

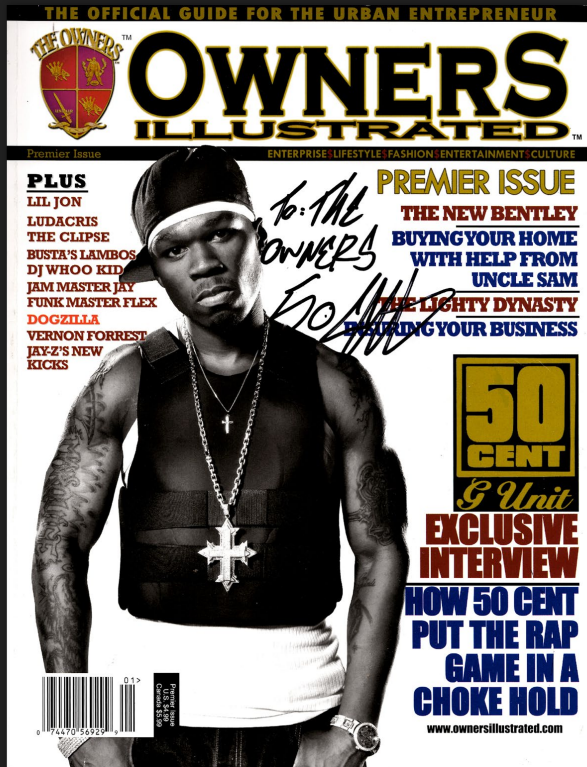
THE HUSTLENOMICS WAY PRESENTS INSPIRING INNOVATION

AVAILABLE ON AMAZON

<https://www.amazon.com/dp/B084F6KGGM>

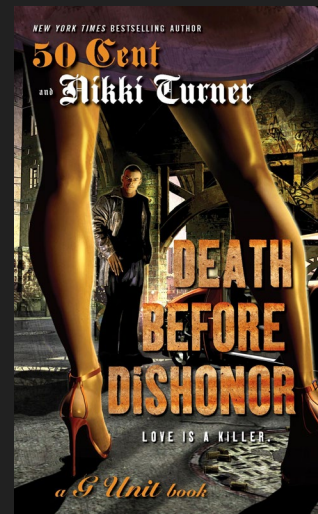
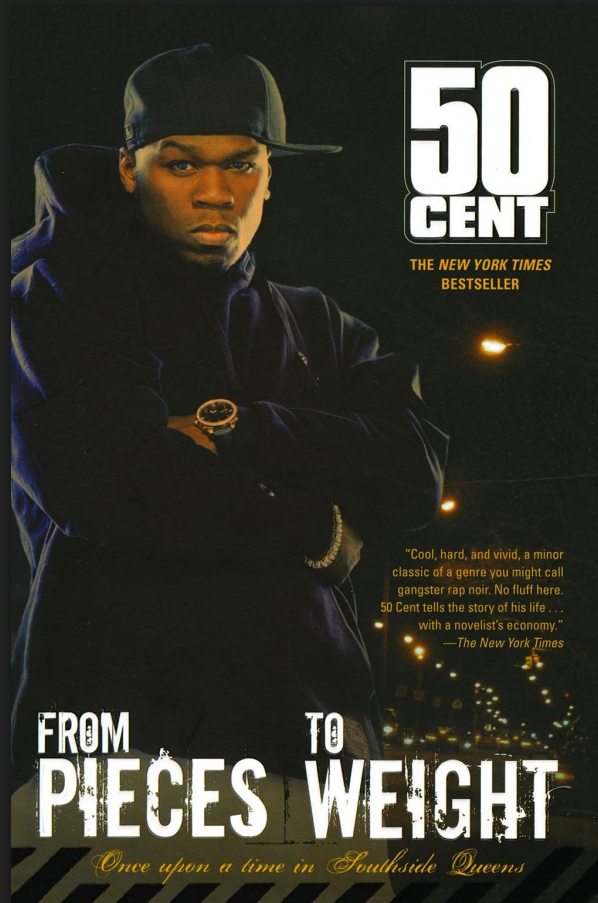
CULTURE DICTATES COMMERCE

WE WERE THERE FOR ~ 20 YEARS

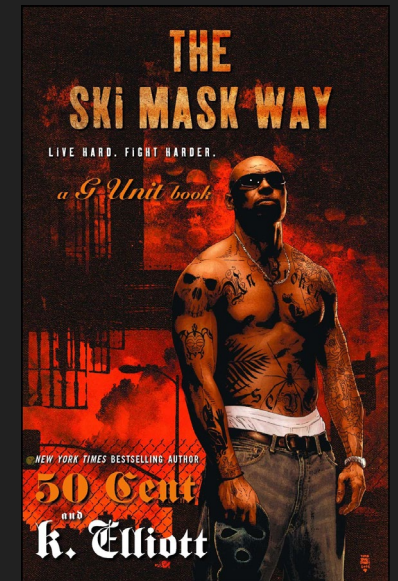


- Owners Illustrated and 50 Cent are synonymous based on our history.
- Featuring him and several interviews we have conducted on him was a no brainer for this book.
- Damola Idowu created the coverage of hip -hop Entrepreneurship.
- He called this Hustlenomics [®] and trademarked the word.
- Owners.illustrated@gmail.com
- 202-607-3629
- [Book available on Amazon](https://www.amazon.com/dp/B084F6KGGM)
<https://www.amazon.com/dp/B084F6KGGM>

G-UNIT BOOKS SETS UP MOVIE BUSINESS



- 50 Cent is a New York Times bestseller author, and he also publishes other authors through his Simon and Schuster imprint G Unit books.
- “I’m actually converting the book The Ski Mask Way through G Unit books into a film.” – 50 Cent

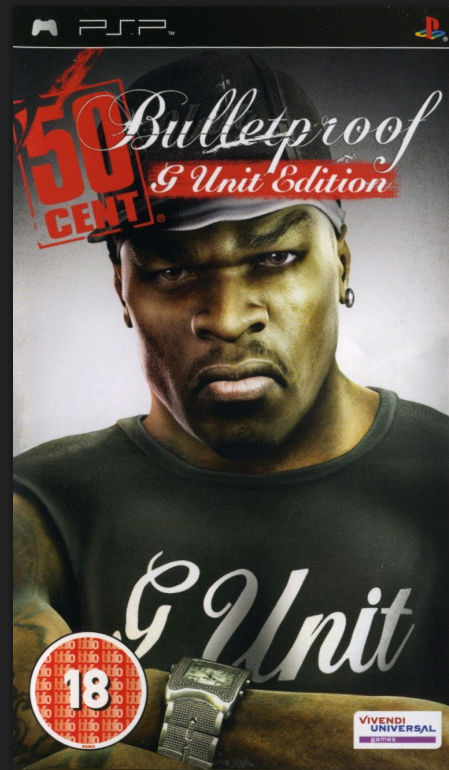
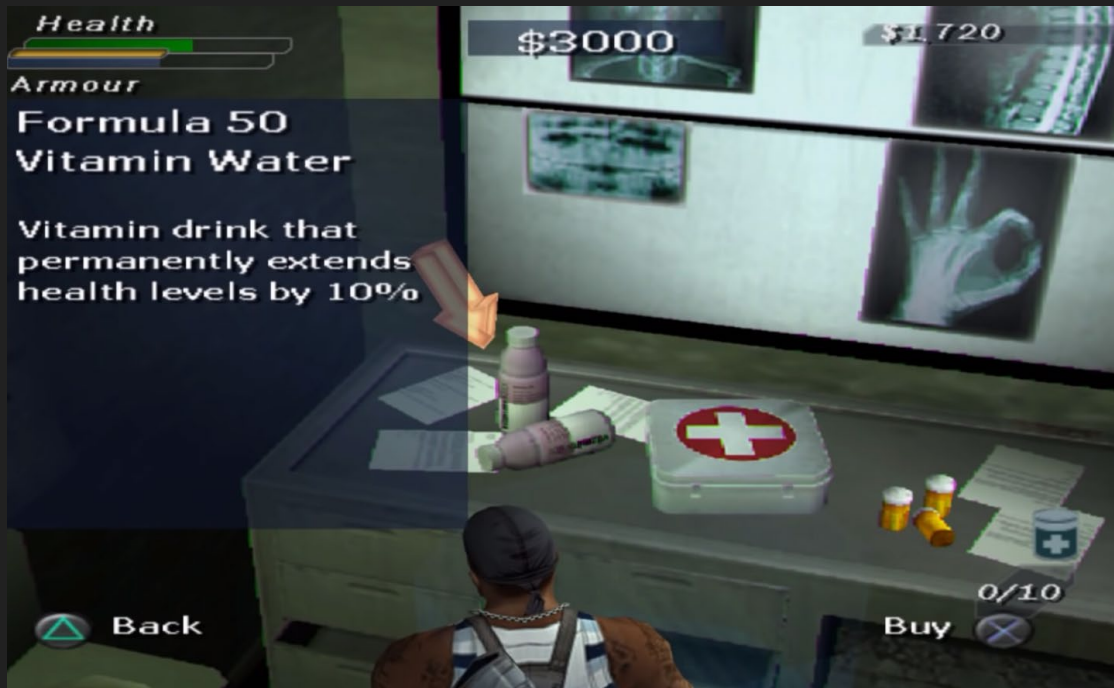


OVER \$ 5 BILLION IN VALUE IN TV AND FILM



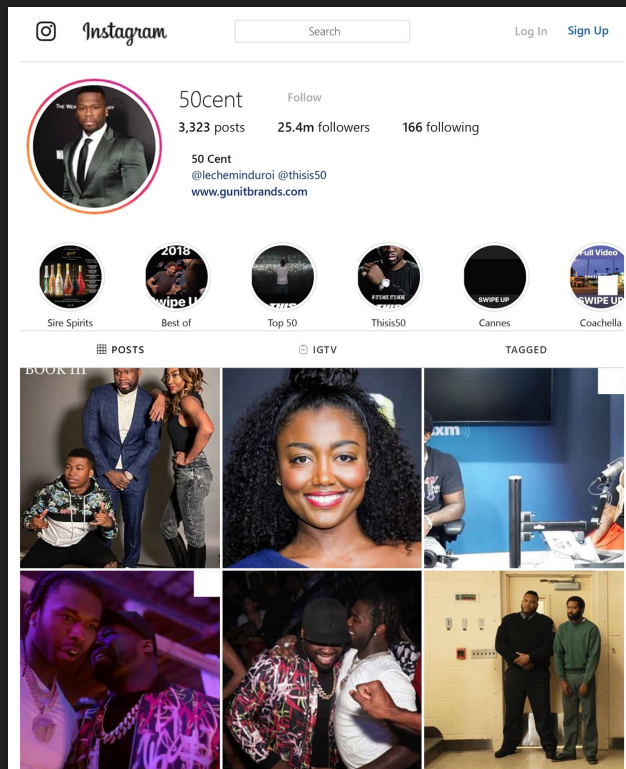
- 50 Cent appears as an actor in several movies that combine to generate over \$500 million dollars at the box office.
- As a TV producer 50 Cent created several shows most notable is *Power* for the Starz network. The Starz network will be sold to Lionsgate for \$4.4 billion with a bid of \$5 billion submitted by parent company of power co-producer CBS Television, CBS.
- Lionsgate will decline the offer with a \$5.5 billion dollar response.
- *Power* is the most watched show in the history of the Starz network.

USING GAMIFICATION FOR MARKETING



- 50 Cent will produce 3 video games and sell millions of copies.
- His video game venture generated over \$120 million of revenue.
- Also, notable from his video game ventures were highly integrated marketing for his other ventures.
- Most notably was his gamification of Vitamin Water.
- That strategy helped in the over \$4 billion dollar exit.

SOCIAL MEDIA KING. \$ BILLION IN VALUE



- 50 Cent will have a significant impact on the value of social media companies.
- 50 Cent has over 11 million followers on Twitter and over 25 million followers on Instagram.
- Both platforms primarily make their revenue from advertising.
- Twitter made over \$3 billion dollars in 2019 and Instagram made over \$20 billion in 2019.
- Ranking in the top 130 with followers, 50 Cent has over 3,000 posts on Instagram.
- He also uses the platforms to generate value for Spirit companies and his TV and Film ventures.

50 CENT THE HARDWARE TECHNOLOGIST



- 50 Cent is also a technologist and founded a hardware company SMS Audio.
- The company was the exclusive provider for Disney resorts and parks. SMS Audio would also produce headphones for Marvel and Star Wars Brands.
- SMS will also play in the health and fitness space. Partner Intel provided biometrics technology and heart rates monitors for integration into their products.
- 50 Cent would also partner with Reebok again for a sports and fitness inspired headphone line.
- 50 Cent and GM were sponsors of the first issue of TOYZ.



Mona Scott-Young-CEO Monami Entertainment



- *“Honestly, I think I realized I had the ability when I was actually doing it. Artist Management really wasn’t anything I ever aspired to do. I’ve always been business-minded.”*
- *“When our acts started growing, crossing over into other mediums and wanting to pursue career opportunities in the film and television world, it was our obligation to grow along with them and be able to provide them with those opportunities.”*
- *“If my head is not on right and if I’m not feeling healthy and feeling good, then its hard for me to have anything to give to anybody else. It’s a necessity that I find that balance between work and home.”*

<https://monamient.com/about/>

Alicia Keys- Artist, Entrepreneur, Extraordinaire



<https://alicia.aliciakeys.com/>

- *“I’ve always produced my own records and I’ve always written my own records and I’ve always executive produced my albums and it’s always been kind of my vision from the beginning to the end.”*
- *“I’ve just come more into my own and really with experience comes confidence and a little bit more of awareness of how I would like to do it having learned from the past and that kind of thing.”*
- *“We’re all just human and sometimes things go right and sometimes things go wrong and we just can’t stress too hard about it.”*

Judy Brunson- Vice President, Quality Cummins



- *“I think that being a female in the automotive industry is sort of unique in and of itself and being a black female is even more unique. There are a lot of opportunities and advantages. The key is to take advantage of the opportunities when they present themselves”*
- *“There are not a lot of us in the automotive industry and that’s not because there are no qualified black females. It is just an industry that has been predominantly filled by the majority. However, it is definitely a field where there is a lot of opportunity for us...”*
- *“We have to do a better job in the automotive industry of attracting the people in the crop; presenting a package to those high-potential black females or females in general. We have to let them know there are opportunities in the automotive industry”*

<https://www.linkedin.com/in/judybrunson-11142223/>

Sylvia Rhone- Chairman and CEO of Epic Records



<https://www.sonymusic.com/sonymusiclabels/sylvia-rhone-named-chairman-and-ceo-of-epic-records/>

- *“I started as a secretary. I do have a degree, but my degree wasn’t really applicable to what I wanted to do. So, when I made a decision to get into the business, I started as a secretary and I still am as passionate about my job as I was back then. I worked my way up a very long ladder. A lot of it is based on my commitment and my work ethic and my passion”*
- *“You can own your own thing, or you can just make the awareness and the word of mouth within your home base so hot that you know, when you bring it in, you have a story to tell.”*
- *“We have created new media departments just to deal with how we are going to market through an online experience because 10 years from now, we will not be buying records from the store. CD’s will be non-existent; they will be like the 8-track and cassettes.”*

Inclusion Superpowers with Dr Victoria Mattingly

OUR SUPERHERO TEAM

Inclusive Superpowers is a collaboration with Damola Idowu from [Toyz Electronics](#) and Dr. Victoria Mattingly of [Mattingly Solutions](#)

[Contact Damola](#)

[Contact Victoria](#)

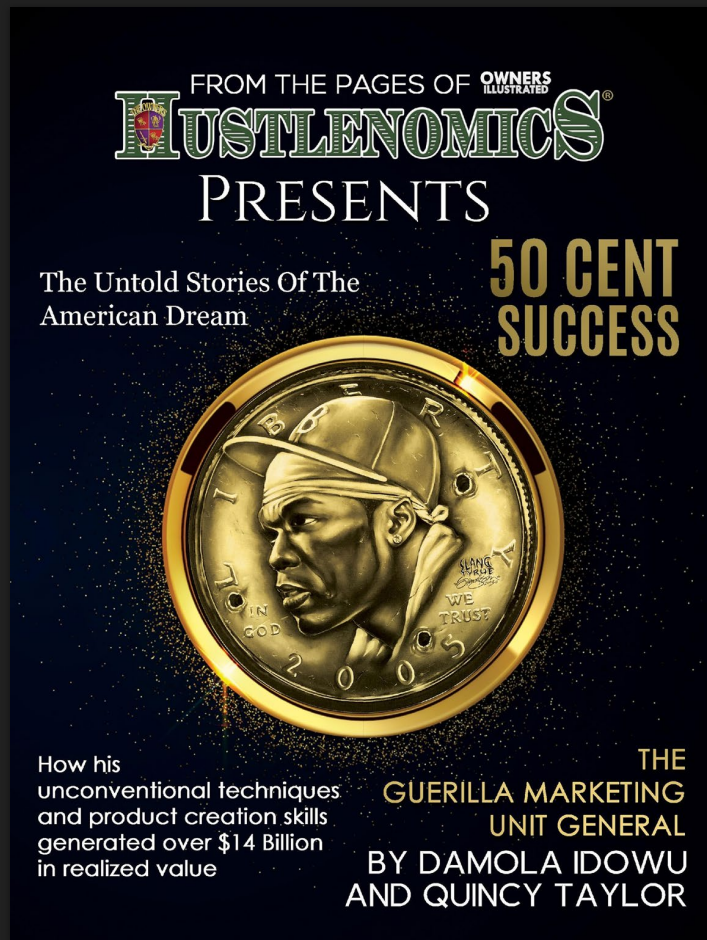


What is Inclusion Superpowers?

<https://www.mattinglyolutions.com/inclusion-superpowers>

- *DEI training solution that maximizes the potential of all your teams via digital storytelling & design*
- *Promote workplace inclusion by leveraging individual strengths. Move from accepting diversity to championing it.*
- *We use creativity, research, and data to unlock innovation via inclusivity and teamwork*

AVAILABLE TODAY



AVAILABLE ON AMAZON

<https://www.Amazon.Com/dp/b084f6kggm>

AVAILABLE ON APPLE

<https://books.apple.com/us/book/hustlenomics-presents-50-cent-suces-untold-stories/id1497442526>

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<https://www.linkedin.com/in/owners-illustrated/>