



AN ARTIST-LED ENTERTAINMENT PLATFORM

COME FOR AN ARTIST. STAY FOR THE WORLD.

Live music, discovery and shared experiences.

A place where fans return, artists build communities
and brands pay to participate.

PRE-LAUNCH

MUSIC ACROSS GENRES

\$75K INITIAL CAPITAL TARGET

Existing venue preview; placements are illustrative. Scroll to explore the company.

THE SHOW STARTS IT. CONNECTION KEEPS IT GOING.

An artist brings a fan in. Discovery, music and people give them reasons to return.

01 / DISCOVER

SOCIAL

Follow artists, find creative work and keep the conversation going.

Build lasting connections.

02 / LISTEN

RADIO

Discover music and artists between live performances.

Give fans a reason to return.

03 / PARTICIPATE

CLUBS

Attend shows, meet people and explore artist and brand experiences.

Turn interest into participation.

One account. A growing community. More to come back for.

WHO PAYS RHYTH. AND WHY THEY RETURN.

INITIAL COMMERCIAL FOCUS

Brands + agencies

Pay for placements, interactive offers and measured campaign delivery.

Event packages → quarterly partnerships.

PLANNED EXPANSION

Event partners

Pay for virtual venues, event tools, support and reporting.

Repeat programs → platform access.

COMPLEMENTARY REVENUE

Fans + commerce

Buy optional Rhyth digital goods and approved merchandise.

More experiences → repeat purchases.

Artist-first economics Artists retain ticket and tip proceeds after agreed deductions. Rhyth earns through its own commercial relationships.

EARLY ARTIST COMMITMENT. A BROADER PIPELINE.

LOI IN PLACE

Dondria

Artist development across genres

Tiger La Flor · Florence Road · Sasha Keable · Durand Bernarr · D Smoke · Talib Kweli—and a wider roster.

HIP-HOP / R&B / FOLK / COUNTRY / ALTERNATIVE

LOI IN PLACE

Benny the Butcher

Building toward launch

Venue previews, artist agreements in development, a costed Upstate core plan and initial sponsor conversations.

Full pipeline and current status

LOI IN PLACE

Curren\$y

EVERY SHOW SHOULD BUILD THE NEXT ONE.

01

Artist audiences

Approved promotion brings fans into Rhyth.

02

Lasting community

Profiles, follows and discovery connect them to more.

03

Repeat business

Returning fans support artist rebooking and sponsor renewal.

Why Rhyth

A shared artist world, connected discovery and brand actions that can be measured—not only watched.

An established advertising category

Roblox reports 1,000+ brands using Rewarded Video. Rhyth brings immersive brand participation to artist-led music communities.

BUILD THE SYSTEM. LET MORE PEOPLE USE IT.

FIRST 6–12 MONTHS

Prove the model.

Reliable shows, returning fans, paying sponsors and known delivery costs.

Rhyth-produced

MONTHS 12–24

Make it repeat.

Recurring artist series, quarterly sponsor deals and tools for approved partners.

Co-produced

MONTHS 24–36

Enable partners.

Multiple communities and partner-run events with less daily founder involvement.

Partner-operated

What scales Reusable venues, activation templates and event tools. Custom builds and extra production are priced separately.

CREATIVE VISION. COMMERCIAL EXPERIENCE.



CO-FOUNDER

Jessica Smith

3D designer.

Sales + partner relations executive.

12+ years in sales and partner relations. Leads commercial relationships, creative direction and executive production.

[LinkedIn](#)



CO-FOUNDER

Mhalik Baldwin

Operations leader.

Musician + systems thinker.

15+ years in operations and people development. Leads platform readiness and technical coordination. Lean Six Sigma Green Belt.

[LinkedIn](#)

INITIAL WORKING CAPITAL

\$75,000

Build the assets and evidence for a business that repeats.

01

A dependable platform

Tested access, performance and settlement.

02

A production system

Reusable venues, templates and workflows.

03

A reachable audience

Consented accounts, follows and attendance data.

04

Paying sponsors

Delivered campaigns and credible reports.

05

Repeat relationships

Artist rebooking and partner follow-on business.

06

Known economics

Actual costs, margins and cash timing.

THREE ACTIVATIONS. THE FIRST PROOF POINTS.

OCT 27–31

UPSTATE TAKEOVER

Test multi-artist delivery, fan demand and sponsor participation.

\$24,725 core budget

NOV 10–14

LAUNCH WEEK

Test repeat attendance, onboarding and production efficiency.

Full budget being developed

DEC 3–6

MIAMI ART WEEK

Test partner delivery and a format that travels.

\$25,645 production requirement

Capital advances commitments

Artist deposits · rights · production · marketing · support

Sponsor collections replenish working capital

END THE YEAR WITH MORE THAN THREE SHOWS.

An audience that returns.
Partners who book again.
A platform ready for more.

4

paying sponsors

2

follow-on engagements

20%

eligible repeat attendance

Proposed validation targets—not results.

ILLUSTRATIVE YEAR-END CASH

Collections equal all costs	\$75K
\$50K collected above costs	\$125K
\$100K collected above costs	\$175K
\$75K investment + Rhyth cash collected – all cash expenses.	

SEEKING \$75,000 TO ESTABLISH THE FOUNDATION FOR GROWTH.

Cash illustrations are not forecasts, valuation or investor payouts. Assume no opening cash or obligations, all costs paid and no artist funds included; reserves remain within ending cash. A \$25K cash shortfall leaves \$50K. Later programs require sufficient funding.
Revenue assumptions and downside.