



SOUNDSTAR

Chicago's Premier Music Competition & Artist Development Series

Presented by:
SoundStar Productions

2026 Investor
Opportunity

Chicago's Next Music Stars.
One City. One Stage. Unlimited Potential.

www.soundstar.net

A New Category of Entertainment

SoundStar is a Chicago-based reality television series and artist development platform designed to discover, develop, and launch emerging musical talent from one of America's most culturally diverse cities.



Our vision is to build a premier music discovery platform and create a scalable entertainment property with national expansion potential.

The Market Opportunity: Bridging the Gap

The Problem

Thousands of talented artists lack:

Access to industry mentorship

Professional production resources

National exposure

Brand development support

Meaningful opportunities to monetize their talent

VS

The Demand

Meanwhile, the industry needs:

Audiences increasingly seek authentic stories

Music competition formats remain highly popular

Brands seek culturally relevant content partnerships

Streaming platforms need original programming

Why Chicago: The City as a Character



Cultural Influence

- Birthplace of House Music
- Global Hip-Hop influence
- Home of Blues and Gospel innovation
- Diverse multicultural communities

Market Advantages

- Third-largest U.S. media market
- Lower production costs than Los Angeles or New York
- Rich talent pipeline
- Strong corporate sponsorship ecosystem

“Chicago itself becomes a character in the show.”

The SoundStar Format: Season One

1

The Scope

6 Episodes • 6–8
Contestants • 1 City •
1 Grand Prize Winner

2

The Challenges

Original songwriting,
music production,
fashion/styling, brand
development, music
video creation,
collaborative
performances, live
audience challenges.

3

Unique Structure

No weekly eliminations.
Contestants earn
cumulative scores based
on creativity, growth,
teamwork, audience
engagement, and
mentor evaluations.
Encourages collaboration
over conflict.

4

Every Artist Wins

Professional mentorship,
media exposure,
professional content
assets, monetary
compensation, and
artist development
resources.

5

The Grand Prize

Cash Award, Produced
Single, Professional
Music Video, Brand
Sponsorships,
Featured Bookings,
Continued Support.

What Makes SoundStar Different

	Traditional Talent Shows	SoundStar
Core Mechanic	Elimination-focused	Collaboration over conflict
Artist Focus	Limited artist development	Comprehensive artist development
Narrative Driver	Manufactured drama	Community storytelling & cultural representation
Business Model	Single-stream focus	Multiple revenue streams
Outcome	TV Winner	Real-world career opportunities

We don't just crown winners. We build careers.

Audience & Reach



Projected Season One Reach

500,000+

Digital Impressions

100,000+

Social Followers

50,000+

Streaming Viewers

A Diversified Ecosystem of Revenue Streams



Brand Integration & Sponsorship Tiers



Sponsor Benefits

- Brand visibility across TV, streaming, and digital platforms
- Product placement and challenge integration
- Access to live events and audience activations
- Social media promotion and content collaboration
- Direct engagement with emerging artists and diverse communities
- Association with Chicago's premier music platform

2026 Production Timeline



Community & Economic Impact



The show highlights and accelerates Chicago's creative economy.

The Growth Vision: From Local Stage to Global Platform

Phase 1: Chicago Launch

Establish SoundStar as Chicago's premier music competition and artist development platform.

Phase 2: Major Market Expansion

Texas: Houston, Dallas, Austin, San Antonio

Florida: Miami, Orlando, Tampa

California: Los Angeles, San Diego, SF Bay Area

Phase 3: National Franchise

Regional competitions feed into a national championship series.

Phase 4: Global Expansion

International SoundStar editions create worldwide opportunities.



Long-Term Vision: Become the leading artist discovery and development platform connecting emerging talent with audiences, sponsors, and industry opportunities.

The Leadership & Advisory Team

Founders & Executive Producers

Karolina Sachi
Marius Tom

Production Team

1 TV
Penthouse Edge

Music Industry Advisors

Ava Cherry
Brando Andreas

Marketing Partners

SBC

Community Leaders

TBD

SoundStar is supported by a growing network of music professionals, creative directors, producers, community advocates, sponsors, and entertainment industry leaders committed to developing the next generation of artists.



More Than A Competition.

A Platform For Chicago's Next Generation Of Artists.

Creating Opportunities • Building Careers • Showcasing Chicago To The World.

Seeking Strategic Investors, Sponsors, and Distribution Partners.

Email: soundstarchicago@gmail.com
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