THE HUSTLENOMICS WAY PRESENTS
THE 50 CENT ECONOMY

CULTURE DICTATES COMMERCE

AVAILABLE ON AMAZON
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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.
50 Cent will partner with Reebok on a five-year deal in 2003.

He will sell over four million pairs of shoes.

50 claimed compensation of over $80 million dollars.

Reebok will be sold to Adidas for 3.8 billion and 2005.

G-Unit shoes were a huge source of revenue for Reebok at the time.
OVER $4 BILLION IN BEVERAGE INDUSTRY

- 50 Cent had several deals and products he sold in the beverage industry.
- Most notable of his products was his enhanced water venture, Vitamin Water.
- Energy Brands produced Vitamin Water will be sold to Coca-Cola in 2007 for $4.1 billion.
- 50 Cent was an equity holding endorser of the brand who boosted awareness through several channels.
50 Cent will create SK Energy shots with famed social entrepreneur Chris Clarke of Pure Growth Partners.

They were partnered with athletes like Colin Kaepernick and companies like Marvel.

They will work with the United Nations World Food Program and donate over 3.5 million meals from the sales of SK.
• 50 Cent partners with Beam Suntory for the marketing of their EFFEN vodka brand.
• 50 Cent would double sales in a year.
• He claimed to be paid $60 million on his exit from the arrangement.
• 50 Cent will create his own spirits company, Sire Spirits to distribute his own champagne and cognac.
• 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.
• 50 Cent will create two clothing lines under his G-Unit brand.
• 50 Cent created both a women’s and men's line of clothing.
• Sales of his clothing line exceeded over $200 million dollars during his partnership with Ecko Enterprises.
• At the peak of their arrangement G-Unit was accounting for 15 percent of the over $1 billion dollars in sales Ecko was generating.
G-UNIT WILL TEACH YOU HOW TO STUNT

50 Cent with dabble in the jewelry game and create a luxury line of watches with famed Manhattan New York jeweler Jacob & Co.
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.
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
Beyond his extensive collection of luxury cars, 50 Cent would partner with GM.

His partnership was with its Pontiac division and was a wide-reaching initiative.

He will create customer edition Pontiac's, and will be involved in the release of an all-new G8 based pickup.

Pontiac with also sponsors concerts and integrate 50 Cent in their advertising.

According to the Specialty Equipment Market Association (SEMA) the automotive aftermarket industry is a $44 billion dollar industry.

Bob Lutz and 50 Cent forging a relationship was massive.
• 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.
OVER A HALF A BILLION DOLLARS IN MUSIC FROM MIXTAPES

- 50 cent created marketing efforts that built his G-Unit brand through alternative distribution channels.

- This approach created a bidding war for his music in excess of $1 million dollars before he was signed with Dr. Dre and Eminem. He will sign with them in 2002 for $1 million dollars.

- Since 2002 50 Cent and his G-Unit artist have sold over 40 million records worldwide.

- He will launch the multi-platinum career of artists like The Game, and Lloyd Banks.

- Revenue for music sales alone exceeded over $450 million.

- His concerts generated over $71 million of revenue.
 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.

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