COULDA BEEN RECORDS

30 MINUTE
DRUSKI
TELEVISION EXPERIENCE



THE SET-UP

The music industry is struggling under the current global pandemic, and music executives are scrambling to find viable revenue streams with live concerts canceled and public events curtailed. Under these circumstances, one young music CEO is thriving, and that is the motherfuckin President of COULDA BEEN RECORDS, the man, the myth, the legend DRUSKI.

DRUSKI, against EVERYONE's advice, decided to launch COULDA BEEN during the worst time for the music business in the last thirty years, but that shit has him unfazed. Rumors hit social media that Drake or Lil Yachty could be his first signings. Justin Bieber was spotted having lunch in West Hollywood with Druski, and The Godfather, Mr. Combs, aka Puff, has also kicked the tires on a possible joint venture.

DRUSKI has big plans for COULDA BEEN and has recently purchased a mansion in the Hollywood Hills, part bachelor pad, part state of the art studio, and part office. COULDA BEEN is looking high and low for its first high profile signing.





COULDA BEEN RECORDS



THE SHOW

COULDA BEEN RECORDS is a hybrid reality/ scripted fusion that is part Making the Band, and Hip-Hop's version of American Idol, all through the vision, comedy, and passion of DRUSKI.

DRUSKI is flying out 10 young artists to live, learn, and perform inside a Mansion in the Hollywood Hills and other marquee locations around Los Angeles. The mission and competition are twofold: first, sign the next superstar to COULDA BEEN RECORDS in a competition format, and second is to train, teach and inform these young artists of the pitfalls and struggles it takes to make it in the music business. The show is hosted and curated by DRUSKI and a long list of celebrity pals, including Drake, Justin Bieber, Lil Yachty, Lil Durk, Jack Harlow, Rick Ross, Diddy and other high-profile Hip-Hop stars and executives.

The COULDA BEEN RECORDS boot camp winner will walk away with a real recording Contract from COULDA BEEN RECORDS, and DRUSKI behind the scenes all up in the videos, talking on the records, and creating his first real act to shock the world. The tone of the show is off-beat, think the scripted show The Office with awkward moments, improv comedy that DRUSKI has come to be known for...



THE FORMAT

ACT 1 – THE CASTING

DRUSKI is on Instagram live inside a sound studio. He makes the initial selection of COULDA BEEN RECORDS characters and has to weed through the delusional, the crazy, and the obsessed. DRUSKI started COULDA BEEN RECORDS on Instagram Live, and this is where we will do the casting process.



ACT 2 – THE HOUSE

DRUSKI has fully wired a mansion in the Hollywood Hills for sound and video, think the way they shoot Jersey Shore or the old Real World. DRUSKI has selected 10 finalists, 4 women and 6 men, to live, work, perform, and party on his dollar. These cameras run 24/7, as DRUSKI knows the grind never stops.

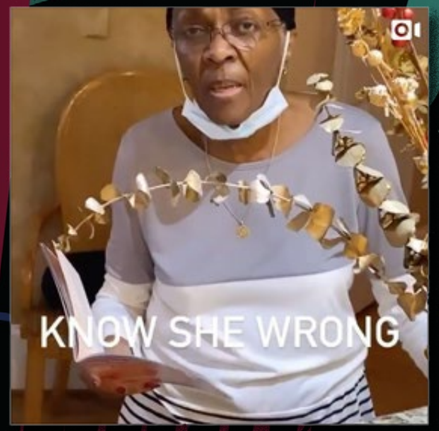
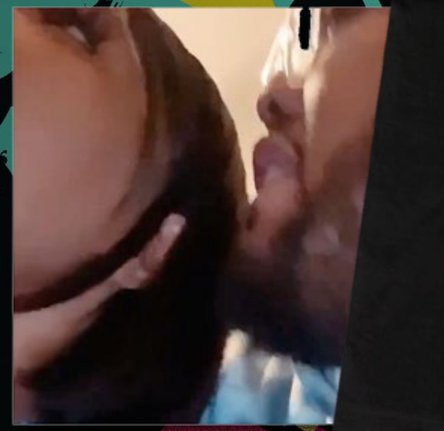






BELAIRE


Bubba Joe
Bubba Joe

BELAIRE

KNOW SHE WRONG


DRUSKI
COULDA BEEN
RECORDS





ACT 3 – THE CELEBRITY CHALLENGE

Each week, DRUSKI and a celebrity friend will have a challenge for the young artists. These challenges revolve around the life of a music superstar. One week it could be media training, the next week it could be how to write a hook, the next week it could be performance skills, and sometimes maybe it's a competition that pits the COULDA BEEN contenders against DRUSKI and the celebrity.

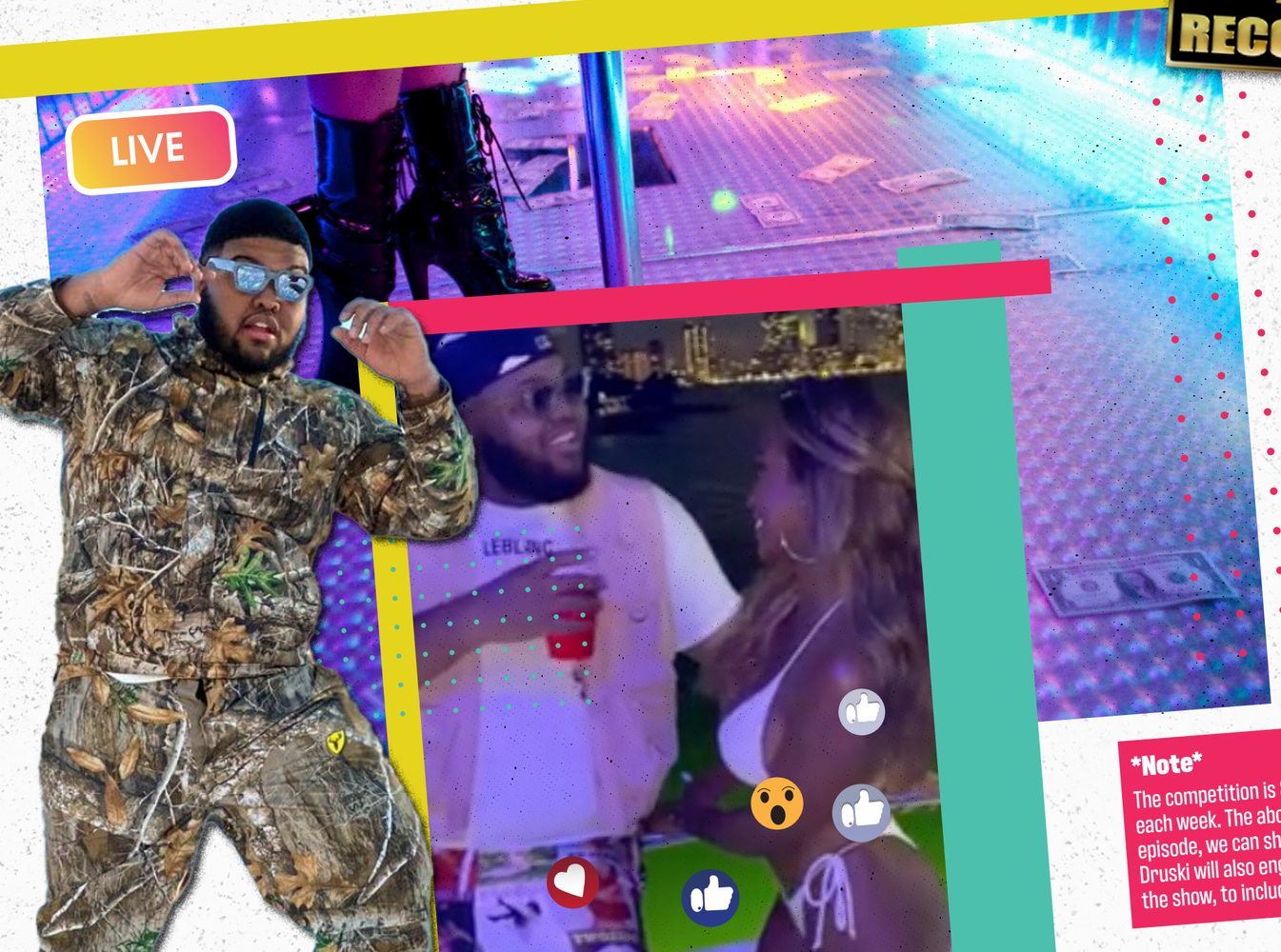
ACT 4 – THE DRUSKI CONFERENCE ROOM CONFESSIONAL

After each challenge and competition DRUSKI meets individually in his opulent offices, this is where DRUSKI imparts his wisdom, foresight, and knowledge on what it will take to become the next COULDA BEEN RECORDS Superstar.



ACT 5 – THE NIGHT OUT

DRUSKI knows part of being a superstar is making sure you know how to politic and carry yourself in public and in front of other “industry” types. Each night DRUSKI chooses two of his favorites and takes them out on the Hollywood scene. Exclusive dinner parties, mansion parties with Drake, strip clubs, you gotta know how to act, and every part of this process is a test for DRUSKI to analyze his next act.

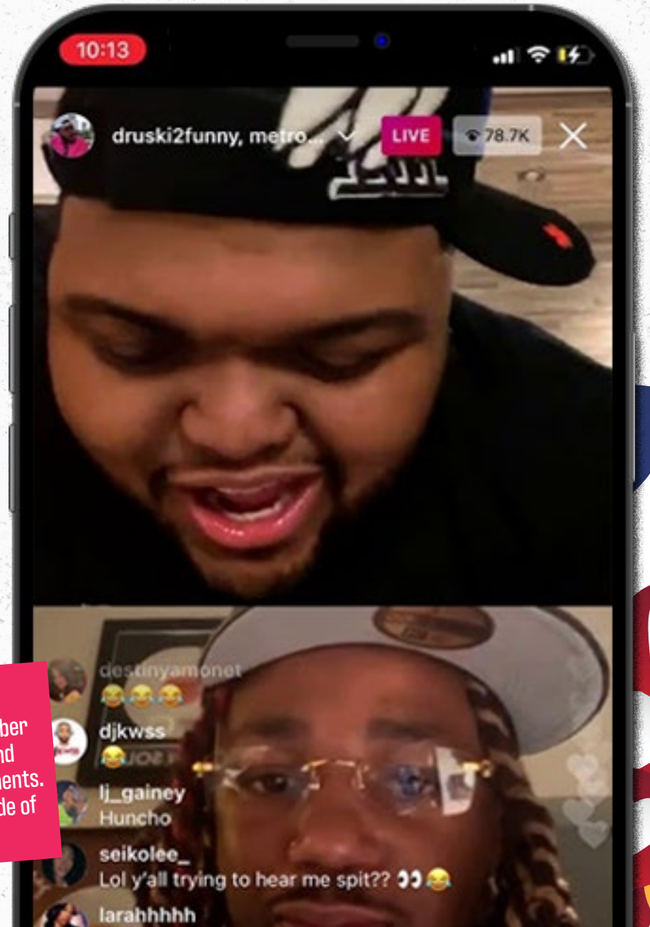


Note

The competition is 8 weeks, as Druski eliminates a house member each week. The above format is the pilot format. Each week and episode, we can shift the challenges and the competition elements. Druski will also engage his massive social media following inside of the show, to include letting his fans vote.

ACT 6 – THE ELIMINATION

At the end of each week and episode, DRUSKI has to make a tough decision. He has to kick someone out of the DRUSKI / COULDA BEEN Mansion, this is a tough choice, and DRUSKI enlists other fiends and music industry executives to talk him through the decisions. And in a twist, DRUSKI will go live on Instagram and let his fans participate in the decision.





Comedian DRUSKI is a multi-threat within his craft. The 25-year-old Gwinnett County, Georgia native, has created viral social media sketches that regularly reach diverse audiences in the millions. This self-made success has led to tours, hosting, stand-up, and embarking on film and television acting and production. Fresh from a standout appearance in Drake & Lil Durk's "Laugh Now, Cry Later" video and growing attention, DRUSKI'S career is only getting started.

DRUSKI'S comedy is a reflection of his upbringing. From the same Atlanta outskirts as Migos, "the NAWF," Drew grew up around different cultures. This experience informed his style of humor, which resonates with crowds as diverse as the material. "I just blended in with everybody," he recalls of an era when friends nicknamed him "DRUSKI" after a character on BET's College Hill.

Even before high school pranks and jokes in class, DRUSKI had learned to command the spotlight. Throughout childhood, Drew's mother regularly taped him as well as his brother and sister. At family gatherings, humor bonded the generations. Drew snuck his father's Chappelle's Show episodes while his mom introduced him to the skit series Cedric The Entertainer Presents...

After graduating from high school and a short stay at college, the former class clown was no longer laughing. "I tried every single job; I either got fired, or I just left. I'm not a quitter, but I just knew there was something bigger to my life." Without money coming, DRUSKI was eventually evicted. Then, his car was repossessed. "I lost everything; I had no money," he shares. Back at home, the artist's once-supportive mother was frustrated with her unemployed college dropout son, who spent his days rearranging the furniture to make Instagram skits.

Drew's grandmother refused to allow his visits unless he returned to college. However, faith and family motivated DRUSKI to keep pushing. "Since I was a kid, my mom taught us never to quit something you love. When people dibble and dabble with stuff, it never works; you have to put your all into something," he stresses. "It takes risks to be successful." By 2019, things began changing—and rapidly. DRUSKI started getting booked to host events and receiving product placement offers.

After betting on himself and his talent, DRUSKI'S career has skyrocketed. Working with his small team, the comedian writes, produces, and regularly updates fans with fresh content. Sketches appeal to different pockets of audiences, with DRUSKI regularly satirizing racial dynamics with authenticity. At a divided time in the world, laughter prevails as a unifier. Offline, this was true of a 2019 North American tour opening for platinum rap newcomer Jack Harlow. "I'd do funny stuff and hype up the crowd," Drew says of these breakthrough live performances. "It opened up my fanbases, culturally," he notes, showcasing his talent to mostly white audiences on Jack's tour.

Harlow is just one major supporter. Lil Yachty included Drew in 2020's "Oprah's Bank Account" video, alongside Drake and DaBaby. Already a fan, Drake prominently featured the comedian in "Life Now, Cry Later," which is climbing towards 100 million views. Drizzy then endorsed DRUSKI'S Kyle-Rogger University merchandise, one of Drew's successful branding offshoots.

Now managed by Jonny Shipes' Cinematic team, DRUSKI is in talks with the biggest players in media, focused on TV, film, and stages as large as the drive that made his dream come true.