



# Authentic Craft, LLC

Pitch Deck (Lite Version)



# What is Authentic Craft, LLC?

Learn what our company does.



## What is Authentic Craft, LLC?

Founded in 2019, AC is the Bay Area's newest entertainment startup looking to be the next music event disruptor.

“Our mission is to create engaging and fun entertainment goods and services that are authentic and purposeful at heart. We aim to make ordinary moments extraordinary and conventional experiences magical.”



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Founded in 2019, AC is the Bay Area's newest entertainment startup looking to be the next music event disruptor.



## Music Performance & Artistry

- Recording Vocalists
- Song Production
- Live DJs



## Experience Creation & Curation

- Originators of the Berkeley's Finest concert series
- Versatile event hosting



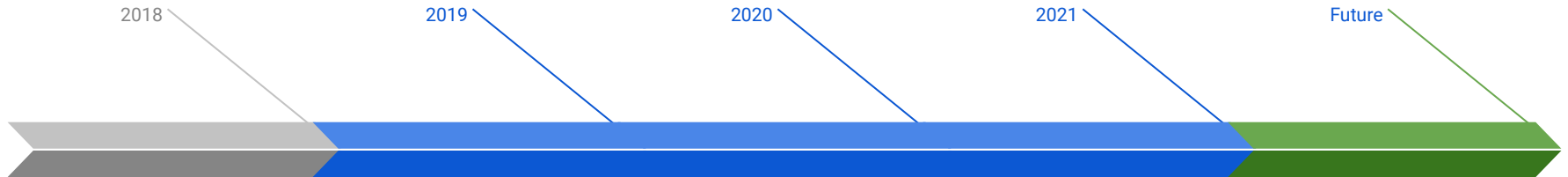
## Local-Grown Innovation

- Emphasis on Local Development
- Community-centered
- Tech-leveraged ideation



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## Berkeley's Finest

- April 2018: Berkeley's Finest series created, resulting in sold-out debut event.
- Co-founders begin releasing music and hosting events.

## Incorporation

- July 2019: AC officially recognized as a business in California.
- DJing at multiple public, corporate, and private events.

## Business Development

- 2020: A year of change and adaptation. Artists honed in on technical skills and create more content while brainstorming business model and strategy.

## Public Launch

- August 2021: AC officially announces public launch and crowdfunding.
- Music creation accelerates while strategic planning and partnerships take hold.

## New Creations

- 2022: App Launch



# Who is Authentic Craft, LLC?

Meet the team that's going to be a household name.

# Who is Authentic Craft, LLC?

AC is co-founded by a dynamic duo of Bay-Area native, UC Berkeley-Haas alum who love music.



# Austin Drake, Co-Founder of Authentic Craft, LLC



- **Hometown:** San Jose, CA
- **Education:** B.S. Business Administration at UC Berkeley ('18)
- **Occupation:** North America Market Specialist at Facebook
- **Affiliations:**
  - Vice President of the University of California, [Black Alumni Association \(BAA\)](#)
  - Dir. of Communications at [Urban League of Greater SF Bay Area](#)
  - Co-Secretary of [Positive Alternative Recreation Teambuilding Impact \(PARTI\) Program](#)
- **Artist Alias:** Ayyodrake
- **Music Experience:**
  - DJing (NASA Holiday Party 2020, Delta Sigma Theta Harambee - 2019, 2020)
- **Hobbies:** Basketball, Hiking, Video Games
- **Fun Fact:** I've traveled to five different countries in the span of a year



# Hezekiah Burton, Co-Founder of Authentic Craft, LLC



- **Hometown:** Oakland, CA
- **Education:** B.S. Business Administration at UC Berkeley ('18)
- **Occupation:** Global Supply Manager at Apple, Inc.
- **Affiliations:**
  - Dir. of Finance at [Urban League of the Greater SF Bay Area](#)
  - Treasurer at [East Oakland Youth Development Center \(EOYDC\)](#)
- **Artist Alias:** Hezzy
- **Music Experience:**
  - Recording & Performing Vocals (Rapping & Singing)
  - Music Production (Beatmaking, Mixing, & Sampling)
  - DJing (Oakland Town Ball 2019, Women Who Code at PayPal 2019)
- **Hobbies:**
  - Fitness & Basketball
  - Cooking and Mixology
- **Fun Fact:** In the future, I see myself as an elected-official holding a public office, ideally the U.S. senate.

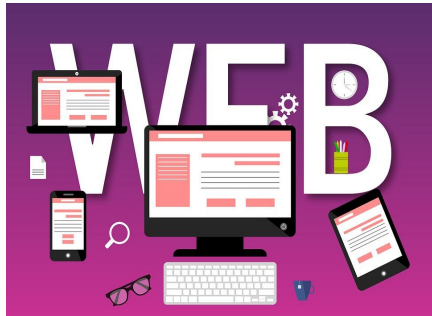


# What Authentic Craft Has In Store

Get the latest scoop on AC's future moves.



# What We Have In Store



Website Launch with  
Expanded Content



Upcoming Music  
Releases & Media



Music Events & Concerts



App Development



# Help Authentic Craft Make the Magic

Be a part of history in the making.

# How You Can be a Part of the Magic



Follow Us On Social Media



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[@ayyodrake](#)  
[@hezy2saucy](#)



[@AuthenticCraftMusic](#)



[Austin Drake](#)  
[Hezekiah Burton](#)



Donate To Our Vision



Be a Strategic Thought Partner

Fill out our [Survey](#) today!



# Contact Us



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## Learn More

Learn more about our business, survey, and campaign here!





# Thank You!

Remember to turn the AC up!