



TRANS4MATION
records

Artist Development Program

About Trans4mation Records

Trans4mation Records is a music production, recording, and management company founded in 2006. In 2011, we entered into a joint venture with Universal Music Group to provide logistical support, manufacturing, and distribution of music projects in the US and overseas. Our mission is to support artists in contemporary pop, singer songwriter, and urban genres of music with a clear message to promote the gospel of Jesus Christ. We are seeking talent and partnerships to join us on our journey as we expand, grow, and reach out to hearts and minds worldwide.

Vision Statement: Trans4mation Records will aspire for excellence in every area to be a role model for entertainment nationally and overseas. We will also strive to remain a ministry that impacts families for generations to come by continuing to create music and entertainment that is competitive in every way with our mainstream counterparts.

Values: Trans4mation Records believes that the Bible is the final authority for all aspects of the Christian life. Through the teaching and application of Scripture, our artists and leadership must be morally sound in their personal lives, firmly grounded in their faith and dynamically equipped to serve.

Goals: This ministry seeks to promote its talent roster through recording and live performance opportunities. In addition Trans4mation Records seeks to develop new artists and worship pastors to incorporate a wide spectrum of musical influence to reach the generations of millennials and post millennials to community with Christ. Through our efforts in recording and artist development Trans4mation Records seeks to become a major contributor to the Christian pop and urban music market.

Strategy: Trans4mation records will leverage our distribution deal with Universal Music Group to reach a worldwide audience. With the help of investors, sponsors and supporters of the label, we will take advantage of the unique ability of mobile devices by launching our own iOS and Android app. Furthermore we will focus on quality in message and content to provide the best live and recorded entertainment for fans of all ages.



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Trans4mation Records Artistic Vision

Our focus for each artist, is to teach the skills to be a successful entertainer and collaborator. We work on developing their technique as a songwriter, casting a vision for who they are as a brand. We encourage artists to keep working with their own current partners and producers while also using our resources and relationships to give top quality production and hit songs that showcase their talent and voice.

We want to collaborate on records that break boundaries and would fit as easily on a mainstream contemporary hit radio station, as well as a Christian music station. Our key to this strategy is with Jay Escobar who will be Executive Producer of upcoming Trans4mation Records releases. He brings with him a number of longtime writer/collaborators including Grammy Award Winners Printz Board, and Dan Wilson. Printz Board is the former musical director for the Black Eyed Peas and writer of "Where Is The Love" among the many other songs he's written for the biggest names in music. As a songwriter, producer artist, and musician, Printz has collaborated with Justin Timberlake, Michael Jackson, Busta Rhymes, Chris Brown, Dr. Dre, Fergie, Selena Gomez and Katy Perry just to name a few. Dan Wilson is a longtime performer and songwriter who recently co-wrote, produced and performed the piano on the hit single "Someone Like You" by Adele which held the No. 1 position for 5 weeks in the U.S. and has remained in the Top 20 of the Billboard Hot 100 for months.

Those are just a few of the talented team that will be working side by side with Trans4mation Records artist roster. Because of the strength of our team and our leadership, we have a core group of investors who provide corporate capital support to our flagship artists. In addition, our heart for ministry opportunities and outreach are supported by generous donations and gifts to our separate 501(c)(3) organization.

Trans4mation Records also provides booking and management services to our artists to ensure that they are provided opportunities to meet the public and connect with new people on a regular basis. Our booking assistance focuses on intimate and mid-size events that help promote our artists as they prepare for their path toward headlining larger stages.



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Partnership Benefits

- A professional, talented team of relevant Christian recording and performing artists representing a shared vision of reaching young people and encouraging them to engage in a meaningful relationship with Jesus.
- One of a kind artist development, coaching, and discipleship for those seeking to grow in their roles as worship pastors, musicians, singers, and potential recording artists.
- Multigenerational, multicultural, outreach. Trans4mation Records represents the best in pop, EDM, hip-hop, R&B, and singer-songwriter music to appeal to the hearts and minds of a diverse generation. We want to gather people of all backgrounds together through great music and worship.
- Experienced leadership and technical know how in music production, performance and artistry. Trans4mation has a team of individuals who have worked in all levels of the music industry as performers and technical staff. Our leaders have practiced and taught vocal coaching, production and recording, dance, and performance, and can share that expertise with the church community.
- Ongoing access to professional recording facilities and staff. Trans4mation records owns and operates our own production and vocal recording studio in St. Paul, MN. Our studio utilizes high quality recording gear and software such as ProTools 10, ProTools HDX, Propellerhead Reason, Ableton Live, Traktor, Reaper, and more.
- Connections at major christian music events. Trans4mation Records is an active participant in the national Christian music industry. Our passion is to engage the community worldwide in keeping Christian entertainment relevant and engaging. We are also making plans for touring opportunities.

Trans4mation Records events, artists, and content are family focused and the purpose being to bring the message of Jesus Christ and family values to our audience. Our events are continually drawing larger numbers of attendance!



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Artist Development Program

About Our Artist Development/Training

Beginning in 2014, Trans4mation Records will be selecting 4-6 singers, songwriters, and performers with unique talent and qualities to join our label and learn the core competencies of a nationally recognized recording artist.

Through a partnership with nationally recognized A&R Consultants, [FAME Artist Development](#) and our local 2000+ attendance home church, [Substance Church](#) has partnered to create a unique experience for musically talented individuals seeking to pursue a career in music ministry. The artist development program includes an initial consultation, lessons and training over 16 weeks of study and training. At the end of the first 12 weeks that artist will have the opportunity to have 5 songs fully recorded and mixed, YouTube videos, social media setups, a featured web-page designed on our site, digital music distribution, booking for live performances, media training to handle interviews, professional photos, and graphic design.

Well we think of you as an individual, with individual development needs. We also waste no time in opening up any opportunities we can for you to develop in the real world. Think of our artist development program as a training school for your career, in which you will have an album written with you, you can have a team of professionals working around you from stylists, producers, songwriters, performing artists and you will experience the buzz and excitement that many of our artists have.

You will be trained vocally and you will receive performance lessons. Your musical style will be explored and an EP of songs will be written and recorded with you. You may do music videos, you will do social videos and learn how to build your fan-base as you will then start to do live performances and build your confidence as an artist. This is an intensive training program based out of our Minneapolis/St. Paul headquarters. You can expect to be working with us at least 5 times per week. This time will vary because we can't predict recording sessions, and performance opportunities etc. In addition, you will be serving and fellowshiping with a dynamic group of young passionate people who desire to spread the gospel.

Artist Development is done in two consecutive sessions with ongoing work toward a recorded demo/EP that showcases the best of what the artist has to offer recorded, mixed, and mastered with professional quality.



About Our Artist Development/Training (cont'd.)

<p>Curriculum 1</p> <ol style="list-style-type: none"> 1. Identifying your Market 2. Songwriting, Editing, and Arrangement 3. Vocal Coaching (Breath, Technique Expanding Range) 4. Stage Performance & Presence 5. Leading Worship 6. Artistry Awareness & Brand Development 7. Social Networking Promotions 	<p>Curriculum 2</p> <ol style="list-style-type: none"> 8. Displaying Ethics and Morality in your Life and Lyrics 9. Beyond Worship (Contemporary Music as a Ministry) 10. Media Training 11. Music industry Networking 12. Basics of Recording, Production, and Post-Production 13. Basics of Master Quality Listening 14. Basics of Artist Branding and Marketing
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(Ongoing)

Pre-Production of your original release

Recording of your original release

Post-Production/Mixing of your original release

Visual Media Preparation of your original release

Live Performances with Touring Artist Roster

Under our agreement with Universal Music Group, we are given the opportunity to place 2 new artists each year into a national platform including national distribution and support. We see our artist development program as a deal can lead to a full recording contract with national distribution by showcasing the talent and opportunity of those artists in whom we truly believe. As we work through the process of development, based upon the overall viability of the artist, and the recommendations of Universal Music Group, our internal staff, partners and advisors, the record company will decide whether or not it wishes to sign the artist to a full recording contract. Trans4mation Records retains a right of first refusal, with any artist whom we provide artist development services. Upon completion of a demo or EP, we have sixty days to decide whether we want to sign the artist. If the artist is offered a deal from a competing label, we also have the right to match that deal and retain the release rights of the artist. The value of the artist development provided places each artist in a better position even if no deal is offered at the end of artist development.

Including lodging, it costs \$635/week to provide artist development, recording, and production services with our staff and partners for each artist in residency. In addition, we recommend the artist also have approximately \$200 each week for additional food, expenses, and incidentals while staying in Minneapolis/St. Paul. It is our goal to make sure that the artist development experience is attainable for anyone who we feel has the potential. Trans4mation Records works diligently with the selected individuals to help secure grants, financial aid, and fundraising resources to assist artists and their families handle the associated expenses.



Artist Roster and Organizational Summary



Marcus Montana, known as TRU-SERVA to his music audience, is a passionate man whose mission is to help others find true life. TRU felt a calling to use his talent of hip-hop to help change lives. From a young age, hip-hop influenced his style, language and attitude and it felt natural to use this genre of music and way of life to help reach people. Through his rap lyrics, he portrays a powerful message of the cross and of a positive change. A strong vision for connection is what this musician strives to accomplish each and everyday. TRU aims to make a connection between the streets and the church, saying "The walls of the church need to fall down and people need to get out of their seats and go out." He also wants to see the connection between generations, where he can speak to both kids and adults. Marcus Montana founded the

Trans4mation Records in 2006. Mr. Montana is currently the CEO & President of Trans4mation Records. He has more than 10 years of experience in the recording industry. The CEO has overall responsibility for creating, planning, implementing, and integrating the strategic direction of the Trans4mation Records. The CEO makes certain that the company's staff maintains constant awareness of both the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards.

Dawna Johnson studied music performance at North Central University in Minneapolis, Minnesota. With a step of faith, Dawna is now embarking on a new journey with her music. Having a heart after God and a mission for people, Dawna is reaching out in faith and hoping everyone will answer the call to "Love Like That."

"I don't want anyone to be the same after hearing my music. I want everyone to experience the revelations God has produced in my life." Dawna Johnson currently serves as a worship leader and Young Adults Coordinator with her husband at Crossroads Church in Burnsville, MN. In 2008 she co-founded The Divas Project, an annual outreach program that collaborates with different organizations that specialize in mentoring, encouraging, and restoring women from a variety of circumstances. With a powerful anointing and urgent call on her life, Dawna is eager to step outside the walls of the church and spread her

message on a larger scale to the world.

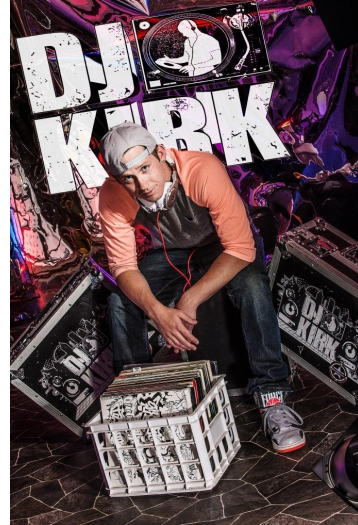


JP Roquet's musical journey began as a young boy. He was born into a family of musicians. Like so many other pop artists, he was brought up singing in church, where he also learned to play the guitar, piano, and drums. With supernatural rhythm and a love of pop music JP fell in love with dancing and performance. He began to seek out local break-dancers, dance instructors, videos, and anyone who could help him improve. Eventually, JP was signed as a professional dancer /model. This experience led him to seek greater professional opportunities in Los Angeles. After a few years as a backup dancer and part time

model, JP took his experience and applied it to God's journey. Settling back with experience, and a greater determination than ever to pursue his dreams. He opened his own dance studio, Chozen Studios, and continued to set his sites high. His forth-coming album is the result of years of passion, dedication, and faith. This new album speaks to everyone. It's brimming with heart pumping anthems of perseverance, hope, and faith.

As a touring performing artist and event host, DJ Kirk loves to have fun, take chances and create an atmosphere that generates the ability for others to create memories, have fun and party with a spirit of positivity.

DJ Kirk hails from beautiful Montana. Kirk got his start working as a DJ in nightclubs, and as an on-air talent at Hot 97.5 Radio in Bismarck, ND. He was quickly recognized for his production, improvisation, live remixes, and high energy. Although he was emerging to become one of the leading DJ's in the Midwest, Kirk felt a calling to minister with his music and testimony, and left the bar scene to DJ full time for Christian recording artists and events. Blending hot music with God's word, DJ Kirk emerged as one the leading Christian event DJ's in the US. In 2014 he signed an exclusive deal with Trans4mation Records to release digital mix-tapes featuring some of the hottest talent in Christian music. Currently DJ Kirk is available to DJ and host live events year-round.



Executive Vice President - Jay Escobar



For over fifteen years, Jay Escobar has been writing, recording and working with talent in all genres of music from Country to Dance. As a record producer, Jay has earned a reputation for developing talent and preparing artists for a career in the major label industry Originally from Lancaster, PA, Jay pursued his love of music, by forming bands and recording while studying music theory, history and composition throughout high school and beyond with the young artist program at Curtis Institute of Music in Philadelphia. Following his studies Jay relocated to Minneapolis, MN where he worked with a variety of music clientele songwriting, composing and producing music of all genres, while gaining experience in business by managing the office and operations of a recording studio in Saint Paul, MN. His experience as a producer

and professional lead him to working as an A&R professional contracted with Warner/Chappell Music, Inc. a music publishing company, and a division of the Warner Music Group.

Jay took a stand for his faith in 2007, and broke free from a financially lucrative writing and performance contract, to pursue his relationship with Christ. That year, Jay utilized his love for music production, along with his business skills and co-founded Foreign Affairs Media, which has gained over 300 credits on commercial releases, television shows and motion pictures. Foreign Affairs Media Enterprises, Inc. (FAME) expanded and continues to have success as a nationally recognized independent A&R company.

In 2014, Jay stepped down from his full time role at FAME, to become Executive Vice President of Trans4mation Records. Reporting to President/CEO Marcus Montana, Mr. Escobar heads the Artist Development Program and works closely with artists, as well as the business and street teams in maximizing commercial and strategic opportunities for booking and promotion, establishing new revenue streams, forming alliances with third parties and overseeing a variety of the company's special projects.



The Advantages of being an “indie” record label

We Care About Your Music: Indie labels generally have the freedom to work with whomever they like. There isn't the pressure that there is at major labels to sacrifice your tastes in favor of seeking out success, so when you get signed to an indie label, in almost every instance it is because the label is a big fan of you. That means that we'll be working extra hard for you because we believe in what you're doing. We want to help you do it better. We are not going to force our artists into a persona or music genre that doesn't meet their own desires.

Close Working Relationships: Because indie labels have smaller staffs and smaller rosters, it's easier for musicians to develop a close relationship with the people working on their record. Just like the majors, We have Grammy award winning and Grammy nominated collaborators on our creative teams. Our teams just work a lot more like family and build relationships that are deep and lasting.

Artist Friendly Deals: Some larger indie labels have relatively complex contracts, but Trans4mation has a basic profit split agreement. Most importantly we don't lock artists into long term, multi album contracts. We hope to be a long term partner but we understand and hope that our artists have the opportunity to be a worldwide success, even if that means on a major label in the future.

Equal Distribution Channels: Some larger indie labels have relatively complex contracts, but Trans4mation has a basic profit split agreement. Most importantly we don't lock artists into long term, multi album contracts. We hope to be a long term partner but we understand and hope that our artists have the opportunity to be a worldwide success, even if that means on a major label in the future.

Fiduciary Responsibility: Because we are not a major label with millions to throw around, we have to make timely deals that are focused on getting wide exposure for the artist, and getting the money back to our investors. This means all of our full recording contracts are focused on full length releases with the timeline and opportunity for ROI. It wouldn't make financial, creative or business sense for us to dedicate our time and effort into an artist on a “wait and see” basis. We want you to be busy making music, performing, and getting to know the public, that means creating something they can connect to. If another party wants to pick up the work that we do here at Trans4mation Records, great! We would love to partner with them work out the details and give you the best opportunity for success.

Heart: We have a passion for getting the heart of God into mainstream society. Although we make music that is outside of the bounds of what has been known as “Christian” music, Trans4mation has a clear and precise vision to take the gifts and talents that God has given our recording artists and to them to equip them to use their gifts to inspire and encourage the world. We purpose to offer our artist roster and their families an atmosphere of honesty, integrity, and loyalty. We utilize our foundational beliefs in Christ to honor and respect those whom God has entrusted to us by offering them much more than a record deal. We seek to discipleship and accountability to those who will disciple the future generations.