



THE
HUSTLENOMICS[®]
WAY

Hip-Hop + Business 101

▶ SWARTZ CENTER FOR ENTREPRENEURSHIP LECTURE 3/28/19

THE BACKGROUND TRAILER

▶ <http://bit.ly/2EKbrYE>

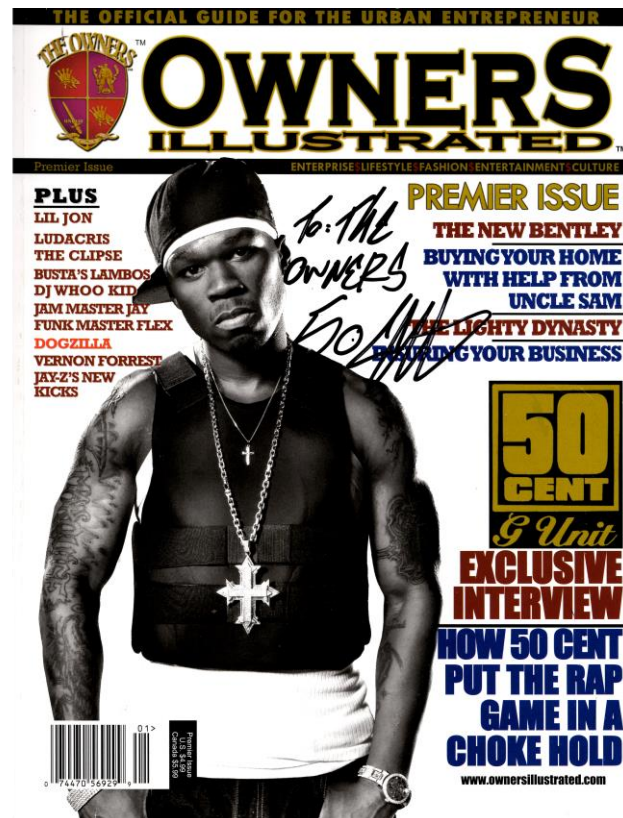


ORIGINS OF HUSTLENOMICS WAY

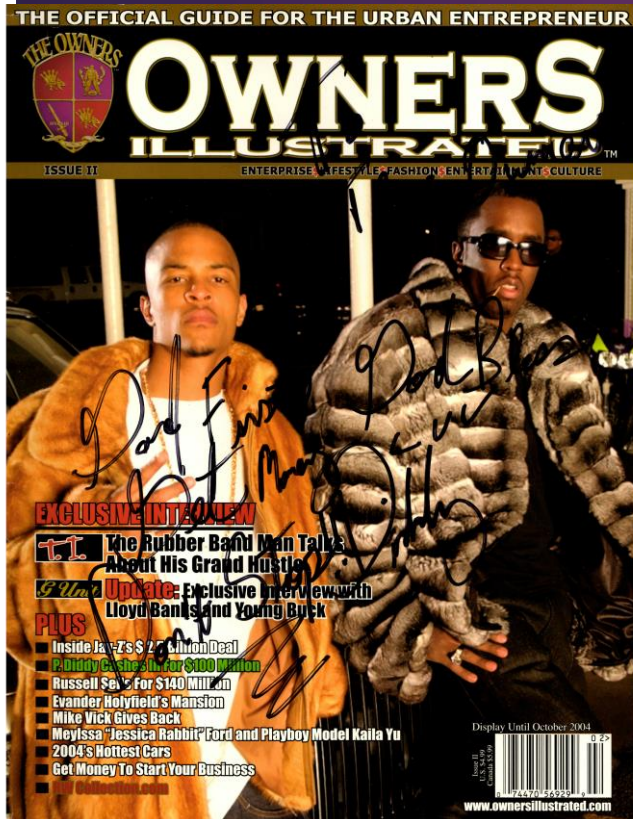
I was faced with wanting to launch a never seen before hip-hop business magazine startup. I had no loans, capital, investors, or financial resources, and was living in Ward 8 DC. I had a family, a wife, and a son, Wole Idowu who will go onto graduate from high school at 15, and get an Electrical and Computer Engineering degree at 20 from Carnegie Mellon University, but that is a separate story.

So, we will meet in the high rise of the Wingates every Sunday and host my close friends including current V.P of operations, Dawoud Shahidu who is a brother to me. We had made music, and independently released records in the 90's under the Da Great Deity Dah moniker.

That venture started with \$33 worth of tapes at Million Man March in 1995 and will reach globally with several releases on Vinyl and CD. Da Great Deity Dah is also a comic book character and had an affiliated merchandising line. Challenges building the brand showed a need for an official guide to inform others on how to build, and grow your intellectual property. I have a workshop at the end we will do



KINGS OF NY YORK PT. 1



Bad Boy, Ruff Ryders and The Wu-Tang Clan. How marketing ingenuity and the strong cultural phenomena created by; Sean Combs, RZA, and Joaquin "Waah", Darin "Dee" and, Chivon Dean transforms into billions in revenue in multiple industries.

THE STORY OF P DIDDY

P Diddy runs the city and he did that literally by participating in the New York City Marathon. Starting off as an intern at Uptown records and prior to that, establishing himself as a party promoter at Howard University in DC, he began his business enterprise the same way hip-hop was founded. One thing about Sean Combs or P-Diddy is his resiliency.

Tragedy has always followed him yet against the most insurmountable of odds he rises and creates new pathways. He had setbacks early in his party promotion career with people dying at an event and he turns it around to become one of the most influential entrepreneurs and creatives the industry has ever seen. As a student at Howard University in 1994, Damola Idowu will conduct an interview with P Diddy, also an alum of the institution, for a marketing assignment. This will be the precursor to the formation of Owners Illustrated Magazine, and will provide the blueprint for the eventual magazine. The magazine itself will launch at urban lifestyle events with a simple targeted question on a flyer. *Who Will Be Rap's First Billionaire?* The campaign featured, P Diddy, Master P, Jay-Z, and Russell Simmons. At a car show in NJ with super DJ Funkmaster Flex, in August 2002, Damola made his own press passes for himself and friends to get into the venue. 5000 subscription cards were printed to be distributed at the car show to use pre-sales as a funding and networking mechanism. Several celebrities posed with the flyer which featured Diddy and Master P on the front.



The image shows the cover of 'OWNERS ILLUSTRATED MAGAZINE'. At the top left is a crest with the text 'THE OWNERS'. The main title 'OWNERS ILLUSTRATED MAGAZINE' is in large, bold, white letters with a red outline. Below it, in smaller white text, are the categories 'Enterprise · Lifestyle · Fashion · Entertainment · Culture'. Underneath that is a yellow banner with the text 'THE OFFICIAL GUIDE FOR THE URBAN ENTREPRENEUR'. The central theme is 'Who will be rap's first BILLIONAIRE?' in yellow and white. Below this is a black and white photograph of P. Diddy on the left and Master P on the right. P. Diddy is wearing sunglasses and a white tank top, looking thoughtful. Master P is wearing a white patterned shirt and a blue headband with 'NO LIMIT' written on it, holding a small card. Below the photo, the text 'Bad Boy's New Deal' is on the left and 'The No Limit Empire' is on the right. At the bottom left of the photo area, it says '4th Quarter 2002'. At the very bottom of the cover, in large white letters, is 'SUBSCRIBE TODAY AND SAVE 30%'. At the bottom right, in red letters, is the website 'WWW.OWNERSILLUSTRATED.COM'.

OWNERS ILLUSTRATED
MAGAZINE
Enterprise · Lifestyle · Fashion · Entertainment · Culture
THE OFFICIAL GUIDE FOR THE URBAN ENTREPRENEUR

Who will be rap's first **BILLIONAIRE?**

P. Diddy Master P

Bad Boy's New Deal The No Limit Empire

4th Quarter 2002

SUBSCRIBE TODAY AND SAVE 30%

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P DIDDY DISRUPTION

Diddy creates a new sound by merging R&B with Hip-Hop, he utilizes some of the most creative marketing campaigns like his BIG/Mack campaign with Vibe magazine to introduce The Notorious B.I.G and Craig Mack.

- **Revolutionizing Urban Fashion and bringing it mainstream-** He revolutionized fashion with Sean John
- **Maximizing revenue from his party lifestyle influence-** He transformed beverage sales with Ciroc which again plays on his early career as a party promoter but now leans on providing the beverage for the party.
- **Created the New Visual formats for podcasting and radio-** He built his own TV network,
- **Impacting political landscape-** got involved in voter initiatives with Rock The Vote,



P DIDDY BUSINESS IMPACT

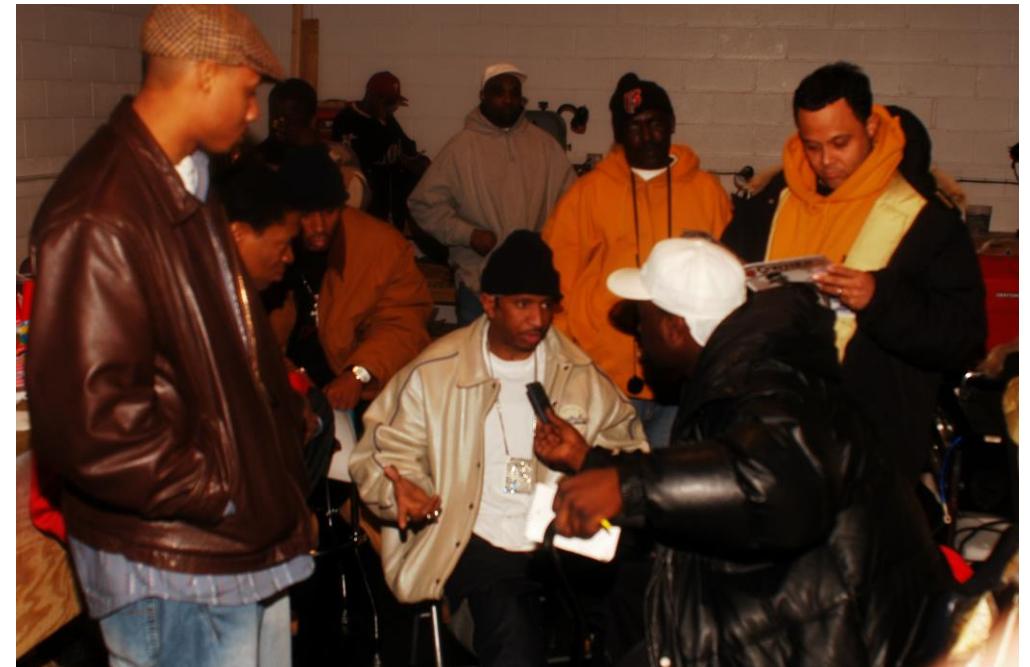
Diddy has broad investment in several industries, Diddy is a force onto himself. Owners Illustrated has actually been in the studio with Diddy along with members of Da Bloc from Baltimore who also claim his artist King Los, as one of their members. He will amass a current fortune exceeding \$900 million.



THE RUFF RYDERS STORY

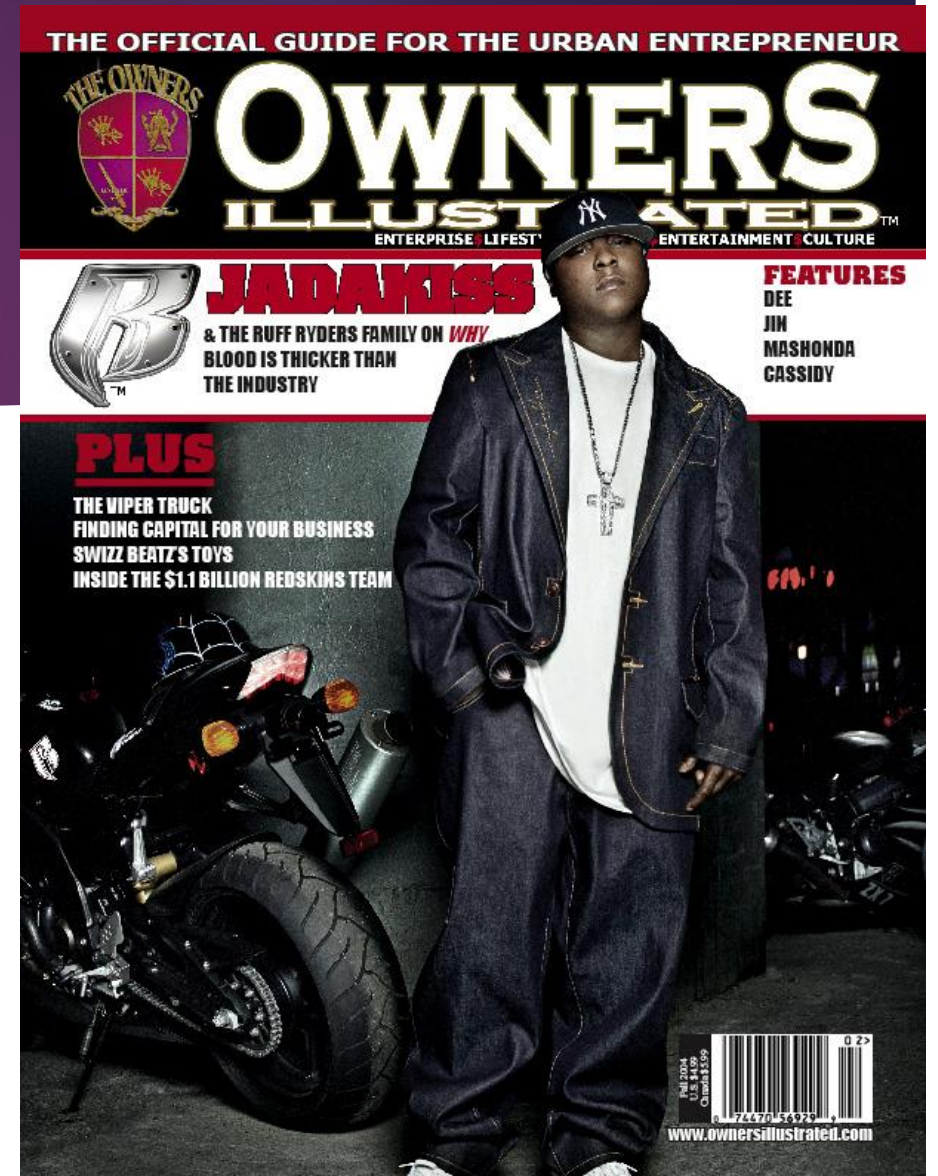
Diddy will also do business with a crew called the Ruff Ryders, led by Joaquin "Waah" Dean, Darin "Dee" Dean and their sister Chivon Dean with their nephew Kareem Dean Aka Swizz Beatz providing the music landscape. They all hail from Yonkers, and Dee in particular told Owners Illustrated Magazine in an interview he had known Diddy's father, a since deceased hustler from Harlem.

Diddy will sign the Ruff Ryders group **The Lox** and they will make the music anthem **Money, Power, Respect** with **Lil Kim**.



RUFF RYDERS DISRUPTION

Ruff Ryders built a Black Biker culture and introduced that to hip-hop and used Biker culture to create several mega stars including DMX and Eve who will go onto to have her own show on network television for several years.



RUFF RYDERS BUSINESS IMPACT

With Artist DMX and Eve, Ruff Ryders will open up TV production and film opportunities along with merchandising to alternative fashion markets in 9 figure deals. Nephew Swizz Beats will not only transform music, but alter the art industry with Art Basel in Miami



THE STORY OF WU-TANG

Wu-tang. A 9-member vocal band is so bizarre, it hadn't been seen in hip-hop much less of the music industry as a whole. Yet that was the plan hatched by the RZA, founder of Wu-Tang, and also the creator of the sound that will identify and endear the group to audiences globally. 25 years ago, the group debuts with **Enter The Wu-Tang** and the group logo has been ubiquitous globally.



DISRUPTION OF WU-TANG

RZA had each artist sign as a group and also individually allowing them to build their own brands with the resources of several labels instead of Loud Records, founded by Steve Rifkin, who Owners Illustrated Magazine interviewed. RZA and Raekwon from the Wu-Tang Clan have also been interviewed by the publication.

- **Provided the multi-product branding platform utilized by others.** Wu-Tang created several products and revenue streams from their brand in a blueprint that will later be utilized by 50 Cent and G-Unit. Wu-Tang launched; video games, clothing lines, movies, retail locations, books, comic books, music production, management and more.
- **Interweaving Asian culture to provide a persistent global customer base.** They used Kung-fu movies to create their imagery and music and added Five Percent Nation spirituality in their messages. They totally disrupted the structure of bands, and the expansion of their individual artist brands to other industries. Through the incorporation of underground Asian movies into mainstream music, and the use of their logo as a tattoo, they allowed legions of fans globally to be brand ambassadors.
- **Creation of Affiliates and creation of independent distribution channels used by others-** Wu-Tang will also spur several affiliate groups who will help bolster an Indie Scene and underground rap music. Da Great Deity Dah took advantage of this underground New York indie scene by distributing his music at retailers like Fat Beats, Freeze Records, independent vinyl Shops, and Beat Street Records. Jay-Z will use Beat Street Records and some of these outlets prior to releasing his debut album, **Reasonable Doubt**.



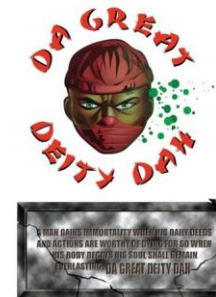
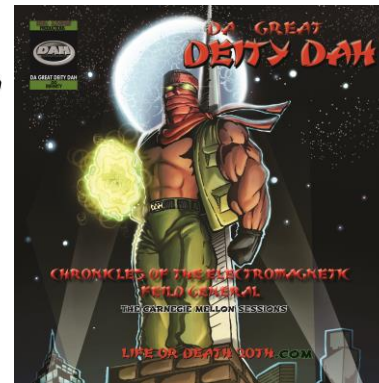
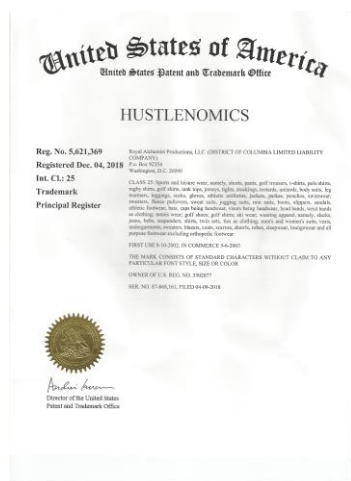
BUSINESS IMPACT OF WU-TANG

For 25 years the Wu-Tang Brand has generated hundreds of Millions of Dollars Globally.



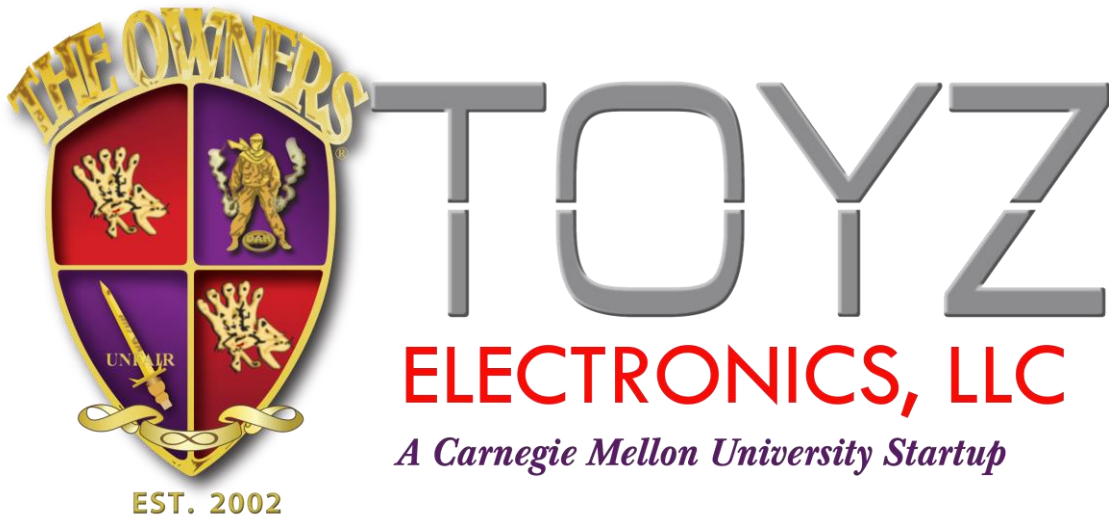
Hustlenomics Way Workshop

- ▶ Projects covering Technology, Brands, Books, Music, and Fashion



TOYZ ELECTRONICS, LLC

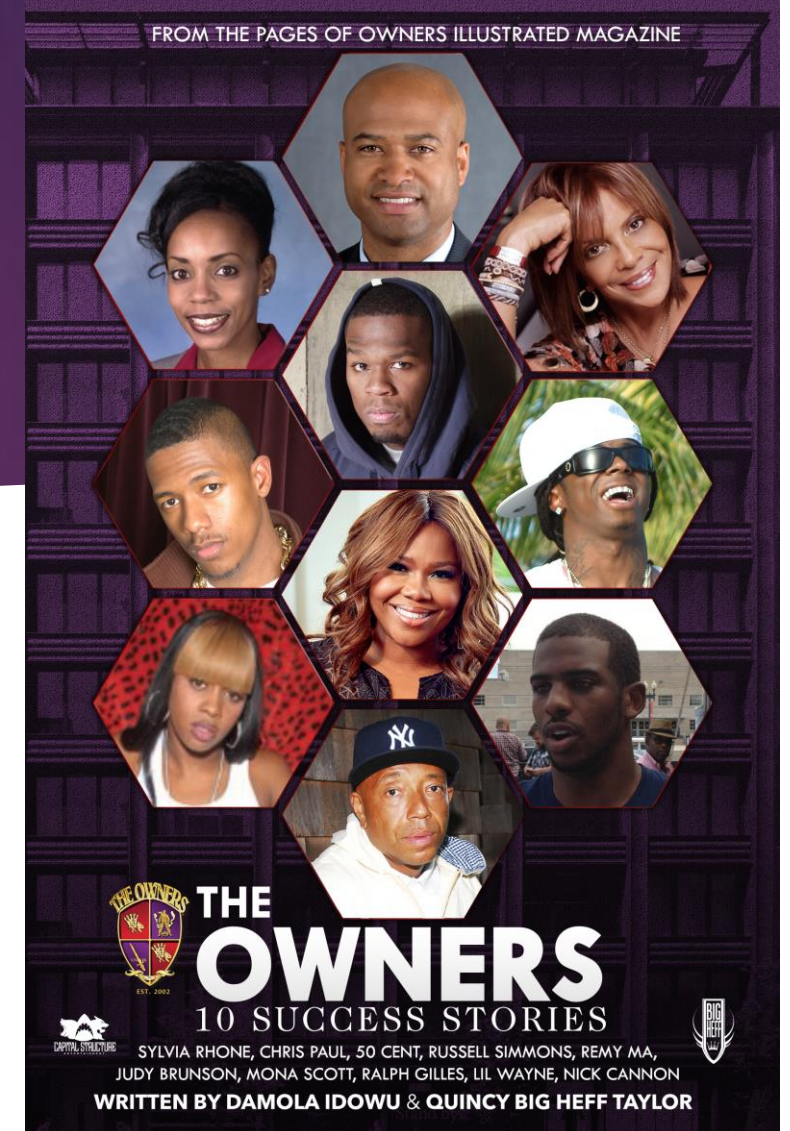
- ▶ A Carnegie Mellon Startup at the Swartz Center For Entrepreneurship
- ▶ Damola Idowu CEO
- ▶ Wole Idowu CTO
- ▶ Quincy Taylor CMO



10 SUCCESS STORIES FROM THE OWNERS

Quincy Taylor recently approached me about doing this book as a series featuring great entrepreneurs, I have had the pleasure to interview and see in action in their enterprises. It seemed hard to do because we have done an extensive job covering so many people over our 17 years in business.

For this first series, I chose to give you the back stories and an updated perspective on some of my favorites, and in each chapter on each subject, we both will share our perspective on why we find each person special and inspirational in addition to sharing what they are doing now.



THE HUSTLENOMICS WAY PODCAST



WAY

Hip-Hop + Business 101

PODCAST

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