



# 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.”*



# The Music Industry Is Broken

*Artists create the magic — and almost none of the money flows back to them.*

**90%**

of artists earn  
less than \$1,000/yr  
from streaming

**70%+**

of global recorded  
revenue captured by  
the three majors

**12-16%**

typical artist share  
of revenue — after  
deductions

## What's really going on:

- Spotify payouts average \$0.003–\$0.005 per stream
- Royalty statements are opaque, delayed, and difficult to audit
- Artists are disconnected from the fans who love them
- The live and retreat economy is fragmented and expensive to access

“

*Artists shouldn't survive the system.  
They should thrive because of it.*



# A Massive Market

Music touches almost every dollar of entertainment — live, recorded, and everywhere in between.

## Measured Music Market (2023)

**\$250B**

Live Events

*Projected \$775B by 2035*

**\$28.6B**

Recorded Music

*Global streaming + sales*

**~\$70B**

Education & Instruments

*Lessons, gear, software*

**~\$10B**

Music Publishing

*Songwriting royalties*

## Music Powers Nearly All Entertainment



*“If you zoom out far enough, music touches trillions of dollars of economic activity — but almost none of that flows back to the people who create it.”*



# Our Solution: A Creative Sanctuary

*A real place and a real community where artists write, record, perform, rest, and build careers together.*



01

## A Physical Home

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



02

## Community First

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



03

## Retreats & Residencies

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



04

## Stages & Studios

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



05

## Rest & Wellness

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



06

## Powered by Ekho

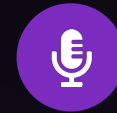
Partnered with Ekho for fan-direct monetization, fair payouts, and the tech layer — so OBF stays human.

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



# The Austin Sanctuary

*A home for the soul of music.*



## Recording Studios

Multiple world-class rooms



## Co-Writing Rooms

For songwriters & producers



## Live Performance Areas

Indoor stage + amphitheater



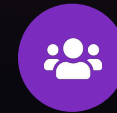
## Retreat Lodging

On-site housing for residencies



## Gardens & Wellness

Space to rest, reset, create



## Community Gathering

Dining, fire pits, shared tables

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



# The Artist Experience

*A full arc of creative life — from first draft to festival stage.*

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 — A New Kind of Fan Club

Four tiers of participation. Higher tiers unlock deeper access, ownership, and a seat at the table.

 <b>BRONZE</b>	 <b>SILVER</b>	 <b>GOLD</b>	 <b>PLATINUM</b>
<b>\$10</b> /mo	<b>\$20</b> /mo	<b>\$50</b> /mo	<b>\$100</b> /mo
<ul style="list-style-type: none"><li>✓ Ad-free streaming</li><li>✓ Exclusive content access</li><li>✓ Community forums</li><li>✓ Monthly artist spotlight</li></ul>	<ul style="list-style-type: none"><li>✓ All Bronze benefits</li><li>✓ Behind-the-scenes access</li><li>✓ Artist podcasts &amp; shows</li><li>✓ Early release access</li></ul>	<ul style="list-style-type: none"><li>✓ All Silver benefits</li><li>✓ Live virtual events</li><li>✓ Masterclasses &amp; lessons</li><li>✓ Exclusive meet &amp; greets</li></ul>	<ul style="list-style-type: none"><li>✓ All Gold benefits</li><li>✓ Profit-sharing upside</li><li>✓ VIP sanctuary access</li><li>✓ Direct artist connection</li></ul>

*Your membership isn't a subscription — it's participation in a creative economy.*



# Powered by Ekho

*The technology layer that lets One Big Friend stay focused on people and place.*



## 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



### **A natural symbiosis**

OBF cultivates the artists, music, and stories. Ekho gives them a fair, global engine to reach fans and get paid. OBF stays human; Ekho scales the economics.



# Strong, Scalable, Community-Driven Growth

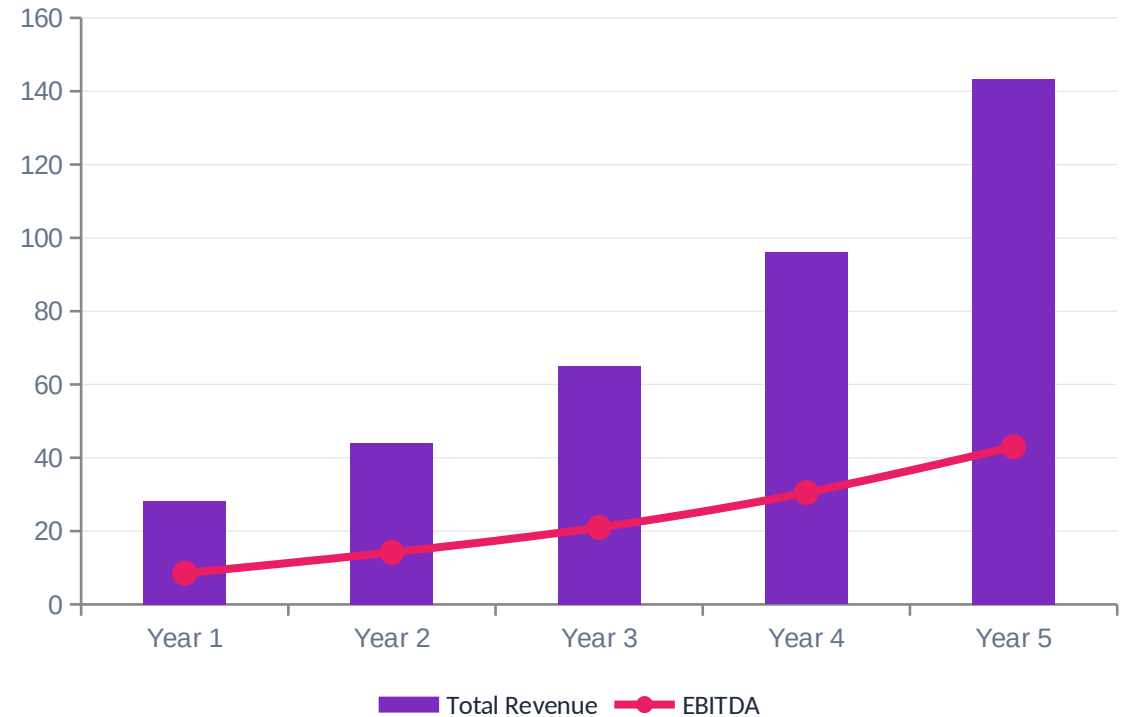
Recurring membership + residency & event revenue, scaling with sanctuary capacity.

## 5-Year Highlights

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

## Total Revenue & EBITDA

(\$ millions)





# Founders with a Shared Mission

Heart + architecture. Art + technology. Spirit + system.



Founder & CEO

## Rhonda LaRoy

*Lifelong singer, songwriter, and dancer whose voice has topped charts worldwide. 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



Founding Partner

## Michael Jelen

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

- ★ **CEO of Ekho** — Building the artist-owned 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



# \$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.

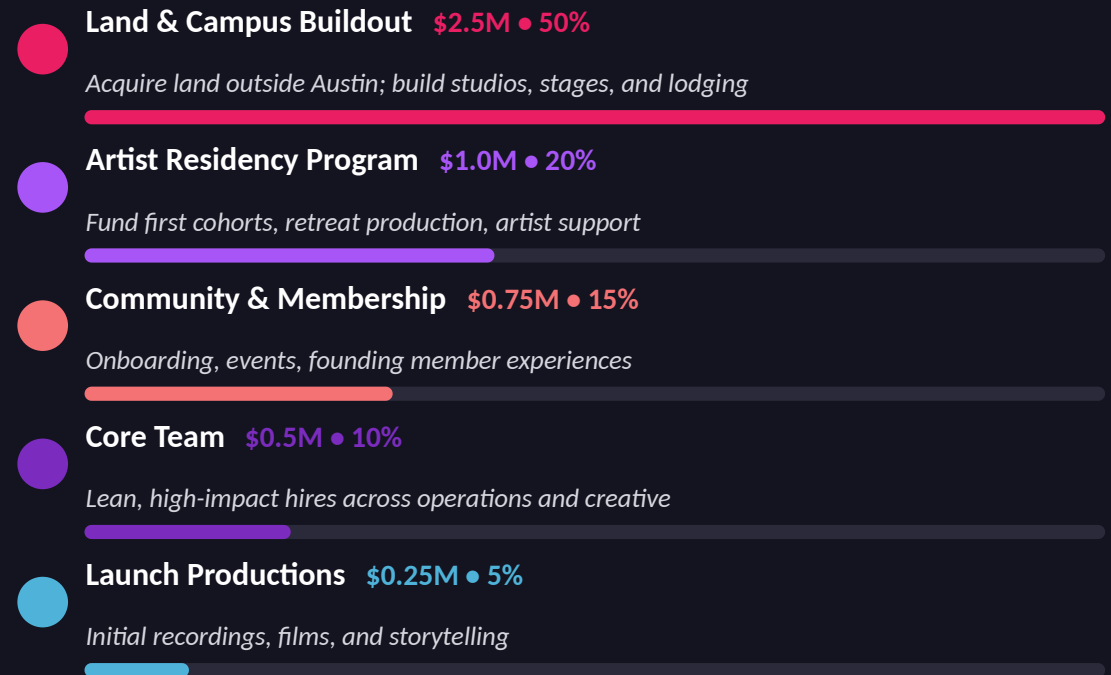
Studios, stages, lodging, gardens, and wellness spaces — designed for artist retreats, recording residencies, on-campus festivals, and fan experiences.

Monetization and reach are delivered through our partnership with [Ekho](#), so OBF can stay focused on people, place, and culture.

### Contact

[hello@rhondalaroy.us](mailto:hello@rhondalaroy.us)  
[michael@ekho.music](mailto:michael@ekho.music)

## Use of Funds



*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.