



# THE **eli james** EXPERIENCE

“Words don’t do it justice...you HAVE to experience it.”

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## \*our vision

The guidelines for being a true “rockstar” have changed - at present, one must not only play an instrument, write and perform music...they must function as a business entity 24/7 - taking on roles previously filled by label execs. This requires a whole new level of commitment to pursue. We seek to redefine what it means to be a musician in this ever-changing, technologically-driven world today. We give you the perfect example of “the rockstar for the next generation”...







## ABOUT ELI

\*\*\*"The eli james Experience" - this is Eli James hard at work. He is a drummer, DJ, singer/ songwriter, producer and programmer, who is breaking boundaries as the "Modern Day One Man Band." In an ever-changing and very unstable music industry that is playing constant catch up with technology at present, this is how Eli has adapted and survived in order to keep playing music the way he wants to and for a living.

Armed with 30-60 minute mixes of today's biggest dance/club/electronic hits as well as his own remixes and original songs, he proceeds to unleash this musical fury upon the audience as he drums over the entire mix all while providing massive visual eye candy via a synched custom light show that includes his LED drum/Glo kit. It is sensory overload at its absolute BEST.



# OUR TEAM



**Alex Frejrud**

*Brand Director, Designer-at-large, Video*



**Moira Ross**

*Brand Director, Designer-at-large, Web*

At present, Eli works with two brand directors who handle all things video, digital, social, etc. Eli has worked with a variety of creatives and some of the industry's top professionals on his past projects...all of whom are available to work on any future endeavors if the need should arise. He is open to all suggestions and direction as far as future team members go.







# \*our product

It's not just selling records  
anymore...a musician has to come  
with a built-in skill set for success.



# \* PRODUCTS / REVENUE SOURCES



## **EP/Album/Single Releases**

Releases no matter what the length will be strategically planned and limited time available in certain formats to increase demand



## **Remixes/Collaborations**

Availability for remixes is 24/7... all types of music!



## **Touring/Live Shows**

Includes special appearances/DJ nights, privately booked events/parties, and all live performances as part of a tour



## **Film/TV Scores/Sync Licensing Videogames/Commercials**

Network, cable, independent or major studio...all offers welcome.



## **Merchandise Sales**

Online e-commerce as well as merch booth while touring.



## **Music Education Program/ Organization**

Future plans for this are currently being discussed and initially outlined.





# \* THE DETAILS

ELI will generate sales through 6 revenue streams that comprise the project's products and services, including but not limited to:

- **Music Releases** - via iTunes, Spotify, beatport, Soundcloud, etc.
- **Touring** - ticket sales for shows/events...VIP “meet n greet” packages for each show to be sold as well at an increased price
- **Remixes** - standard fee...price is negotiable for multiple remix deals
- **Producing/Collaborations** - Song fees/Record points...price and points are negotiable
- **Movie/Television/Commercial Work** - determined by project
- **Retail Merchandise** - T-shirts, hoodies, stickers, patches, hats, jewelry, etc.

Managing 6 separate revenue streams requires ramping up each one individually, ensuring that each area performs well before developing the next revenue stream. In order of importance, Touring, Remixes and Retail Merchandise are expected to provide the most stable revenue streams.



# \* THE 4 KEYS

**The eli james Experience has 4 keys that guarantee success:**

- **Variety** - Eli is constantly changing the show up: reworking mixes, adding in his latest tunes, throwing a special show together when a venue wants specific genres, performing in tandem with guest appearances by other musicians...you will never see the same show twice! And this is what keeps everyone on their toes wanting and waiting to see what he does next.
- **Low Operating Cost** - If there is one thing Eli knows how to do, that is BUDGET. All expenses are accounted for and recorded with all receipts kept. Since he does everything himself, Eli doesn't spend a dime on extra personnel/crew (for now)...his only expenses come from standard living and EJE operations e.i. traveling, food and accommodations while on the road, and keeping his drums, equipment and gear all up to date and in their best shape.
- **Wide Range of Products/Services** - EJE will provide entertainment and retail merchandise to the fans at every show. The objective will be to knock the socks off of everyone at every show, inspire them to get more into music and make it a part of their lives, tell their friends about EJE and bring them when they go to future shows. This maximizes the revenue per fan on every level, but it does so only because the EJE enhanced show experience goes above and beyond and actually makes a difference in fans' every day lives - THAT is what Eli James and his music are all about.
- **Positive Public Figure/Role Model for the YOUTH** - Healthy living and drug free.. he has the ability to bond with people of every walk of life and to improve peoples mindsets just by his energy on stage. ("Words don't do it justice...you HAVE to experience it.").





# \* ADDITIONAL IDEAS

Clothing Line



Cartoon Series



3D World Character



# \* social networks





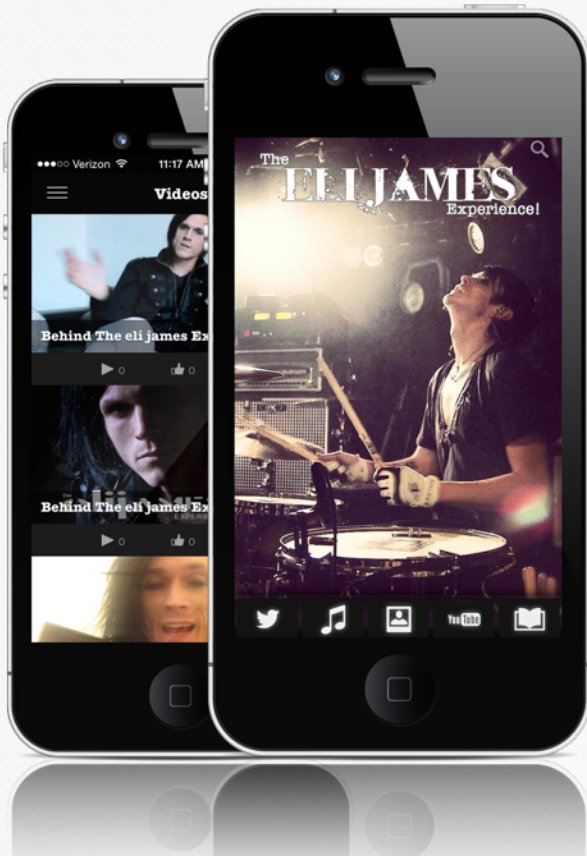


# WEBSITE DEVELOPMENT

<http://elijamesmusic.com>







# MOBILE APP DEVELOPMENT

- Video Maker (option to post videos directly to Instagram - Facebook - Twitter etc)
- All website content will be available through App
- In-App purchasing
- In-App marketing campaigns for increased fan engagement
- Music/Video/Photo Galleries
- Event/Shows/Appearance Calendar
- Social Gaming
- QR Codes
- Social Network Integration
- To be completed and submitted to the App Store & Android Market as soon as possible -



# \* SPONSORS / ENDORSEMENTS



Hair Roxx  
S A L O N

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Growth is never by mere chance alone; it is  
the result of forces working together.

Now is the perfect time to see just how big we  
all can truly go.





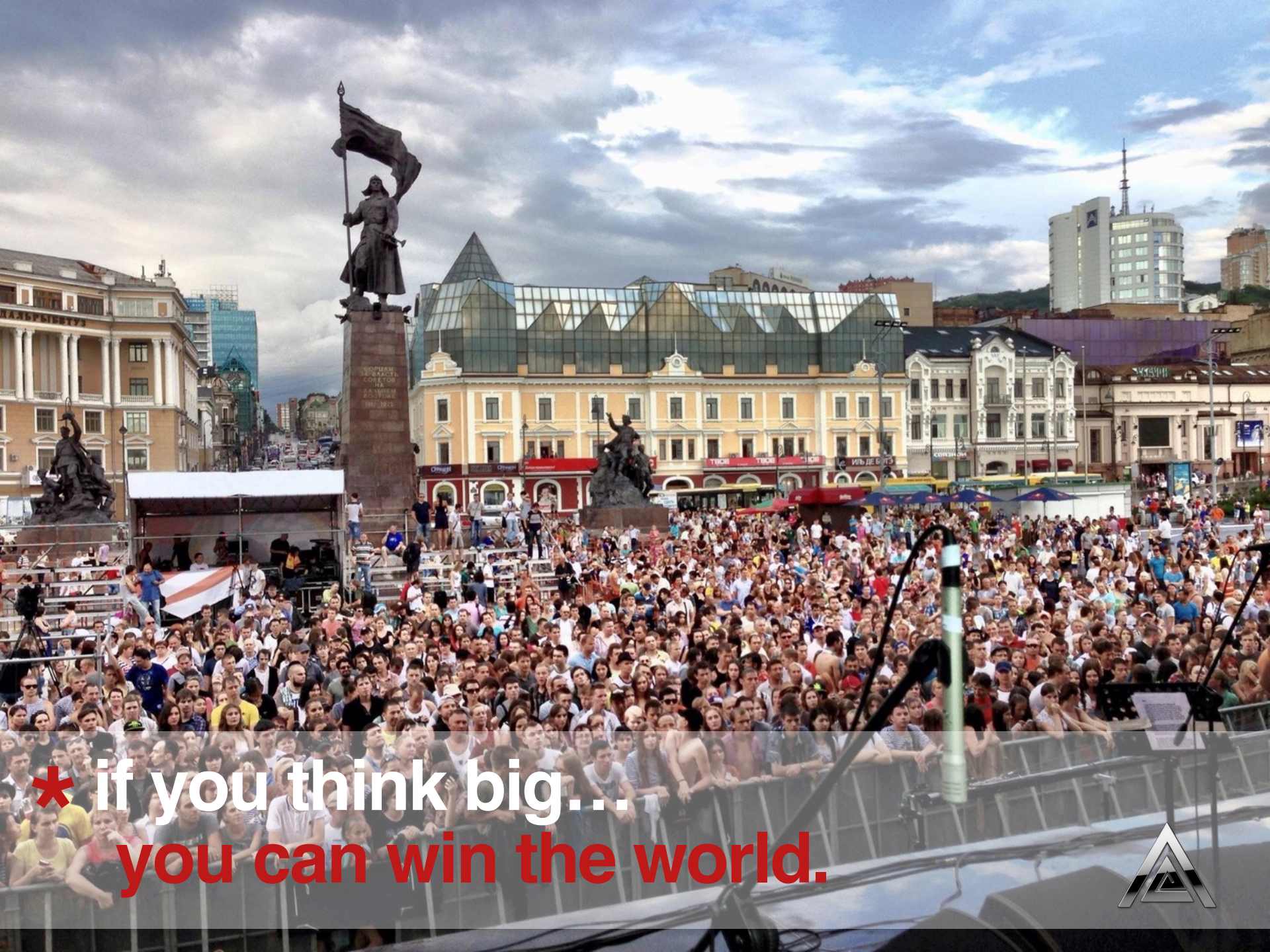
A drummer is captured in a dynamic pose, playing a drum set in a dark room illuminated by teal and blue stage lights. The drummer is wearing a black tank top with a graphic, striped pants, and drumming gloves. The background is dark, with a vertical light tube visible on the right.

# \* WHAT WE ARE LOOKING FOR

- Distribution Partner
- Management/Representation
- National Booking Agent
- International Booking Agent
- PR Management
- Investment Capital for Initial Production







★ if you think big...  
you can win the world.

