



[WWW.SQUANKYKONG.COM](http://WWW.SQUANKYKONG.COM)

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## **1.0 Executive Summary**

Squanky Kong delivers “Hybrid Rock”. The musical vision of James M. House is highlighted by his aggressive six-string bass playing, and soaring guitars. As producer, composer, lyricist, and more, James' writing is rooted in various types of Rock music. Meanwhile about one third of the overall catalog will venture into other styles and combinations of music including, but not limited to, Jazz, Blues, Latin, Reggae, Electronic, and even Classical, with combinations all in between. Much like how a Classic Rock band would include an A Capella or other varied song at the end of a 45 minute rock record, Squanky Kong will work on side releases featuring exploratory songs and more experimental Rock. Limiting diversified content to the studio work for the most part, it also leaves the option to be presented live as a special event, or concert extra.

Touring and live performance will be focused on the primary Rock content. An ideal arrangement would be a five member band maneuverable enough to fill anything from a mid-sized club to a festival. It would feature James M. House playing bass and guitar, with the supporting line up including a male vocalist, a bass/guitarist to trade with James, a lead guitarist, a keyboard player, and a drummer. Various musicians are already available as an option to join a touring band.

Squanky Kong is a musical concept that will stand out from the rest as it begins to grow and become fully realized. Already having dozens of songs to develop, in addition to new materials coming all the time, James M. House waits for the opportunity to delegate more as a producer. He hopes for the opportunity one day to work with larger budgets while still being efficient and effective. He said, “Even the album Under a Raven's Review was greatly limited having only a few days to work with most of the musicians while piecing the music together. For instance the vocalist had only three days to record, having never rehearsed the songs or read the lyrics. With all the limitations I have had creatively, the music is just beginning to scratch the surface”.

## **2.0 Products**

Music comes first. The full-length debut album “Under a Raven's Review” was released independently in 2008. With a very limited production budget, it was never mixed to complete satisfactory, but has served well as a debut for Squanky Kong. It was produced with a unique diversity including the main Rock content and some of the exploration into other styles and fusions. This was intended to set a pace for the experimental sides of Squanky Kong. This album will eventually be remixed and remastered in total for a re-release. In the meantime, as recent as January 2010, a remix EP of the first five songs from “Under a Raven's Review” was released. These songs are considered to best represent the main stylistic focus of Squanky Kong's Hybrid Rock. The remixes are said to be edging closer to the quality sought, but still have plenty of room for growth. Currently music is already being written for the next full-length album, which will focus purely on the Hybrid Rock like most future releases.

Beyond the music albums and singles, merchandise of various types can be expected to stand out with the Squanky Kong products. This is very important as merchandise is now evermore important for revenue in the changing music industry. The fanciful and sci-fi background seen with the “Squanky Kong Creature” illustration by Artur “Torturr” Sadlos, and the “Under a Raven's Review” painting by Paul Carrick (SEE COVER) are all art concepts created by James M. House. Such imagination can be expected to engulf all of the Squanky Kong merchandise including: t-shirts, posters, stickers, and more. Multimedia products will surface in the future such as video-based DVDs and online downloads and streaming. Even a concept for an elaborate musical-based movie or video in the likeness of The Who's “Tommy” and Pink Floyd's “The Wall” already exists. There are no limitations to creative frontiers of Squanky Kong.

### **3.0 Market Analysis Summary**

The Squanky Kong market pertains to many different demographics. Squanky Kong is found to be popular among a wide age range of 13-40 years old, both male and female. The strongest regions so far have shown to be in Western Europe and South America, with a particularly rapid growing fan base in Venezuela and Italy. Utilizing online advertising statistics, the largest age group with interest (over 65%) appears to be 13-17 years old, with over one-third being female. The second largest age group being 18-24 with a similar gender split.

It is the main focus of “Hybrid Rock” music that listeners like most. So Squanky Kong is enjoyed a lot by listeners of Modern Rock, Alternative, Metal, Hard Rock and similar genres. Meanwhile the diverse music content explored on the side is also popular, with a potential for cross-genre market adaptability. This is shown in one way with the proven interest of the “Jam Band” market with listeners seeking a the diverse mix of rock, jazz, blues, and more with heavy improvisation.

Many individuals with interest in modern technology such as computers, video games, cell phones, and others have also been found to show interest in larger numbers, making the growing technological market of Internet users ideal for Squanky Kong. In addition the same demographics that pertain to the popularity of sci-fi and fantasy also coincide with that of Squanky Kong. Overall Squanky Kong has the potential for nurturing its own a niche that could expand across various markets and demographics.

### **4.0 Strategy and Implementation Summary**

Creative promotions targeted at various specific markets will be key to moving forward with the needed exposure and discovery to build a sizable fan base. Getting a live band on the road combined with booking the most ideal concerts and festivals will also be very important. One of the most effective means to gain fans will be to find supporting tour spots opening for bands like Muse and Tool who share a similar market and music style. An emphasis on Internet promotions, radio, TV/film placement, printed material, and street team based marketing will also be key avenues to pursue while getting Squanky Kong popularized.

#### **4.1 Competitive Edge**

Coming from the standpoint of a composer and band leader, the longevity of Squanky Kong is not based on a band itself staying together, or a collaboration of writers. Instead, it has a single dependable, professional individual with a sense for business, engineering, and more. The supporting line-up can change, even the lead vocalist over time, allowing a greater flexibility in what is a rapidly changing industry. Meanwhile James M. House's talent as an exceptional bass player and guitarist will also give a stand-out edge over the average band or artist. Altogether this combination of stability and talent will provide a unique platform to last for many years as the creativity continues to grow and blossom.

### **5.0 Management Summary**

Finding professional and experienced management is considered one of the most important goals to further launching Squanky Kong to the world. However, with mastermind James M. House's varied experience including business management, there will always be built-in degree of know-how available to help Squanky Kong if needed; whether it be for promotions, productions, or whatever other requirements that may arise.