

180 SOUTH GROUP



Brand
Artist
Wealth

Management

“180 South is a creative management agency representing the world’s premier artists & brands”

1

OUR FACILITIES

World-class production and live event facilities for music, film, fashion and television

2

THE TEAM

A flexible staff of innovative professionals dedicated to the success of our clients

Grammy and Emmy-Award winning content creators in-house

3

BRAND UTOPIA

Core services include concept development and concept packaging

Digital development tools to conquer social media platforms

Access to top influential taste-makers and thought-leaders

Wealth management resources offered as added value to clients

4

KEY DIFFERENTIATION

A new business model that caters to the needs of today’s brands

5

CASE STUDIES

Current 180 projects that illustrate examples of our core services in action

1 Our Facilities

2 The Team

3 Brand Utopia

4 Key Differentiation

5 Case Studies



“180 South
offers exclusive
access to world-
class
production
facilities and
live event
venues”

FACILITIES

World-class production and live event facilities for music, film, fashion and television



**NIGHTSTAND
STUDIOS**



**HAMMERSTEIN
BALLROOM**



**MERCY SOUND
STUDIO**



**GRAND
BALLROOM**



**LOG CABIN
STUDIO**



LIBERTY THEATER

- 1 Our Facilities**
- 2 The Team**
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- 4 Key Differentiation**
- 5 Case Studies**



180 SOUTH

“ 180 South is a destination for creative and forward-thinking professionals with a history of success”

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THE TEAM

A flexible staff of innovative professionals dedicated to the success of our clients

Executive Board



Kyle Kane

Founder, CEO

15+ years in music
10+ years in film and tv
Former GM, Town Sports

Richard Zeitz

Co-Founder, Finance

20+ years in finance
12+ years in management
Former VP, World Savings

Adam Sussman

Co-Founder, Operations

10+ years in logistics
10+ years in recording arts
Registered Investment Advisor

Karl Schlegel

Chairman, Strategy

10+ years in business dev
10+ years in operations
5+ years as lead advisor

Project Managers



Alan Bisco

BA, University of New Haven

Bear Stokes

BA, Bergen Comm. College

Chris Parkins

MBA, WPU

Helen Cho

MBA, NYU

Marc O’Conner

BA, University of New Haven

Earl Gaynor

BA, Westchester

Support Staff



Randy Rossilli

*Production Supervisor,
Emmy Award-winner,
4x nominee*

Joshua Glazer

Editing

Scott James Bolger

Cinematography

W. Ray Brown

*Music Supervisor
2x Grammy Award-winner
2x nominee*

Paola Montelongo

Social Media

John Cynn

Business Development

Christi Xin

Market Research

Pinky Leib

Special Events

Akim Griffith

Graphic Design

Suzanne Zajicova

Visual Design

Emily Teleposky

Content Writer

Anett Farkas

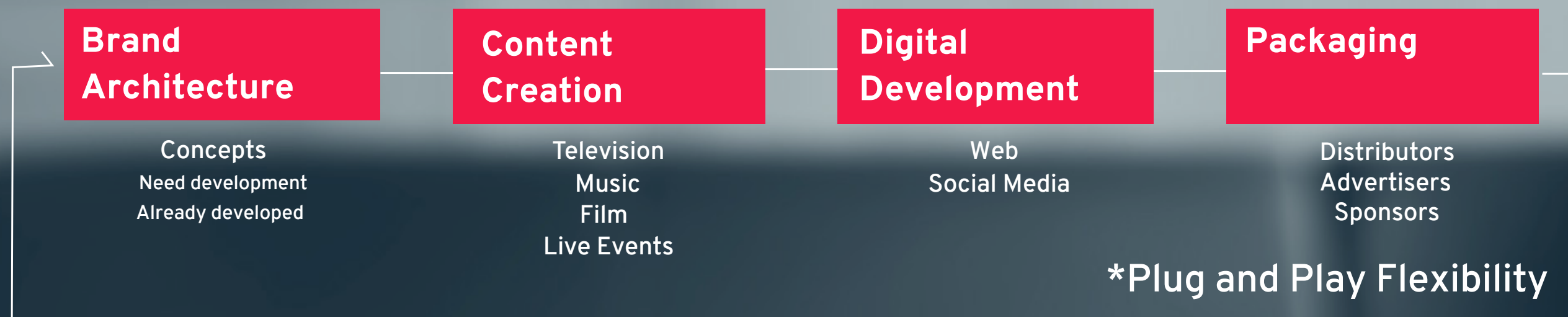
Communications

“ 180 South improves the quality, value, and competitive edge of brands through proprietary approaches to identifying and engaging core audiences”

BRAND UTOPIA

Digital development tools to conquer social media platforms

Brand Management Cycle



1 **Our Facilities**

2 **The Team**

3 **Brand Utopia**

4 **Key Differentiation**

5 **Case Studies**

Brand Architecture: With a full-service, concept-to-completion workflow, we customize innovative approaches for artists and brands in various stages of development. This is where your brand is **sculpted**.

Content Creation: Our creative teams at 180 South have developed award winning content in music, fashion, finance, film, television, and technology. This is where your brand is **cultivated**.

Digital Development: With a unique approach to identifying and engaging audiences, 180 South adds web, social media, and digital marketing to its core services offerings. This is where your brand is **actualized**.

Packaging: Content needs distribution and content creators need ways to make money in order to continue to create. This is where your brand is **launched**.



“While traditional management companies struggle to keep pace with today’s marketplace, 180 South deploys strategies to cut through the digital jungle”

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KEY DIFFERENTIATION

A new business model that caters to the needs of today’s brands

	FLEXIBILITY	TERM	PRIORITY	RELEVANCE	FACILITIES	RESOURCES
180 South Group	Non-exclusive contracts	6 mo - 1 year	Personal Project Managers	Cutting-edge digital revenue strategies	Preferred access to production facilities at cost	Unparalleled access to critically acclaimed developers
Traditional Management	Exclusive agreements only	5 - 10 year	No client cap	Based on stale business models	Rents studios and production facilities at market rates	Must hire content developers as needed on a per-project basis

“ 180 South offers unique and insightful perspectives, applying creative minds to the development of creative solutions”

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CASE STUDIES

Current 180 projects that illustrate examples of our core services in action

CBS SPORTS & RINGSIDE-REDCARPET

- » CBS Sports approached 180 South in search of a way to bring heavyweight boxing to NYC.
- » 180 South leveraged its relationship with NYC venues to find a creative way to bring the WBO World Heavyweight Championship fight back to New York.
- » This LIVE 2-hour broadcast is set to generate 150 million impressions and an estimated \$10 million in revenue for CBS.

SAMSUNG & KATY PERRY

- » Samsung approached 180 South for creative ways to regain market share with a new product.
- » 180 South utilized its relationship with Katy Perry and Capital Records to place Samsung's new headphones in the groundbreaking video for Katy's smash single, "Birthday".
- » Due largely to the product placement, sales of headphones increased 300% within 90 days.

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