

HumanFankind

media kit 2012



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HumanFankind

Give Back for Music Piracy...It Will Sound Better

information

2012 v.1

What We Do

HumanFankind collects and distributes voluntary donations from music fans to artists for reasons such as music piracy.

-Fundraising for indie artists

-Allow fans to message artists.

-Hosts music blogs in five genres.

Founded

The idea behind HumanFankind was conceived by the founder, Justin Silverman in early 2011 while listening to one of his favorite bands, Coldplay. The business was designed, developed, opened for the world in early 2012.

Founder

Justin Silverman (founder/president) is a graduate of the Eli Broad College of Business at Michigan State University. His passion for music and hard-working positive attitude form the friendly



culture of HumanFankind.

Inspiration

Today's music industry is broken. We believe that not all music pirates are bad people, but are in search of a new system, which is why we created it! We found that fans can listen to an artist for hours but have never once contributed to their careers, and that's not right!

Where



HumanFankind's headquarters is currently located in Los Angeles, CA, but has employees working in cities all across America, and has registered artists from all corners of the globe.

Where to find us:

Press Contact:

media@HumanFankind.com

Website:

www.HumanFankind.com

Facebook:

www.Facebook.com/HumanFankind

Twitter: @HumanFankind

Key Facts:

-most frequently donated to band is fun.

- Rock and Electronic artists receive the most donations

-When buying a song on iTunes an artist sees only between 8-14% of revenue on average.

-We use paypal for transactions

-Slogan: "Give a little...It Will Sound Better!"

-Donating \$1 on HumanFankind is equivalent to purchasing 8 songs on iTunes in the eyes of the artist.



humanfankind

Quotes^{(president):}

"We found that fans could enjoy an artist's work but have never once contributed to their career"

"Some people download thousands of songs annually only to delete or never listen to the majority of them. It's not financially responsible to purchase things just to find out that you don't like it. We provide a kind of insurance."

"I love music and admire the hard work that goes into making it. Nobody should go unappreciated by anyone that benefits from it"

Company Background



In 2011, Justin Silverman, while listening to the band Coldplay, suddenly came up with the idea for the website HumanFankind. Silverman was thinking about how “people download music and enjoy it day in and day out, but have never once contributed a cent towards their careers.” He came to the conclusion that listening and enjoying another person’s art, and not contributing any money toward the art that is loved so much “didn’t seem right.” Soon after this epiphany, Silverman, with the help of his mentor, put together a business plan and decided to meet with a web developer. A year later, HumanFankind was up and running, ready to accept donations. Soon after the website being fully functional, a blogging component was added. The bloggers are all volunteers whom have a passion for music and feel the artist deserve to know how their fans feel.



Product Shee

Looking for new music?

Explore blogs from many different genres and learn about new artists, as well as stay up to date with current music news.



Looking to give back?

Fans can donate to an artist that they in the past, have pirated music from. There is a drag down menu with many artists' names, and are given the ability to add more.

Step One Choose an Artist

Choose an Artist
3 Doors Down
30 Seconds to Mars
3OH!3
50 Cent
A Day to Remember
A Perfect Circle
a-ha
A.S.I.R.
ABBA
AC/DC
Acari
Adele
Aerosmith
Afghan Headspin
AFI
Air
Akon
Alanis Morissette
Alberto Alaska

Looking to message artists?

Fans are allowed to email the artist of their choosing and express to the artist how much they adore their music, or whatever they wish to tell the artist.

Step Two Your Information

Your Full Name

Your Email Address

Website URL (optional)

Send a custom message! (optional)

next step

or, Cancel

Praise for HumanFankind

Hunter
Reese

HumanFankind is acknowledging the present issues in the music industry in a new progressive manner, amen.

Martin
Other

Hello there! I'm Martin from Otherness Rock and I'm asking you to support and join HumanFankind 'cause they are truly inspiring and they're helping emerging artist through their donations and network so artists can achieve their goals.

The
Secret
Skwirl

@humanfankind Thank you! It always humbling when someone "gets it". A few million more & we may be on 2 something!

I love the idea of HumanFankind, especially as an unsigned artist, I think the concept is amazing and will be very helpful to artists who aren't signed to major labels and could use the extra help in making music & videos. It's brilliant!

"I'm all for empowering musicians and fans and cutting out the middleman. It strips things back to basics and I like that. Everybody jumps on the fair trade bandwagon when it comes to food and drink, and bands can't even pay for food and drink with their music because someone else is in control."

"Im very interested in what you guys are doing for the industry.Its a brilliant idea.And one i would like to get onboard with my band with."



humanfankind

Brandon
Hilton

Dol Eoin

Colin
Graham



Press Release

For Immediate Release

Music Thieves Are Giving Back After Piracy via HumanFankind

The music industry is forever changed for music fans, and this time it's positive. HumanFankind, a new service that allows music lovers to give back to the artists that they have stolen from through music piracy, has opened its internet doors to the public. Since HumanFankind's creation in early 2012 it has already accepted donations for popular bands including Fun., Muse, The Temper Trap, Alex Clare, Silversun Pickups, and The Dirty Heads.

Not only is HumanFankind a donation accepting and distributing service, but also it allows fans to send a message along with their donation, and stay informed about new music and news within their favorite genres.

Giving back from guilt of piracy is not always cited as the reason for donations. In many cases fans feel as if they should support those who bring them entertainment, being a famous rock star, a local band member, or even their friends that are trying to "make it". Giving back to artists via www.HumanFankind.com is as simple as clicking their name and deciding how much to give. All payments are done securely via Paypal.

Similar to Radiohead, (band) who released their album "In Rainbows" with voluntary donation options, HumanFankind recognizes that listeners no longer want to pay for all of the music that they download, but given the option to give back, fans will. Donations received in HumanFankind's first quarter indicate that the vast majority of donations go to artists performing in the "Rock" or "Alternative" genre. Reasons are unknown, even as rapper David Banner recently asked two millions fans to donate \$1 to "The Movement".

HumanFankind is currently seeking music blogs and file sharing networks to promote the act of giving back by informing their viewers of the service, and by linking to it.

There is a loss of over \$12.5 billion dollars a year due to music piracy (RIAA) and HumanFankind tries to bridge that gap to make artists' hard work pay off. "If you give a little, it will sound better!"

For More Information Go To <http://www.HumanFankind.com>

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Founder Bio

Justin Silverman, a 22 year old business graduate of the Eli Broad College of Business at Michigan State University, has a passion for music. Silverman says, “Music has been important to me for as long as I can remember.” Silverman remembers his first concert, Panic! At The Disco. He says, “Once you see and hear a song being played right in front of you, you will never hear the song the same again. I have gone to concerts of artists that I have not really taken an interest in beforehand, and left a huge fan.” This passion and his work in the entertainment marketing business have led him to create the website HumanFankind.



Silverman hopes that HumanFankind will “change the way the music industry is run.” His hope is that more people will begin to see music as something valuable that took hard work to create, not just a file that appeared out of nothing. Silverman believes that artists deserve more than what they receive for their art and is ready to help make this happen.

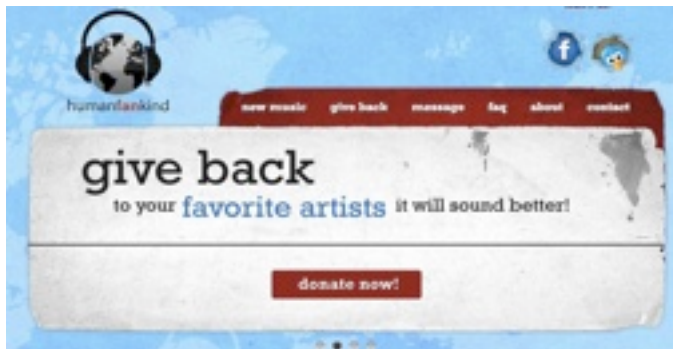
Silverman grew up in Philadelphia, PA, in the suburb of Huntingdon Valley. “I envision this website foremost facilitating a change in the way that the music industry is run.”

- Justin Silverman, President.

Company Images



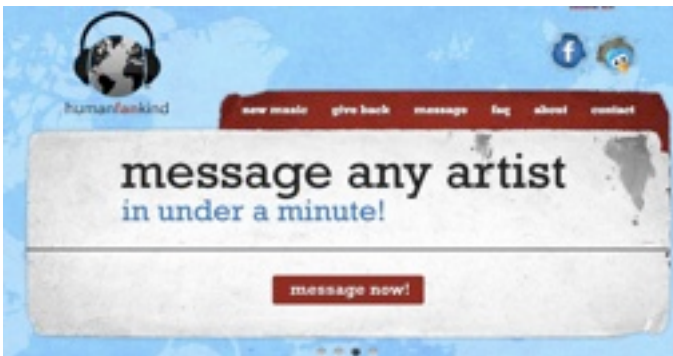
logo



homepage 1



homepage 2



homepage 3



Justin Silverman
(president)