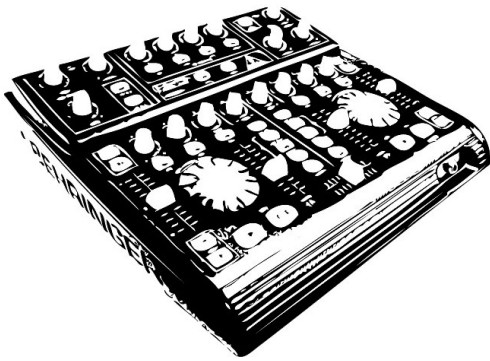


Studio Project „Ras Erigz’ 1World Production“ – a chance for talented young people in Rwanda

Mission Statement



The Studio „Ras Erigz’ 1World Production“ is purpose driven and grounded in responsible, compassionate understanding. "The Studio" is a modern urban firm which transforms an emerging artist's musical interpretation, expression and vision into a profitable, entertainment business model. The studio's contribution to the artist is expressed in its motto: "Add Value!" The artist may expect a professional facility, coaching and objective support, all targeted to one purpose: "Produce a Quality Product which is a Commercial Success".

Our Challenge

Rwanda is blessed with an abundance of talented youth who, when given an opportunity, would blossom through their artistry.

Generally speaking, there is no platform from which a young person can showcase their God-given talent.

Unfortunately, there is no organized, systematic structure to kick-start young potential artists. Simmering just beneath the surface of our young population is a huge resource of undiscovered musical, theatrical, and technical talent.

The two greatest hinderances for talent emergence and bringing a product into the public eye are, no accessibility to professional and technically equipped recording studios and, of course, the ever present lack of financial resources. It's called poverty.

Bright Rwandan talent quickly loses its shine and enthusiasm when the lack of opportunity extinguishes the vibrance.

The artist's hopes and dreams die tragically in quiet disappointment, without ever having been nurtured, let alone noticed.

The dream dies without its sweetest music ever having been played.

This problem is not unique to Rwanda, but universal...throughout the entire African continent.

Funding

Yes, even funding is the continual quest of the One-World Group which is headquartered in Ruhla, Germany.

OWG's livelihood depends on good-hearted intervention of families, friends and institutions.

So would be the case with "The Studio"; however, our mission is one of creating and maintaining self-reliance through the production of high-demand, quality entertainment products.

Our Solution

"The Studio" is to be a professionally managed audio and video recording facility.

The business affairs are to be managed in a transparent and fundicious manner.

Financial obligations are to be kept current.

Maintaining a responsible profit margin is tantamount.

Entrepreneurial View



Rwanda, as well as the whole of Africa, is in a digital race. Africa leaped directly into the world of digital connectivity. We generally bypassed the "hard-wired" and analog periods of technology. Africans know no other manner of communication or data exchange than what is sourced from digital platforms.

It is no secret. "TIA" ("This is Africa") and Africa IS a continuous stream of song and sound, rhythm and dance.

This inclusion of technology is no more prevalent than in the essence of the entertainment industry.

The market is ripe for a boom of new musical products produced at "The Studio".

The market research, coupled with our intuitive understanding of the African culture and social evolution, dictates "The Studio" to be a successful business model.

For those with interest in venture capital funding, this broad-spectrum music production project offers a unique avenue to consider.

We foresee a geometric groundswell of artistic interest following the initial introduction of our products to the consumer.

This 'out-of-the-box' success will elevate "The Studio" public profile

and therefore open up an unlimited resource of willing talent.

The Rwandan drive to succeed is very strong.

The typical Rwandan youth aggressively looks for any opportunity which could possibly lift him out of his abject poverty.

Youth recognize a career in music is an avenue to financial freedom and they dream of one day turning their passion into profit.

For the investor it is an ideal environment for financial participation; 'find the need and fill it'.

The demand or 'need' is undeniable. "The Studio" will 'fill' the need from a limitless resource.

Kick Start

The start-up cost for realizing "The Studio", as a properly equipped and productive facility, is quite nominal. A core of required musical and technical equipment already exists in possession of the participating artists.

Outside funding will be used to furnish the physical plant for quality recording, audio mixing, professional filming and editing, special effects, theatrical lighting, etc. The audio-mixer will provide "the Studio" the freedom to work both on and off location.

The intent of the physical plant is to also have an initial psychologically positive impact on the artists.

We want the artist to realize he has just entered into a world of unlimited possibilities.

"The Studio" is to be an environment of inspiration, support and application. The surroundings will provide grounding and a foundation for further achievements.

"The Studio" as a firm

The firm has a bright future. It may well serve as an umbrella foundation for establishing related enterprises. The firm easily imagines being recognized in the future by it's own music label and therefore a source of employment.

The plan for the immediate future is to produce and promote a broad spectrum of musical genres. This will establish an open-door policy, respectful of all artistic interpretations.



Geographic Location

"The Studio" will be located in the Nyarugenge district of Kigali. This location is advantageous, mainly because of its ease of accessibility for both artists and clientele. It is very close to Kigali city-center.

Overview, Feasibility and Future of the Project

After the opening of "The Studio" facility:

- it will offer quality audio and video recording production
- it will welcome and support all artistic genres
 - solo vocal artists
 - music videos
 - choral performances
 - literary / theatrical interpretations
 - modern theater
 - poetic recitation
 - other artistic expression upon request
- consistent income is anticipated because of a plentiful talent-pool.



- 60% of gross income will go to operating expenses
 - producer's commission
 - electricity
 - building rental
 - water / sanitation
 - maintenance / upkeep
- 40% gross profit
 - promotion of the artist's finished product
 - equipment updates where needed
 - administration / management

"The Studio" needs **6,310,000 RwF** (about 6310 Euro) to begin changing the young lives of Rwanda's "yet to be discovered" artist talent.

I plan to privately manage "The Studio".

Initially, a 100 Euro security deposit is required, which I will pay.

The prospects of our success are good, as we already have several musicians who have committed their talent to the project. These artists have expressed a strong desire to work with "The Studio".

In addition to these artists, we also have four choirs (Umoja Choir, Children's Choir, Worship Team and Youth Choir) from TFAM Church-Rwanda.

Additionally, we have commitments from the Ingeli Culture Vision Troop (which performs poetry and song at civic events, to include weddings), the Strong Voice Reggae Group orchestra, Jackson and Ras Erigz.

We continue to be in negotiation with others. Demand for "The Studio" project is growing!

Income revenue can be calculated accordingly:

Each artist's or ensemble's completed audio/visual product would produce a gross revenue for "The Studio" of 400,000RwF.

This gross income is divided into three categories:

Audio:	30,000 RwF
Video:	350,000 RwF
Promotional media:	20,000 RwF

The hard costs are a 40% producer's commission, electricity, rent and misc.

From the studio's gross profit we foresee project sustainability and a reasonable profit.

The profit will be targeted to support young artists, so as to maximize public exposure for their initial product.

Done at Kigali in March 2019 by Ras Erigz