



“Connecting Souls One Song At A Time”

Production-Recording-Distribution

CEO/Founder

Chris Ramchandren

Mission Statement

At SoulTies Records, we believe music is the language of the soul. Our mission is to discover and elevate hidden and established talents, providing them with the platform, resources, and creative space they need to thrive. With world-class production, personalized development, and strategic promotion, we help artists refine their sound and amplify their voice. We don't just release music; we create deep, lasting connections between artists, their craft, and the audience who feel it.



Our Services

At SoulTies Records, we offer a full suite of services designed to support artists at every stage of their journey. Whether you're an emerging talent or an established act, we provide the tools and expertise to help you grow and succeed in the music industry.

- **Music Production & Recording**
 - Our State-of-the-art studio brings your sound to life with expert recording, mixing, and production.
- **Artist Development**
 - We help you refine your craft, build your brand, and prepare for success with personalized coaching and guidance
- **Distribution & Promotion**
 - We ensure your music reaches the right audience with tailored distribution, marketing, and social media strategies.
- **Music Licensing & Sync**
 - We connect your music with opportunities for placement in TV, film, commercials, and more.
- **Branding & Visual Identity**
 - From logo design to photoshoots, we help you create a compelling visual identity that complements your sound.
- **Live Performance Support**
 - We provide coaching and logistical support to help you deliver unforgettable live shows.

At SoulTies Records, we're dedicated to helping you grow, connect with your audience, and achieve your musical vision.



About Us

- **SoulTies Records** (LLC) was founded in 2024 by Chris Ramchandren, an Audio Production student at Full Sail University. While creating and publishing his own music, Chris realized how hard it is to get noticed in the music industry and how unfair many labels can be to their artists. This sparked his mission to create a label that genuinely nurtures talent and supports artists in a transparent, fair, and caring environment.
- SoulTies Records is committed to helping artists grow, offering professional recording, development, and exposure while respecting their creative vision. Our goal is to build a platform where artists thrive, gain the recognition they deserve, and maintain control over their careers.





Marketing Research

- SoulTies Records will execute each of the following aspects of our marketing plan
- Marketing Plan
 - We will develop a comprehensive, data-driven strategy that targets key demographics, utilizing both traditional and digital marketing channels. This includes social media campaigns, influencer collaborations, and targeted online ads, as well as PR and press outreach to increase visibility. We'll track key metrics to ensure we're always optimizing for maximum impact.
- Merchandising
 - Our merchandising strategy will involve designing exclusive, high-quality products that reflect the unique identity of our artists. From limited-edition vinyls to branded apparel, we'll use e-commerce platforms and pop-up events to engage directly with fans, offering them exclusive, tangible collections to our music.
- Partnerships & Sponsors
 - We'll forge authentic partnerships with brands and influencer that align with our artist's values and fan base. By securing strategic sponsorships, we can create mutually beneficial relationships that amplify our marketing efforts and provide additional revenue streams. These partnerships will be carefully selected to enhance both the artist's image and the sponsor's brand.



Marketing Research

- Competitors
 - We'll conduct thorough market research to stay ahead of industry trends and monitor what other labels and artists are doing. By analyzing competitors' strengths and weaknesses, we can identify opportunities to differentiate ourselves and better serve our artists and audience.
- Niches
 - We'll focus on identifying and cultivating niche markets where we can build strong, loyal communities. Whether its tapping into underrepresented genres, specific geographic locations, or cultural trends, we'll tailor our outreach to speak directly to these passionate groups, ensuring our artist's music resonates deeply with them.

By executing these strategies, we aim to create a strong, sustainable brand presence that not only stands out but thrives in an ever-evolving music industry.



Budget

Startup Software

Items	Descriptions	Costs
Music Distribution Software	TuneCore, CD Baby, Distrokid	TuneCore: \$29.99 per album CD Baby: \$9.95 Per Single/ \$29 per album Distrokid: \$19.99/year
Project Management & Collaboration Tools	Asana	Asana: Free for small teams, paid plans start at \$10.99/user/month Total: \$131.88/year
Marketing & Social Media Tools	Social Media Management <ul style="list-style-type: none">- Hootsuite- Buffer Email Marketing Software <ul style="list-style-type: none">- Mailchimp	Hootsuite: \$19/month (basic) Buffer: \$15/month Mailchimp: \$13/Month Total: \$47/month or \$564/year
Finance & Accounting Software	QuickBooks	\$25/month or \$300/year
Legal & Contract Management Tools	HelloSign	\$15/month or \$180/year
Music Catalog Management	Songtrust	15% Commission
Cloud Storage & Backup	Dropbox	\$9.99/month or \$119.88/year for 2TB
Website & Online Presence	Website Builders <ul style="list-style-type: none">- Wix E-Commerce Platform <ul style="list-style-type: none">- Shopify	Wix: \$14/month or \$168/year Shopify: \$29/month or \$348/year
		Total Startup Software: 1831.75

Operating Costs

Items	Description	Costs
Office & Studio Space	2,000-5000sq.ft Rent	\$4,000/month or \$48,000/year
	Utilities	Approx \$6000 a year
Advertising costs	Social Media Advertising, Google Ads/SEO, Influencer/Artist Promotion, PR & Press Campaigns	\$15,000/year
Networking	Conferences, Local Events	\$6,000/year
Staffing	Salaries	\$10,000/month
Legal & Documentation Fees	Legal Consultation & Contract Drafting, Trademark Application, Copyright registration	\$10,000/year
Logo Design & Branding Costs	Freelance Designer	\$500
		Total: \$157,500

Budget

Items	Descriptions	Cost		Printer/Scanner	
Studio Equipment	Studio Monitors			- Canon imageFORMULA R40 Scanner	\$250
	- Genelec 8040B	\$2000			
	Audio Interface			Office Furniture	
	- Universal Audio Apollox9	\$2,499		- Desk, Chair, Filing Cabinet, Storage, Lighting	\$1500
	Microphones			Phone & Communication Tools	
	- Neumann U87	\$3,200		- Phone system and headsets	\$180
	Headphones			Miscellaneous Items	\$250
	- Sennheiser HD 650	\$379			Total: 5,279
	Studio Monitors Stands		Furniture for Studio & Office	Studio Furniture	
	- IsoAcoustics ISO-200 (pair)	\$220		- Desk, Chair, Rackmount Stands for gear, couch, etc.	\$3500
	Acoustic Treatment			Office Furniture	
	- Auralex Acoustice Studiofoam panels (12pack)	\$160		- Desk, Office Chair, Filing Cabinet, storage shelves, etc.	\$3000
	- Auralex Acoustics Bass Traps (4pack)	\$250			Total: \$6,500
	Keyboard/Control Surface		Additional Miscellaneous Items	Cables & Accessories	
	- Ableton Push 2	\$749		- XLR Cables	\$20/each
				- TRS Cables	\$10/each
				- Cable Management, Power Strips & Extension Cords	\$50
Office Equipment	Outboard Gear				\$20/each
	- Universal Audio LA-610 MkII	\$1,199		Software Licenses (Plugins & Other Studio Software)	
				- Waves Bundle (Mixing/Mastering plugins)	\$600
				- Native Instruments Komplete 13	\$599
	Computers				Total: \$1549
	- Apple MacBook Pro 16-inch	\$2,499			
	Monitors		Startup Equipment & Furniture		Total: \$23, 984
	- Dell UltraSharp 27-inch 4k Monitor	\$600			

Total Initial Startup
Cost 1st Year-
\$183,315.75



Acquiring The Budget

To start my record label and afford the operating costs, I have a few ways of acquiring the budget. First, I'm considering angel investors or venture capital for equity in exchange for funding, and I might also explore crowdfunding platforms like Kickstarter and GoFundMe to raise money from supporters. There are also government grants available for arts and creative industries, and I could partner with brands for corporate sponsorships. I'm thinking about forming strategic partnerships with other labels or companies, offering 360 deals to artists, and generating income through music licensing for TV, movies, or ads. For more traditional funding, I might look into bank loans or lines of credit, and I'm also open to revenue-sharing agreements. I could raise money through pre-sales, exclusive merchandise, and hosting live events. Selling or licensing my music catalog could bring in upfront cash as well. Joining music incubators or accelerators like Techstars is another route for funding and resources. With a solid business plan and leveraging my network, I'm confident I can secure the funds I need while diversifying revenue streams from streaming, live shows, and merch.

Pennsylvania LLC Certificate of Formation

PENNSYLVANIA DEPARTMENT OF STATE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

☐ Return document by mail to:

Chris Ramchandren

Name
Address
City State Zip Code

☐ Return document by email to: christopherjordan206@gmail.com

Certificate of Organization
Domestic Limited Liability Company
DSCB:15-8821 (rev. 2/2017)



Read all instructions prior to completing. This form may be submitted online at <https://www.corporations.pa.gov/>.

Fee: \$125

☐ I qualify for a veteran/reservist-owned small business fee exemption (see instructions)

In compliance with the requirements of 15 Pa.C.S. § 8821 (relating to certificate of organization), the undersigned desiring to organize a limited liability company, hereby certifies that:

1. The name of the limited liability company is: SoulTies Records
(designator is required, e.g., "company," "limited" or "limited liability company" or any abbreviation thereof)

2. Complete part (a) or (b) – not both:

(a) The address of this limited liability company's registered office in this Commonwealth is:
(post office box alone is not acceptable)

Number and Street City State Zip County

(b) The name of this limited liability company's commercial registered office provider and county of venue is:

c/o: Name of Commercial Registered Office Provider County

3. The name of each organizer is (all organizers must sign on page 2):

Chris Ramchandren

4. Effective date of Certificate of Organization (check, and if appropriate complete, one of the following):

☒ The Certificate of Organization shall be effective upon filing in the Department of State.

☐ The Certificate of Organization shall be effective on: _____ at _____
Date (MM/DD/YYYY) Hour (if any)

Pennsylvania EIN Form

IRS DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

Date of this notice: 12-06-2016

Employer Identification Number:
81-

Form: SS-4

Number of this notice: CP 575 B

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

SoulTies Records LLC
Chris Ramchandren CEO

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 81-. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1065

03/15/2018

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

A limited liability company (LLC) may file Form 8832, *Entity Classification Election*, and elect to be classified as an association taxable as a corporation. If the LLC is eligible to be treated as a corporation that meets certain tests and it will be electing S corporation status, it must timely file Form 2553, *Election by a Small Business Corporation*. The LLC will be treated as a corporation as of the effective date of the S corporation election and does not need to file Form 8832.

To obtain tax forms and publications, including those referenced in this notice, visit our Web site at www.irs.gov. If you do not have access to the Internet, call 1-800-829-3676 (TTY/TDD 1-800-829-4059) or visit your local IRS office.

OPERATING AGREEMENT
FOR


SoulTies Records LLC

A SINGLE-MEMBER LIMITED LIABILITY COMPANY

ARTICLE 1
Company Formation

- 1.01 **FORMATION.** The Member has formed a Limited Liability Company ("Company") subject to the laws of the State of Pennsylvania, the Pennsylvania Uniform Limited Liability Company Act ("the Act"), and the Pennsylvania Associations Code ("the Code"). This Operating Agreement ("Agreement") is adopted and effective upon adoption by the Member. This Agreement is intended to provide for the regulation and management of the affairs of the Company. Except for the provisions of the Act and the Code that specifically may not be modified by the Member, to the extent of any contradiction between the provisions of this Agreement, the Act and the Code or the variation of the general terms of the Act or the Code by this Agreement, the Member elects that the provisions of this Agreement shall govern and control.
- 1.02 **COMPANY NAME.** The Member may change the name of the Company or operate under different names, *provided* the name complies with Section 202 and 204 the Code.
- 1.03 **REGISTERED OFFICE & AGENT.** The name and location of the registered agent will be as stated in the Company's formation documents and complies with Section 109 of the Code and Section 8825 of the Act. The Member is obligated to maintain and update the business records on file with the Company's registered agent.
- 1.04 **TERM.** The Company will continue perpetually unless:
- (a) The Member elects for dissolution;
 - (b) An event occurs which causes the Company's business to become unlawful; or
 - (c) Any other event causes the Company's dissolution under the Act or the Code.

STATE OF PENNSYLVANIA



Business License


Name *SoulTies Records*

License No *01-12345-02*

Expiration *12/31/2028*

Pennsylvania Registration of Trademark or Service Mark

PENNSYLVANIA DEPARTMENT OF STATE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

<input type="checkbox"/> Return document by mail to: Chris Ramchandren Name [Redacted] Address [Redacted] City State Zip Code	Registration of Trademark or Service Mark DSCB:54-1112 (rev. 7/2015)  1112
<input type="checkbox"/> Return document by email to: christopherjordan206@gmail.com	

Read all instructions prior to completing.

Fee: \$50

In compliance with the requirements of the 54 Pa.C.S. § 1112 (relating to application for registration), the undersigned, having adopted and used a trademark or service mark in this Commonwealth and desiring to register such mark, hereby states that:

1. The name of the applicant is *(see instruction A)*:

Chris Ramchandren

2. The residence, location or place of business of the applicant is *(see instruction B)*:

[Redacted]
Number and street City State Zip County

3. The name and description of the mark is *(a facsimile of the mark to be registered accompanies this application as Exhibit A and is incorporated herein by reference)*:

SoulTies Records Logo is a mic between two speakers, the label name, and a figure sitting on the two speakers

4. General class in which such goods or services fall is *(use only one of the classifications as set forth in the general classes of goods and services established by the United States Patent and Trademark Office and set forth in instruction G)*:

Class 41

DSCB:54-1112- 2

5. The goods or services on or in connection with which the mark is used and the mode or manner in which the mark is used on or in connection with such goods or services are:

Mark used in connection with music production, distribution, and promotion services.

6. The date when the mark was first used anywhere is:

12/09/2024

7. The date when the mark was first used in this Commonwealth by the applicant or the predecessor in interest is:

12/09/2024

8. The date, if any, an application to register the mark, or portions or a composite thereof, was filed by the applicant or a predecessor in interest in the United States Patent and Trademark Office. Also provide filing date and serial number of each application, the status thereof and, if any application was finally refused registration, or has otherwise not resulted in a registration, the reasons therefore. *(Please attach 8½ x 11 sheet(s) if more space is needed.)*

9. Applicant is the owner of the mark, the mark is in use and, to the applicant's knowledge, no other person has registered, either federally or in this Commonwealth or has the right to use such mark, either in the identical form thereof or in such near resemblance thereto as to be likely, when applied to the goods or services of such other person, to cause confusion or to cause mistake, or to deceive.

IN TESTIMONY WHEREOF, the undersigned person has caused this Application for Registration of Mark to be executed this **09** day of **December**, **2024**.

Chris Ramchandren

Name of Applicant

C.Ramchandren

Signature

CEO

Title



“Connecting Souls One Song At A
Time”

<https://christopherjordan26.wixsite.com/my-site/about-1>