



EQUIP ONE. EMPOWER MANY.

YOUTH MUSIC EMPOWERMENT PROGRAMME



Presented by DJ Solss — Solomon Siphuma

Founder, SM Studio

A Youth Development, Music Skills & Creative Entrepreneurship Initiative

www.smstudio.co.za | info@smstudio.co.za | 083 305 4411

1. ABOUT THE FOUNDER — DJ SOLSS



DJ Solss, born Solomon Siphuma, is the founder of SM Studio and a multi-talented creative professional with a passion for music, technology, content creation and youth development. His journey spans music production, recording, DJing, artist development, digital content, video production, live streaming and the practical use of technology in the modern creative economy.

DJ Solss has released music under the name DJ SolsS, with his music available through major digital platforms. One of his career highlights is the song "Siyadlala," which received exposure on Channel O, demonstrating the possibilities that exist when African creative talent is developed and given platforms to reach wider audiences.

"My success should not end with me. It should become a bridge for someone else."

This philosophy is at the heart of the Equip One. Empower Many programme: turning personal experience into a platform through which the next generation can learn, create, earn and help others.

2. DIGITAL & SOCIAL MEDIA PRESENCE

Sponsors and partners can follow DJ Solss's music and creative work through the platforms below.

Platform	Official Link
Spotify	https://open.spotify.com/artist/34LLb4ogF91awfVGCYEMZK
YouTube	https://youtube.com/@djsolss
TikTok	https://www.tiktok.com/@djsolss
X	https://x.com/SollySip

Platform	Official Link
SM Studio	https://www.smstudio.co.za

3. EXECUTIVE SUMMARY

SM Studio — Equip One. Empower Many. Youth Music Empowerment Programme is an initiative founded by DJ Solss (Solomon Siphuma) to identify, train and equip five young people who have a passion for music and the creative industries.

The programme combines knowledge + technology + entrepreneurship. Participants will receive practical training covering the creative, technical, business and entrepreneurial aspects of the music industry. Upon successful completion, each participant will receive a basic music-production and recording setup, ideally including a laptop, audio interface/sound card, professional microphone, studio monitors, headphones, stand, cables/accessories and relevant software.

The purpose is not simply to give equipment away. Participants will be encouraged to use their new skills and tools to establish small recording and production services in their communities, charging an affordable minimum fee. This enables them to generate income, build a business, and support other upcoming artists who may not have access to professional studios.

TRAIN → EQUIP → CREATE INCOME → SUPPORT OTHERS → MULTIPLY THE IMPACT

4. THE CHALLENGE & OUR SOLUTION

THE CHALLENGE

- Limited access to recording equipment and computers capable of music production.
- High costs of professional recording facilities for emerging artists.
- Limited knowledge of copyright, royalties, digital distribution and music business.
- Lack of entrepreneurial and digital skills.
- Young creatives often have talent but lack the tools to turn that talent into income.

OUR SOLUTION

SM Studio will select five young people and provide structured training across music production, recording, artist development, music business, copyright, digital marketing, content creation and entrepreneurship.

After successful completion, participants receive starter recording equipment and are supported to use it as an income-generating asset.



5. TRAINING CURRICULUM

Music Production

Digital Audio Workstations; beat production; recording techniques; vocal recording; basic mixing; audio editing; studio setup; microphone techniques; audio interfaces.

Artist Development

Artist identity; personal branding; professional behaviour; performance preparation; catalogue development.

Music Business

Contracts; artist management; pricing; budgeting; revenue streams; building a creative business.

Copyright & Music Rights

Copyright awareness; ownership; song registration; royalties; performing rights; mechanical rights; digital distribution.

Digital Marketing

Social media; YouTube; digital platforms; content creation; personal branding; promotional strategies.

Technology

Audio recording; video production; editing; live streaming; podcast production; digital content creation.

Entrepreneurship

Finding customers; pricing services; marketing; client management; financial records; reinvestment; sustainable creative enterprises.

6. EQUIPMENT PACKAGE & MULTIPLIER EFFECT

Equipment	Qty
Music-production laptop	1
Audio interface / sound card	1
Professional microphone	1
Studio monitors	2
Headphones	1
Microphone stand	1
Cables / accessories	1 set
Music-production software	1 package

The programme is designed around multiplication. If each of five graduates assists only 10 artists per month, that represents 50 artist engagements per month, or a potential 600 engagements in a year. As graduates grow their businesses, collaborate and train others, the impact can increase further.

ONE INVESTMENT CAN CREATE HUNDREDS OF OPPORTUNITIES.

7. SPONSORSHIP OPPORTUNITIES

Sponsor One Participant

Fund the training and equipment package for one young person.

Sponsor Equipment

Donate laptops, microphones, audio interfaces, studio monitors, headphones or software.

Sponsor Training

Contribute towards training, venue, instructors and programme materials.

Sponsor the Full Programme

Support all five participants and become the principal programme sponsor.

Strategic Partnership

Provide mentorship, software, equipment, technical support or industry expertise.

INDICATIVE BUDGET

Package	Per Participant	5 Participants
Basic	R20,000 – R25,000	R100,000 – R125,000
Standard	R30,000 – R35,000	R150,000 – R175,000
Expanded	R40,000+	R200,000+

Final costs will be confirmed through supplier quotations and agreement on equipment specifications.

8. ACCOUNTABILITY & LONG-TERM VISION

ACCOUNTABILITY

- Participant selection and registration records.
- Attendance and training progress records.
- Equipment allocation records.
- Completion documentation and certificates.
- Photographic/video documentation where appropriate.
- Participant feedback and post-programme follow-up.
- Equipment-use agreements to support responsible use of sponsored assets.

LONG-TERM VISION

The first five participants will form the foundation of a larger SM Studio Youth Creative Academy. Future programmes can expand into DJing, videography, photography, podcasting, live streaming, graphic design, social media management, digital marketing, event production and artist management.

9. WHY PARTNER WITH SM STUDIO?

A partnership provides a tangible contribution to youth empowerment, skills development, digital literacy, creative entrepreneurship, music development, job creation, community development and the South African creative economy.

The sponsor's contribution creates an asset that can continue generating value after the training programme ends. The equipment becomes a tool for Learning → Earning → Creating → Serving → Empowering.

OUR REQUEST

SM Studio is seeking partners who share our belief that investment in young people is investment in the future. We welcome equipment, funding, training, mentorship, industry access or combinations of these resources.

A laptop can become a recording studio. A microphone can become a business. A sound card can become an income-generating tool.

The future of South African music will not only be shaped by artists who become famous, but also by the young people who build studios, produce music, create content, manage artists and create opportunities in their communities.

EQUIP ONE. EMPOWER MANY.

Founded by DJ Solss — Solomon Siphuma

SM Studio | www.smstudio.co.za | info@smstudio.co.za | 083 305 4411