STEPHEN HENDERSON · ISLAND SOUL · HILO, HAWAIʻI

IN PARTNERSHIP WITH THE HENRY KAPONO FOUNDATION

The Pacific Soul Plan

VISION · TARGETS · INVESTMENT · 2026

BREAKTHROUGH HAWAIʻI RADIO → **OWN HAWAIʻI** → **THE PACIFIC**

Every dollar and hour climbs this ladder.

WHO



I'm from Hāna and I live in Hilo — **Kanaka Maoli, Tongan, and Filipino; a husband and father of three.** Twenty years an artist: performer, producer, entrepreneur, builder. I pay the bills as a tech product executive and have funded every master myself. This plan is how the music becomes the whole life. **I am doing this regardless — anyone who joins is acceleration.**

NĀ HŌKŪ 2025 FINALIST · CONCORD MUSIC PUBLISHING · 7.5M+ STREAMS · HAWAIʻI RADIO ROTATION · STANFORD B.A. / M.A. / MBA · YEAR-5 BUSINESS

THE PLAN — THIRTY-SIX MONTHS, THREE PHASES

PHASE I · M 0–9 · $115K

Create the Content Engine

My Life Is Just a Story — 14 live-band masters, a performance film for every song, the launch kit loaded.

PHASE II · M 10–24 · $145K

Breakthrough Hawaiʻi Radio & Own Hawaiʻi

3 major stations per island → charting singles · every major venue · 35K monthly listeners · the Nā Hōkū campaign.

PHASE III · M 25–36 · $40K

Expand the Pacific

NZ/Australia + Japan performed · 75K listeners · ~$350K revenue, ~$250K operating profit.

Investment buys reach and recognition. Revenue is the receipt.

HOW YOU HELP — FUND A LINE, WHOLE OR IN PART

The Album — 14 live-band masters $45K	The Films — every session filmed $60K	The Airwaves — radio campaigns $25K
The Story — press & the Hōkū run $25K	The Audience — digital growth $25K	The Road — shows, touring, travel $45K

EVERY FUNDER RECEIVES A tax-deductible gift through the Henry Kapono Foundation · a personal impact statement · quarterly reports against numbered targets · named access: session visits, first listens, film credits. ★ = *donor interest already expressed*

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

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HEAR THE DEMOS

THE ALBUM PITCH