

CHU

A WEAPON

THE COLLAPSE

AGAINST

OF HUMANITY





KILLERS

STEEL-TOWN SAINTS

CURRENT MARKET CONDITIONS

International sounds dominate the last 5 years of American pop music, from Diplo to Despacito.

Rap, hip-hop, and trap music also account for the largest genre share across US and global music charts.

Asian faces and culture are also on the rise. K-Pop artists (BTS, Jay Park, CL and 2NE1) cultivate rabid fanbases without US major labels, while rappers like Rich Chigga, Higher Brothers, and Keith Ape work with top trap artists. At the same time, Chinese markets are driving A-level Hollywood film production (Legendary Pictures/Wanda Group, Huayi Brothers).

CHUU, an Asian face and voice creating rap music and videos incorporating global sounds and culture, is in position to capitalize on this market.

SHARKS

READY TO LAUNCH



CHUU is a *rapper and traveler* sending transmissions to guide his followers through a fast-evolving and dehumanized world.

He emerges from his Los Angeles home base to **tear down stages** and sleep in airports from New York to Houston, Beijing, London, and beyond.

// Energetic, listenable music with bite: unafraid to push a bored audience, running a guerrilla campaign of public art in a content-saturated world.

CHUU combines a *magnetic stage presence* with content proven to engage new fans.

ROSES



CHUU stands out with
//1. stage experience, //2.
diverse media platforms, and
//3. a distinct message.

//1. Three years' touring experience has prepared CHUU to bring fans into live experiences that can be monetized. Already stage-ready, he can perform activations beyond digital, including live performances, meet & greets, live hosting, etc.

//2. Beyond music and video, CHUU has hosted podcasts, conceptualized/hosted short-form web content (NBC Asian America), and written thinkpiece/article content. Like Eddie Huang, Vince Staples, or Action Bronson, we see CHUU as creating platforms for exposure and sponsorship outside of music/live performance.

//3. Asian rappers are often presented as a novelty. Audiences continuing to seek new experiences will become more demanding of further definition; with a distinct brand of "music as a weapon against the collapse of humanity", CHUU is set to distinguish himself against other similar-looking or -sounding acts.

Alvin

CAREER HIGHLIGHTS AND
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AND STATISTICS
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OVER 4.58 MILLION VIDEO VIEWS IN 2017,
WITH NEARLY 6 MILLION LIFETIME VIDEO VIEWS.

56,000+ FOLLOWERS ACROSS FIVE ESTABLISHED PLATFORMS:

35,000+

FACEBOOK

6,900+

INSTAGRAM

6,700+

TWITTER

5,600+

YOUTUBE

1,800+

EMAIL
SUBSCRIBERS

- HUNDREDS OF PERFORMANCES ACROSS THE US AND INTERNATIONALLY IN ASIA (HONG KONG, BEIJING, SOUTH KOREA), INCLUDING **THE OBAMA WHITE HOUSE**, THE GETTY CENTER, HOUSTON'S KFEST FESTIVAL, OPENING FOR SNOOP DOGG, THE ROOTS, T.I., AND MORE.
- **PARTNERSHIPS** WITH ISA TV, STAN LEE'S POW! ENTERTAINMENT, NBC ASIAN AMERICA, AND THE WHITE HOUSE INITIATIVE FOR ASIAN AMERICANS AND PACIFIC ISLANDERS.
- PRESS COVERAGE ON NBCNEWS.COM, LA TIMES, CHINA DAILY, ETC.

Alvin



FOR MORE INFORMATION



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CHUU