



▶▶ MUSA.MUSIC ROOM Vol.1 ◀◀

Where music, animation, and fashion converge — powered by global culture
A multi-platform media ecosystem for the streaming generation

Presented by: Musa Zadika Beyom, Founder — Memra Media Group (under EMPIRE Records)



THE OPPORTUNITY



Gen Z & Millennials drive over **\$300B** in annual culture-driven spending.



No scalable, IP-owned platform fusing music, animation & fashion.



Independent artists are fragmented, under-monetized, and underrepresented.



Fans crave real-time, immersive content with community at the core.



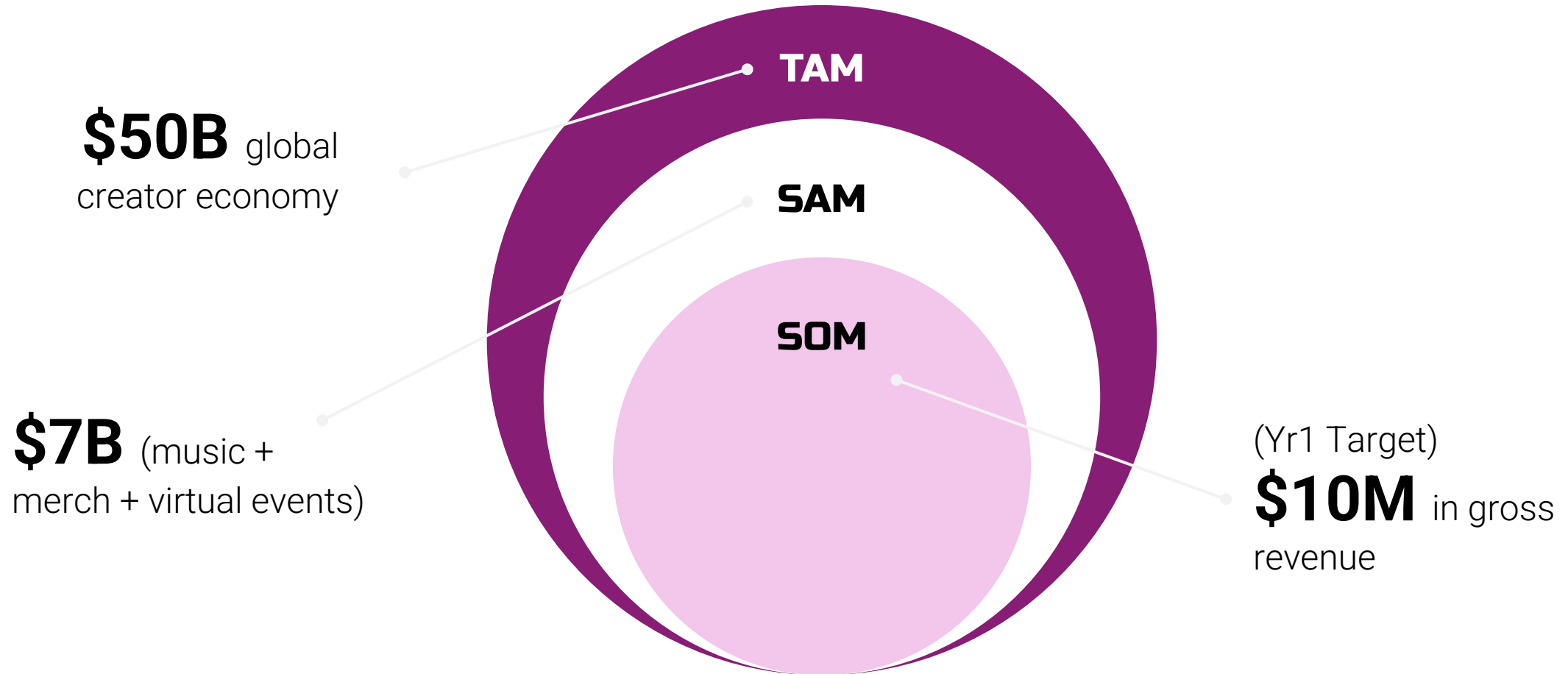


THE MUSA ECOSYSTEM

A multi-phase platform built on cultural IP:

- ✓ **Vol. 1: 40+** track global music compilation
- ✓ Anime Shorts: Sync-ready episodic visual content
- ✓ Fashion Collabs: Capsule drops under "**Bezalil**"
- ✓ Community Channels: Discord, Twitch, TikTok
- ✓ Merch, Events, NFTs, Sync Licensing

MARKET SIZE



Gen Z projected to command **\$12 trillion** globally by 2030.

TRACTION SO FAR



Label Deal: Empire Records onboard



Celebrity Features: Wiz Khalifa, Ty Dolla \$ign, Rick Ross, Chris Brown



Fashion Line: Bezalil capsule ready



Community Pre-Launch: **3K+** Discord fans, **500K** total IG + TikTok reach





BUSINESS MODEL

Revenue Streams

01. Music Sales / Streaming Royalties
02. Merch Drops (limited runs + digital twins)
03. Event Ticketing (virtual + hybrid pop-ups)
04. Sync Licensing (TV, anime, games)
05. Brand Activations (sponsorship)
06. Digital Collectibles / NFTs

PRODUCT PLATFORM



Short-Form Video

TikTok, IG Reels, YouTube Shorts
(viral challenges)



Community Layer

Discord, Twitch for **24/7**
engagement



Interactive Tools

CapCut branded edits, AR filters



Animation

Anime episodes w/ integrated
music & fashion

COMPETITIVE ADVANTAGE

01.

Owned IP across 3 high-growth sectors (music, anime, fashion)

02.

Existing celebrity pipeline via EMPIRE Records

03.

Brand-ready creative assets (fashion + animation)

04.

Culture-first content with proven Gen Z engagement

05.

Direct fan monetization engine via Discord + Twitch



GO-TO-MARKET STRATEGY



Launch

Summer 2025 digital premiere + IRL pop-up shows

01



Micro-Influencer Collabs

50+ creators **<100K** followers

02



Merch Pre-Sale + NFT Launch With whitelist access via Discord

03



Exclusive Drops

CapCut template challenges, AR gamification.

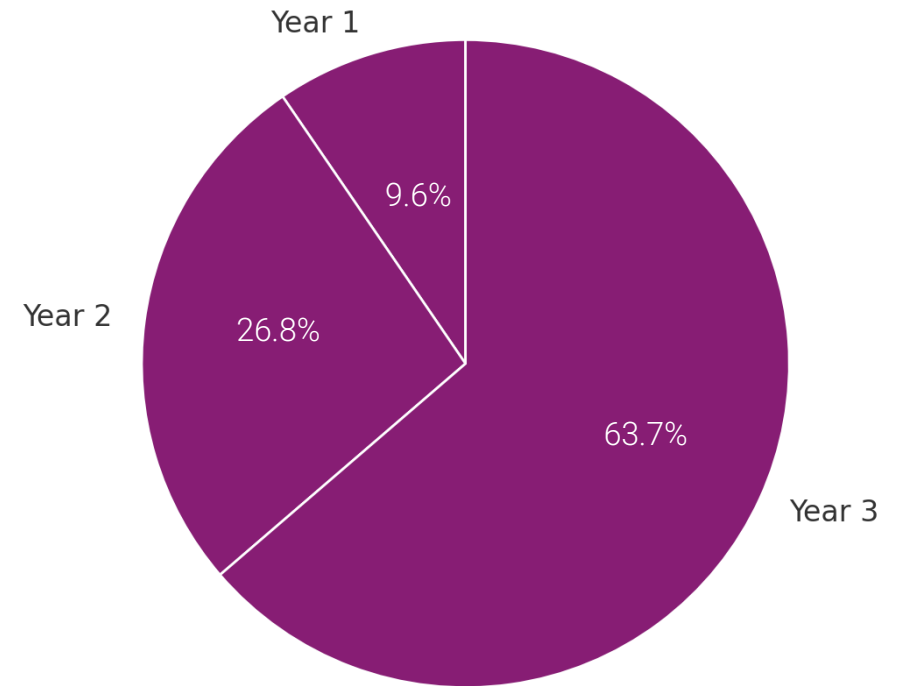
04

FINANCIAL PROJECTIONS

- Yr1** **\$1.5M** (music, merch, licensing)
- Yr2** **\$4.2M** (scale drops, animation syndication, events)
- Yr3** **\$10M+** (international + brand licensing)

EBITDA margins target 18–24% by year 3

Revenue Breakdown by Year



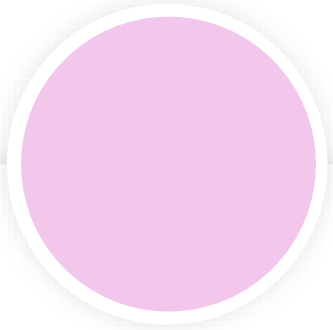
THE ASK

**1.5
MILLION**

- Finalize animation production
- Launch deluxe merch line & limited drops
- Grow community to 100K active fans
- Hire key roles (CMO, Product Lead, Events Director)

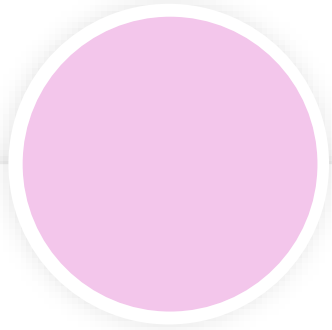
Use Of Funds

THE TEAM



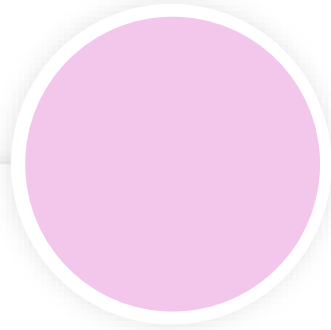
Musa Zadika Beyom

Founder, Artist,
Visionary (Memra
Media Group)



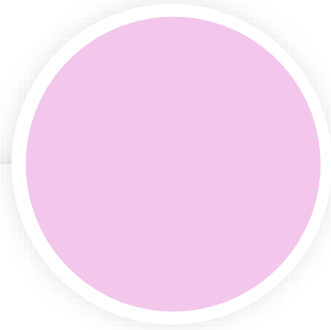
Paul Proda

Marketing /
Distribution (Gold
Toes Digital)



Creative Director

& Anime Studio
Partners (in talks)



Advisors

(Insert notable names
pending approval)





EXIT STRATEGY

01.

IP Licensing: Sell anime/music content to Netflix, Crunchyroll

02.

Fashion Brand Acquisition: Bezalil as standalone brand

03.

Creator Economy Roll-Up: Merge/acquire similar brands for resale

04.

Digital Rights/NFT Royalty Engine: Passive revenue IP resale



LET'S BUILD THE CULTURE TOGETHER

“

This is more than content. It's a movement.

Align with the most authentic Gen Z cultural brand in music, fashion, and anime.



Contact

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[Link to Lookbook, Deck, Website](#)