



## Concept Paper

### Introduction:

The Help Earth Foundation HEF has been launched to deal with the desire of artists and entertainers to use their talent for the greater public good and the needs of charitable and community organizations to promote and fund their undertakings. The mission of this organization is to align the artist and entertainers with the causes and concerns to work for the public's betterment by using music and entertainment and the grassroots supporters of the causes to generate the awareness and funds needed to help our earth.

### Survey of the Problem:

The ability for grassroots and small charitable alike to obtain adequate funding and public awareness is beyond critical and there exists, currently, a very limited way to gain more of either. For artist & entertainers as they are often sought out to help a cause either with live performances and donated tracks and whole prerecorded product; Because of the nature of their commercial responsibilities and the demand for their profession time charitable undertakings don't always overlap. Moreover, the difficulties that the entertainers and local charitable experience often make it too difficult or expensive for either party to find common ground. The HEF is committed to reversing this trend.

### Description of the Organization:

HEF will operate a number of web properties that drive income into our coffers, HEF will have an ownership stake in a for-profit entertainment company called Altavoz Distribution, and seek grant funding where ever available. Our music site called IndependentMusic.net will provide the framework for fans, bands, distributors, promoters and stores using critical intelligence to determine where and when to hold events, concerts and even tours using WEB.20 principles.

Basically, Every song or whole CD downloaded or streamed all of the profits will be used by Help Earth Foundation to fund local charitable, cultural or community events. As this site generate data about the fans taste HEF will be working with entertainment distributors, starting with Altavoz Distribution, to place product in physical and digital retail outlets based upon the critical intelligence gleamed from our website as well as a

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portion of the profits from Altavoz on the retail sales. We also anticipate that retailers will also be donating a portion of their profits to HEF. In this way HEF will be able to tie social concerns to social activists using entertainment in what we like to call --the win, win, win.

The Board of Directors will consist of 15 people:

At least three of the Seats are to be from the entertainment partners, three of the seats are to be from nonprofit partners, the remaining 8 are not predetermined.

## General Goals

HEF will concentrate on the creation and maintenance of the website IndependentMusic.net which will allow for the downloading and streaming of entertainment products. As the fans start to use the site they will provide a wealth of data on what, where, and when the artists, fans, charities can best be used to raise awareness of issues and funds to help serve the communities needs.

HEF will then use critical intelligence (i.e. aggregated data from a number of commercial websites with published API's and our own) to guide distribution partners, labels and individual entertainers as to determine the best possible locations to perform, tour potentials and retail sales. Once a retailer is carrying a product from the HEP system we will be able to use social networks from all the partners to inform the public that they can get involved by coming out and seeing the bands, buying their products, and we all help earth.

## Looking Forward

- Began necessary filing with the District and Federal government.
- Produce entertainment products as completions records that highlight specific charities or issues and run them into the site and then into the consumer markets
- Develop live events that will both highlight a cause and bring awareness of our artist's commitment to helping these causes.
- From partnership with other groups that will leverage the entertainers and fans that are now helping earth.
- Develop methodology for selecting recipients for future funding.