

# hawkeye

Sound Lab





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# Hawkeye Sound Lab

**Sound Therapy Lab and Music Studio  
in the heart of Joshua Tree, CA**

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# A Place of Nurturing. A Center of Creation.

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On the foothills of the Yucca Valley Mountains is a place of solitude and the home of Hawkeye Sound Lab, a social enterprise to bring compassion based sound therapy for returning veterans, humanitarian workers and others suffering from PTSD, depression and anxiety issues. As a sustainable enterprise we are renovating an existing property into a unique recording space for musicians and artists can escape the city to write, experiment and record. This revenue will help to offset funding sound therapy programs.

This will be the first center in the world that utilizes electronic music, neuroscience and sound therapy as a mechanism to heal and grow.



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Hawkeye Sound Lab

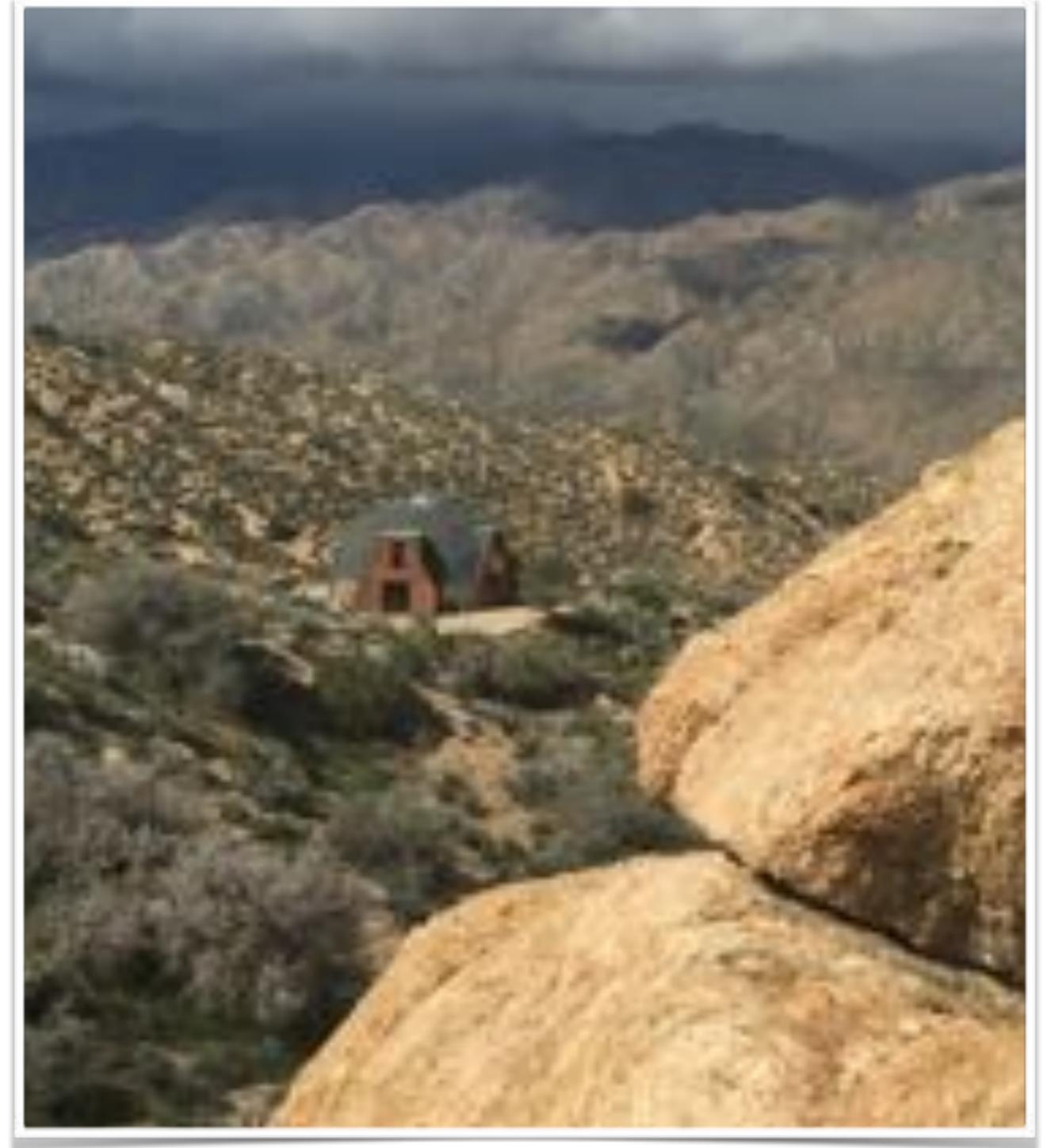
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# The Studio

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It is our aim to create the world's first off-grid for-purpose recording studio that is a center for sound therapy work in the United States, with a focus on returning veterans and first responders. The studio will be situated in a refurbished geodesic structure designed by electronic artists for electronic artists.

Hawkeye Sound Lab, run by Melissa Livingston, will give musicians and artists a unique place to stay for short or extended periods of time to write and record music.



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# Hawkeye Sound Lab

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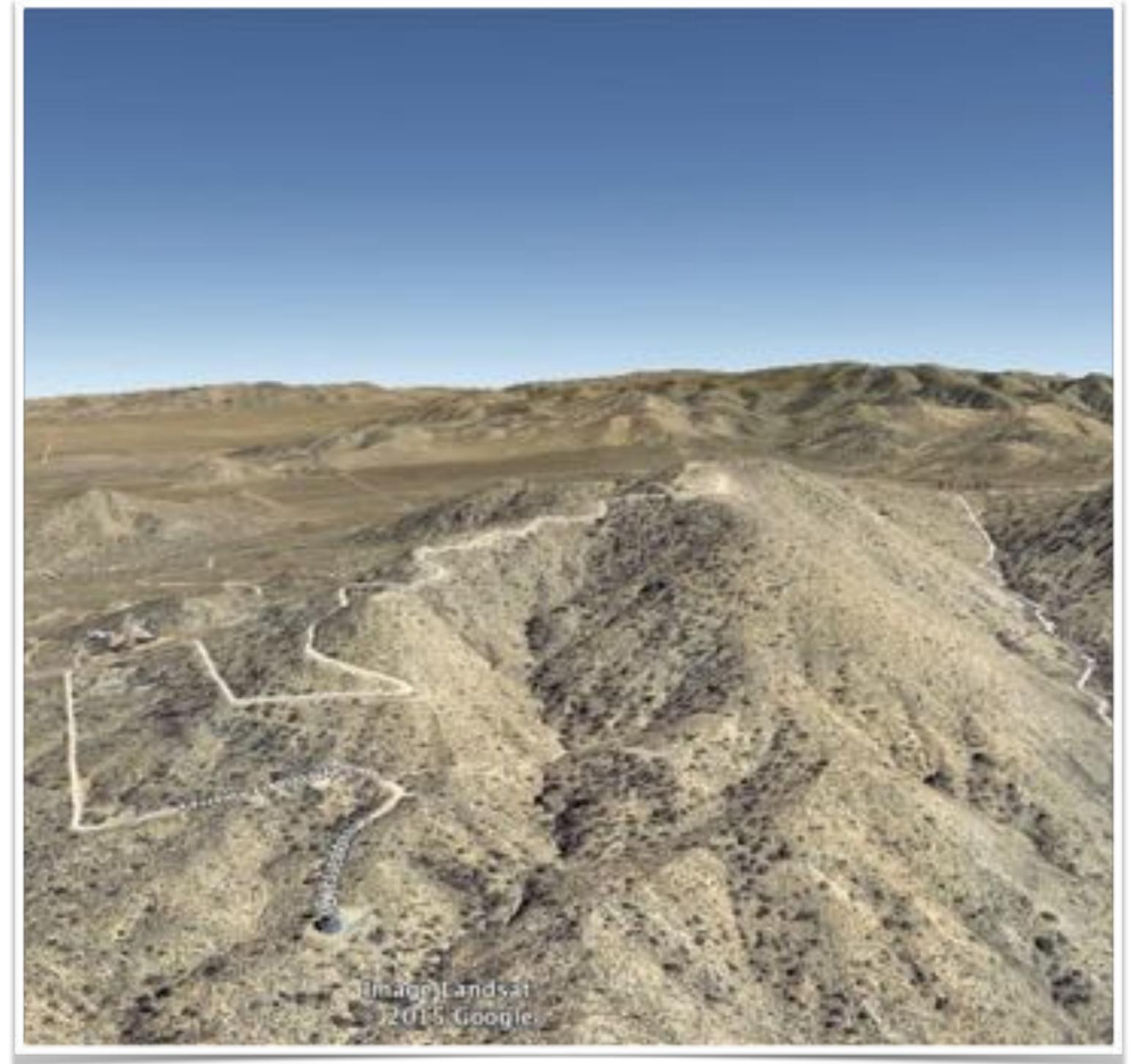
## The Land

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Hawkeye Sound Lab is situated on over 100 acres of untouched land overlooking the Yucca Valley and a stone's throw from Joshua Tree National Park.

This is one of the most unique properties in the valley with 360 degree views and neighboring onto another 100 acres of empty property.

It is less than 10 minutes from downtown Yucca Valley, 45 minutes from Palm Springs and less than an hour from Coachella.



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## Hawkeye Sound Lab

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# The Team

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**Missy Livingston - Dj/Producer - Music and Events Curator**

Co founder RE:UP Magazine / Moderna / The Deep / Ghostly International

**Cameron Sinclair - Designer and Builder**

Co-Founder, Architecture for Humanity // Design Principal, Small Works // TED Prize winner (lower right)

**Olivier Oullier - Neuroscientist**

Former professor of Behavioral and Brain Sciences at the Aix-Marseille University // Underground DJ // Neuroscientist with an expertise in electronic music and culture. (lower left)



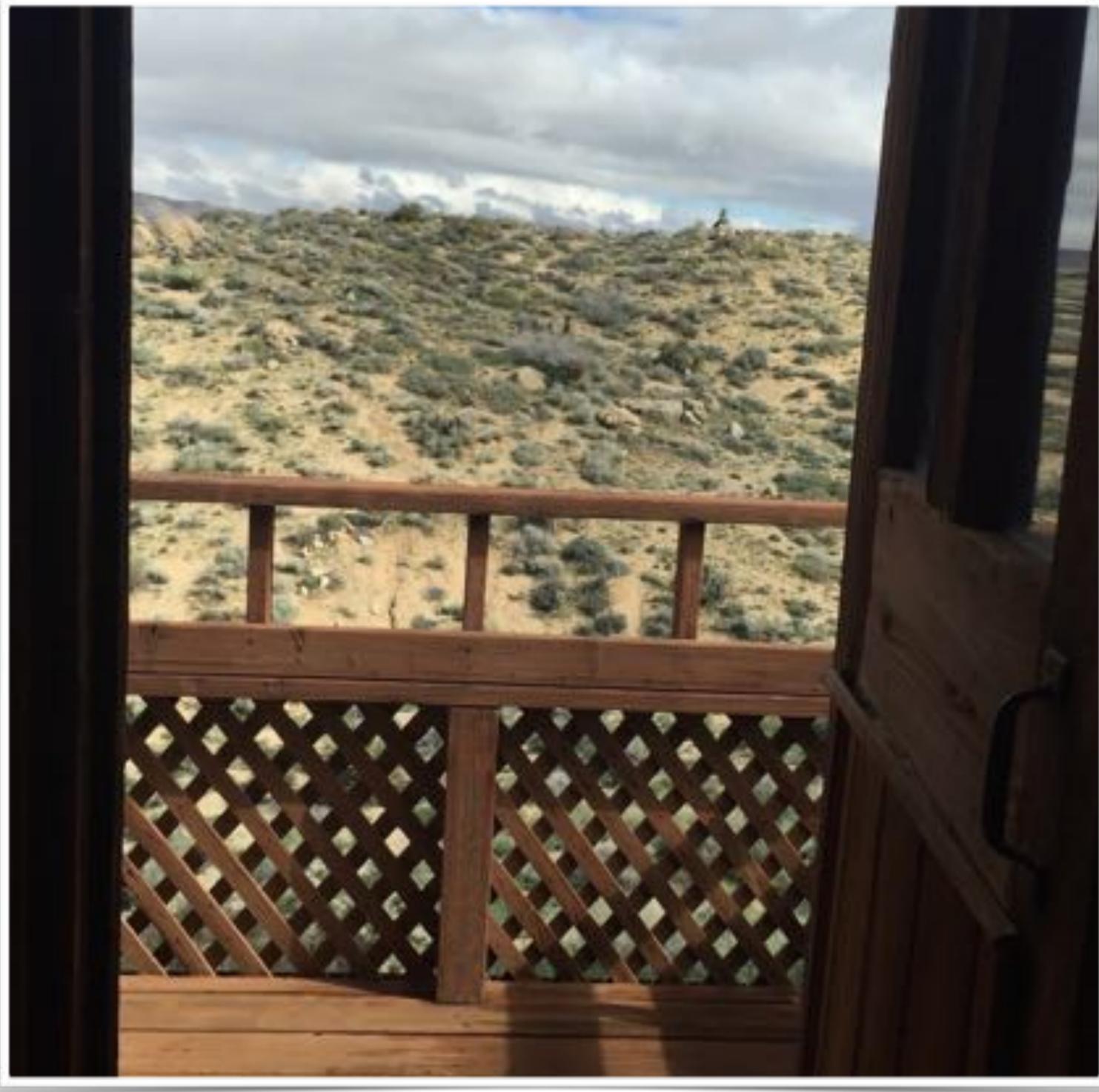
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# Hawkeye Sound Lab



Views from property

Hawkeye Studios



Views from recording studio

Hawkeye Studios

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# For Purpose, For Profit

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## Initial Investment Round

Hawkeyes Sound Lab is taking on a passion first model where investors are looking a purpose first, profit second. We are creating 100,000 shares which are split between the founders and the investors circle. We estimate that it will take approximately 18 months to have a fully operational studio and programs and we are looking to develop a profit sharing model with shareholders.

We are now in escrow on the land and launching an initial investment round with distinct levels of support; **Supporter \$25K** with equal pro bono support - **Investor: \$50K** - **Partner: \$200K**.



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# Hawkeye Sound Lab

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# Funding Streams

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## **Hawkeye Sound Lab**

The Lab will be bringing in multiple streams from foundation support, government grants and fees from non-programs related clients. // Estimated Annual Revenue: \$75,000

## **Hawkeye Recording Studio**

While creating a studio is becoming easier, it is harder to create a destination. With 360 degrees views of Joshua Tree and surrounding desert, this is a potential retreat for artist to write, experiment and record. // Estimated Annual Revenue: \$25,000

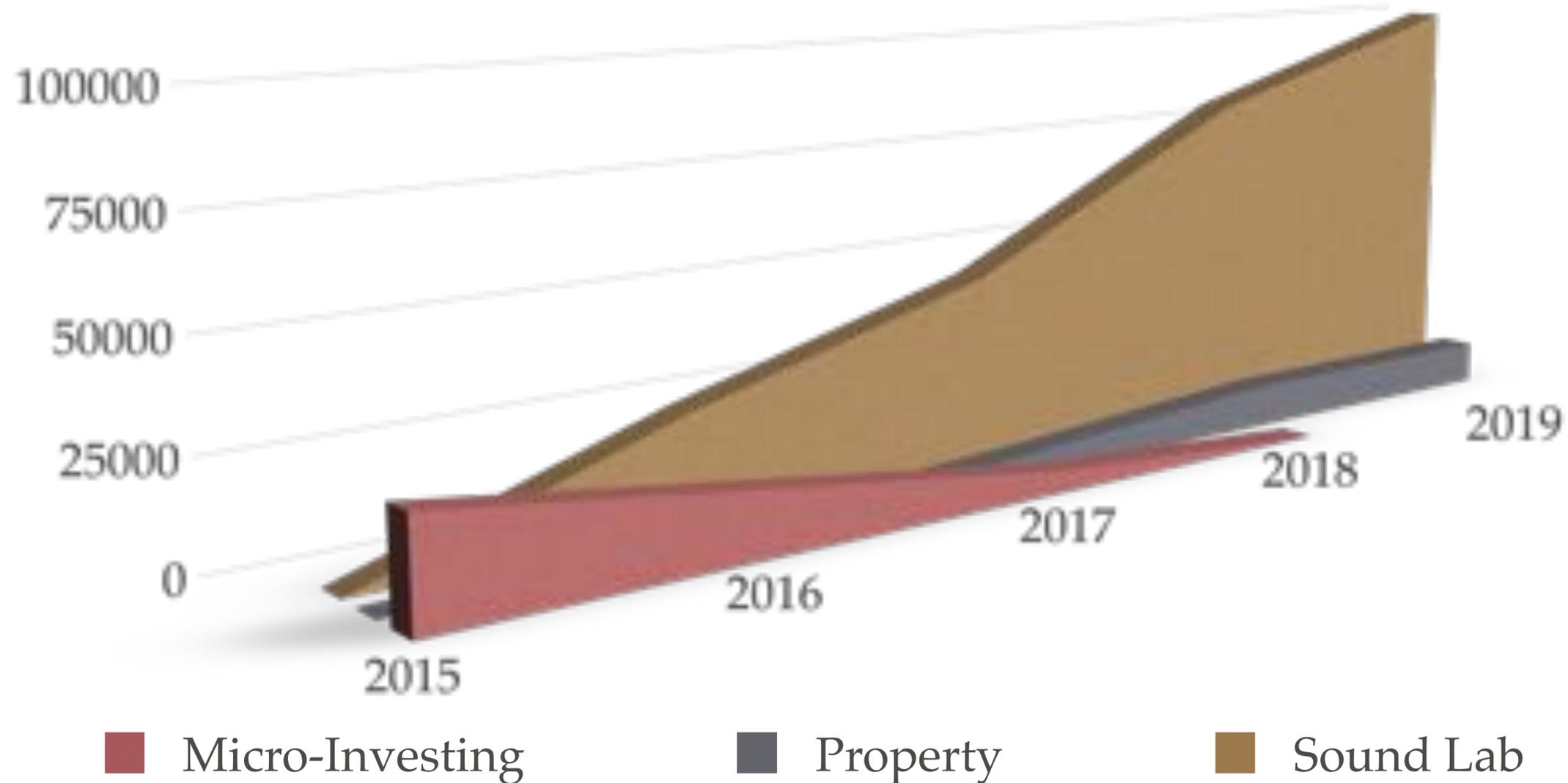
## **Hawkeye Dome - Airbnb**

Initially we will renovate the 3 bedroom, 2 bathroom geodesic home into a rental property. The land is comprised of 10 lots and we have the ability to build one structure on each lot with access to a water well. The first home would be a model off grid property utilizing the latest technology for sustainable living (micro-wind generation / Tesla Home Batteries / etc.). We will ensure a 2 week block around the Coachella Festival for VIPs or performers to stay at the Dome. // Estimated Annual Revenue: \$10,000

## **Hawkeye Hectare - Micro-Investment Strategy**

As part of the support for the project we are utilizing crowd-funding platforms to create micro-support for Hawkeye, be parsing off 1 hectare of the land for \$1 an inch. This “inch-vesting” strategy will allow will to bring in a community of , especially for research around sound therapy as well as building innovative desert architecture. // Estimated Revenue: \$35,000 (one time)

# Revenue Chart



Total Investment: \$300,000  
Capital Raised: \$100,000  
Angel Investment Needed: \$200,000

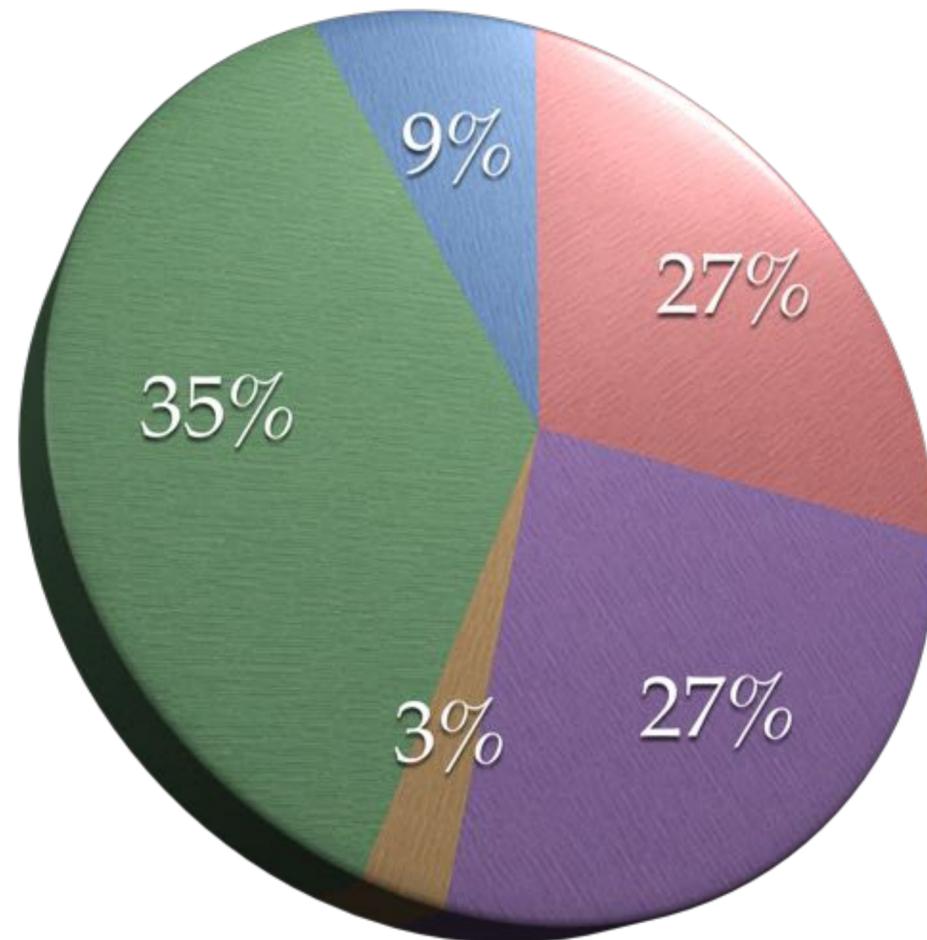
Expected Annual Revenue: \$100K  
Angel Investment Payback: 4 Years

As collateral, investors will be assigned a percentage of the land. As more investors come in this amount maybe diluted in order to seek further investment. Total Land is 113 acres of which 3 are assigned to micro-investment and 27 to each founder. It is the hopes of the project to keep parcels intact and to potentially grow the site.

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# Total Land Division

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Total Investment: \$300,000  
Capital Raised: \$100,000  
Angel Investment Needed: \$200,000

Expected Annual Revenue: \$100K  
Angel Investment Payback: 4 Years

### Initial Investor Land Ownership

Investors 35% // 40 acres  
CS 27% // 30 acres  
ML 27% // 30 acres  
Property 9% // 10 acres  
MI 3% // 3 acres

\$10K Investment = "1 acre". Therefore a \$400K investment would equate to 35% of the business. nb. Micro-investment and Property own zero stake in Hawkeye Sound Lab business.

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# Total Share Value

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## **Division of Shares**

### **Class A - Investors and Founders**

Voting. Value \$10 per share.

100,000

Founders 60%

Investors 40% (Maximum of 8 investors)

### **Class B - Micro-Investors and Property**

Non Voting. Value \$0 per share

13,000

75% for Property

25% for Micro-Investors

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# What We Need?

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We need to raise \$400K of which \$200K is for land and \$200K for initial improvements. We have secured \$100K to date from two 'for purpose' investors.

## **Bridge Loan.**

*Timeline: Immediate*

We are looking for a bridge loan of \$125K that will allow us a window of 3 months in order to raise the capital needed for launching the lab. The loanee will have priority on being an initial investment partner.

## **Investment Round**

*Timeline: By Dec. 2015*

We launching an initial investment round with the hopes of raising \$400K by January 2016. We would like to keep this round to a maximum of 8 investors within four levels of support;

Supporter \$25K with equal pro bono / in-kind support

Investor: \$50K

Partner: \$200K.

## **Crowdfunding and Micro-Investment Round**

*Timeline: March 2016*

If Interested please contact [casinclair@me.com](mailto:casinclair@me.com)

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Hawkeye Sound Lab

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# What is next.

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We believe in taking things slowly as we refine our business model and look at other opportunities for the sound lab.

After the first full year of operation we hope to begin adding a series of off grid sound studios on the site, which can be used as artist retreats in addition to more space for the sound therapy work. Our land is divided into 10 parcels with the ability to place one building per parcel.

The studios will be sustainable modular units and situated so as not to obscure views of the surrounding beauty or disturb any of the naturally growing joshua trees that are on the property.

We will develop appropriate architectural solutions based on the desert climate and integrate renewable systems.

