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| “FALL” by CockyPop Investors Group, an LLC |
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| **Doug Johnson** |
| **8/5/2016** |

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**Mission Statement**

The recording, production, and successful marketing of “FALL” by CockyPop, is to be the first of four albums that will for decades to come accompany and affirm those suffering from depression and similar disorders, emboldening them to discover and stay the paths that will lead to their wholeness and healing.

**Background**

Occasional episodes of depression, typically lasting three days, began showing up in my life at age 13. Over time these episodes became more frequent and intense. While I didn’t know yet what depression was or that I was depressed, I was very conscious of the pain I was experiencing.

In my senior year of high school, I took a psychology class and had high hopes that psychology would be my savior (something religion, laughter, sports, girls, and even music hadn’t been able to do). Soon after my high school graduation I went into therapy for six months. My therapist was convinced I was merely having troubles transitioning to the adult world. I knew there was more to it.

Through my 20’s, my depression slowly got worse and worse. Just after my 27th birthday I hit my personal rock bottom…that place where the prospects of going through whatever would be required to find true and lasting root-level healing became less frightening than the prospects of continuing to live without healing.

Thus began what would become a healing journey lasting more than three years and culminating in my effectively addressing, one by one, the several different factors that were indeed the roots of my depression. I have been depression-free for 20 years now. For a more in-depth essay on this journey please go to: <http://www.dougthedrummer.com/express-it-or-repress-it-healing-happens/>

This journey is chronicled through music, four LP albums worth, written between 20 and 25 years ago while on descending to my rock bottom and while on the journey itself. In looking back, I find the entire healing process has striking parallels to the seasons. Thus, the albums, in order of production will be “FALL”, “WINTER”, “SPRING”, and “SUMMER: - The Celebration of the Flowers”.

This musical collection has been close to my heart, and I have always known that recording these albums to their full potentials and marketing them so they can live on in the minds and the hearts of others is one of my highest contributions to the collective.

Having previously recorded some of my music in professional recording studios, I became aware of the level I needed to bring my singing to in order that these albums could indeed reach their full potentials. After years and years of quietly and patiently developing my voice, I am ready to rock. In addition, I have been constantly improving my drumming skills. These skills, together with my songwriting, arranging and studio know-how, plus my familiarity with the skill levels, styles, strengths, and personalities of the many other professional musicians I’ve worked with over the years, make me extremely excited to record these albums to their full potentials.

Music is the muse to which I have long been dedicated. I have not worked a regular job for the last eight years but have earned my livelihood from live gigs (for what are close to slave wages had it not been for the tips many of you have generously given over the years), teaching lessons, and odd jobs here and there. During that time I’ve spent close to every spare moment honing my skills in my practice room with the goal of setting the stage for the successful recording of these albums. With money taking a backseat to the realization of my musical vision, I am now turning to you consistent live-music and arts supporters who have the financial wherewithal to fund the recording and marketing of the first album in the series, “FALL”.

Determination, resolve, patience and stick-to-itiveness have propelled my reaching the loftier goals in my life, such as my complete recovery from long-term depression. I am now prepared to begin recording this series of album and I *know* I will produce an amazing and successful album, and, using the latest in streamlined, highly-targeted internet marketing, will successfully attract a fan base that will bring FALL, and its successors to profitability.

I am practical enough to know that there is risk involved in any investment. Therefore I have developed a business plan that intends to return a 200% profit on investment after a full return of all invested capital, followed by a 2% royalty on sales over the next 30 years. Distributions will be drawn from a number of different revenue streams. Please see the “Compensation” section below for full details.

**Comparative Advantage**

FALL will set itself apart from other commercial music for many reasons:

* Poignant, articulate, deep, brutally honest and experiential lyrics
* Vulnerable, approachable, passionate, but not over-the-top, vocal delivery with a touch of quirk and an edge of courage
* Top-level musical talent from artist, producer, to all supporting musicians involved, all with several decades of consistent, diligent musical studies, “wood shedding”, and live and studio experience
* Interesting yet catchy compositions and arrangements
* Irresistible, human-generated, underlying grooves
* Based on the cornerstone of an artist’s life’s work: the culmination of an out of the ordinary three-year journey which successfully triumphed over clinical depression; each phase of this journey will be documented through music and lyrics
* Cutting-edge, finely targeted marketing techniques
* Charismatic, healthy and attractive personal presence that will attract “superfans” around the world via website
* Steely Dan styled recording, as many different yet highly-capable musicians with unique skills and styles will be utilized to bring each individual song to its full potential

**Customer Identification**

“Superfans” will come from but not be limited to the following targeted groups:

* Those suffering from depression and similar disorders
* Those with an excess of sensitivity and empathy who turn to music in the absence of friends and family who understand and empathize with them
* Those on healing and spiritual journeys
* Adult women who have an affinity for sensitive, introspective, male singer/songwriters
* Indie/alternative music lovers who love music with its own spin and edge
* Music lovers to whom an irresistible groove is requisite

# Costs:

Following are the projected costs to produce “Fall”:

Studio Fees (including engineer and producer)…28 days x $500/day and 3 days x $400/day: $ 15,200  
Musicians: Bass, Guitar, and Piano: $ 9,000  
 Horns (including arranger): $ 5,000  
 Backup Vocalists (including arranger): $ 2,000  
Drum skins, two cymbals, one new stand: $ 500  
Marketing Classes: $ 1,000  
Marketing Budget: $ 5,000  
Website (update to platforms that will reliably sell music / merchandise): $ 2,000  
Computer (capable of processing music, photo, and video editing): $ 2,200  
Song-Demo Recording Unit: $ 1,500  
Business Costs To Start LLC: $ 500  
Accounting and bookkeeping: $ 2,000  
Copyrights: $ 1,200  
Registering songs on music streaming and sales websites: $ 200  
Cover Art: $ 400  
CD’s (2,000 x $1): $ 2,000  
Contingency: $ 5,500  
Salary ($800/month x 6 months): $ 4,800

TOTAL COST: $60,000

# Compensation:

Investors will invest in shares of a minimum of $5,000.

Compensation will be based on the below-specified percentages of the sum of income less normal operating costs, originating from income based on digital and physical sales (less shipping and distribution costs), internet streaming sites, writer’s share of publishing, and licensing of FALL including all and any of its songs, from here on known as “music revenues”, will be allocated 80% to investors and 20% to myself through Phase I whereupon investors’ initial $60,000 will be recouped, as well as through Phase II when an additional $60,000 has been paid to them. At this point investors will have recouped their original investment and made a 100% profit on their investment. Then, in Phase III, income will be allocated 50% to investors and 50% to myself of music revenues until investors will have received another $60,000. By this time investors will have received a 200% profit on their investment and a full return of their capital. Once this threshold is met Phase IV will begin and investors will continue to receive 2% royalty from digital and physical sales (less production, shipping, and distribution costs), internet streaming sites, writer’s share of publishing, and licensing of FALL including all and any of its songs for 30 years from the official release date of FALL.

All compensation from CD’s above and beyond the initial 2,000 included in the “Costs” section above, as well as on any merchandise, will be calculated less production and shipping costs.

For example:

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| **Phase** | **Music Revenues (Music Revenues to Date)** | **Investors’ Share (Investors’ Share to Date)** | **Artist’s Share (Artist’s Share to Date)** |
| Phase I | $75,000 ($75,000) | $60,000 ($60,000) | $15,000… …($15,000) |
| Phase II | $75,000… ($150,000) | $60,000… .($120,000) | $15,000…… ($30,000) |
| Phase III | $120,000. ($270,000) | $60,000… .($180,000) | $60,000… …($90,000) |
| Phase IV |  | 2% of music revenues |  |

Compensation to the investors will be paid out quarterly, and split among investors according to the percentage of $60,000 they have invested. Investors will receive quarterly financial statements and yearly tax statements.

**A little more about FALL:**

Lyrically, many of these songs were a direct expression of the situational emotions I was experiencing as my fall to rock-bottom progressed (including some episodes of bliss and mania). Interestingly, several of the other songs’ lyrics were chock-full of projection, of my conscious observations about and advice for the world around me that were in actuality the observations I was needing to see in myself and the advice I was needing to give myself. It wasn’t until I was well into the winter of my healing journey that I began to understand projection and the amazing gift it is for those on the path of a deeper self-understanding.

I have some very simple demos of seven of what I hope will be a total of ten of the songs that will be on FALL. Here is a link to them: <http://www.dougthedrummer.com/fall-by-cockypop/>

These demos are very raw and minimal. You can also listen to some previously recorded songs on my website which are great examples of my writing and arranging, although they are not a good representation of my current singing or drumming: <http://www.dougthedrummer.com/cockypop/>

If you listen to “The King of Kings” you will get an example of one of my left-field compositions. An earlier version of this song, “Breakdown of My Soul” will be on FALL and can be heard in the demos. The version on the CockyPop webpage will eventually get a new vocal, a new outro (Attaraxia) and will be the last track on “SUMMER: The Celebration of the Flowers”. This song uses the language of the unconscious (something I became very fluent in as Jungian Psychology played an instrumental role in my healing) to summarize the entirety of my healing journey.  
  
The other three songs are a bit more mainstream and are good examples of my poppy but quirky sensibilities and arranging abilities.

Please contact me with any questions.

Sincerely,

Doug Johnson  
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