



Blastbeat Overview and Summary

Blastbeat Education (www.blastbeat.org) is a not for profit organisation that has developed and evolved an award winning, fun and exciting teen music and multimedia business project offered to high school students around the world that teaches social entrepreneurship in a cool way.

Our goal is to cultivate and unite globally the best young social entrepreneurs and change makers, to educate and support the next generation of young music & multimedia professionals and business leaders and to give them all the taste and ideal of giving back to their communities and the world.

Blastbeat has proved to be very successful internationally. The pedagogy is excellent, as is the power of Blastbeat to motivate and excite young people in the learning process.

Blastbeat delivers great results for all stakeholders from students & educators to sponsors & artists, it is universally acclaimed.

See testimonials on www.blastbeat.org/video and check out our connected youth social network www.blastbeat.tv

Blastbeat teaches social entrepreneurial / business skills through promoting young learners and musicians, finding, empowering and networking young leaders to become the best change makers. Blastbeat empowers our community and alumni to network and cooperate globally to help bring about the change that is necessary to ensure the viability and survival of civilization, as we know it. Blastbeat supports youth communities, their education and networking on a local and global level in alcohol, drug free yet cool environments both online and off line creating huge social capital that is replicable and self-sustaining in the process.

Blastbeat is building a global community of young people, change makers who create, learn, and share in a structured physical and digital environment, centered on the music & multi media businesses. Having fun and making some money! is really what interests most young people, this Blastbeat delivers and thus keeps them interested in learning through the Blastbeat program. Blastbeat accomplishes this via a combination of online and offline education tools and resources, a network of registered high schools, each with a requisite faculty sponsor, and local mentors of internationally respected artists and industry professionals as well as Blastbeat alumni.

The Blastbeat program teaches social responsibility by encouraging pro-active support of socially worthy causes of the student's choice. Blastbeat has been operating in schools for 5 years, and has been providing wider music events and festivals for teenagers in a safe, alcohol and drug free environment for 7 years. Blastbeat currently operates in schools across 15 cities, in 6 countries.

Primary focus to date has been on Ireland (North and South), South Africa (Western Cape) and the USA (New York, Los Angeles, San Francisco, San Jose, Chicago, Washington DC, Austin). We are now expanding our London UK pilot into more many schools in London funded and in cooperation with the Dept of children, Schools and Families. We intend to launch during this academic year into

100 schools in the UK in Manchester, the Black Country, Cardiff, Edinburgh and Liverpool. Blastbeat has run in Central Europe too in Slovakia and we have a pilot ready to go in Mumbai, India.

How does the schools program work?

During the academic year, Blastbeat teenagers organize themselves into Music & Multimedia Companies (MMCs), with each member of the company taking on a different job role such as: CEO, Sales and Marketing Manager, Event Manager, Talent Scout, Web Manager, Video Editor, Photographer, & Journalist, to name a few. The MMC's form their own "Record Label" and conduct a variety of activities to promote their company and organize successful Blastbeat event(s) for their own and surrounding schools. These activities include business planning, budgeting, sales and promotion (including merchandising and garnering substantial local press), logo/web design, and event management. The responsibility associated with running these events allows students to learn about the music and multimedia business, entrepreneurship, and business management. Their passion and knowledge of the teenage marketplace makes them not only powerful teen ambassadors, but also low-cost and efficient operating business units for Blastbeat and corporate sponsors. Each MMC finds the best bands and musicians in its local area, through Blastbeat's online social and creative networking platform, as well as via other social networking sites, schools and community contacts. In this respect, each MMC acts as a highly connected and motivated talent scout for Blastbeat. These bands then compete in a Battle of the Bands performing for their school and surrounding schools. At these events, industry professionals judge the acts, and the winners qualify to compete at regional, national, and, if successful, international levels. Prizes are awarded for winners at each step of the competition, with winners being chosen both for the category of best bands and the best MMCs.

Winning MMCs and other promising teen talent across all categories is brought into the Blastbeat youth community to mentor the next group of community recruits, organize "indie" music concerts, drive digital content creation, and potentially become employees of Blastbeat. All content is posted onto the Blastbeat social and creative networking site and is also spread by members to other social networks, blogs, and bulletin boards. Top bands are given the option to sign with Blastbeat Records and are promoted throughout Blastbeat's online and offline networks. Thousands of further emerging bands and musicians are identified along the way in communities throughout the worldwide Blastbeat network, with Blastbeat driving band support, promotion, and monetization activities for all of its discovered bands.

How does Blastbeat Deliver on its vision of finding & motivating young social entrepreneurs ?

We believe that the long-term solution to all the world problems starts with proper and good education of youth. A key component of the education process must be social responsibility and global consciousness. Blastbeat requires each of its youth MMCs to contribute at least 25% of their profits to various social entrepreneurial and other charitable projects that inspire responsible citizens and promote positive social change, engendering the support from local press, media, and educators. Various highlights of Blastbeat's social entrepreneurship included addressing youth education issues

and global warming issues. Each MMC is allowed to decide how it can best give something back to society as part of its overall business plan. A socially conscious youth community that is active in all facets of new media is invaluable to corporate brands, providing a gateway into the teen market. **In addition, MMCs attempt to make their live events carbon neutral, an effort that is supported by a teen in the role of “eco manager.” This CSR facet not only cultivates good values in the participating youth; it teaches them that in 2008, being socially responsible is good business.**

Global Youth Community – Online and Offline 2009/2010

The “offline” operating model is modular and easy to set-up anywhere there is a university or high school, providing unlimited market entry opportunities for both Blastbeat and a corporate sponsor. The valuable skill sets students learn as a result stimulate wide support by educational communities, parents, and teens alike. The program can be run by university students, young professionals as part of the Blastbeat team, or through a licensed franchisee. In this vein, Blastbeat has a unique physical distribution achieved through live acts, press, PR and “street teams.” Blastbeat will provide a powerful toolkit for driving the growth and success of the Blastbeat school program; this toolkit can be translatable to all musicians of all ages, yet another facet of the Blastbeat business that creates value.

Blastbeat bridges this offline network with an online and mobile social network, which will enable the company to monetize its assets. To complement its online community, Blastbeat is building widgets that can operate within a multitude of online social networks, music sites, band sites, etc., thus incurring viral growth, providing economies of scale, and establishing a network that provides sustainability and differentiation as a new age music and multimedia company. Furthermore, this online social & creative network brings together music creators and consumers, allowing teens to be truly involved in deciding, creating, producing and promoting their music, using the tools provided by the Blastbeat site.

Sponsorship/Partnership Opportunities

The Blastbeat program has been proven to attract global sponsors of the highest caliber. With a three-year contract with Coca-Cola in Ireland, a one year deal with Mr. Price (a top South African retailer), and deals in Central Europe, the Blastbeat program has demonstrated its appeal as a sponsorship and licensing model.

Blastbeat also has a strong Product Showcasing model, especially for music equipment vendors, mobile companies, multimedia companies and other products of a music, educational, or communications nature. In just very short time, Blastbeat has generated strong interest from some key potential sponsorship partners in the US and UK. Online advertising revenues as well as mobile and other product extensions will be developed, as Blastbeat becomes one of the pre-eminent teen brands worldwide.

Within the past 2 years Blastbeat has generated over €2.4 million in grants, revenues, including sponsorship revenues with Coca-Cola and Mr. Price (SA), licensing deals, ticket and music sales across its operating countries to support its efforts.

Blastbeat has proven it can be self-sustaining/self-funding and at the individual schools level and

intend to prove this self-sustaining model in every country we operate in within the next three years.

Blastbeat has had and acknowledges the kind support of Departments of Education and educationalists around the world, with financing from philanthropists like Declan Ryan (ex Ryanair), Social Enterprise Ireland, the Government of Ireland (through Enterprise Ireland) and sponsors such as Coca Cola. In the UK Blastbeat Education is now working and funded through the Dept of children, Schools and Families

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