STEPHEN HENDERSON · ISLAND SOUL · HILO, HAWAIʻI

The Pacific Soul Plan

Vision · Targets · Investment



Prepared in partnership with the Henry Kapono Foundation · 2026

00 AT A GLANCE

The goal, the passion, the plan, *the ask.*

THE GOAL

Become the defining Pacific Soul artist — a household name across the Pacific, built from Hawai‘i. The Pacific is the territory and the life: making records at home, touring the region with my family.

THE PASSION

Twenty-plus years as an artist, three Stanford degrees, a music business in Year 5 — all self-funded from my own paycheck. I am doing this regardless. Anyone who joins isn't starting the engine; they're accelerating it.

THE PLAN

Phase 1: build the content engine — a live-filmed, 14-song collaboration album, My Life Is Just a Story. Phase 2: break through Hawai‘i radio and own Hawai‘i through distribution and promotion. Phase 3: expand the Pacific. Every target numbered.

THE ASK

$260K across Phases 1 & 2, funded phase by phase and gated on milestones. Phase 1 — the album and the films — is $115K. Reach and recognition are what the money buys. Revenue is the receipt.

PROOF · Nā Hōkū 2025 Finalist · Concord songwriter · 7.5M+ streams · in rotation on Hawai‘i radio · revenue-positive in Year 5

01 WHERE THIS STARTS

The work already travels.

Warm, honest island soul from Hilo — songs about home, family, grief, and joy. The foundation below is built. Investment buys speed and altitude.

Awards & Wins

Nā Hōkū Hanohano 2025 Finalist — R&B/Soul Album of the Year · Mana Maoli & Hawaiʻi Songwriting Festival contest wins · Stanford's Carolyn Applebaum Award for Music

7.5M+ Streams

“Dreams” with Robot Koch (3M+) · “Tales of Luria” (3M+) and “Overboard” (1.5M+), cut by Sail North

Notable Syncs & Partners

ABC · Sony/Crackle · The Criterion Collection · YETI · Ariat — signed to Concord Music Publishing, Nashville Sync Camp invitee

Radio Momentum

In rotation: Q103 FM · KPOA 93.5 · KOKO 96.3 · Hawaiʻi Reggae Network — on-air with the Hōkū Awards/Hawaii News Now, Nā Leo TV & Hawaiʻi Public Radio

Education

Stanford University — B.A. · M.A. in Music, Science & Technology · MBA

Hawaiʻi Creative Economy

Alumni: Hale Kua incubator (competition winner) · Creative Media Lab Hawaiʻi cohort · Purple Maiʻa · Henry Kapono Foundation

02 THE PERSON BEHIND THE PLAN

I've lived a few lives to get here.

I'm from Hāna, and I live in Hilo — a Kanaka Maoli, Tongan, and Filipino son, husband, and father of three young kids. I've been an artist for more than twenty years, and I've lived a few lives inside of it: performer, producer, entrepreneur, builder.

Right now I pay the bills as a tech product executive, working and writing remote. That job has funded every master, every relationship, and every lesson in this deck. This plan is how the music stops being the thing I protect — and becomes the thing I do.

None of it works without my wife. She is the partnership underneath everything on these slides — the reason a father of three can build a catalog at night and still be present in the morning.

I left home to see how far the world went. I came home because this is where the songs live. Now I'm asking for the fuel to carry them across the ocean.



03 WHAT'S ALREADY BUILT

The assets of an independent artist.

Everything below was built without a label — every master, every relationship, every lesson, mine.

3

ALBUMS RELEASED

70+

SONGS IN A WORKING SYNC CATALOG

2

CUSTOM AD TRACKS LANDED THIS MONTH — LOCAL HAWAIʻI BUSINESSES

40+

SMALL-BUSINESS PIPELINE — CUSTOM MUSIC FOR SHORT & LONG-FORM VIDEO ADS, HAWAIʻI & PACIFIC

5

SYNC & PUBLISHING PARTNERS

Yr 5

LLC (S-CORP) · GOOD STANDING · STRAIGHT BOOKS

THE STUDIO & THE BUSINESS

Ohana Studios — a tracking and recording studio I run in downtown Hilo, through an LLC (S-Corp) in its fifth year of operation.

SYNC & PUBLISHING RELATIONSHIPS

Marmoset Music · PEN Music Group · Secret Road · Position Music · Concord Music

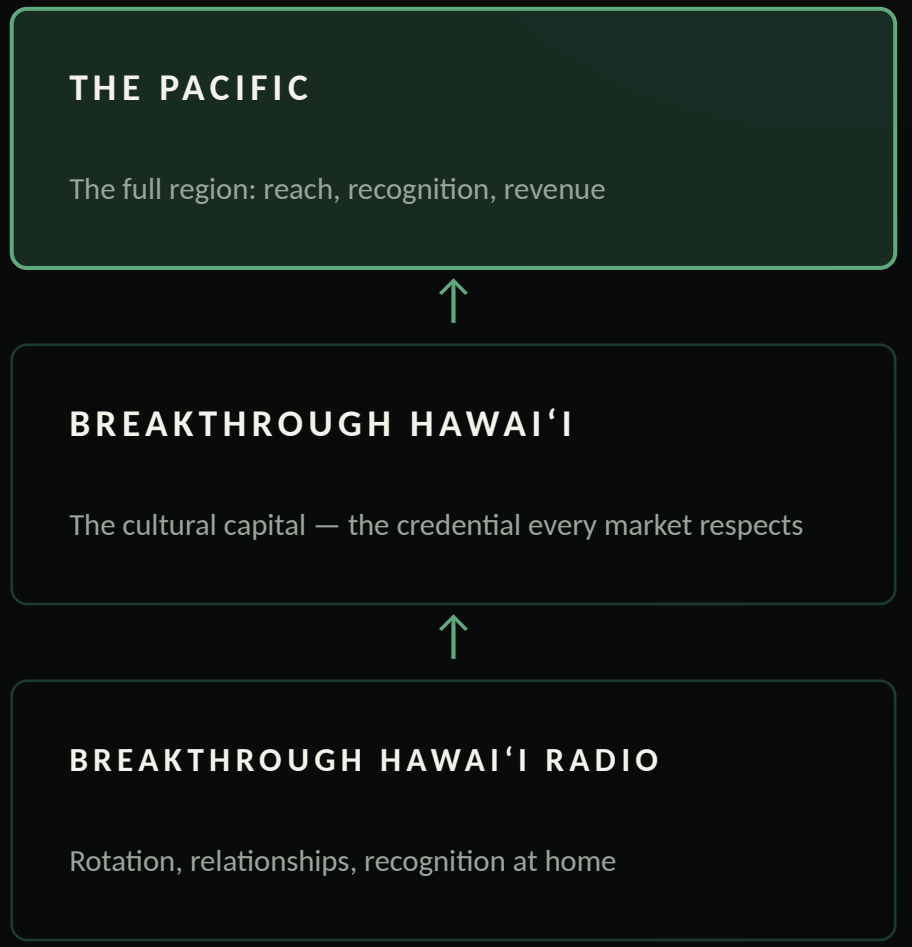
MEMBERSHIPS

Hawaiʻi Academy of Recording Arts · Hawaiʻi Songwriters Festival

Investment doesn't start this engine — it fuels one already running, on straight books.

Become the defining *Pacific Soul* artist — the reach, recognition, and revenue of a full Pacific-region career.

One ocean, one market: Hawai‘i, Japan, Korea, Aotearoa, Australia, Tonga, Samoa, Fiji, the Philippines, and the Pacific coasts of the Americas — bound by ocean, culture, and sound.



Every dollar and hour in this plan climbs this ladder.

The flywheel.

Investment buys reach and recognition. *Revenue is the receipt.*

REACH

The audience — followers, listeners, and rooms. Built with content, radio, and shows.

→

RECOGNITION

The co-signs — industry, radio, press, and artists. Turns audience into credibility.

→

REVENUE

The receipt — live, studio, and catalog income. Proof for the Foundation, fuel for the wheel.

↺

…and revenue reinvests into reach. The wheel turns faster with every cycle. Every dollar is a push on the wheel — not a plug in a gap.

06 THE PLAN IN ONE LINE

Thirty-six months. Three phases.

Build the content first. Then distribute and promote it — Hawai‘i first, then the Pacific. Every phase gated on the one before it.

PHASE I · M 0–9 · $115K

Create the Content Engine

The album & the films — content delivery

THE ALBUM

14 live-band masters — recorded, mixed & mastered: My Life Is Just a Story

THE FILMS

A performance film for every song, plus session documentary footage

THE LAUNCH KIT

100+ short-form cuts, artwork & assets · distribution live · release calendar loaded

PHASE II · M 10–24 · $145K

Breakthrough Hawai‘i Radio & Own Hawai‘i

Distribution & promotion — Hawai‘i first

REACH

10K → 35K monthly listeners · 20K → 50K combined social · 50–65 shows a year · every major Hawai‘i venue

RECOGNITION

3 major stations per island → charting singles · Nā Hōkū campaign · Hana Hou, HNN, Keep It Aloha, Chinatown Social & HI Sessions

REVENUE

$140K Year-1 → $240K run-rate · 8 collaboration radio stories

PHASE III · M 25–36 · $40K

Expand the Pacific

The regional expansion

REACH

75K monthly listeners · 105K combined social · 75 shows · NZ/Australia + Japan performed

RECOGNITION

Regional Pacific radio, press & podcasts · Pacific-artist collaborations · the Hōkū win

REVENUE

~$350K revenue · ~$250K operating profit · sync income compounding

My Life Is Just a Story.

Fourteen songs — six solo, eight collaborations — recorded live and filmed, top studio options identified.

Cut live, with a live band

Full-band sessions — top studio options identified across the islands and beyond, Island Sound among them. The record breathes the way the shows do.

Every song filmed, one take

Each track captured as a live performance film in the Scary Pockets style: one room, one band, one performance — built to travel on YouTube, Instagram, and TikTok.

The engine's Year-1 fuel

Every song ships three ways — a single, a performance film, and weeks of short-form cuts — feeding radio, socials, and streaming all year.

COLLABORATING ARTISTS

- Henry Kapono
- Kamalani
- Keilana
- Analea Brown
- Pohai
- Seven Suns
- Payton Sullivan
- Jason Arcilla
- Natalia Pikula (The Jets)

Eight collaboration tracks — eight cross-audiences, eight radio stories, and the strongest possible Nā Hōkū narrative.

HEAR THE WRITING DEMOS s.disco.ac/gahksggmsned · **DOWNLOAD THE FULL ALBUM PITCH** we.tl/t-iaFCkw9BtSx9JBDC

The circle widens with the ladder.

Every target collaborator is a cross-audience, a co-sign, and a doorway — mapped to the rung it opens.

HAWAIʻI

The home audience

- Josh Tatofi
- Anuhea
- Justin Young
- Irie Love
- Eli Mac
- Johnny Suites
- Izik
- Tavana
- Kalaʻe Parish

THE PACIFIC

Across the water

- TEEKS
- Stan Walker
- Sammy Johnson
- Tribe of Ope

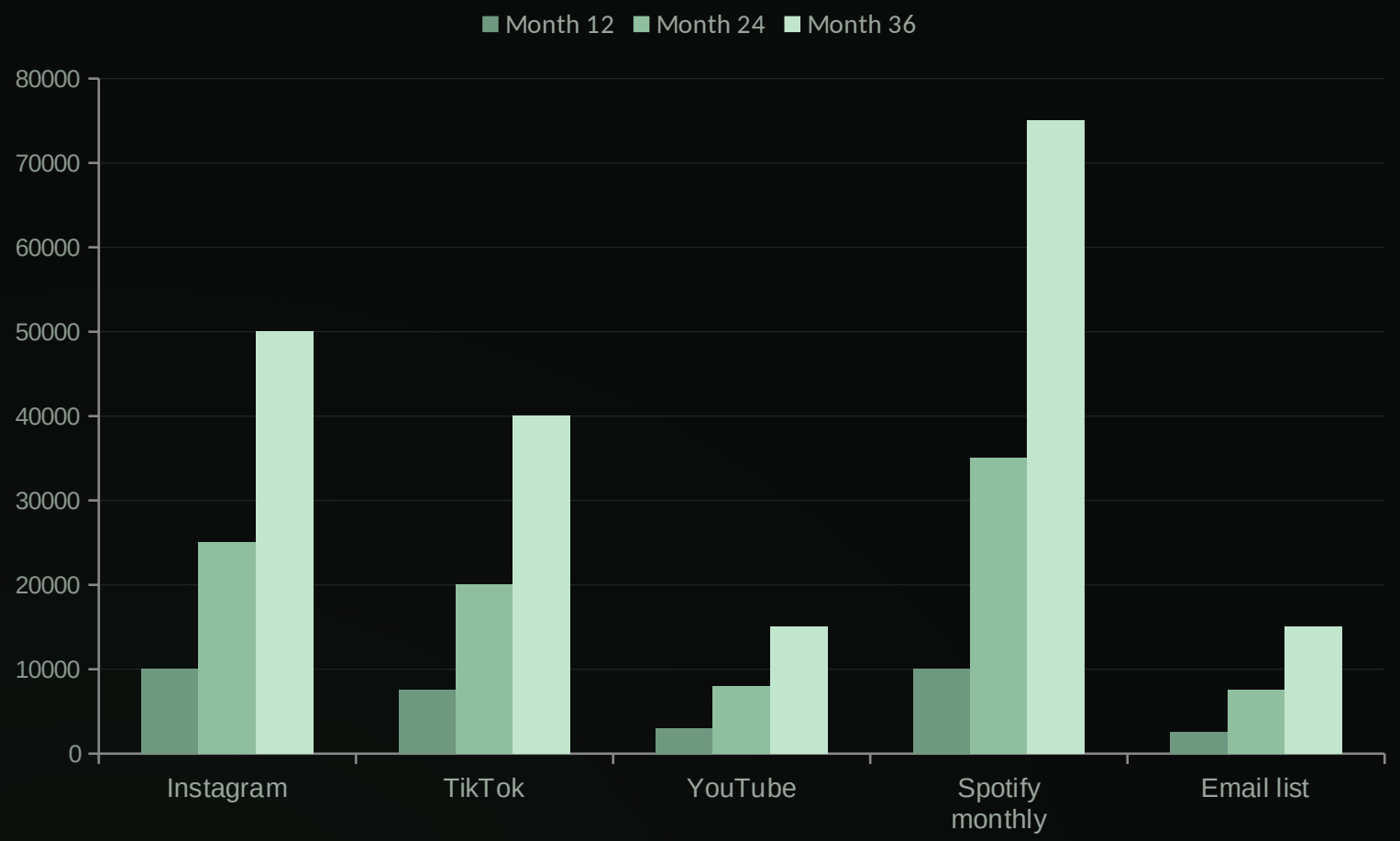
THE BRIDGE

Mainland soul kin

- Allen Stone
- Teddy Swims
- Jack Johnson
- Dre Scott

Eight collaborations are already confirmed for the album — this is the circle the album opens next.

Grow the audience — every number dated.



ALSO ON THE BOARD

- Apple Music — 25K monthly listeners by M36
- SMS list — 7,500 direct numbers by M36
- Owned audience first: email + text are the lines no algorithm controls

A live audience in every Pacific sub-region.

50 → 75

SHOWS PER YEAR, YR 1 TO YR 3

150 → 500

AVG. PAID AUDIENCE PER HEADLINE SHOW

5+

SUB-REGIONS PERFORMED BY MONTH 36

35+

ACTIVE BOOKING RELATIONSHIPS PER REGION

THE SEQUENCE — ONE REGION AT A TIME

Year 1

Hawai‘i (home base) + US West Coast

Year 2

Aotearoa NZ or Australia · Japan

Year 3

Pacific Islands circuit (Tonga, Samoa, Fiji) · Korea or Philippines

Two trips per new region: first for relationships — radio, promoters, artists — then to perform. No region entered without a booking anchor.

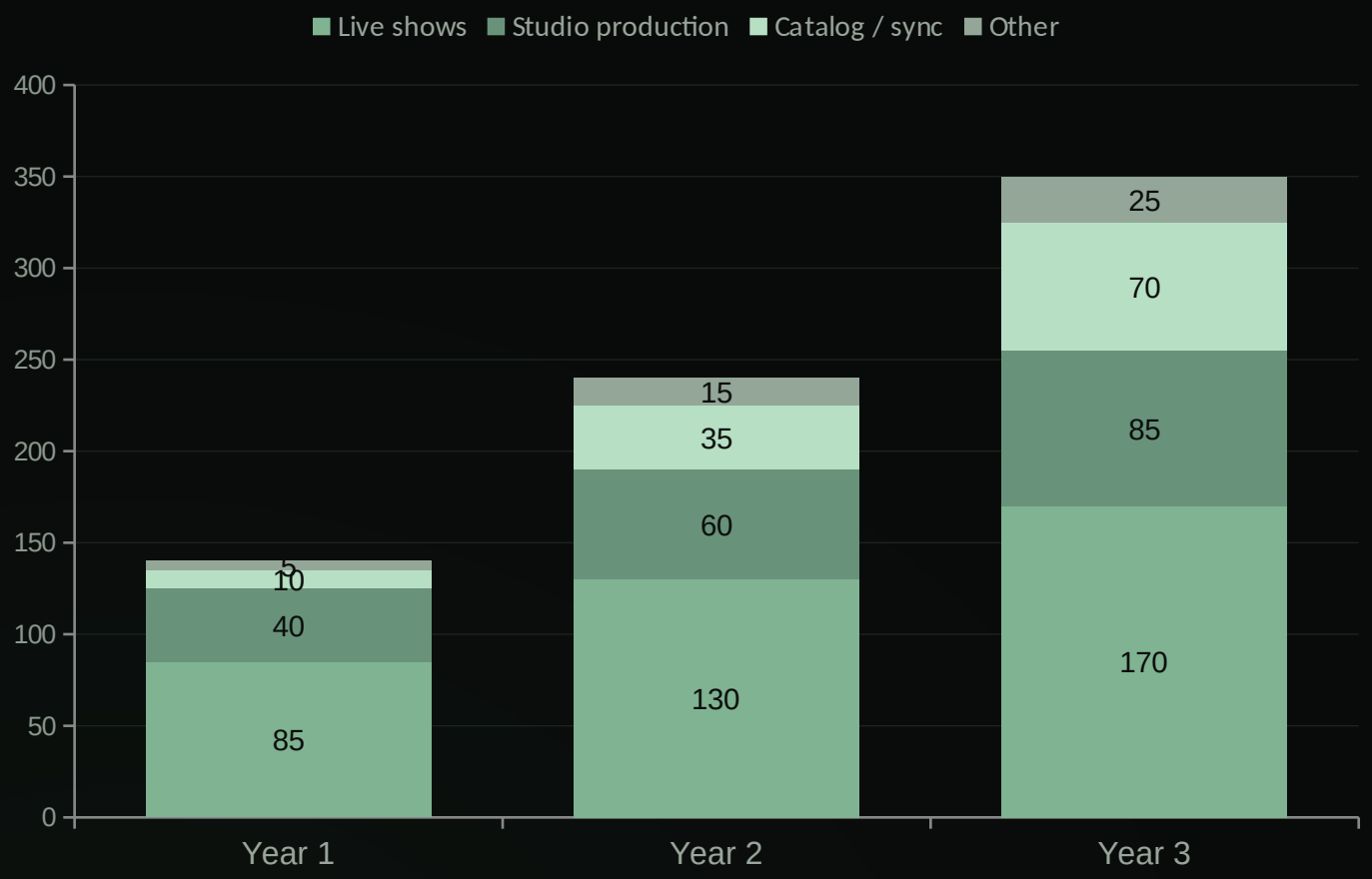
Stanford Live, Bing Studio — photo: Thien-An Truong / Ethography

Known first by the people who spread it.

Booking agents, venue owners, radio, press, and artists — the inner circle whose recognition creates recognition.

	MONTH 12	MONTH 24	MONTH 36
Hawai‘i radio	3 stations in rotation	6 stations + a charting single	Every major island station
Podcasts & digital venues	8 appearances	20 appearances	36 — incl. regional Pacific
Press features	4 local	10, incl. 2 regional	20, incl. international
Artist collaborations	8 — the album’s collaborations	12 released	15+, incl. Pacific-region
Industry relationships	100 managed	200	300
Nā Hōkū Hanohano	New-work submission	Nomination	The win

$250K operating profit by Year 3.



HOW THE NUMBER IS BUILT

- $140K → $240K → $350K total revenue across three years
- ~$250K revenue run-rate crossed by end of Year 2
- Catalog & sync — the only stream that earns while I sleep — compounds on top of the live and studio engines
- Streaming is treated as marketing; revenue anchors in live, studio, and sync

One engine, four systems.

THE CONTENT PRODUCTION ENGINE

Year 1 anchors on My Life Is Just a Story — a live-filmed collaboration album whose every song ships as a single, a performance film, and 4–6 short-form cuts. 20+ masters over 24 months. Music creates the asset. Content carries it across the Pacific.

Hawai‘i radio campaigns

Promoted singles every 8–10 weeks, station relationships, on-air appearances.

Booking & outreach systems

CRM-driven venue, radio, press, and sync pipelines — agent-assisted back office.

Catalog & rights infrastructure

Every master registered, metadata-complete, actively pitched for sync.

Pacific market development

Relationship-first trips, strictly sequenced — one new region per two quarters, max.

One artist, all in — a team built around him.

ROLE	TYPE	WHEN	EST. COST
Video editor	Contractor, part-time	Month 1	$2,000 / mo
Videographer / photographer	Per shoot	Month 1	$1,500 / mo avg
Radio promoter (Hawai‘i)	Per campaign	Month 2	$2,500 / single
Publicist (Hawai‘i → Pacific)	Campaign retainers	Month 4	$2,000 / mo avg
Operations VA	Part-time	Month 6	$1,250 / mo
Mix / master engineers	Per song	Ongoing	$800 / song
Booking agent (regional)	Commission	Year 2	10–15% of shows

15 STRATEGIC PARTNERS FOR ACCELERATION

Two in place. Six being recruited.

Concord Music Publishing

Sync & publishing home, out of Nashville — in place since signing

Henry Kapono Foundation

This partnership: capital, mentorship, and community

ROLE	BEST MATCH	WHY THE MATCH
Booking & touring	Ineffable Music Group · Bamp Project (Hawai‘i)	They own the island-soul circuit — venues, festivals, Pacific routing, artist-ownership ethos
Press & publicity	Shore Fire Media + a Hawai‘i press desk	Roots-and-soul storytelling with national reach, grounded locally
Management & A&R	Island/soul-lane artist development (Ineffable profile)	A partner built for the Pacific expansion phases
Record label	Concord Records	Deepen the existing publishing home — or stay independent with label services
Distribution	Stem (Concord-owned) — upgrade from DistroKid	Automated collaborator splits for the album, plus real label services
Sponsors	Hawaiian Airlines · Waiākea · Manaola · Pacific Media Group · Takamine · BOSS · Shure · Canon	Travel, water, fashion, media & gear aligned with the brand and the road

The ask: $260K across Phases 1 & 2.

PHASE 1 · CREATE THE CONTENT ENGINE · M 0–9

LINE ITEM	BUDGET
Album recording — 14 tracks, live band (~$3.2K/track)	$45,000
Performance films & session filming — every song	$60,000
Distribution setup, assets & operations	$10,000
Phase 1 total	**$115,000**

PHASE 2 · BREAKTHROUGH HAWAIʻI RADIO & OWN HAWAIʻI · M 10–24

LINE ITEM	BUDGET
Radio campaigns — Play MPE pushes + island groups	$25,000
Publicity, press & the Nā Hōkū campaign	$25,000
Paid digital audience growth	$25,000
Live shows, venue & tour promotion + travel	$45,000
Operations, team & systems	$25,000
Phase 2 total	**$145,000**

Phase 1 delivers the content. Phase 2 spends against finished work — promotion only unlocks once the album and films exist. *Phase 3 (the Pacific expansion, ~$40K) funds later — from Phase-2 results and revenue.*

Phases 1 & 2, on the menu.

Every line can be funded whole or in part, through the Henry Kapono Foundation. Fund a line, and it carries your name across its outcomes.

The Album *$45K*

PHASE 1

Fourteen live-band masters at one of Hawai'i's top rooms

DONOR INTEREST EXPRESSED

The Films *$60K*

PHASE 1

Every session filmed — a performance film for every song

The Airwaves *$25K*

PHASE 2

Play MPE pushes + radio campaigns across the island groups

The Story *$25K*

PHASE 2

Publicist, press features, and the Nā Hōkū campaign

The Audience *$25K*

PHASE 2

Targeted digital growth across Instagram, TikTok & YouTube

The Road *$45K*

PHASE 2

Hawai'i shows, venue & tour promotion, and the travel that carries the album live

DONOR INTEREST EXPRESSED

EVERY FUNDER RECEIVES A tax-deductible gift through the Foundation · a personal impact statement · quarterly reports against the numbered targets · named access to the work: session visits, first listens, film credits

The wheel is already turning.

Tim Sunderland funded Nā Leo TV's Beyond the Mix — the series whose on-air feature became one of my first recognition catapults.

Years later, he came to a Henry Kapono Foundation–booked show and heard the music live. He has expressed interest — through the Foundation — in backing this plan directly, alongside KAPA Hawaiian FM's Kahikina: another open door into island radio.

Recognition he funded became reach. Reach became a room. The room became real interest. That is the flywheel — already turning.

HIS INTEREST → WHERE IT LANDS

Album recording

My Life Is Just a Story — the Year-1 anchor: live sessions at Island Sound, filmed, nine collaborations. Covers the catalog-production line.

Travel

The Road — Hawai‘i shows and the travel that carries the album live, then the Pacific expansion after.

Every dollar in the investment table accelerates what this support would set in motion.

MY COMMITMENT — TIME, TEAM, MONEY

The ladder is defined. The targets are numbered.
I am prepared to run.



Time

Every hour outside the day job that funds the bridge. 4+ videos a week, a release every 6–8 weeks, 50+ shows a year.

Money

100% of Year 1–2 operating profit reinvested. Foundation funds go to growth, never lifestyle.

Accountability

Quarterly reports on every target, a shared KPI dashboard, tranches released only on milestones.

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