

Mini Mix Opportunity

Offering:

My Mini Mix (myminimix.com): *a landing page to host a mixed music series of channels utilizing the mini mix (2-, 3-, 4- or 5-song mix)*

Target:

Male & Female / 25 – 55 years of age

Price:

Initial = \$1.99 (*January 2021 – January 2022*)

Premium = \$2.99 add-on / Other Tiers = \$5.99 (*January 2022 - 2023*)
(*Incl. Maximum Rhythm + 2 other mini mix channel choices*)

PHASE ONE: Initiate social media campaign (1st Quarter 2021)

There is an artwork design for the mini mixes. As the productions are made available for streaming, each mini mix will have its artwork posted on social media to offer a visual of the mini mix. Each mini mix's artwork can be posted multiple occasions to maximize visual coverage.

PHASE TWO: *Initiate Party Patrol DJs campaign (2nd Quarter 2021)*

Start with a DJ contest. Searching for 10 individuals to become the 'Party Patrol DJs' and provide the music for the mini mix library. The selected entries from the DJ contestants will be played on the Maximum Rhythm channel. This provides additional content as well provides the consumers an opportunity to join in the subscription model.

The existing operating music library from the streaming service is what will govern the content and Mirror Image Entertainment will manage the complete tracking process of the DJs, mini mixes and the individual tracks used in the mini mixes.

This contest will initially spread the word of My Mini Mix via '*word of mouth*' and social media. The competition can be held during the fall/winter months (*Labor Day to New Year's Eve*). There are DJs in every corner of the globe. They will apply for the contest and spread the word so that friends and family can hear them and support them.

PHASE THREE: *Announce partnership (3rd Quarter 2021)*

Mirror Image Entertainment is a minority owned company. The business arrangement with the streaming service and Mirror Image Entertainment shall be noted and promoted.

Primary channel offering (1st Quarter 2021)

Maximum Rhythm: main channel providing a variety of mini mixes and other communication opportunities to the main listening audience.

Second channel offering (3rd Quarter 2021)

(Cruise Control & Hit List)

- Cruise Control providing R&B in mini mix format
- Hit List providing Top 40 in mini mix format

Third channel offering (4th Quarter 2021)

(Traffic Jam & Twisted)

- Traffic Jam providing R&B, Top 40 and Hip-Hop in mini mix format
- Twisted providing Hip Hop in mini mix format

Fourth channel offering (1st Quarter 2022)

(Lovers' Lane & Throwbacks)

- Lovers' Lane providing 'love' music in mini mix format
- Throwbacks providing pre-2000's music in mini mix format

Fifth channel offering (2nd Quarter 2022)

(Avenue of Jazz & Praise)

- Avenue of Jazz providing smooth jazz styles in mini mix format
- Praise providing gospel styles in mini mix format

Sixth channel offering (3rd Quarter 2022)

(Latin Pulse & Trance)

- Latin Pulse providing Latin styles in mini mix format
- Trance providing electronic music styles in mini mix format