

Executive Summary

Creek Radio is a radio station for Christian Electronica music.

Creek Radio has three goals:

1. To provide a world class quality Christian Electronica radio station
2. To spread the word of Jesus Christ
3. To be a sustainable business

Creek Radio must become synonymous with quality of life. The conceptual enemy is secular dance music. Secular dance music as a whole is deeply influenced by drugs and sexual overtones. To borrow a phrase we want to be above the influence.

Overview of Creek Radio:

Creek Radio seeks to bring in three types of listeners

1. Mainstream Christian audience who like remixes of commercial artists.
2. The younger generation who like alternative worship bands.
3. People already listening to or participating in Christian Electronica music.

Core competencies

1. The radio station
2. Music compilations
3. Helping to build an industry

So far we have been in a prototype stage. We have been collecting songs and now have over 2000 Christian Electronica songs catalogued. We have been operating since 2005. Incorporated in 2008.

Statistics/Market size/Competitors:

Our enemies are those companies that make us look like David vs. a Goliath because we want to recruit people who are attracted to this scenario.

Therefore our enemies are The Fish, Air 1 etc.

Air 1 – Plays mostly rock and rap and 1% of their music is top 40.

The Fish – Top 40 and worship.

Our allies are all those companies that are trying to grow the scene.

Our Plan:

Our strategy – build up through non-profit and then convert in year three to for profit.

We need to get money through religious “angels” who may even give a gift without expecting anything in return in order to help people and/or convert people.