



# ▶▶ 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.



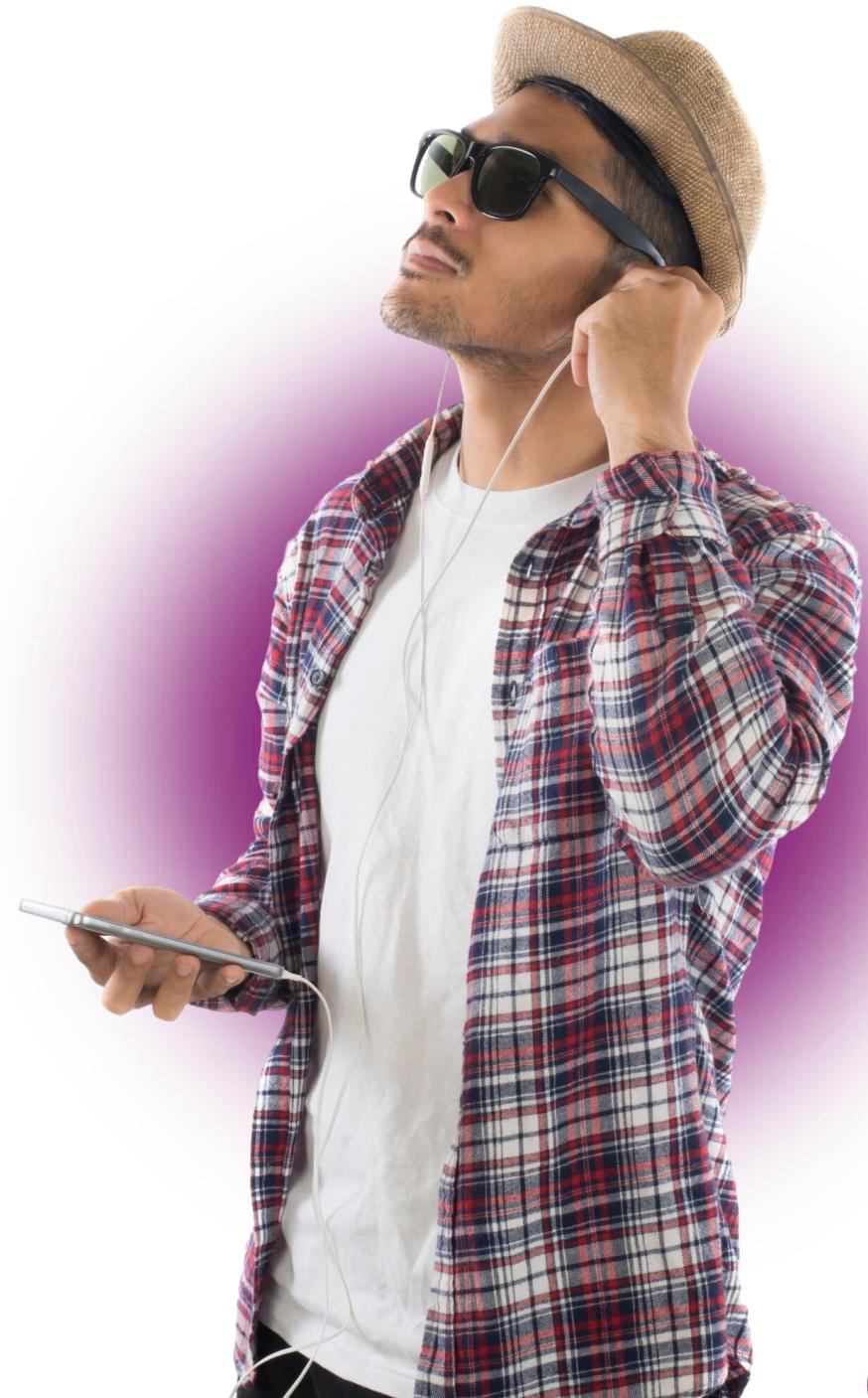
No scalable, IP-owned platform fusing music, animation & fashion.

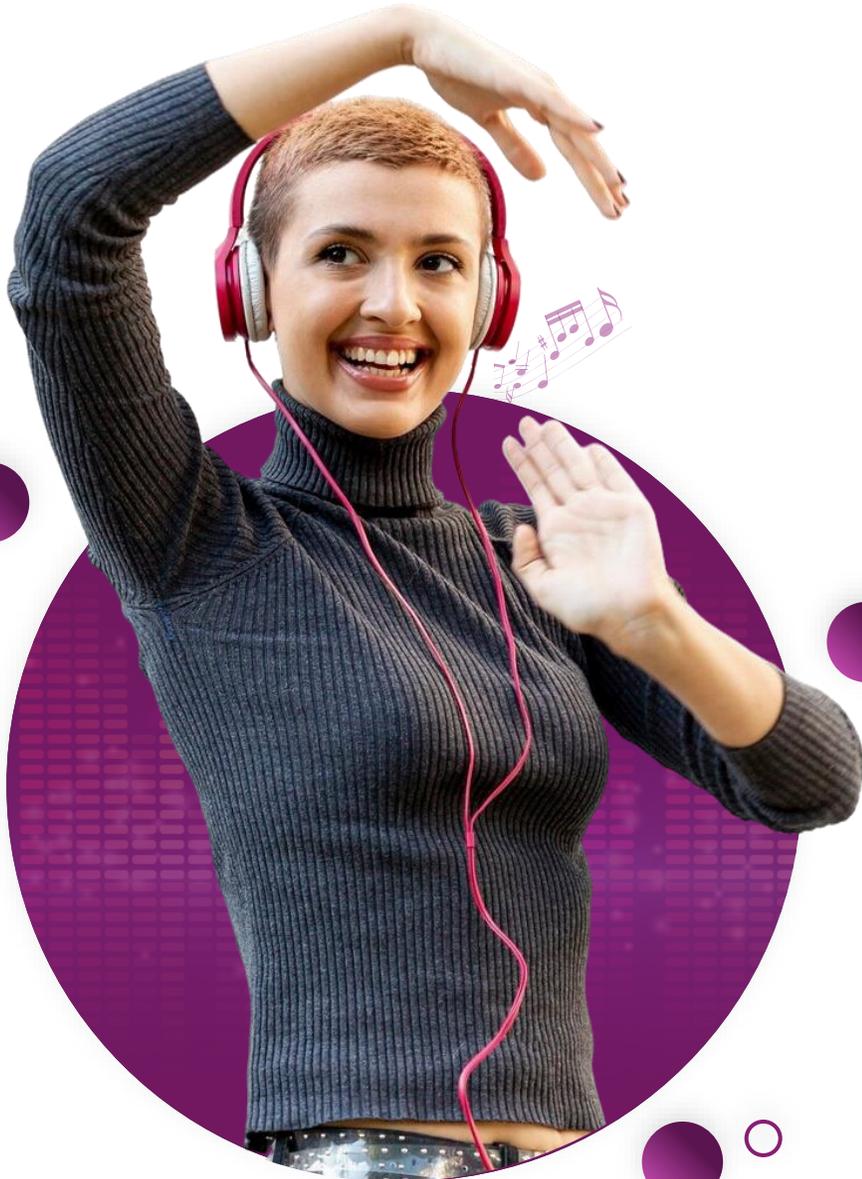


Independent artists are fragmented, undermonetized, and underrepresented.



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



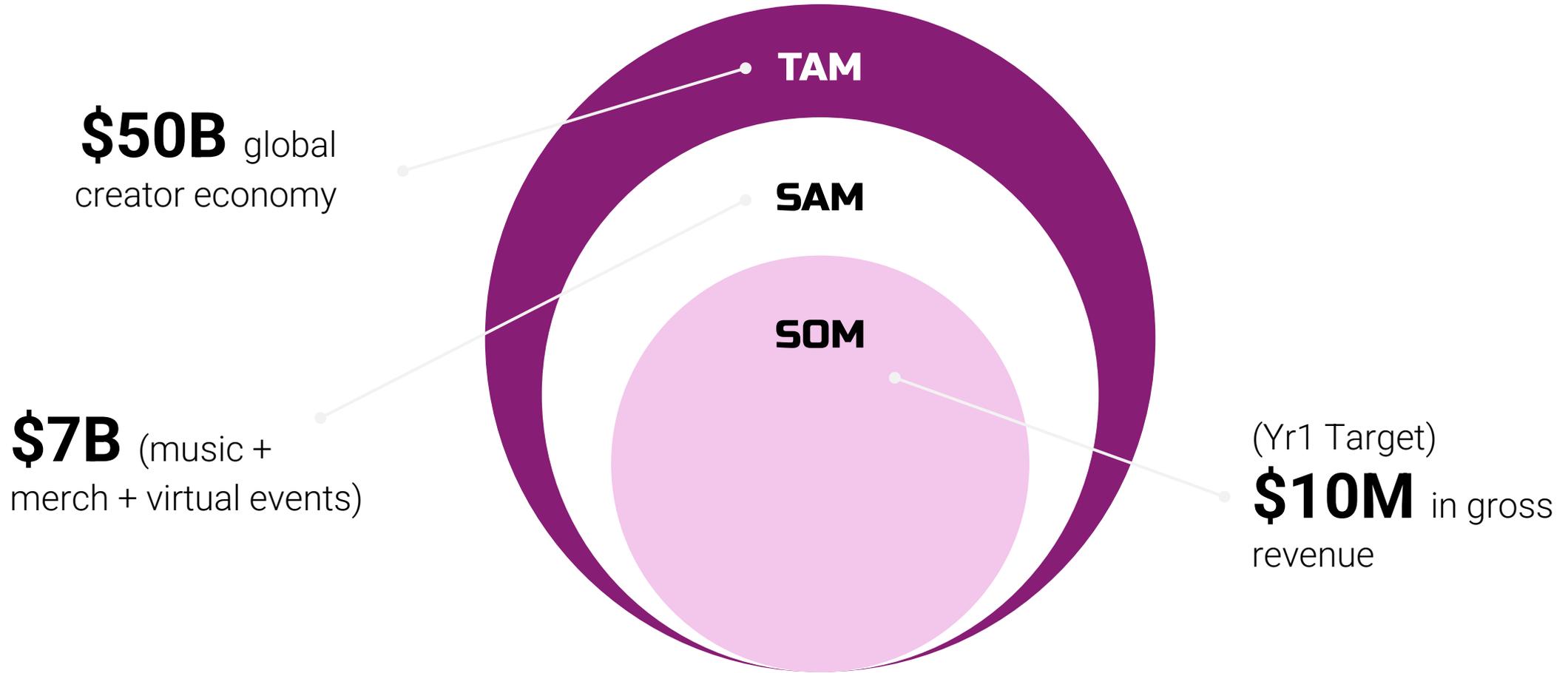


# THE MUSA ECOSYSTEM

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.

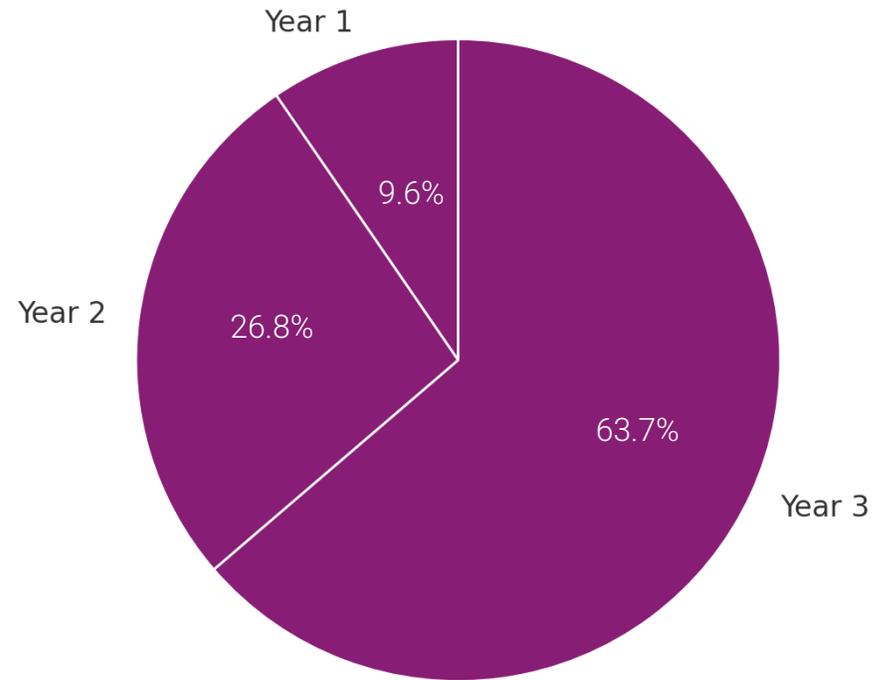
04

# 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



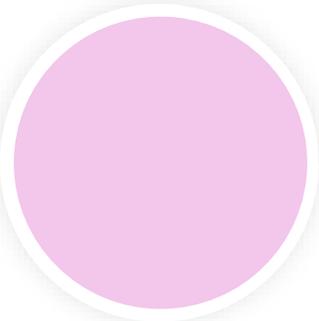
# THE ASK

**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)

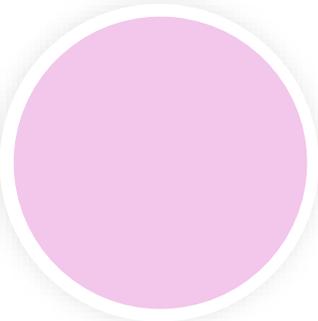
**Use Of Funds**

# THE TEAM



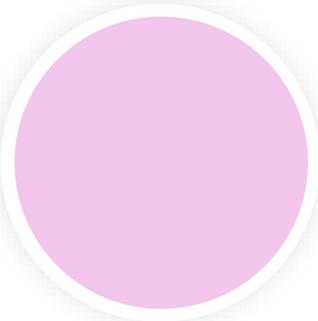
**Musa Zadika Beyom**

Founder, Artist,  
Visionary (Memra  
Media Group)



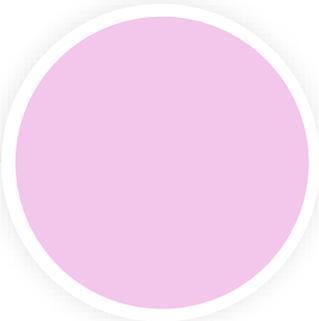
**Paul Proda**

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](#)