

Business portfolio



The Artist

ABOUT US

The Artist is a true music competition, no limits, if it's music we wanna hear it. The artist was created by the CEO and founder of SkotialM Pty Ltd (Nkhensani Mabaso). Skotial is a black-owned social media platform with a patented voting system that compensates all invested parties. It is this system that will facilitate the fan votes & generate the capital required to run the competition.

The competition will be hosted primarily on Skotial, however, updates can be found on any of our outlets, or on our partners' outlets. The Artist will partner with the top radio stations in South Africa, as well as featuring established artists along side undiscovered artists. The aforementioned parties will help generate the viewership in their varied demographics, while they each generate cash for themselves or their organisation.

The Artist has already partnered with different stakeholders like Skotial, The Orchards Guest House, & The Basement recording studio, to help facilitate a successful competition. We are, however, always looking to expand on this.



THE COMPETITION

Each radio station will select their established artist/ artists to represent them in the competition. These artists are then tasked with finding undiscovered artists from a group preselected talent (done by a panel of music professionals).

The established artists will then have to mentor the undiscovered artist they've paired with, and help them refine their skills. These artists will need to release tracks, videos and even perform, to prove that they have what it takes to be the next, the best, South African artist.

The artists will write, produce, and release 5 tracks (with the help of their mentor):

Three unique covers or remixes, to help set them apart and establish their sound.

One new and original song. To help highlight their sound and perspective.



THE COMPETITION

Finally they will need to record a new track, accompanied by a music video, to really show that they've got the chops for the industry.

The artists must have access to a recording studio and a small team, to produce their tracks

The first four tracks may include the mentor in a featured capacity, however, the last track must be a solo track by the mentored artist.

They will be required to perform this track live at the competition Finale where "The Artist" will be announced.



THE PRIZE

The prize will consist of portion of the voting revenue & any contributions from our partners. Nevertheless, all participants are given a sum proportional to the amount of votes they've accumulated, so everyone is a winner.

Furthermore, any person or entity involved with the competition in a meaningful way will receive a portion of the voting revenue as well.

Each vote will cost R10, which will be distributed amongst the contestants, sponsors, organisers and the voters:

*R2 will be given to the competing teams per vote, regardless of which phase of the competition the vote was for.

*R0.50 from all the votes is allocated to the grand prize pool.

*R0.50 is allocated to our radio station partners.

*R2.50 will be allocated to the voters using our patented customer rewards. A voter will receive 15c from other voters up to 88500 voters.

*R1.50 is allocated to the organisers.

*R3 is allocated to Skotial for hosting the competition.



RADIO STATIONS

*Select your artists and submit their name to competition@theartistsa.com by the 10th of december 2021

*The station can select to enter up to five artists.

*Promote your artists and encourage the station's listeners to register on www.skotial.net and complete their KYC to be eligible for voting.

*The longer your artists stay in the competition, the more cash prices your station will receive.

ARTISTS

*Choose an undiscovered artist from our pre-select group.

*It falls to the artist to assist the new artist until to the end of the competition in whatever capacity they can.

*Encourage your fans to register on Skotial and complete KYC to be eligible for voting.

The Artist

TERMS & CONDITIONS

All contestants must have valid South African

ID or permanent residency documents to

New artists must be between 16 and 25 years
of age.

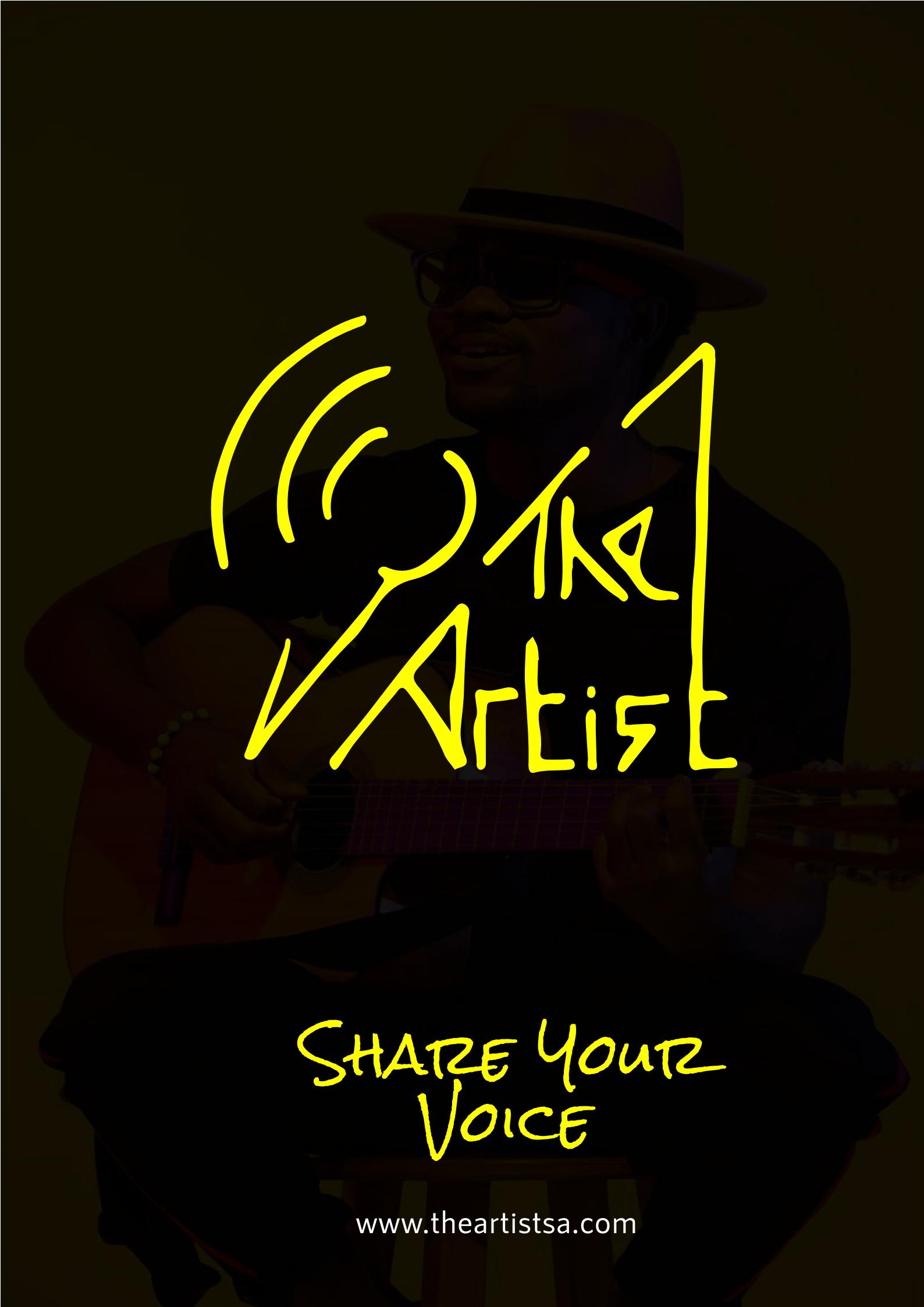
CONTACT US

Web: www.theartistsa.com (under development)

Phone: 072 162 9356

Email: nkhensani@theartistsa.com





The
Artist

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VOICE

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