

HiiiWAV



CITY OF
OAKLAND

**Solid
Grounds**



EVENT IMPACT REPORT 2024

HiiiWAV EST

*HiiiWAV Is A 501(C)3 Nonprofit Corporation

HiiiWAV
2781 Telegraph Ave
Oakland, CA 94612

bosko@hiiiwav.org
323-481-7372
www.hiiiwav.org

A BLACK TECH MUSIC EXPERIENCE

HiiiWAV Fest is a tech and music street festival experience hosted at HiiiWAV's new headquarters in Oakland, CA. Designed to highlight the innovations and ingenuity of the Bay Area's Black community through **live performances, immersive AR/VR experiences, and emerging technology**. Representing the Afrofuturistic spirit of Oakland and showcasing black identity and culture in music, technology, and community.

In a city renowned for its social justice, music, and tech scene, Black communities often find themselves on the sidelines of recognition and wealth. HiiiWAV Fest is our response—a platform for Black creatives to shine, to innovate, and to reclaim their rightful place at the forefront of our city's cultural landscape.

Led by HiiiWAV residents and powered by the creative forces of Grand Nationxl and Solid Grounds, HiiiWav Fest is more than just an event; it's a collaborative force for change. With a network of over 200 artists and 20 strategic partnerships, we're driving community engagement, fostering creativity, and amplifying diverse voices through AI workshops, marketing initiatives, and groundbreaking collaborations.

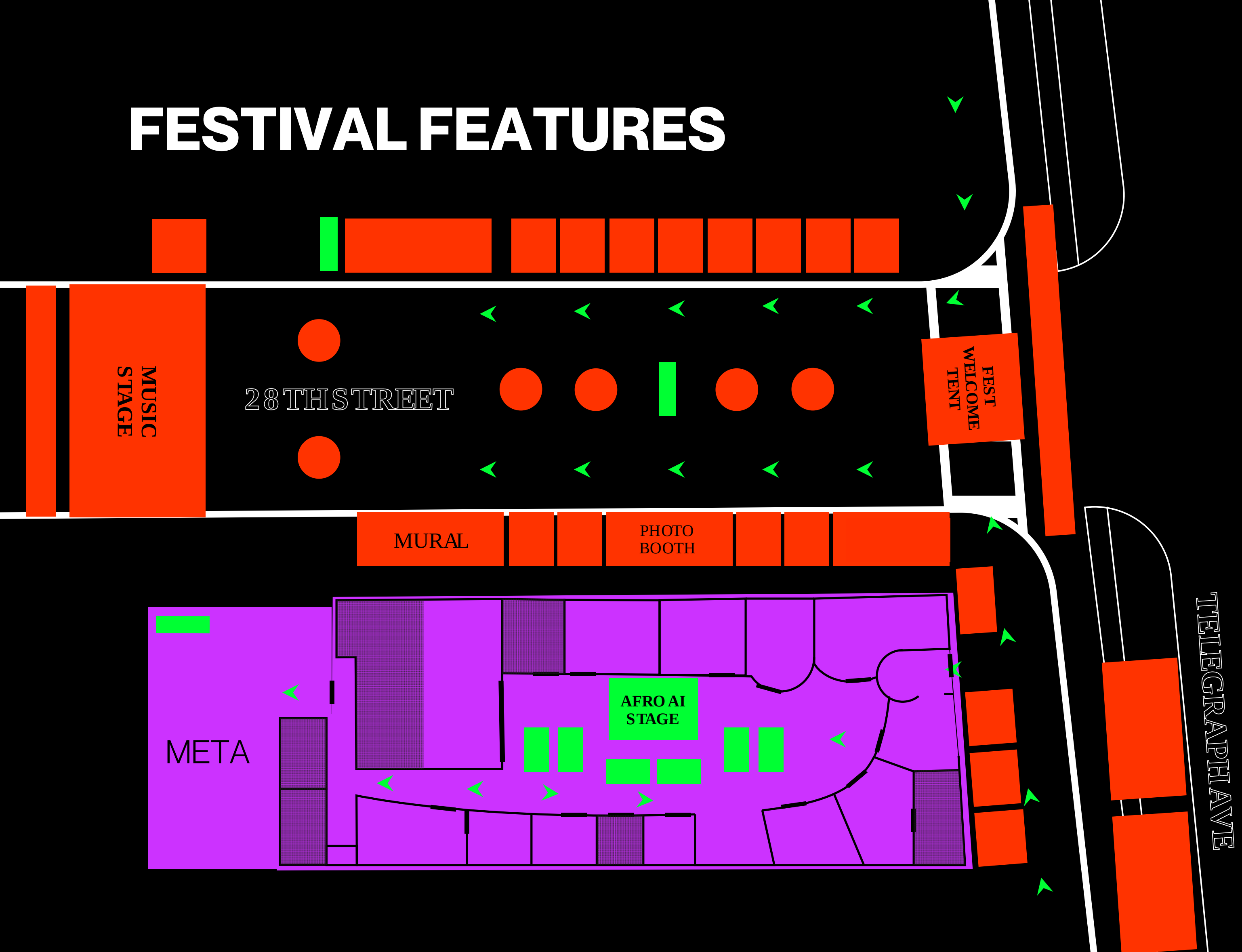


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FESTIVAL FEATURES



INSIDE HiiiWAV

Afro Ai Stage

Live Demos

- Meta Quest 3 VR Headset
- Meta Ray-Ban Smart Glasses
- Electrospit 101
- AFRO AI MVP Music Tech

Demo

- Create Album Art In Seconds With AI w/ AI Expert Lance Coleman
- Beatmaking Master Class With U.C. Berkeley Prof. Nassirah Jones

OUTSIDE HiiiWAV

Live Mural Installation

Pop Up Portrait Experience

5+ Food Vendors

10+ Market[place] Vendors

Artistpreneur Stage

Headliners The Pharcyde, Just

Blaze, DJ Darling Cool,

SoLauren Adams, Dame

Drummer, Prospect, Honey Gold

Jasmine

serato

ELECTROSPIT

Meta



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EVENT FLYER

12PM-5PM • HiiiWAV FEST • FREE EVENT SATURDAY, JUNE 8TH •

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JUNE 8TH 12PM - 5PM AT HIIIWAV 2781 TELEGRAPH AVE OAKLAND

HiiiWAV

FEST

A BLACK MUSIC & TECH EXPERIENCE

LIVE PERFORMANCE BY

THE PHARCYDE

WITH JUST BLAZE

HOSTED BY

DCISCHILLIN

WITH DJ MIXES FROM

DJ DARLING COOL

THE PROSPECT BAND, SÓLAUREN ADAMS

HONEY GOLD JASMINE, DAME DRUMMER,

& BOSKO KANTE

TECH WORKSHOPS

[Midjourney Workshop For Artists] Create Album Art In Seconds: With AI Expert Lance Coleman

Serato Beatmaking Master Class With U.C. Berkeley Professor Nassirah Nelson

LIVE DEMOS

Meta Quest 3 VR Headset

Meta Ray-Ban Smart Glasses

ElectroSpit Talkbox

AFRO AI MVP Prototypes

AFRO AI MVP COHORT*24

Choice Scores (Kev Choice)

Nocturnal Summer (ShawnIsADHD)

Worth AI (Ryan Nicole)

GooRoo

The Pharcyde

Computer Bank of the Bay

East Bay Community Foundation

Kapor Foundation

Meta

Kaiser Permanente

Solid Grounds

EOYDC

Serato

ElectroSpit

Devland

City of Oakland

Zoo Labs



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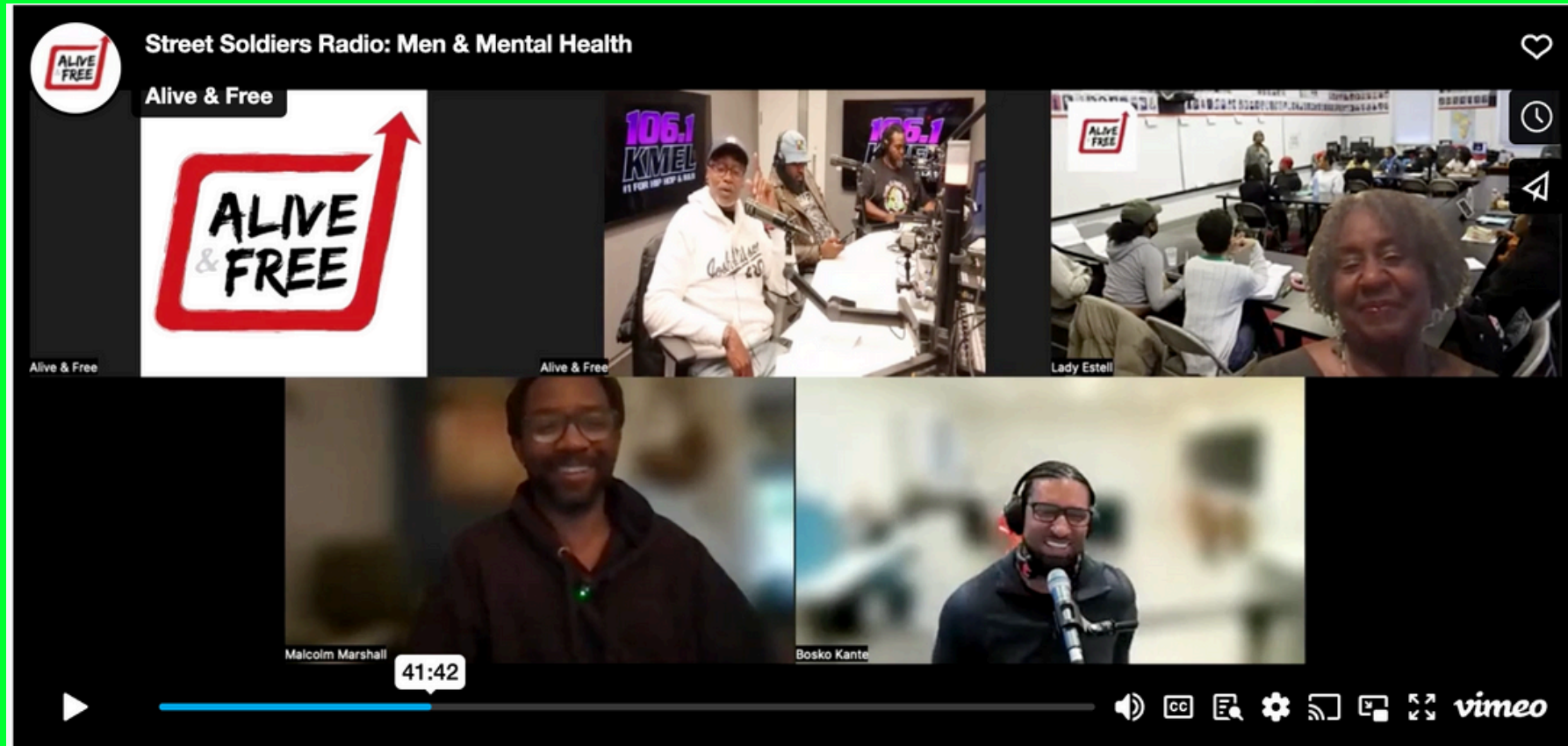
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RADIO APPEARANCES



106.1 KMEL: Street Soldiers

- **Station:** 106.1 KMEL
- **Host:** Dr. Joeseeph Marshall
- **Date:** June 5, 2024
- **Link** (at 38:14)

BOSKO AND MILES DOTSON SPEAK ABOUT THE HIII WAV FEST & THE INTERSECTION OF TECH AND BLACK MUSIC

JUNE 7, 2024 BY DAVEY D

LEAVE A COMMENT

Innovative Dialogue on Hard Knock Radio

Davey D recently hosted a compelling session on Hard Knock Radio with Miles Dotson and Bosko Kante, both key members of the innovative collective Hiii Wav. This collective, positioned at the nexus of music and technology, champions the empowerment of Black musician-entrepreneurs. Their discussion shed light on the upcoming Hiii Wav Festival, headlined by The Pharcyde, showcasing the collective's efforts to meld technological innovation with artistic creativity for community empowerment.



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TELEVISION APPEARANCES



ABC 7 News Bay Area

- Date: June 6th, 2024
- Link



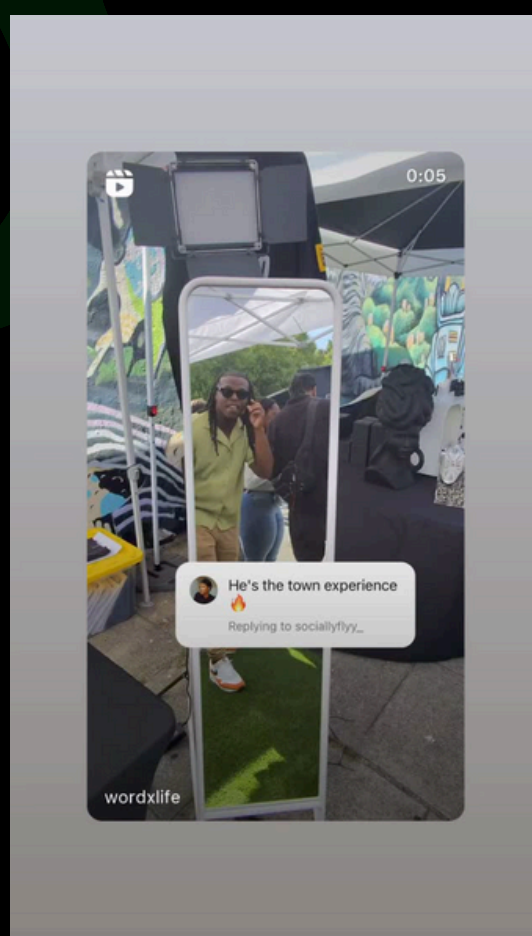
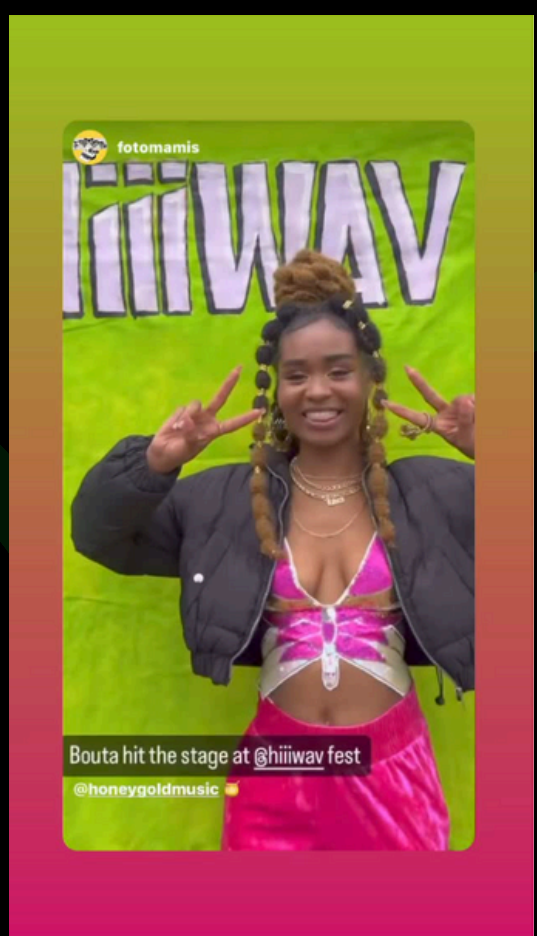
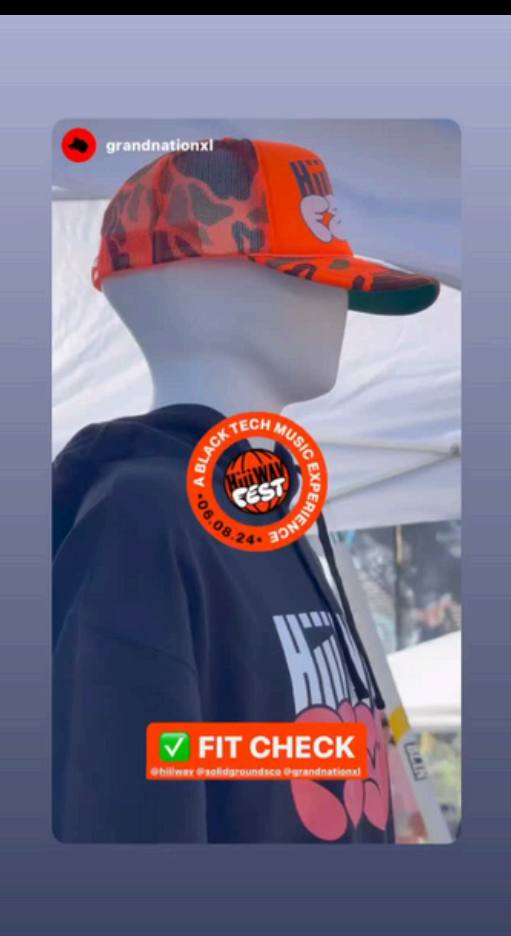
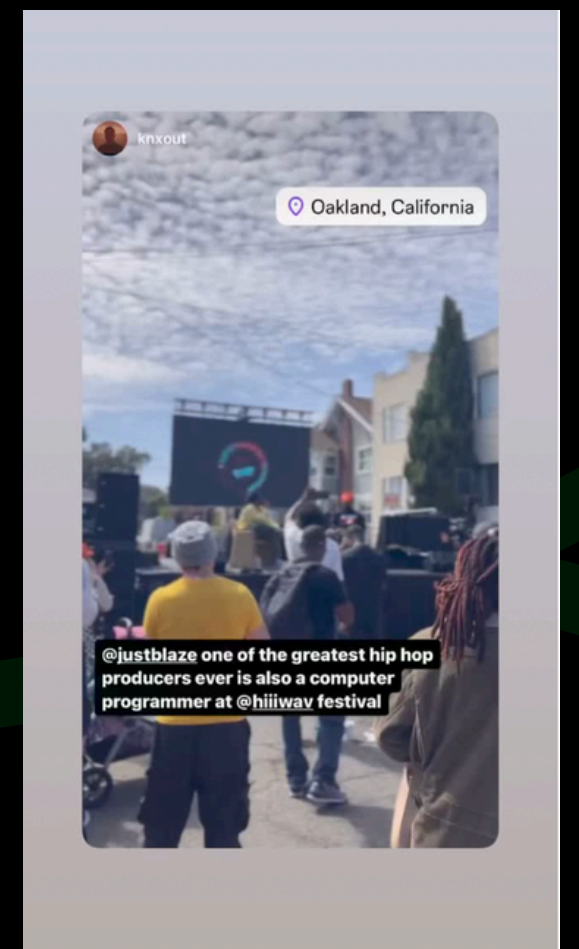
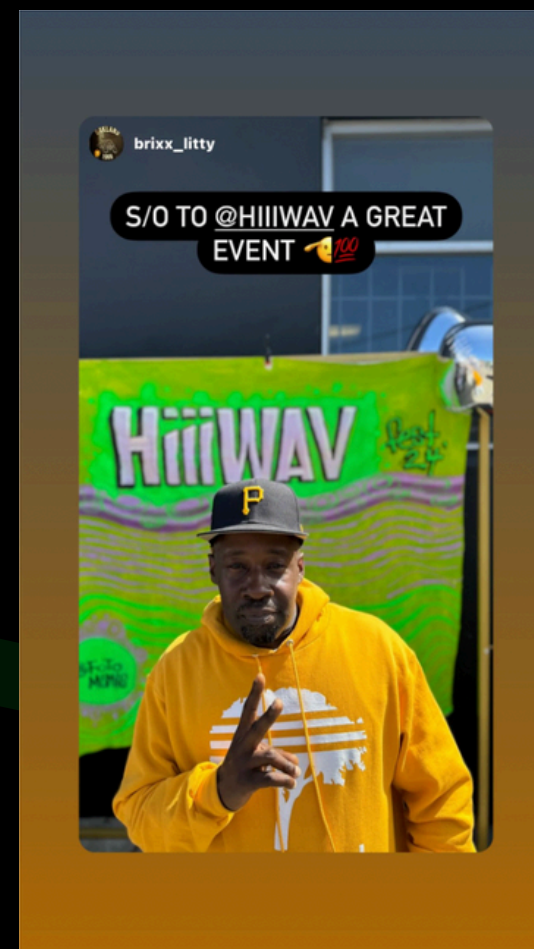
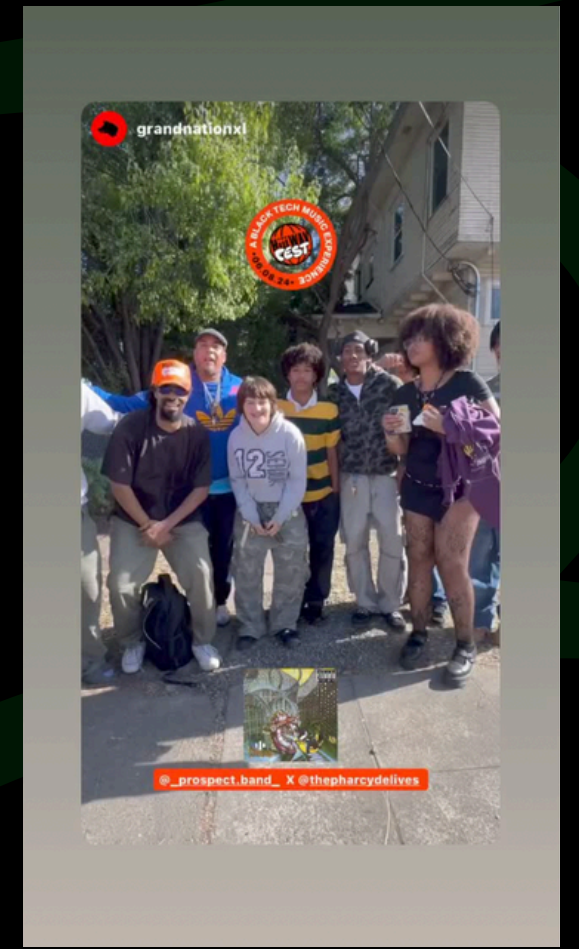
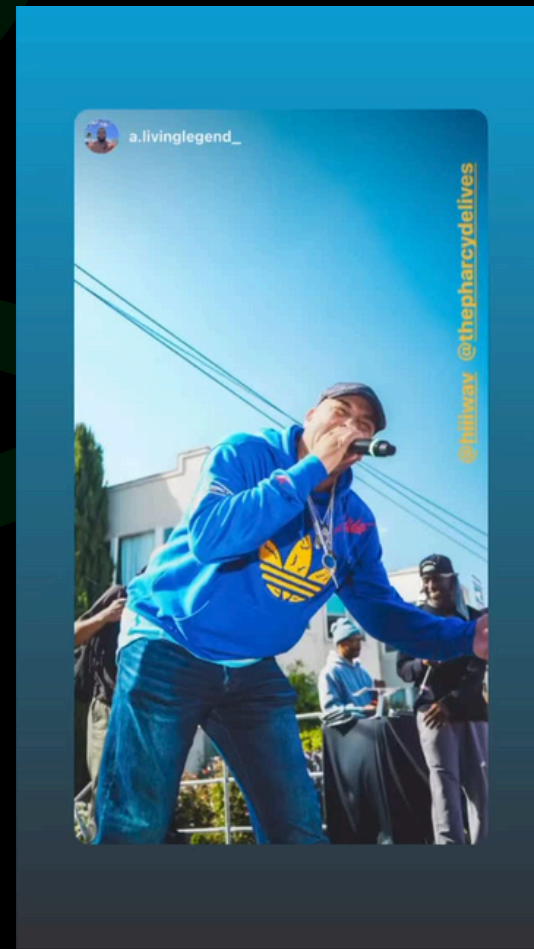
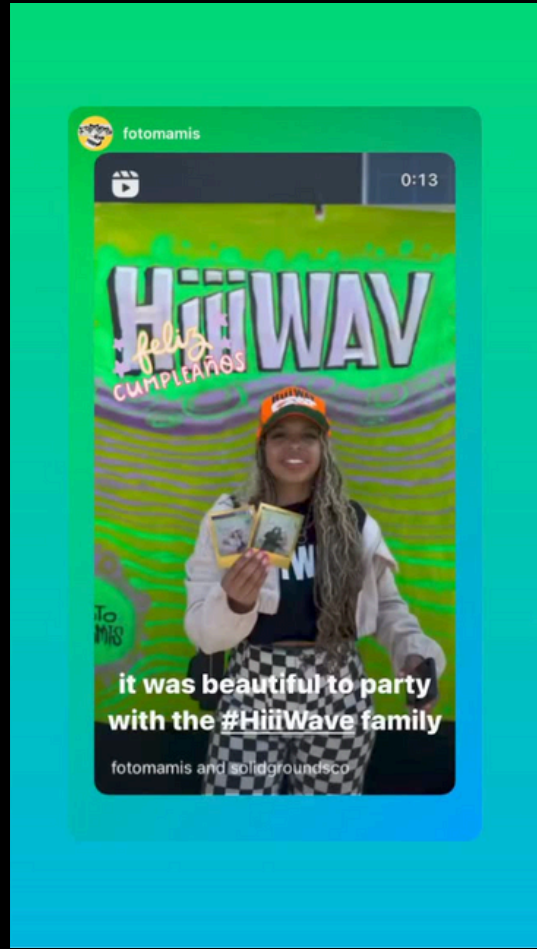
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IG STORIES

20,254 accounts reached &
48,817 impressions on @hiiwav

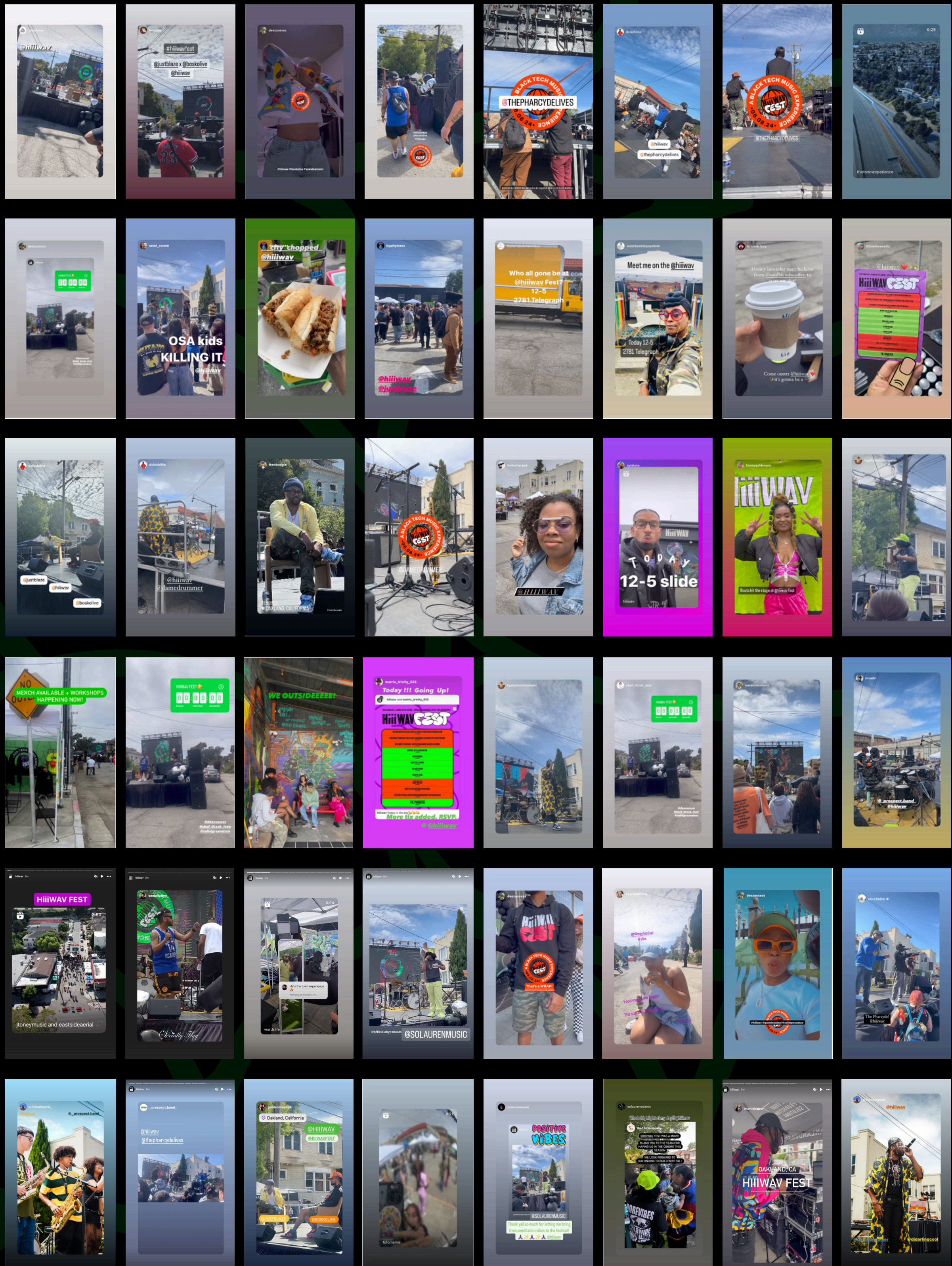


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STORIES (Instagram continued)



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OFFICIAL PRESS RELEASE

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HiiiWAV Fest Overcomes City Budget Deficit to Launch Oakland's 1st Music and Tech Festival June 8th

Wednesday, 29 May 2024 09:00 AM



HiiiWAV

Topic:

Company Update

Share this Article



"HiiiWAV Fest is a movement toward redefining the cultural and technological narrative of Oakland," said Bosko Kante.

OAKLAND, CA / ACCESSWIRE / May 29, 2024 / HiiiWAV, a nonprofit creative incubator for Black artist-led music and tech startups, proudly announces HiiiWAV FEST. Taking place on June 8th at 2781 Telegraph Avenue, this free outdoor event merges AI & VR technology with dynamic musical performances in a celebration of Black creativity and innovation.

Just 26 days before the event, the City of Oakland informed HiiiWAV that a city grant promised in support of the festival would be delayed indefinitely due to the city's \$170M budget deficit. HiiiWAV immediately sent out a call for support. Within 48-hours of the viral post, Selena Wilson (EOYDC), Lynne Hoey (Kataly), & Zoo Labs answered the call with assistance and connections to sponsors East Bay Community Foundation, Kapor Center, and Tides Foundation, who together with Meta, Kaiser Permanente, & Community Bank of the Bay, ensured the event could go on. You can join in to support HiiiWAV Fest via hiiwav.org/donate.

HiiiWAV Fest also serves as the culmination of HiiiWAV's annual AFRO AI MVP incubator, with the winner of the \$10,000 grant awarded to the top Black artist-led AI music tech startup to be announced on stage.

About HiiiWAV:

Bosko Kante, a songwriter/performer on Grammy-winning albums by Kanye West and Dua Lipa, and a music producer/talkbox artist for E-40 and J. Cole, founded HiiiWAV. Also a tech innovator and co-founder of the music tech startup ElectroSpit Inc., Bosko has led HiiiWAV to significant growth since its creation in 2020. Initiatives include the AFRO AI Incubator for musicians and the purchase of 2781 Telegraph in 2023. HiiiWAV's founding team-**Maya Kante, Miles Dotson**, and Bosko-are committed to empowering Black artist-preneurs with cutting-edge tech, entrepreneurship education, capital, performance opportunities, and growth mindset coaching.

Event Highlights:

- Live Performances: Legendary hip-hop act **The Pharcyde**, joins **Sol Development, Dame Drummer, The Prospect Band, and Honey Gold**, all set to electrify the audience with their performances.
- Startup Showcase: The AFRO AI MVP program will spotlight startups such as **Kev Choice's** Choice Scores, **RyanNicole's** Worth.AI, **Meaghan Maples' 1763 Co., Nocturnal Summer**, and **GooRoo**, demonstrating new human-centered AI Music technology.
- Tech Showcases: **Meta** will provide attendees with a glimpse into the future of 3D interactive experiences with demos of the Meta Quest 3 VR headset and Ray Ban Meta smart glasses.
- Educational Workshops: Tech experts **Lance Coleman, Hidden Genius**, and UC Berkeley Professor **Nassirah Nelson** will lead sessions on AI and music production technologies.

Event operators **Solid Grounds** and **Grand Nationxl** were selected through a competitive RFP process to ensure a dynamic event.



Link: Accesswire



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PRESS

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KQED

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THE DO LIST


The Pharcyde Headlines a Free Music Technology Fest in Oakland

By Nastia Voynovskaya

Jun 6

Save Article

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The Pharcyde plays Hiero Day in Oakland on Monday, September 3, 2018. (Estefany Gonzalez)

It's not too often that heavy hitters like The Pharcyde perform in a small Oakland storefront. The "Passin' Me By" hitmakers led the West Coast's alternative hip-hop scene of the '90s along with Bay Area locals like Hieroglyphics, and on June 8 they headline HiiiWAV Fest, a free event that celebrates Black artistry and ingenuity.

HiiiWAV, an Oakland nonprofit that connects artists with technology and entrepreneurial resources, is throwing the event in their 28th Street and Telegraph Avenue recording studio. In addition to the Pharcyde's performance, legendary producer Just Blaze, who made hits with Jay-Z, Kanye West and Mariah Carey in the 2000s, will talk about his industry experience in a fireside chat.

KQED: Arts & Culture - The Do List

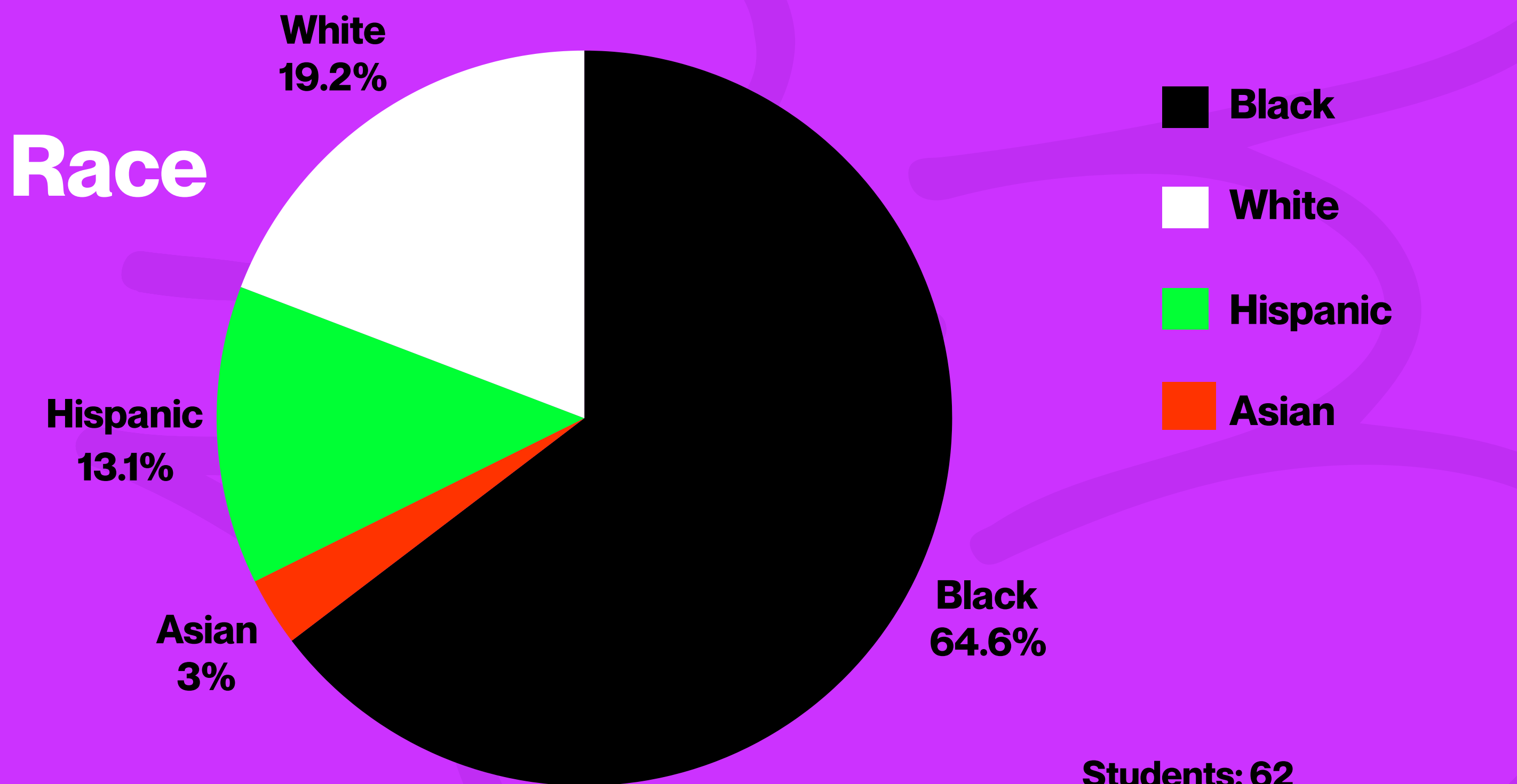
- **Date:** June 6th, 2024
- **Link**

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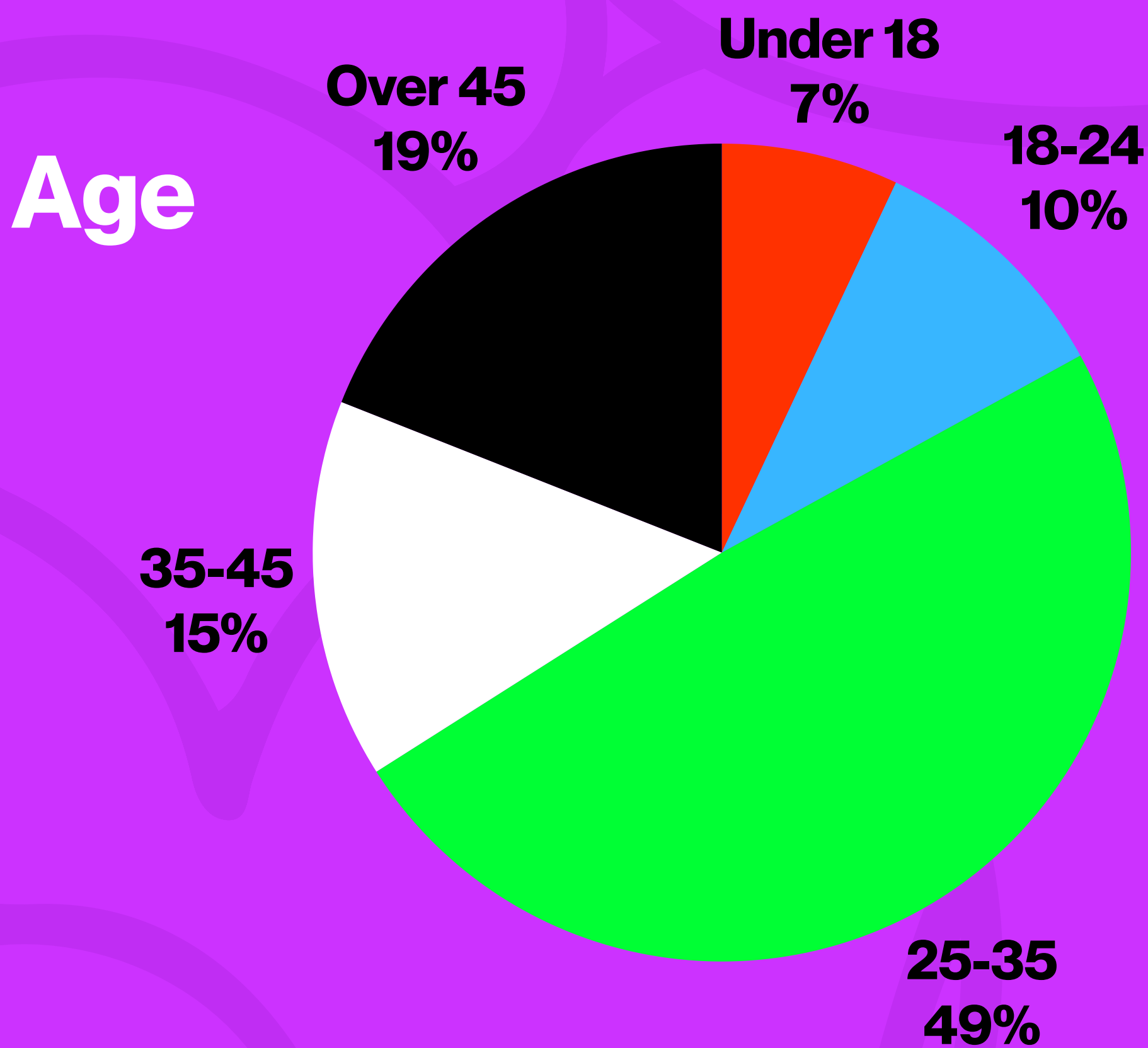
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DEMOGRAPHICS: 1,026 Attendees



Students: 62
Tech Employees: 123
Tech Investors: 62
Tech Entrepreneurs: 126



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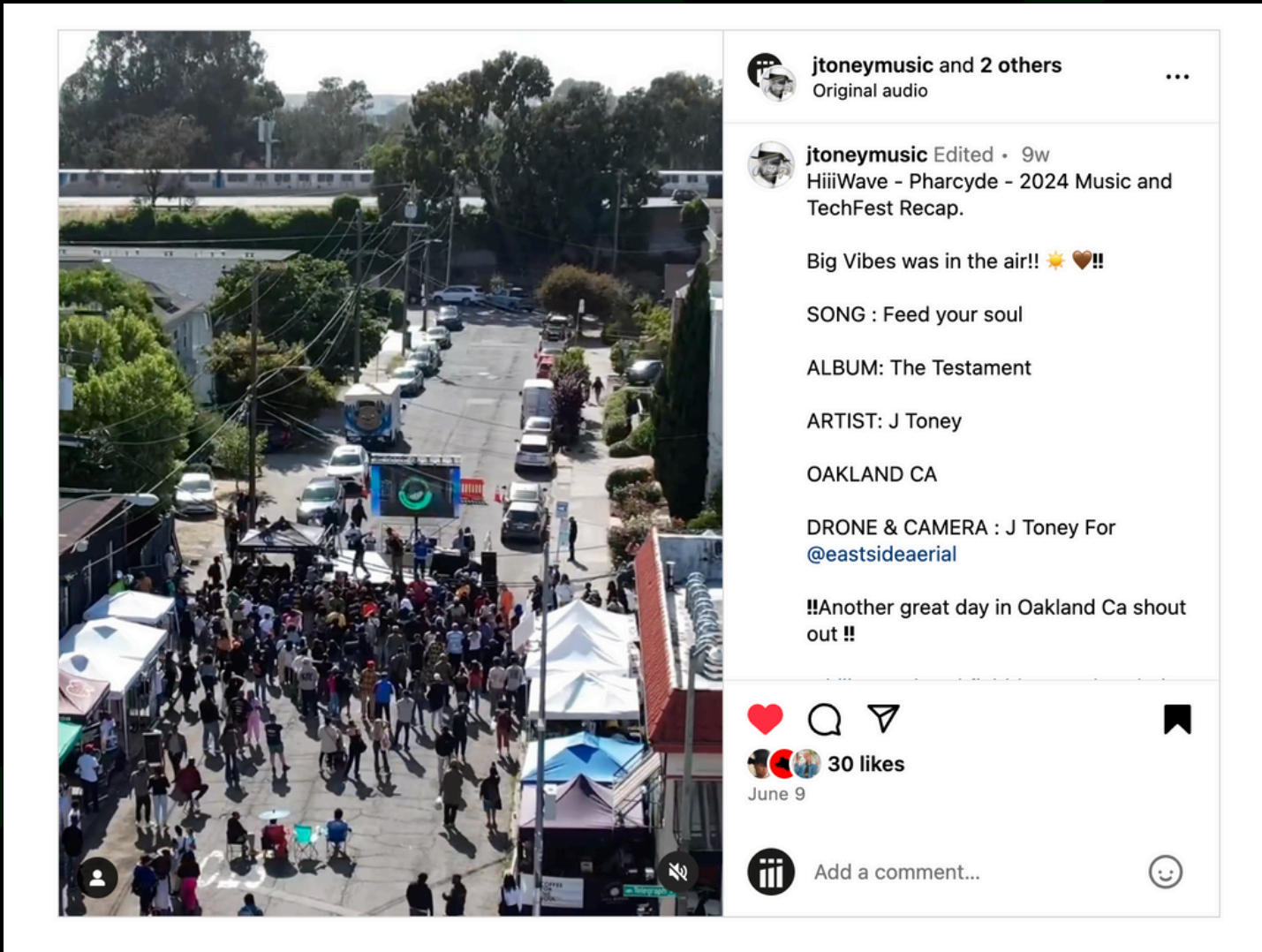
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VIDEO AND PHOTO MEDIA TO SHARE



Event Recap
YouTube: [Link](#)



Drone Footage
Instagram: [Link](#)



Prof. Event
Photos: [Link](#)



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ADVANCED TECHNOLOGY IMPACT



Just Blaze x Bosko Conversation



AFRO AI Startup Competition Winners



VR & AR Demos



AI+Music and Image Gen. Workshops

HiiiWAV FEST made a significant impact by introducing new technology to the community and inspiring attendees to embrace its possibilities. The event featured immersive AR/VR experiences, including interactive demos by META with their Ray-Ban smart glasses and Quest 3s, offering many attendees their first hands-on experience with these advanced technologies. Workshops in AI for music production and image generation further expanded the horizons of participants, many of whom were exploring these tools for the first time.

An inspiring conversation between legendary hip-hop producer and tech startup founder Just Blaze and HiiiWAV founder Bosko Kante emphasized the potential for Black creatives to leverage technology for empowerment and innovation. The festival also spotlighted the achievements of the AFRO AI program, culminating in the awarding of a \$10,000 grant to a standout AI startup Choice Scores, further highlighting the impact of emerging technologies on the community.



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AI WORKFORCE DEVELOPMENT



Event coordination businesses GrandNationxl and Solid Grounds recieved four month AI skills training as part of the HiiiWAV FEST development program.

The AI Workforce Development Impact initiative at the Highway Festival served as a pivotal program to advance the technological proficiency of local event planning companies, specifically Solid Grounds and Grand National. This four month initiative was designed to immerse these companies in the latest AI technologies, with a particular focus on leveraging Large Language Models (LLMs) and other cutting-edge AI-driven tools to optimize their event planning processes. By integrating these advanced technologies into their workflows, the companies were able to automate repetitive tasks, enhance data-driven decision-making, and produce high-quality outputs more efficiently.

A core component of the training involved the advanced application of LLMs for automating communication tasks. These models were used to generate and refine communication templates, automate vendor outreach, and streamline internal communications, all while maintaining a high degree of personalization and accuracy. The companies also learned advanced Google Sheets functions, enabling them to create dynamic financial models, real-time budget tracking, and sophisticated cash flow forecasts. This enabled a level of precision and efficiency in financial management that significantly reduced the overhead typically associated with large-scale events.

In addition to process automation, the AI tools trained at the festival included the use of generative AI for content creation. Solid Grounds and Grand National were introduced to AI-powered image and video editing software, which allowed them to create visually stunning promotional materials with minimal manual input. By integrating AI-driven design tools into their workflow, they could produce high-impact visuals and multimedia content at a fraction of the traditional cost, thereby elevating the overall quality of the festival while keeping expenses under control. This combination of LLMs and generative AI not only enhanced the festival's execution but also positioned these companies as leaders in the application of AI within the event planning industry.

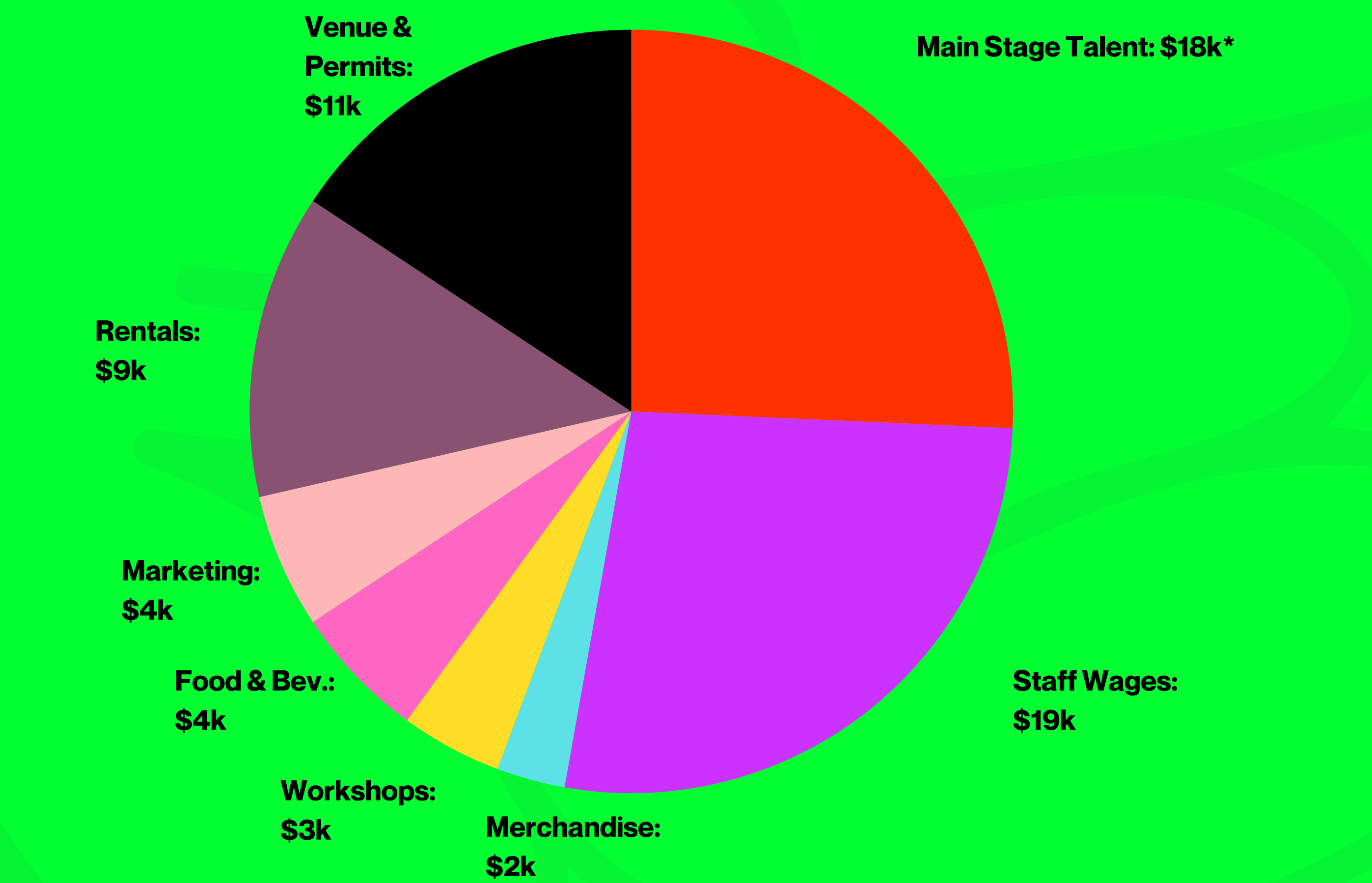


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FINANCIAL REPORT



- **Venue & Permits:** \$11k (Special event permit, fire permit, insurance, traffic management, security, privacy screens, cleaning, labor costs, portapotties, and miscellaneous supplies).
- **Rentals:** \$9k (Generator, stage, sound system, screen, backline, picnic tables, balloon arch, and headphones).
- **Main Stage Talent:** \$18k+In-kind Talent donation (Headliners and supporting acts).
- **Workshops:** \$3k
- **Food & Beverage:** \$4k (Catering for staff, performers, AFRO MVP participants).
- **Marketing:** \$4k (Press releases, social media campaigns, photographers, videographers, EDDM USPS, print collateral).
- **Merchandise:** \$2k (All merchandise & swag items).
- **Staff Wages:** \$19k Event operators, bonuses, creative direction, music & event design).

Total Expenditure: \$70k*

**We are deeply grateful to the artists who generously donated their time and talent, significantly reducing their fees to support our mission. Their contributions have been invaluable in making this event a success.*



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SPONSORS

• **Lorna Lee & Jim Keefe**

• **Selena Wilson**

• **Lynne Hoey**

• **Miles Dotson**

• **Maya Kante**



INDIVIDUAL DONORS

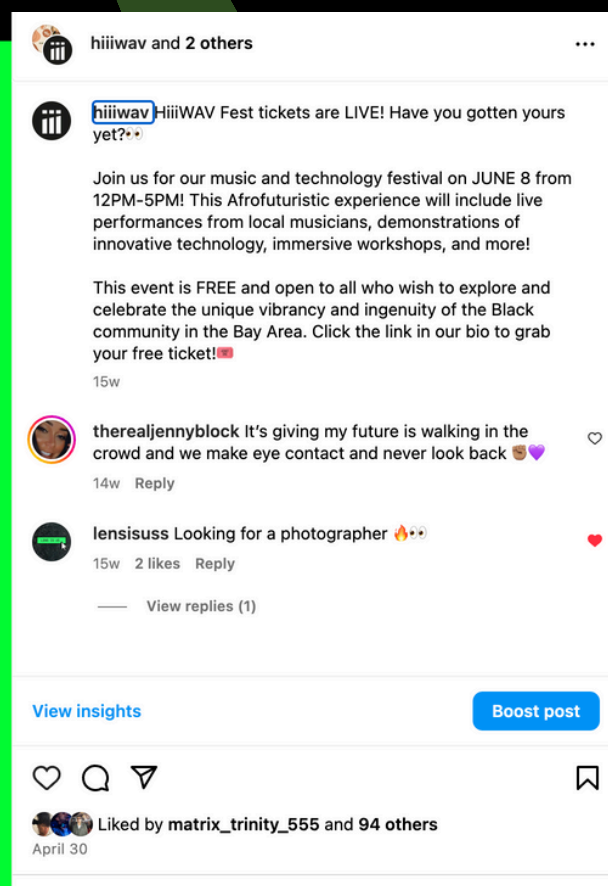
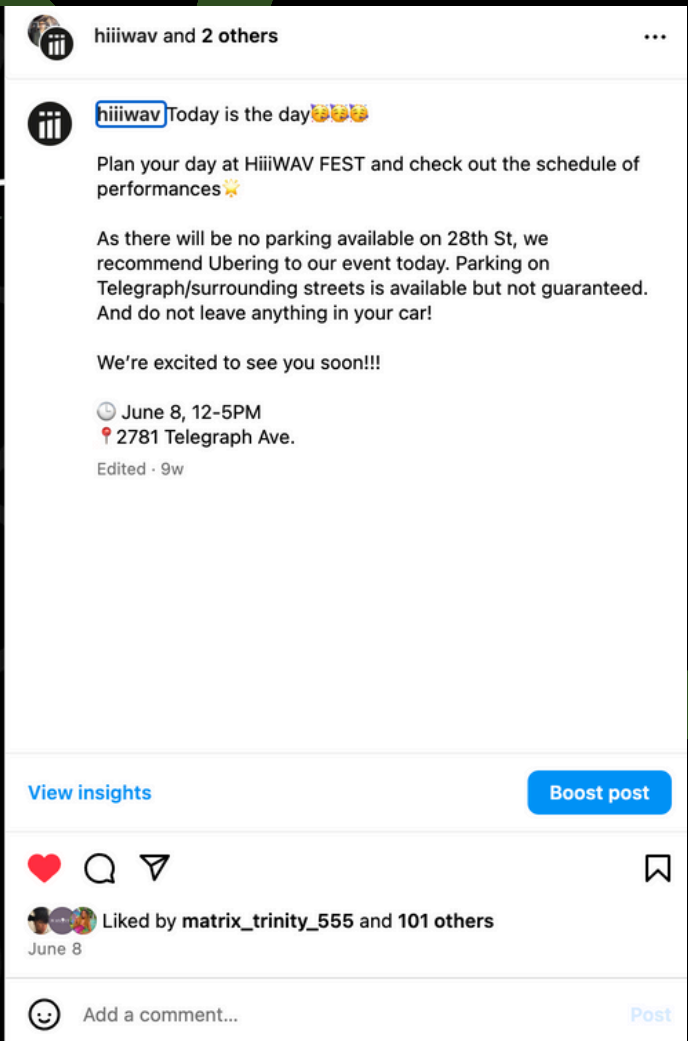
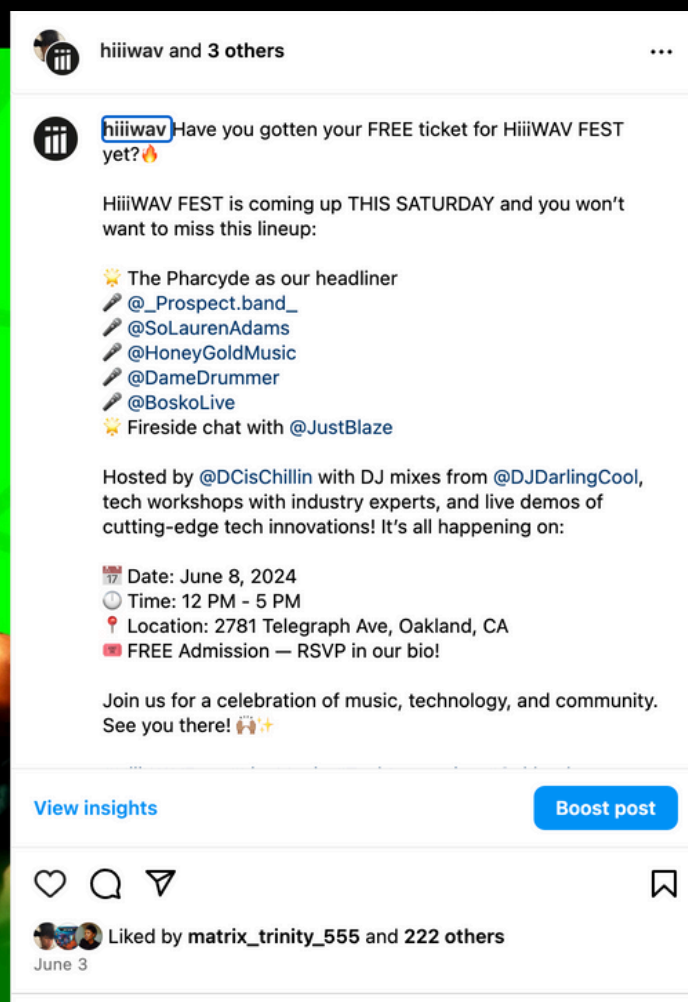
Jessica Norwood, Josh Simon, Laurika Harris-Kaye, Allison Kelly, Ruthanne Bennett, CJ Spears, and Destiny Muhammad



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MEET HiiiWAV, A BLACK MUSIC ENTREPRENEURSHIP INCUBATOR

At HiiiWAV, we envision a future where Black artistpreneurs thrive, building lasting businesses that not only create timeless music but also uplift their communities.

Rooted in our values of abundance, inclusivity, & collaboration, we believe in the power of play & experimentation to drive innovation. We honor the deep connection between musicians and technologists, celebrating their synergies as catalysts for positive change. We champion creativity, entrepreneurship, and community empowerment, shaping a world where music and technology intersect to shape a brighter future for all.

1,214 HOURS

of training, studio time, & community events, reaching creatives, technologists, & allies who are passionate about building artist-owned technology.

41 ARTISTS

socially impactful artist-led companies carefully nurtured along the path to creating generational wealth and timeless music in the Black community.

\$111,000

raised by our artists with the knowledge & connections they gained at HiiWAV through various events, engagements, and fundraising efforts.

\$1,824,000

raised to provide a permanent home for artists. HiiiWAV HQ opened in 2023 & provides a creative space for our thriving artist community

ARTISTPRENEUR PROGRAM

AI ACCELERATOR AFRO AI

AFRO AI ignites the startup founder in every artist, by inviting them to solve the problems they face in their career.

INCUBATOR RESIDENCY HiiiFREQUENCY

HiiiFREQUENCY nurtures the winning artists of AFRO AI as they undergo the next stage of product development.



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Special Thanks

We did it! When I say “we”, I mean all of YOU — the HiiiWAV team, the Grand Nationxl team, Solid Grounds, our incredible vendors, production staff, volunteers, and interns (see below) — and the wonderful community of Oakland. HiiiWAV Fest was everything it needed to be. Held on June 8th at our permanent home, 2781 Telegraph Avenue, Oakland, this free event merged AI & VR technology with dynamic musical performances in celebration of Black creativity and innovation. Amazing things happen when we work together!

Thank you to **Northern California Grantmakers** for the low interest Arts Loan Fund financing that helped us withstand the city funding delay!

Special shout out to our live performers, **The Pharcyde, Just Blaze, SoLauren Adams, Dame Drummer, The Prospect Band, Honey Gold Jasmine & Bosko “ElectroSpit” Kante, DJ Darling Cool, and DCisChillin** for delivering crowd moving performances. Additionally, the festival highlighted our AFRO AI: MVP startups, including **Choice Scores, Worth.AI, GooRoo, and 1763 Co.** — and featured the announcement of the \$10,000 grant winner, Choice Scores!

Attendees also experienced cutting edge AR/VR tech demos by Meta, and two eye-opening workshops: a Serato Masterclass led by Nassirah Nelson and an AI music and art creation workshop led by Lance Coleman and assisted by Gemeny Givens of Hidden Genius. We’re so proud that HiiiWAV was able to create these experiences for our community that educate, uplift, and inspire joyful innovation.

Thank you for being part of this extraordinary journey. We are deeply grateful for your support and look forward to continuing to dream, create, and build permanence together.

HiiiWAV FEST EXTRA Special thanks to:

HiiiWAV Team: Maya Kante, Miles Dotson, Noel Muluneh, Patricia Magcalas, Bosko Kante

Resident Operators: Grand Nationxl (Branding & Experience), Solid Grounds (Project Management)

Workshop Instructors: Nassirah Nelson, Lance Coleman, & Gemeny Givens.

Vendors: City Chopped, Hyphy lyceez, Town Frites, La Santa Torta, The Shepard Collection Wine, Winky Dinky Dogs, Ayaba Wines, Black Vines, Futurisme Studios, Karl Marie Fragrance and Candles, Hella Charged & Lit, La Tooth Fairy, Fotos Mami Polaroid Popup, Melanin Gang Apparel, Hey Carter! Books, AfroComicCon, Moss is Lyfe Juice, Soul blends Coffee, Kayla Crochets, The Herbal Alchemist, Waistbeads by Ayodele

Production Staff: Oakland Venue Management, Statewide, Kevin McCann, Transportation Management Services, OJI, Timothy Wiley Security, KSJ Pix, Jahsahdi

Additional Support: KONO, Oakland Fire Department, Oakland Police Department, Aaronjit Athwal, Gemeny Givens, Hidden Genius

Volunteers: Anna Cadena, JuJu, C. A. Jean-Louis, Misty Rose Spencer, Kim Mcdonald, Sloane Gross, Zaire Defares, Tirzah love, Don McBirney, JayP2, Kanani Sumandal, Reshea Holman, Karease Williams, Wakumi Douglas and Tye

Intern Support Team: Christian, Taylor, and YaYa



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