

# DOVETAIL

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## THE RAP GUIDE TO EVOLUTION A one man show by Baba Brinkman

Produced by Dovetail Productions  
[www.dovetail-productions.com](http://www.dovetail-productions.com)

### Executive Summary

Dovetail Productions Inc. is a performing arts production company specializing in the creation, development and production of new and innovative work in theatre, film and music. Based in New York City, Dovetail is involved in projects which are created, developed and performed in NYC as well as globally.

*The Rap Guide to Evolution* is a one-man show written and performed by Canadian artist Baba Brinkman, best known for his award-winning *The Rap Canterbury Tales*. <http://www.theage.com.au/news/arts-reviews/the-rap-canterbury-tales/2007/10/04/1191091243627.html>. In 2008 Prof. Mark Pallen, evolutionary biologist and rap enthusiast at the University of Birmingham and author of *The Rough Guide to Evolution*, asked Brinkman if he would “do for Darwin what he had done for Chaucer”. Brinkman happily took up the challenge. Immersing himself in Darwin’s words and the science and history of evolution, he devoured more than a dozen recent books on evolutionary biology, honing rhymes on sexual selection, altruism, and the conflict with intelligent design. The result combines hilarious remixes of popular rap songs with clever lyrical storytelling, making it a powerful tool to spur discussion as well as a laugh-out-loud comedy experience. “He swallowed the idea and turned it into a work of genius,” says Prof. Pallen. As Brinkman is fond of saying, the result is “the only hip-hop show to have been peer-reviewed.” Writing in the NY Times, Olivia Judson describes *The Rap Guide to Evolution* as “Witty, sophisticated and scientifically accurate...”. <http://opinionator.blogs.nytimes.com/2010/05/04/darwin-got-it-going-on/>.

Following the show’s successful debut at the Cambridge Darwin Festival, attended by the world’s leading Darwin scholars, *The Rap Guide to Evolution* won the prestigious Scotsman Fringe First Award at the Edinburgh Festival in 2009 and went on to tour the UK and the US celebrating the 200<sup>th</sup> anniversary of the birth of Charles Darwin. A showcase at the Bleeker Street Theatre in May, 2010 to test

the show in New York sold out within hours of the NY Times article appearing online, further boosted by word of mouth from delighted audiences. Several more performances were added which also sold out and in the few days that the show played in New York, it attracted a book publisher, an agent for the lecture circuit and the people from the famous TED conference.

Dovetail Productions has now acquired the exclusive rights for *The Rap Guide to Evolution*, intending to open the show Off-Broadway in early spring 2011. The optimum theatre for this show is a 200-300 seater – large enough to allow sufficient ticket revenue to accelerate return on investment yet small enough to keep the show's energy personal and immediate.

Based on preliminary market research and because of the incredible response to the NY showcase, Dovetail Productions is highly confident that there's an audience hungry for this kind of entertainment - clever and sophisticated, addressing younger audiences who are familiar with RAP as an art form, as well as more mature audiences drawn to the subject and looking for an "out of the box" theatre experience. The fact that evolution continues to be a hot-button subject also supports the projections for good ticket sales.

Dovetail Productions' total capitalization for the NYC based show is \$250,000 including the production budget of \$175,000 and a reserve. Assuming a low box office of 50% paid occupancy in a 299 seat theatre with a \$45 average price per ticket, investment could be recouped after 136 shows (17 weeks). At 70% occupancy, recoupment to investors could occur in 6 weeks. (See attached recoupment schedule). Post recoupment of invested capital, profits will be divided 50% to the investors and 50% to Dovetail and others. In theatre investment terms, this show is considered a low risk opportunity with a short term of return on capital.

The show is very portable, with minimal sets and audiovisual, so the cost to bring it to other locations in and out of the US is also minimal. There will be an opportunity for the investors in the NYC show to also invest in this show as it travels out of NYC.

To accommodate investors for the NYC show, Dovetail Productions intends to establish a Limited Partnership with Dovetail as the General Partner, which will raise up to \$300,000 to include the production budget and a reserve to ensure sufficient capital to allow for the build up of ticket sales. Investors will also have the opportunity to attend and invite guests to special events with the artist throughout the New York run.

*The Rap Guide to Evolution* is one of those rare shows that come along at just the right time. We encourage you to take a look at Baba's website [www.babasword.com](http://www.babasword.com) for more information about the show and to attend one of the road shows (by personal invitation only) to discuss the investment opportunity further.