



# GIRLS PLAY & PRODUCE

*"Empowering Girls through Music"*

**BI.**

COVERING  
ARTS | CULTURE

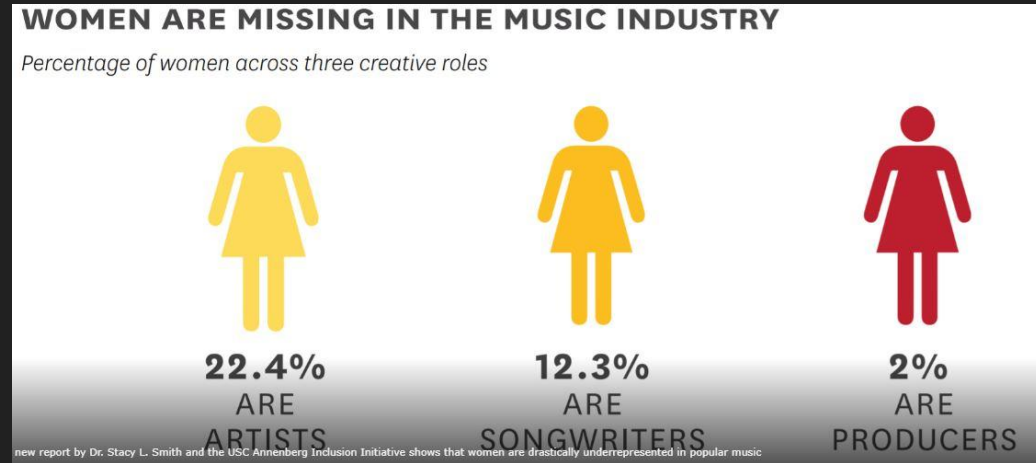
# The problem: Underrepresentation

Girls, women, specifically those of color, are underrepresented in the music industry.

- ❑ Statistically, only 2% of all music industry producers are females. Of 2,767 songwriters, 87.7% are male and 12.3% are female

## RATIONALE:

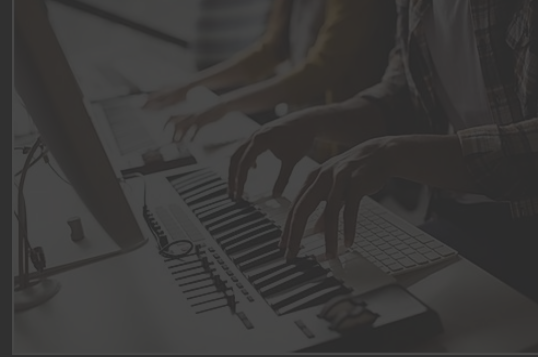
As women and girls are the most underrepresented group in the music industry we understand that this program will assist in closing the gap and eliminating gender bias disparities in the music industry.



# Solution: GIRLS PLAY & PRODUCE

## T.E.A.

*THREE CORE VALUES: Teach, Expose and Apply*



TEACH

EXPOSE

APPLY

Piano Instruction-  
Teach girls ages 13-24 piano theory  
Rationale: Learning & playing an  
instrument increases music production  
capabilities

Increase awareness in music  
production by providing  
workshops in songwriting,  
recording/engineering and  
composition

Provide opportunities in credible  
internships, shadowing  
opportunities, and field  
experiences for hands-on  
opportunities

# GIRLS PLAY & PRODUCE

## OBJECTIVES:

- Teach girls, specifically underserved girls of color between the ages of 13 -24 basic piano theory and piano for beginners
- Provide opportunities to expose young females, specifically girls of color between the ages of 13 -24 to the role of music producer by providing workshop series in sound and recording engineering, songwriting, composing and music arrangement - all of which are required to be an effective music producer.
- Place participants in monitored internships with credible/music producers for shadowing and hands-on opportunities.



## OVERVIEW

<p><b>POTENTIAL KEY PARTNERS</b></p> <p>NEon/Carnegie</p> <p>Nonprofit Organization (BI)</p> <p>East NY Community Schools</p> <p>East NY Religious Institutions</p> <p>D'Addario Foundation</p> <p>NY Foundation</p> <p>Con Edison Foundation</p>	<p><b>KEY ACTIVITIES</b></p> <p>Marketing/Promotion</p> <p>Participant Recruitment</p> <p>Secure/Grants/sponsorships</p>	<p><b>VALUE PROPOSITION</b></p> <p>Empowering girls, women, specifically those of color in East New York, through music</p> <p>Exposing girls to uncommon music careers</p> <p>Application opportunities for emerging women music producers and creators</p> <p>Increasing social, emotional and academic skills of participants</p>	<p><b>CUSTOMER RELATIONSHIPS</b></p> <p>Community sponsorships &amp; collaborations</p>	<p><b>CUSTOMER SEGMENT</b></p> <p>East NY - Female demographic (13-24)</p>
<p><b>COST STRUCTURES</b></p> <p>Marketing/Promotion</p> <p>Artist Fees</p> <p>Equipment/Supplies Fees</p> <p>Location Fees</p>	<p><b>KEY RESOURCES</b></p> <p>Location</p> <p>Artists/Security</p>	<p><b>CHANNELS</b></p> <p>Official website</p> <p>Press</p> <p>Social media platforms</p> <p>Newsletters</p> <p>Partners channels</p> <p>Word of mouth</p>	<p><b>REVENUE STREAMS</b></p> <p><b>Grants</b></p> <p><b>Donations</b></p>	

# GPP - PROGRAM PROTOTYPE

## PIANO INSTRUCTION WORKSHOPS - 12 wks

12 participants  
weekly instruction  
(2x/week/One Hour session)

OR

2 hours (weekly)

\*Scheduling is dependent on participants  
schedules

## EDUCATIONAL WORKSHOPS

Songwriting/Composing Workshop

Recording/Engineering Workshop

(Field Trips/Workshops - Bi-weekly)

## INTERNSHIPS/SHADOWING

2nd to last week of programming -  
students provided opportunities to  
either shadow or intern at a credible  
music label/company/media entity

(NYC Based)

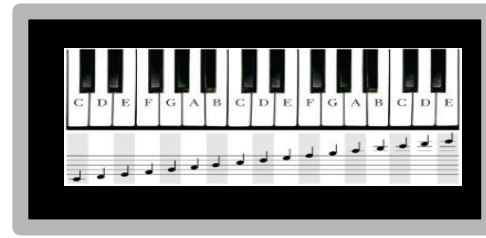
PART I

PART II

PART III

# GIRLS PLAY & PRODUCE CLASSROOM - STILL SIMULATION Ex,

Instructor Station  
(Student 1:1)



Projector Screen  
Digital/Interactive  
Presentation



# Bamboo Inc. of South Florida - “The Blurb”

## MISSION:

Bamboo Inc. is a n emerging 501(c)(3) not-for-profit organization and NYS registered charity dedicated to promoting and creating opportunities in education, arts, and culture to populations that often goes unnoticed.

## VISION:

We envision an inclusive society that encourages cultural, artistic and educational innovation.

## CORE VALUES:

We have four core values that are essential to everything we do:

Innovation. Creativity. Commitment. Diversity.



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