



AFRICA ISSA VIBE PRESENTS

HOTTRAK STUDIOS MUSIC SCHOOL

1. ABOUT US



ESTABLISHED IN BRUSSELS, BELGIUM, IN 2012, HOTTRAK ENTERTAINMENT IS A DYNAMIC MUSIC PRODUCTION COMPANY FOUNDED BY ASAIAH WALA—AN ACCOMPLISHED MUSIC PRODUCER, DEEJAY, AND ENTREPRENEUR BORN IN LIKASI, R.D.CONGO, ON JULY 20TH, 1981.

ASAIAH'S JOURNEY IN MUSIC BEGAN AT THE AGE OF 16, STARTING WITH A LOCAL CHOIR IN BRUSSELS AND LATER COLLABORATING WITH A GOSPEL RAP GROUP NAMED "NOUVELLE ALLIANCE." DESPITE FACING PERSONAL CHALLENGES, INCLUDING THE LOSS OF BOTH PARENTS IN 1993, EDUCATION REMAINED A CORNERSTONE OF ASAIAH'S CHILDHOOD. HIS FATHER, A CIVIL ENGINEER IN R.D.CONGO, INSTILLED IN HIM THE IMPORTANCE OF LEARNING.

AT 20, AFTER A YEAR IN MARKETING, ASAIAH PURSUED HIS PASSION BY ATTENDING THE RENOWNED S.A.E (SCHOOL OF AUDIO ENGINEER) IN BRUSSELS. BY 24, HE TOOK THE LEAP AND LAUNCHED HIS OWN STUDIO, INITIALLY KNOWN AS INDIE STUDIO BXL AND NOW RECOGNIZED AS HOTTRAK STUDIOS. HIS TALENT GARNERED ATTENTION INTERNATIONALLY, LEADING TO A PUBLISHING DEAL WITH HIT TRACKERZ AND SONY BMG PUBLISHING IN FRANCE.

OVER THE YEARS, ASAIAH HAS COLLABORATED WITH A-LIST ARTISTS WORLDWIDE, SHOWCASING HIS EXPERTISE WITH WIZ KHALIFA, J. COLE, TYGA, AND MANY OTHERS. SIMULTANEOUSLY, HIS RECORDING STUDIO, NOW OFFERING VARIOUS SERVICES, HAS PLAYED A PIVOTAL ROLE IN SHAPING THE CAREERS OF RISING STARS.





RESPONDING TO A GROWING DEMAND, HOTTRAK STUDIOS EXPANDED ITS OFFERINGS TO INCLUDE MASTERCLASSES AND FORMATIONS, BOTH ONLINE AND IN-PERSON. IN 2013, A SIGNIFICANT MILESTONE WAS ACHIEVED WITH THE SIGNING OF AN ARTIST RELATIONS AGREEMENT WITH FRUITY LOOPS, LEADING TO THE DEVELOPMENT OF SOUND PACKS. IN 2023, A 10-YEAR DISTRIBUTION DEAL WITH BELIEVE MUSIC FRANCE MARKED A STRATEGIC MOVE TO ENHANCE OUR ARTISTS' VISIBILITY ON DIGITAL STREAMING PLATFORMS.

OUR JOURNEY HAS UNCOVERED A CRUCIAL GAP IN THE MUSIC INDUSTRY: THE LACK OF KNOWLEDGE HINDERING TALENTED ARTISTS FROM REALISING THEIR FULL POTENTIAL. MOTIVATED BY OUR SUCCESSFUL MASTERCLASSES, WE EMBARKED ON A BOLD CHALLENGE—TO CREATE THE MOST SIGNIFICANT MUSIC SCHOOL, SHAPING THE NEXT GENERATION OF ARTISTS AND MUSIC ENTREPRENEURS.

AFRICA, A CONTINENT TEEMING WITH RAW TALENT, HOLDS THE PROMISE OF TAPPING INTO THE \$30 BILLION MUSIC INDUSTRY. INSPIRED BY THE SUCCESS OF THE LATIN MUSIC INDUSTRY, VALUED AT APPROXIMATELY \$630 MILLION, WE AIM TO NURTURE AFRICA'S RICH MUSICAL HERITAGE. HOTTRAK ENTERTAINMENT IS ON A MISSION TO CULTIVATE THE GROWTH OF THE MUSIC INDUSTRY, ENSURING IT BECOMES A THRIVING SOURCE OF REVENUE FOR OUR CONTINENT.

2. MISSION & VISION



AT THE CULMINATION OF OUR PROGRAM, OUR STUDENTS WILL EMERGE AS WELL-ROUNDED MUSICIANS AND MUSIC ENTREPRENEURS, EQUIPPED WITH A DIVERSE SKILL SET AND DEEP UNDERSTANDING OF THE MUSIC INDUSTRY. OUR CURRICULUM IS METICULOUSLY DESIGNED TO FOSTER EXCELLENCE IN THE FOLLOWING AREAS.

OUR GOAL IS NOT ONLY TO DEVELOP EXCEPTIONAL MUSICIANS BUT TO CULTIVATE THE BEST MUSICIANS IN THE WORLD. BY BLENDING PRACTICAL SKILLS WITH A DEEP UNDERSTANDING OF THE INDUSTRY, LEGALITIES, AND CULTURAL CONTEXT, OUR STUDENTS WILL BE POISED FOR SUCCESS IN A DYNAMIC AND COMPETITIVE MUSIC LANDSCAPE.



3. TARGET AUDIENCE



THE TARGET AUDIENCE FOR OUR MUSICAL SCHOOL CAN ENCOMPASS A DIVERSE RANGE OF INDIVIDUALS ACROSS DIFFERENT AGE GROUPS AND BACKGROUNDS. HERE ARE POTENTIAL TARGET AUDIENCES TO CONSIDER:

- 1. CHILDREN AND YOUTH**
- 2. YOUNG ADULTS AND COLLEGE STUDENTS**
- 3. LOCAL MUSICIANS AND ARTISTS**
- 4. COMMUNITY ENSEMBLES**
- 5. ADULT LEARNERS AND HOBBYISTS**
- 6. ENTREPRENEURS IN THE MUSIC INDUSTRY**
- 7. CULTURAL PRESERVATION INITIATIVES**
- 8. SPECIALISED TRAINING FOR SPECIFIC INSTRUMENTS**

4. CURRICULUM



OUR CURRICULUM COMBINES FOUNDATIONAL KNOWLEDGE, PRACTICAL SKILLS, CULTURAL AWARENESS, AND A FOCUS ON ENTREPRENEURSHIP TO PREPARE STUDENTS FOR A WELL-ROUNDED CAREER IN THE MUSIC INDUSTRY. ADAPT AND CUSTOMISE THE CURRICULUM BASED ON THE SPECIFIC NEEDS AND CULTURAL CONTEXT OF YOUR TARGET AUDIENCE IN AFRICA.

5. INSTRUCTORS



AT HOTTRAK STUDIOS, WE LEVERAGE OUR EXPERTISE IN THE MUSIC BUSINESS TO CURATE A TEAM OF TOP-TIER INSTRUCTORS FROM AROUND THE WORLD. OUR DIVERSE AND ACCOMPLISHED INSTRUCTORS ARE NOT ONLY INDUSTRY PROFESSIONALS BUT ALSO PASSIONATE EDUCATORS DEDICATED TO SHAPING THE NEXT GENERATION OF MUSICAL TALENT. TO ENSURE A GLOBAL PERSPECTIVE, SELECT CLASSES WILL BE AVAILABLE ONLINE, ALLOWING US TO CONNECT STUDENTS WITH WORLD-CLASS INSTRUCTORS. THIS APPROACH AIMS TO CREATE AN INSPIRING ENVIRONMENT WHERE STUDENTS RECEIVE A WELL-ROUNDED, INTERNATIONAL MUSICAL EDUCATION. OUR COMMITMENT TO EXCELLENCE IS REFLECTED IN THE CALIBER OF INSTRUCTORS, FOSTERING A WORLD-CLASS LEARNING EXPERIENCE.

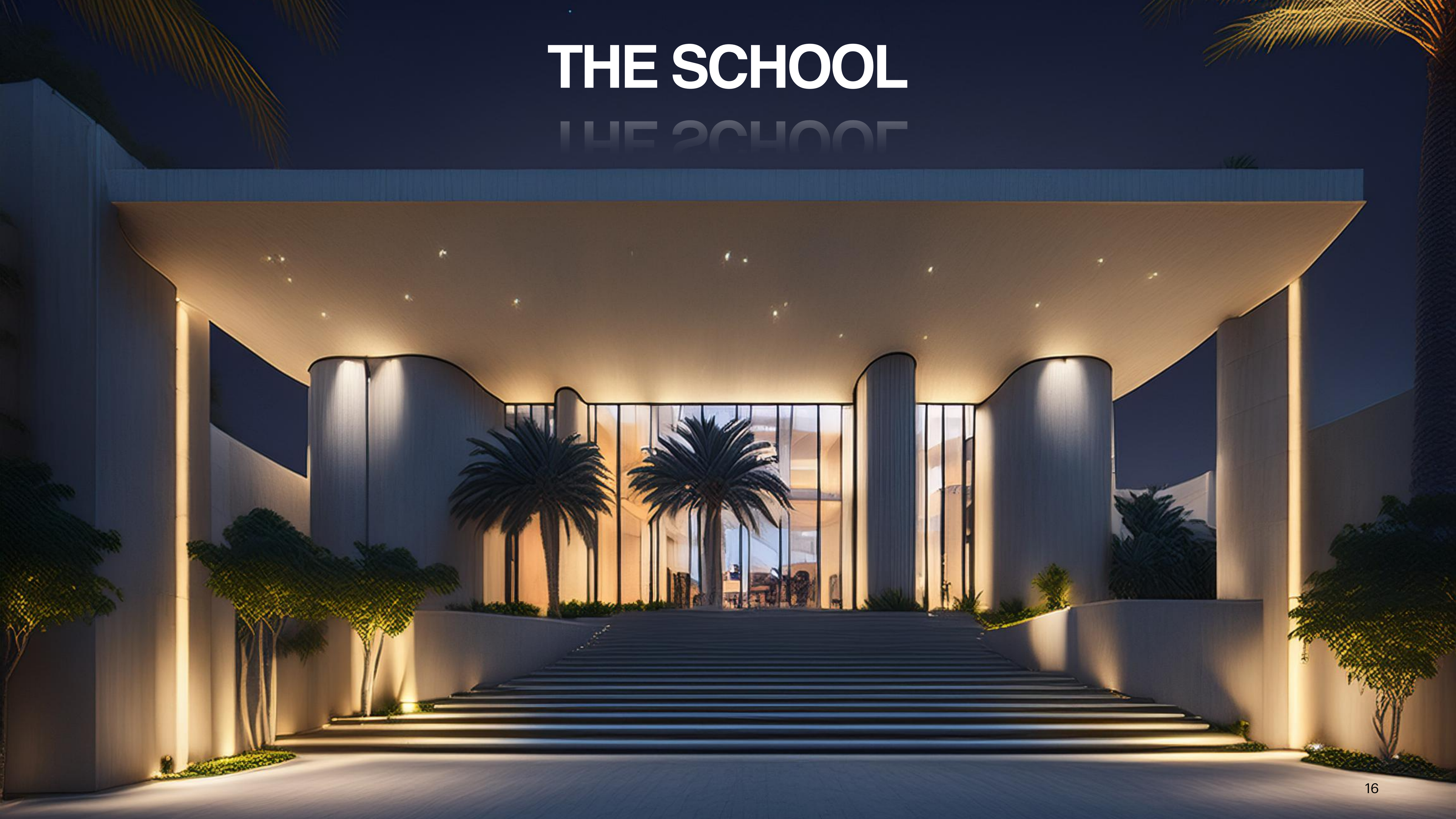
6. FACILITIES AND RESSOURCES



WELCOME TO THE HOTTRAK MUSIC SCHOOL CAMPUS—AN EXTRAORDINARY HUB FOR MUSICAL EDUCATION AND A VIBRANT COMMUNITY EXPERIENCE. OUR STATE-OF-THE-ART FACILITIES ARE STRATEGICALLY DESIGNED TO OFFER AN UNPARALLELED EXPERIENCE FOR STUDENTS

THE SCHOOL

THE SCHOOL



THE RESIDENCE

THE RESIDENCE



THE MEDICAL CENTER

THE MEDICAL CENTER



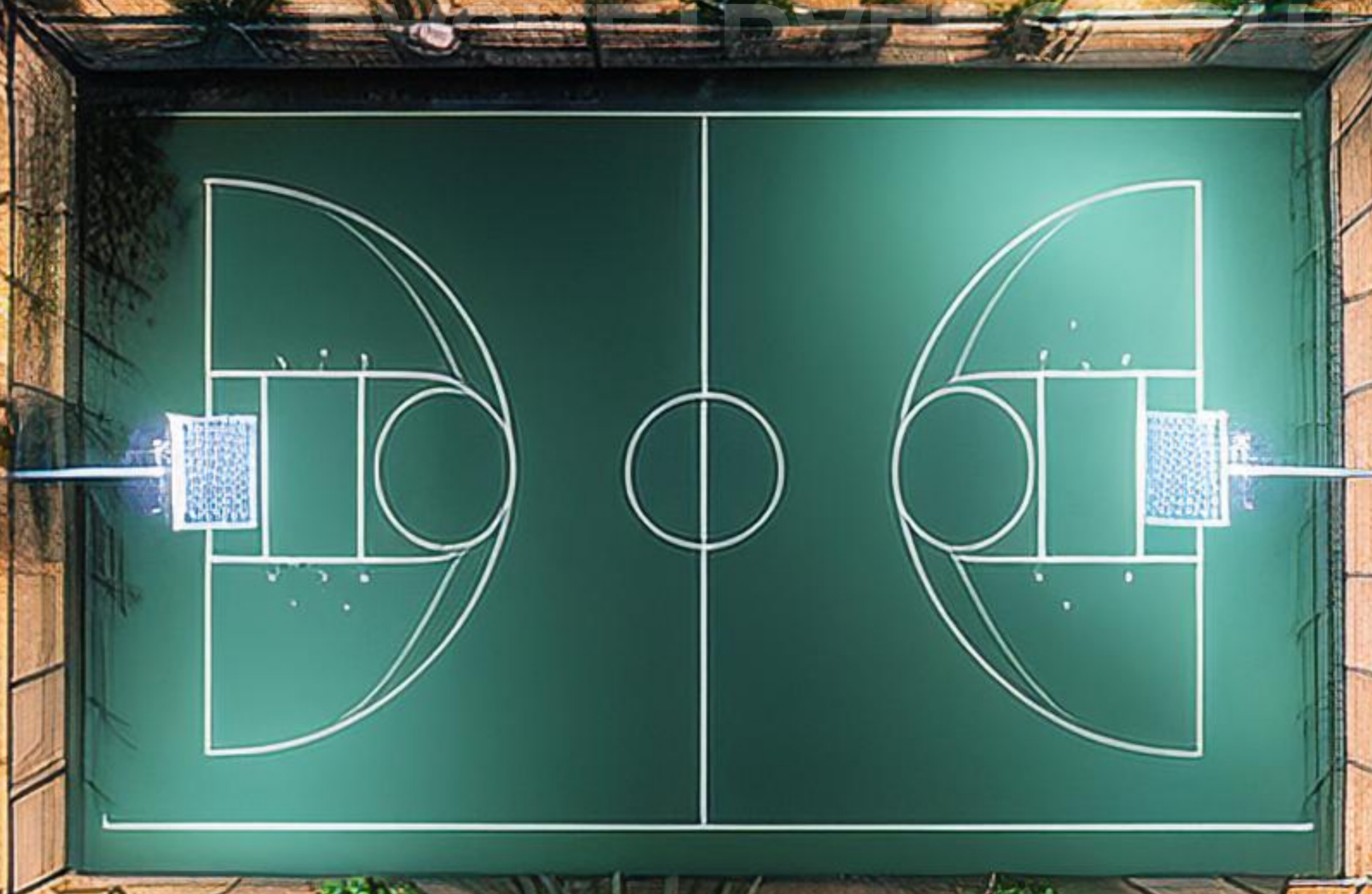
THE SECURITY HOUSE





THE ARENA & MALL

BASKETBALL COURT



SOCCER COURT



AT HOTTRAK MUSIC SCHOOL, OUR COMMITMENT GOES BEYOND EDUCATION. WE PROVIDE AN IMMERSIVE AND HOLISTIC CAMPUS EXPERIENCE THAT NURTURES CREATIVITY, COMMUNITY, AND INSPIRATION AMONG OUR STUDENTS. COME, BE PART OF A MUSICAL JOURNEY LIKE NO OTHER!

7. CALL TO ACTION



WE ARE THRILLED TO ANNOUNCE THE AMBITIOUS ENDEAVOUR OF ESTABLISHING HOTTRAK STUDIOS MUSIC SCHOOL—A BEACON OF MUSICAL EXCELLENCE AND INNOVATION THAT WILL TRANSFORM THE LANDSCAPE OF MUSIC EDUCATION IN OUR COMMUNITY AND BEYOND.

AS WE EMBARK ON THIS TRANSFORMATIVE JOURNEY, WE ARE REACHING OUT TO YOU, OUR VALUED SUPPORTERS, TO JOIN US IN MAKING THIS VISION A REALITY. WE NEED YOUR HELP TO RAISE THE NECESSARY FUNDS TO BRING HOTTRAK MUSIC SCHOOL TO LIFE.

YOUR GENEROUS CONTRIBUTION WILL PLAY A PIVOTAL ROLE IN SHAPING THE FUTURE OF MUSIC EDUCATION AND EMPOWERING THE NEXT GENERATION OF MUSIC MAKERS, EDUCATORS, AND INDUSTRY LEADERS. TOGETHER, WE CAN CREATE A VIBRANT AND INCLUSIVE ENVIRONMENT WHERE CREATIVITY THRIVES, AND DREAMS TAKE FLIGHT.

WHETHER YOU ARE AN INDIVIDUAL, A CORPORATION, OR A PHILANTHROPIC ORGANISATION, YOUR SUPPORT IS INSTRUMENTAL IN REALISING THIS TRANSFORMATIVE VISION. EVERY DONATION, NO MATTER THE SIZE, BRINGS US CLOSER TO OUR GOAL AND MAKES A MEANINGFUL DIFFERENCE IN THE LIVES OF COUNTLESS ASPIRING MUSICIANS.

JOIN US IN BUILDING A LEGACY OF MUSICAL EXCELLENCE AND INNOVATION. TOGETHER, LET'S WRITE THE NEXT CHAPTER IN THE STORY OF MUSIC EDUCATION.

THANK YOU FOR YOUR GENEROSITY AND SUPPORT.

WITH HEARTFELT GRATITUDE,

**ASAIAH Æ, CHIEF EXECUTIVE OFFICER
HOTTRAK STUDIOS MUSIC SCHOOL**

TO MAKE A DONATION, PLEASE USE THE FOLLOWING INFORMATION:

BANK TRANSFER:

ACCOUNT NAME: HOTTRAK ENTERTAINMENT

IBAN: BE63 0688 9935 3008

BIC: GKCCBEBB

ADDRESS: 54 AVENUE LOUISE, 1050 IXELLES, BELGIUM

EMAIL: HOTTRAKSTUDIOS@GMAIL.COM

VAT NUMBER: BE0543.295.416

OR

