

We Them Niggas

The Collective Over Time

Project History

- Fall 2021- May 2022
 - Rapping
 - Music Journalism
 - College Content
- May 2022- Present
 - Podcast Team Building
 - Mentors, engineers, people to copy
 - Web3 & Music Intersection
 - Community Building

Accomplishments

- Podcast
 - 17 episodes record and 12 posted
 - Team of engineers supporting production (Basil, Ameen, & Linda)
 - Broad Subject Matter: Public Health, Spirituality, Community Building, Web3 and Culture
- Community
 - 4 Successful Community Calls with 30 attendees total across calls
 - 80+ creators, storytellers & technologists in the server
- Web3 Music
 - Supported 4 Artists in Getting approved to release on Catalog an NFT platform for musicians
 - Icehood, Jed XO, Ooryah, and Bkchapo
 - Published in Water and Music
 - Completed interviews with 5 people from the space for the podcast

What's Next

Community Evolution

- Goal: Bring value aligned creatives and storytellers together to coauthor and document our collective situation.
- More community oriented events on and off of the server
 - Ongoing Community Calls
 - Coworking hangouts, songwriting sessions, Panels, and speaker series
 - IRL Events to expand brand awareness
- Community Involvement Opportunities
 - Design, Branding, Content Creation, Editing, Activation Leads
 - Let's Make a Business and Let's Get Paid for Contribution

Building Brand Equity

- Community Driven Content Creation
 - What stories do we want to tell? What do we want to highlight through documentation?
 - Examples: web3 x music, What is blockchain(past, present, future) and why does it matter? , Social Movements (ex. Nigga and race relations), Music, The future of the creator economy, climate change, the 2024 U.S. election, & Landmark
 - Exploring New Formats and Mediums of Expression
 - Written Pieces, Video Essays, Visual Art, Music videos, events footage, podcasts, vlogs and More
 - 20 New Pieces of Long Form or Conceptual Releases
 - 10 Art and Culture Community Curated Releases (Music, Visual, Art, Short Stories, Essays, etc)
- Developing Content Distribution Strategy
 - Branding, Website, Platforms, Partnerships, Sponsors and Merch

Questions, Ideas and Feedback