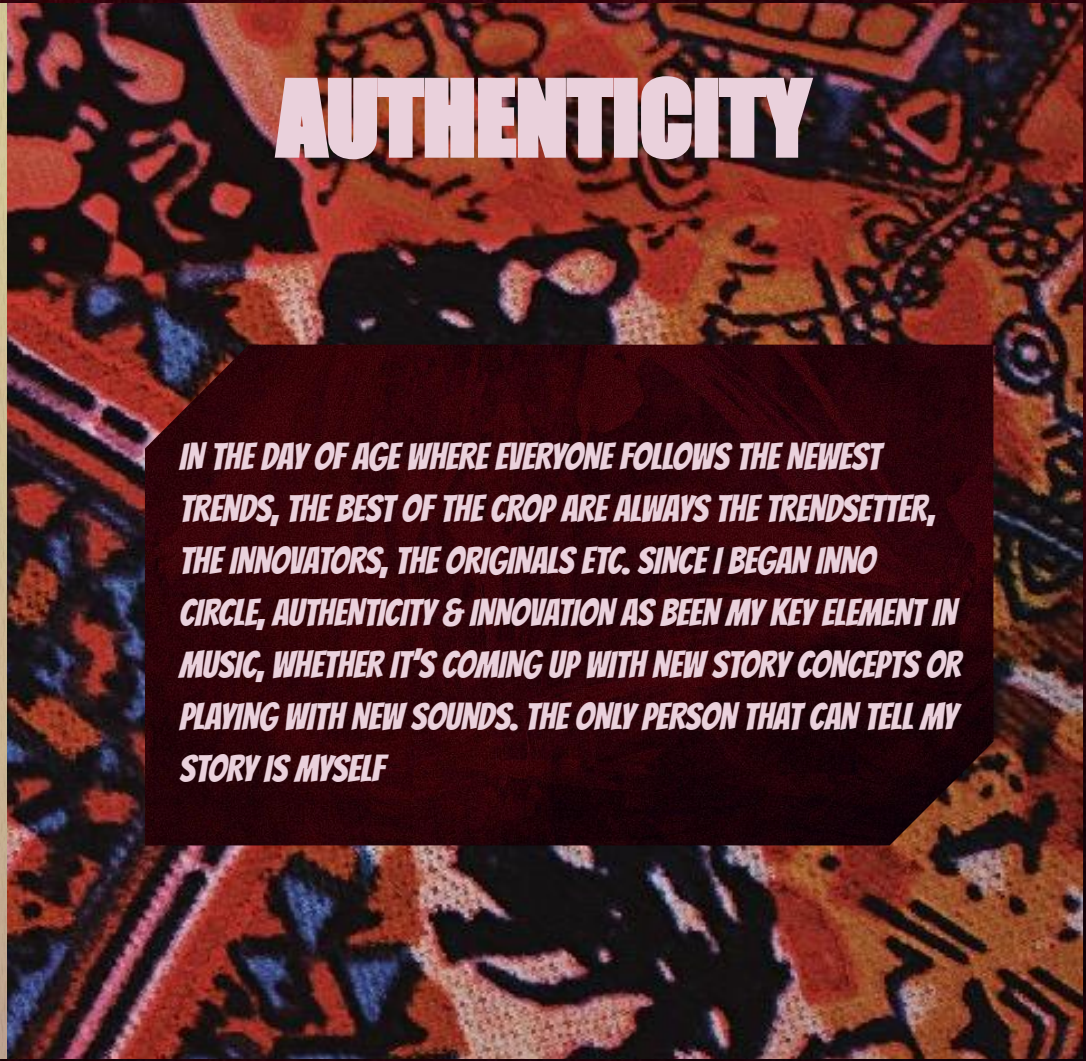
LEADERS IN THIS WORLD ALL HAVE ONE THING IN COMMON, THAT'S INFLUENCE. WHETHER IN SPORTS, POLITICS OR MUSIC, TO HAVE A STRONG INFLUENCE ON THE MAJORITY IS KEY ASPECT IN BECOMING A LEADER. ON THIS PROJECT, I MAKE SURE IM CREATING & SAYING THINGS THAT ARE IMPACTFUL AND INFLUENTIAL TO THE LISTENERS' DAILY LIFE.





AUTHENTICITY

IN THE DAY OF AGE WHERE EVERYONE FOLLOWS THE NEWEST TRENDS, THE BEST OF THE CROP ARE ALWAYS THE TRENDSETTER, THE INNOVATORS, THE ORIGINALS ETC. SINCE I BEGAN INNO CIRCLE, AUTHENTICITY & INNOVATION AS BEEN MY KEY ELEMENT IN MUSIC, WHETHER IT'S COMING UP WITH NEW STORY CONCEPTS OR PLAYING WITH NEW SOUNDS. THE ONLY PERSON THAT CAN TELL MY STORY IS MYSELF



HONESTY

*HONESTY IS THE KEY ASPECTS AND GATEWAY TO CONNECTION,
UNDERSTANDING AND RELATABILITY. ON THIS PROJECT IM MAKING
SURE I BARE MY SOUL ON EVERY TRACK TO GIVE THE LISTENER
"A FLY ON THE WALL" VIEW INTO MY LIFE.*





CYCLE GOALS



PERFORM AT LEAST 7 TIMES IN MY LOCAL CITY (DC)



***TOUR ACROSS AMERICA AS A SUPPORTING ACT FOR WITH AN
INDEPENDENT ARTIST OR MAJOR ARTISTS***



WORK WITH MY CONTEMPORARIES,



***RELEASE AKING KALD PEDRO'S DEBUT ALBUM EITHER
INDEPENDENTLY OR ON A MAJOR LABEL.***



ESTABLISH A STRONG CULT LIKE CORE FAN BASE



***PARTNER WITH ESTABLISHED OR LOCAL BRANDS THAT FIT THE
NARRATIVE***



POTENTIAL BRAND PARTNER TARGETS

TARGETS

FOOD/NON-ALCOHOLIC BEVERAGES

KIT-KAT | CANADA DRY | SKITTLES | TARGET

APPAREL

NIKE | NEW BALANCE | PENDLETON | H&M | COLUMBIA | ASOS | BEVEL

BROOKLYN CIRCUS | PYER MOSS

SPORTS

ARSENAL FC | DC UNITED

GAMING

KINGDOM HEARTS | FIFA | NBA 2K

REASON

- *PARTNER BRANDING WITH VARIOUS COOPERATION IS A THING OF THE NOW IN THE MUSIC INDUSTRY. THIS IS VERY IMPORTANT TO AKING KALLD PEDRO BECAUSE NOT ONLY DO WE WANT TO PARTNER WITH BRANDS IN MUSIC BUT WE ALSO WANT TO SHOW PEDRO'S RANGE AND GO OUTSIDE THE MUSIC INDUSTRY.*
- *FEATURING ON NBA2K'S 2020 IN 2019 WAS A GREAT INTRODUCTION AND HAS INSPIRED US TO LOOK INTO PARTNERING WITH BRANDS THAT REVOLVES AROUND PEDRO'S DAY TO DAY LIFE.*
- *CORPORATIONS LIKE PENDLETON, ASOS, BROOKLYN CIRCUS, ETC. ARE ALL BRANDS THAT OFFER A CLASSIC/FANCY FLAVOR. THIS IS A MODE THAT AKING KALLD PEDRO EMBODIES IN HIS MUSIC AND FASHION.*
- *SPORTS TEAMS LIKE ARSENAL AND DC UNITED HOLD A SPECIAL PLACE DUE TO THE FACT IS NOT ONLY AN AVID WATCHER OF THESE TEAM, BUT ALSO A DEVOTED FAN*



TOUR SUPPORT

TARGETS

TIER III

NOMBE

KOTA THE FRIEND

LUCKY DAYE

TOBI NWIGWE

SMINO

ARMANI WHITE

MANNY WELLZ

TIER II

GOLDLINK

TAME IMPALA

EARTHGANG

JIDENNA

IDK

CHANCE THE RAPPER

BURNA BOY

TIER I

KENDRICK LAMAR

JANELLE MONAE

ESPERANZA SPALDING

DONALD GLOVER

J. COLE

ANDERSON .PAAK

TYLER, THE CREATOR

STYLE



PENDLETON WOOLEN MILLS





**ALL WHITE NIGERIAN
YORUBA TRIBAL WEAR**



GEOMETRICAL/PATTERN/TRIBAL HEAD WRAPS



HIGH WATER SUIT PANTS



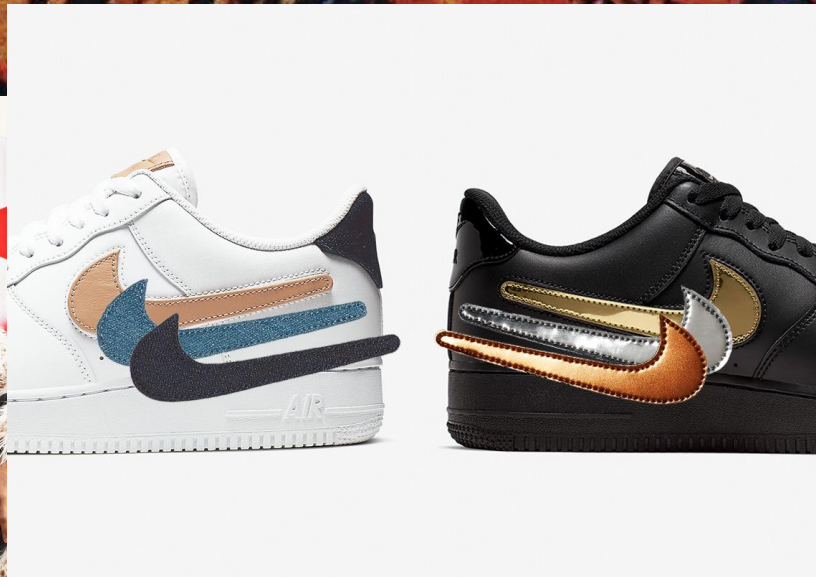


**GEOMETRICAL/PATTERN/TRIBAL
T-SHIRT & BUTTON UPS**

JOHN LENNON STYLE GLASSES



BLACK AND WHITE NIKE AIR FORCE ONES



HAND CRAFTED BY

