



ONE BIG FRIEND

The Artist-Owned Creative Sanctuary

A real place. A real community.
Built for the artists who make the music.

“Music isn’t a category — it’s a current running through everything.”

It began as a belief, not a business plan.

Music is connection made audible. The people who make it deserve more than a payout — they deserve a home.

One Big Friend began with a simple observation: the industry has never built a true home for the people who make the music — a real place where artists create, rest, perform, and belong, surrounded by a community that shows up for them.

So we are building it. A sanctuary, a membership, and a culture — designed around human connection first, with technology only where it serves that connection.

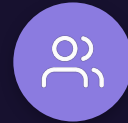
“This is not just a business — it is a correction.”

— The One Big Friend Treasure Map



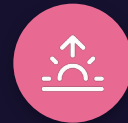
Artists deserve a home

A real place to create, rest, and belong — not another feed to feed.



Fans deserve to be inside

Participation in culture, not just consumption of it.



Culture deserves care

When creators are supported, culture improves. When culture improves, people thrive.

THE HUMAN COST

The industry optimized for streams — and lost the humans.

Recorded music has never been bigger — and working artists have never felt smaller. They perform for algorithms, tour at a loss, and go home to inboxes instead of communities.

The economics are broken. But the deeper break is human: no place of their own, no room to rest, and no people at their backs.

The result is an industry rich in music — and poor in belonging.

*What's missing isn't another app.
It's a place — and a people.*

90%

of artists earn less than \$1,000 a year from streaming

12–16%

typical artist share of revenue — after deductions

\$0.004

average payout per stream (\$0.003–\$0.005)

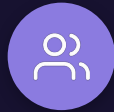
THE ANSWER

A creative sanctuary — real place, real community.



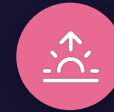
A Physical Home

A 10-acre creative campus outside Austin — studios, stages, lodging, gardens, and wellness under one sky.



Community First

An invited, values-aligned collective of artists who show up for each other, on and off stage.



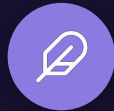
Retreats & Residencies

Writing retreats, recording residencies, and VIP fan experiences that bring art and audience together.



Stages & Studios

Pro recording studios, co-writing rooms, live performance spaces, and on-campus festival infrastructure.



Rest & Wellness

Gardens, healing spaces, and the kind of quiet that lets a creative career actually last.



Powered by Ekho

Our technology partner for fan-direct monetization and fair payouts — so One Big Friend stays human.

Not a label. Not a platform. A creative civilization.

THE PRINCIPLES

How One Big Friend stays One Big Friend.

The rules of the house — written before the house is built.



No Bad Vibes. Period.

Partners, investors, employees, and artists must love the mission — no exceptions.



Fairness First. Always.

Incentives aligned between artists and fans, in every product and every deal.



Radical Transparency

Open economics, open governance, open incentives — nothing hidden, nothing opaque.



Humans Over Algorithms

People curate, welcome, and decide here. Technology serves; it never leads.



Community Over Corporations

Built with members and owned by the mission — never captive to extractive capital.



No Selling Out

No hostage capital. No extractive deals. Long-term impact over short-term gains.

If it compromises the mission, it doesn't belong — no exceptions.

THE PLACE

The Austin Sanctuary

A 10-acre creative campus outside Austin — a home for the soul of music.



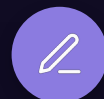
Recording Studios

Multiple world-class rooms



Retreat Lodging

On-site housing for residencies



Co-Writing Rooms

For songwriters & producers



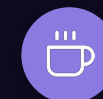
Gardens & Wellness

Space to rest, reset, create



Live Performance

Indoor stage + amphitheater



Community Gathering

Dining, fire pits, shared tables

“A sanctuary for the soul of music — where artists feel safe, supported, and creatively alive.”

Arrive. Create. Perform. Grow. Return.

1



ARRIVE

Writing Retreats

Curated multi-day retreats bring artists to the sanctuary to write, collaborate, and reset.

2



CREATE

Recording Residencies

Week- and month-long residencies in world-class studios with peers and mentors.

3



PERFORM

On-Campus Festivals

Live shows, VIP fan retreats, and recorded sets broadcast to the global OBF community.

4



GROW

Career Acceleration

Training, mentorship, and monetization through the Ekho platform partnership.



Artists arrive, create, perform, grow — and return. A durable creative career, built inside a community that has their back.

Membership — fans don't just watch. They belong.

BRONZE

\$10 /mo

- Ad-free streaming
- Exclusive content access
- Community forums
- Monthly artist spotlight

SILVER

\$20 /mo

- All Bronze benefits
- Behind-the-scenes access
- Artist podcasts & shows
- Early release access

GOLD

\$50 /mo

- All Silver benefits
- Live virtual events
- Masterclasses & lessons
- Exclusive meet & greets

PLATINUM

\$100 /mo

- All Gold benefits
- Profit-sharing upside
- VIP sanctuary access
- Direct artist connection

A membership here isn't a subscription — it's participation in a creative economy.

Powered by Ekho — so One Big Friend stays human.



ONE BIG FRIEND

The place, the people, the culture.

- 10-acre creative sanctuary in Austin, TX
- Recording studios, stages, and lodging
- Artist retreats, residencies, and festivals
- Curated membership community
- Real-world artist development & mentorship

EKHO

The platform, the tools, the economics.

- Fan-direct monetization & fair-pay streaming
- Transparent, on-chain royalty accounting
- Superfan patronage and ownership tools
- Discovery, licensing, and distribution rails
- Global scale — built for independent artists



Two ventures. One aligned mission. One Big Friend cultivates the artists, music, and stories. Ekho — an independent company led by CEO Michael Jelen — provides the fair, global engine to reach fans and get paid. OBF stays human; Ekho scales the economics.

THE MODEL

Strong, scalable, community-driven growth.

Recurring membership plus residency & event revenue, scaling with sanctuary capacity.

5-Year Highlights

- 100,000+ members by Year 1
- EBITDA positive in Year 1
- Revenue grows \$28.3M → \$143.4M
- EBITDA expands \$8.5M → \$43M
- High-margin recurring revenue model
- Deep fan participation through OBF + Ekho

Total Revenue & EBITDA (\$ millions)



THE PEOPLE

Founded by an artist. Powered by a partner.



FOUNDER & CEO

Rhonda LaRoy

Lifelong singer, songwriter, and dancer whose voice has topped charts worldwide — and a lifelong advocate for artists and the rights they're still fighting for.



Global hits — “Sunday Morning” (as LaRoy — breakout hit), “Party Up” (Powersound), “Feel The Beat” (Rhythm and Dance Machine), “Deep In Love” (Rhonda LaRoy)



25+ major festivals — performed for audiences of 50,000+ worldwide



Lifelong artist advocate — a career fighting for artist rights and fair compensation



TECHNOLOGY PARTNER

Michael Jelen

CEO of Ekho — the fair-pay platform partner that powers OBF's digital economy.



CEO of Ekho — building the artist-first platform for fair-pay streaming, royalties, and fan-direct economics



Forbes 40 Under 40 — technology visionary in creator economies and decentralized ownership



Deep platform experience — expert in streaming, Web3, and community-powered media

THE INVITATION

\$5M brings it to life.

Launch the global artist community and build the first creative sanctuary in Austin.

A home for the artists who make the music.

We're gathering \$5 million in support to launch One Big Friend — a global artist community and a physical creative home in the Austin area.

Studios, stages, lodging, gardens, and wellness spaces — designed for artist retreats, recording residencies, on-campus festivals, and fan experiences.

Monetization and reach are delivered through our technology partnership with Ekho, so OBF can stay focused on people, place, and culture.

C O N T A C T hello@rhondalaroy.us · michael@ekho.music

USE OF FUNDS

● Land & Campus Buildout **\$2.5M · 50%**

Acquire land outside Austin; build studios, stages, and lodging

● Artist Residency Program **\$1.0M · 20%**

Fund first cohorts, retreat production, artist support

● Community & Membership **\$0.75M · 15%**

Onboarding, events, founding member experiences

● Core Team **\$0.5M · 10%**

Lean, high-impact hires across operations and creative

● Launch Productions **\$0.25M · 5%**

Initial recordings, films, and storytelling

Join us. Help build the first real home for the artists who make the music.



ONE BIG FRIEND

Thank you.

A sanctuary for creators.

A home for community.

A blueprint for the future of music.

onebigfriend.com

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