

Save the World Through a Song

Ethiopia



Diallo Hall

Organization type:

for profit

Budget:

\$1,000 - \$10,000

Website:

<http://www.AddisTunes.com>



- [Intercultural relations](#)
- [Education](#)
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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

We help independent African musicians sell digital downloads of their music, and earn money for their work. In addition to helping to infuse local economies with capital earned through digital downloads, we also have occasional promotions to give a percentage of our earnings to worthy causes - such as Hanna's Orphanage in Ethiopia.

About You

Organization:

AddisTunes

[Visit website](#)

Section 1: About You

First Name

Diallo

Last Name

Hall

Website

<http://www.AddisTunes.com>

Country

, NJ, Essex County

Section 2: About Your Organization

Is your initiative connected to an established organization?

Yes

Organization Name

AddisTunes

Organization Phone

646-408-3268

Organization Address

Organization Country

, NJ, Essex County

How long has this organization been operating?

15 years

Your idea

Country your work focuses on

, XX

Innovation

What makes your innovation unique?

The West has often ignored African musicians, only focusing on select musicians and promoting them as "world music." Instead, we recognize the beauty in African music and the purchasing power of the Diaspora community. Bringing these two groups together can have powerful potential for the development of African artists, the economies of their respective countries, and the world.

Do you have a patent for this idea?

Impact

Tell us about the social impact of your innovation. Please include both numbers and stories as evidence of this impact

We are selling the music of artists from Ethiopia, Kenya, Somalia, Nigeria, Sudan, Eritrea, and more. Their music is now accessible to everyone in the world with an Internet connection.

Problem: Describe the primary problem(s) that your innovation is addressing

Our challenge is enlisting even more artists, and marketing their music to the world.

Actions: Describe the steps that you are taking to make your innovation a success. Include a description of the business model. What might prevent that success?

We are getting involved in strategic partnerships with other organizations - both for-profit and non-profit - especially community-based organizations that are reaching out to the youth.

Results: Describe the expected results of these actions over the next three years. Please address each year separately, if possible

We intend to reach the entire African Diaspora, as well as communities of avid music lovers who want to enjoy the unique beauty of African music. We hope that our success as a business will allow us to support social causes, such as orphanages and music programs for the youth.

How many people will your project serve annually?

1001 10,000

What is the average monthly household income in your target community, in US Dollars?

Less than \$50

Does your innovation seek to have an impact on public policy?

No

If your innovation seeks to impact public policy, how?

Approximately 150 words left (1200 characters).

Sustainability

What stage is your Social Enterprise in?

Operating for 15 years

Does your organization have a board of directors or an advisory board?

Yes

Does your organization have a non monetary partnerships with NGOs?

Yes

Does your organization have a non monetary partnerships with businesses?

Yes

Does your organization have a non monetary partnerships with government?

No

Please tell us more about how partnerships could be critical to the success of your Social Enterprise

We seek to partner with grass-roots and community organizations that are serving the African Diaspora communities, which will be essential for raising awareness about these musicians and the importance of supporting the arts. Partnering with for-profit ventures will help us gain the type of momentum that we need to leverage the technological platforms for distributing music.

We would like to learn more about how your initiative is financially supported. Please explain your business plan/revenue model

Funding projects like Hanna's Orphanage is done through our proceeds. Even though we haven't reached break-even, we can still donate what ever funds we earn.

The Story

What was the defining moment that led you to this innovation?

My wife volunteered at an orphanage in Ethiopia, and it is heart-wrenching to learn about the lack of support these organizations receive. Or worst yet, there are many orphanages that mis-use the funding that they do receive - where administrators use them for personal purposes rather than helping the children.

Tell us about the person—the social innovator—behind this idea.

I have worked on Wall Street as a financial writer and analyst. I have been collecting music since the fourth grade, and traveling every chance I get. I often find the "capitalistic" component of Wall Street very unfulfilling and self-serving. I realize that I was put on this planet for more than just making money. God has blessed me with the opportunity to graduate from two Ivy League universities, earn decent salaries, and live in a country with an amazing amount of freedom. I feel that I owe a debt to the rest of humanity to use my blessings in a way that can benefit the world.

How did you first hear about Changemakers?

Friend or family member

If through another source, please provide the information

Source URL: <https://www.changemakers.com/socialbusiness/entries/save-world-through-song#comment-0>