

Rod Wave



THE BE BETTER GROUP

INTEGRATED ENTERTAINMENT MANAGEMENT

INNOVATIVE AND CUTTING EDGE, MANAGEMENT STRATEGIES AND IMPLEMENTATION FOR ARTISTS, ENTERTAINERS AND HOSPITALITY

EXECUTIVE SUMMARY

The Be Better Group is poised to revolutionize the landscape of business management for music artists, entertainers, and hospitality businesses.

Founded by industry veterans Felix “Tip” Horne, President & CEO, and Dustin “DP” Petz, Executive Vice President & CTO, the firm combines innovative management strategies with cutting-edge implementation techniques tailored specifically for the entertainment sector.

Our mission is to empower artists and entertainers by providing comprehensive management solutions that not only enhance their artistic vision but also drive sustainable business growth. We understand that success in the entertainment industry requires a multifaceted approach, and we are committed to delivering services that encompass strategic planning, marketing, brand development, and revenue optimization.

KEY OFFERINGS

1. STRATEGIC BUSINESS MANAGEMENT:

- Tailored strategies for individual artists and entertainers, focusing on long-term career development and brand positioning.
- Implementation of best practices in financial management, ensuring artists can maximize their earnings while maintaining artistic integrity.

2. INNOVATIVE MARKETING SOLUTIONS:

- Data-driven marketing campaigns leveraging social media, digital platforms, and influencer partnerships to expand reach and engagement.
- Creation of unique promotional opportunities, including strategic placements in film, television, and endorsements that align with clients' brand identities.

3. REVENUE DIVERSIFICATION:

- Identification of new revenue streams through merchandise development, live events, and international market expansion.
- Expertise in negotiating favorable deals for publishing rights and royalties, ensuring clients are compensated fairly for their work.

4. HOSPITALITY BUSINESS MANAGEMENT:

- Specialized strategies for hospitality businesses that intersect with the entertainment industry, enhancing guest experiences and brand loyalty.
- Support in operational management, marketing, and event planning to create memorable experiences that drive profitability.

5. COLLABORATIVE PARTNERSHIPS:

- Building strategic alliances with key industry players, including distribution networks and marketing agencies, to enhance visibility and growth opportunities for our clients.
- Utilizing our established relationships with brands and organizations to create synergistic partnerships that benefit our clients.



At The Be Better Group, we believe in the power of collaboration and innovation. Our team is dedicated to nurturing talent and fostering creative growth while ensuring our clients achieve their business objectives. With a focus on integrity, creativity, and strategic foresight, we are committed to helping our clients not only succeed but thrive in the ever-evolving entertainment landscape.

TOGETHER WE CAN BE BETTER

ROD WAVE DECK

BUSINESS MANAGEMENT PROPOSAL

1. Progressive Marketing Strategies:

- Utilize data-driven approaches to target demographics through social media and digital platforms.
- Implement innovative marketing campaigns, including podcast-interviews, appearances on sport shows, viral challenges and collaborations with influencers.

2. Grand Development Opportunities:

- Focus on crafting a compelling brand narrative that resonates with fans and enhances Rod's artistic identity.
- Strategically plan album releases and promotional events that elevate his profile in the industry.

3. Maximizing Royalties and Placement:

- Actively pursue additional placements in movies, TV shows, and commercials to increase revenue streams and exposure.
- Ensure meticulous management of publishing rights to secure fair royalties and explore licensing opportunities.

4. Endorsement Partnerships:

- Leverage existing relationships with brands like Pepsi to create lucrative endorsement deals that align with Rod's image.
- Explore co-branded campaigns that resonate with both his music and the brand's values.

5. Merchandising Opportunities:

- Develop a diverse “Wave” line of merchandise including T-shirts, hats, and apparel that reflect Rod's style and music, creating a strong revenue stream.
- Consider limited-edition drops and collaborations with popular designers to generate buzz and exclusivity.

6. International Expansion:

- Utilize our relationships in the Nigeria, US and British, Virgin Islands, Philippines and Asia, including Tokyo, to tap into new markets and fanbases.
- Plan tours or promotional events in these regions to capitalize on international interest and build a global presence.

7. Strong Distribution & Publishing Partnerships:

- Benefit from our distribution deal with Universal Music Group and our pending publishing deal with Sony Music to ensure effective marketing for Rod's current album and upcoming singles.
- Utilize UMG's and or Sony's resources to enhance visibility and reach through strategic playlist placements and promotional support.

By combining these elements, we can create a powerful strategy that not only enhances Rod's career but also maximizes his longevity in the music and entertainment industry.