STEVE UMCULO



THE JOURNEY BEGINS











SELF SUSTAINING ORIGINAL MUSICIAN

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WHAT DO WE NEED? MUSIC IDENTITY ______ PROMOTION



"Steve Umculo's music pays tribute to the tasty harmonies of folk-rock and groovy rhythms of Africa."

RHYTHMIC

ENERGETIC

MUSIC CREATIVE PROCESS





MUSIC

SONGWRITING

1ST ATTEMPT 16 SEPTEMBER 2016 "LORD HELP US" PHASE

2ND ATTEMPT 22 SEPTEMBER 2016 "YEAH, OKAY" PHASE

BAND RUN 10 OCTOBER 2016 "GETTING THERE" PHASE

FINAL RECORDING 1 JUNE 2017 "NOW WE'RE TALKING" PHASE

smarturl.it/SUAnswer

Why "Steve Umculo"?



What does Steve Umculo mean?

"Umculo" Xhosa/Zulu = Music



Un culo Spanish



IDENTITY Who is STEVF UMCULO

IDENTITY

- Music gives me purpose and belonging.
- Music makes me happy.
- Music breeds positivity in an otherwise negative world.
- Music means community and togetherness.
- Music is a powerful mean of communication, particularly for emotions.
- Music is a dance immobiliser.
- When you listen to good music and dance you feel better.
- I look for music that is genuine, that comes from an artist that is creating music because he/she loves music.
- Music is real to me, more real than some people.

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IDENTITY LOGO









DENTITY BRANDING



FINAL BRANDING









Pantana 803C C DE M dE Y 97E K DE R 255% G 233EB 99% MEX #fs800



Pantana 802C -C-675, M-05, ¥995, K-05, R-005, G-2135, B-665, HEX #36-62,

Pantane Black C 0% M 0% Y 0% K 100% R 29% G 29% B 27% HEX #16565

















PROMOTION LIVE PERFORMANCE













PROMOTION PHOTOS

















PROMOTION VISUALS













PROMOTION RADIO











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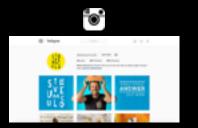






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SOCIAL MEDIA









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A BADASS PORTFOLIO



SELF SUSTAINING ORIGINAL MUSICIAN

THE ROAD AHEAD



ONLINE COURSE: MAKING MONEY IN MUSIC

PUBLISHING

RECORD DEAL





SYNCH

CROWDFUNDING

DIGITAL DISTRIBUTIONTOURINVESTORSLICENSINGFESTIVALSSONGWRITINGSPONSORSHIPSONLINE MONETISATION

<u>BUILD A TEAM</u>

MANAGERLIVE AGENTLAWYERPROMOTERPUBLISHERRECORD LABELSYNCH AGENTPUBLICIST

THE GRAND FINALE

