

Black-owned tech startup born to democratise music culture

Revolutionary platform Breakr is set to be a breath of fresh air to the music and influencer industries. Breakr is a tech-enabled music promotion marketplace connecting DJ's and Influencers to Artists to facilitate the breaking of new music across all digital music promotion outlets. The platform was born out of culture.

Temps de lecture : minute

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Breakr pays homage to the culture and founders of Hip-Hop who never received the royalties that they deserved. While social media has allowed for creatives to showcase their talents to the world easier, working through the clutter of new artists and their music has become even more challenging. Breakr makes sure that cultural innovators get the credit they deserve, as the founders of Hip-Hop such as DJKool Herc, Grandmaster Flash, and Afrika Bambaataa, and others should have received.

Record labels and artist management groups have been working with influencers and their managers to “break” hit songs for years. Breakr was created to provide a bridge of clarity for labels, while also allowing independent artists to access influencers they can afford, and help content creators lucratively monetise their digital potential. Breakr’s groundbreaking technology allows artists to independently develop relationships with the DJs and influencers who will help break and promote their music on platforms like Instagram, Tik Tok, Twitter, YouTube, and Twitch while using Breakr to manage themselves.

The platform was one of the first small groups chosen for Andreessen

Horowitz's Talent x Opportunity Fund, designed for minority entrepreneurs who have the talent, drive, and ideas to build great businesses.

Breakr is different because it's engineered to be the preeminent marketplace for online stardom by allowing artists and influencers to:

- Plan: Music influencers dubbed "Breakrs" to set up profiles, update their music preferences, and create and promote digital campaigns that will be made available across different platforms. Simultaneously, artists set up music profiles and submit directly to high-quality influencer campaigns for review.
- Connect: Artists and influencers seamlessly connect based on matching interests, goals, and campaign criteria. Artists seamlessly connect with world-class creators, influencers, deejays, and A+Rs to bring their music the audience it deserves.
- Grow: Influencers release new music across their digital networks for a predetermined rate, and receive payment upon completion

Breakr is already attracting the attention of some of the music industry's most notable artists and influencers including MYA, Ricardo de Sá, and Savanna Darnell.

"This environment makes generating consumer and label awareness a gargantuan task for new artists. Simultaneously, there are over 157 million

micro to mid-tier influencers who are not effectively monetising their social capital and not currently organised as a collective to facilitate the breaking of new music digitally.” - Anthony Brown, Cofounder and CEO, Breakr

“My experience throwing national events, working directly with tons of influential hosts and DJs, allowed to see the pain points were centred around music curation, secured payments, transparency in communications, and lastly validation that the song was properly promoted. Spending the last 5 years working in Silicon Valley, naturally, I sought to solve these issues through proprietary software, and thus the journey to building Breakr began.” - Ameer Brown, Cofounder, and CTO, Breakr

Breakr is a tech-enabled music promotion marketplace connecting DJ's and Influencers to Artists to facilitate the breaking of new music across all digital music promotion outlets. Breakr allows artists to break their music to newly engaged audiences when and where they choose on platforms like Instagram, TikTok, Twitter, Twitch, and YouTube.

Breakr was chosen for Andreessen Horowitz's Talent x Opportunity Fund, designed for minority entrepreneurs who have the talent, drive, and ideas to build great businesses. Breakr was founded by a group of HBCU Alumni

which includes Anthony Brown, Ameer Brown, Dan Ware, and Rotimi Omosheyin, who all attended Florida A&M University, a Top 10 HBCU.

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