

# TATANKA: A New Model for Indigenous-Led Creative and Ethical Innovation

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## Executive Summary

TATANKA is an Indigenous-led, multidisciplinary cultural and technological initiative that merges the power of music, AI, education, ethical media, and sustainable development into a single, transformative platform. Grounded in Indigenous values and designed for global reach, TATANKA redefines the entertainment and learning ecosystems through a fusion of analog and digital, spiritual and scientific, human and AI collaborations. We are developing a secure, climate-resilient facility outside the U.S. to protect our staff and respond strategically to threats such as the regressive *Project 2025*. Our development timeline begins this summer, with flagship projects including **Orchestra Americana**, **Reality Streams**, **TATANKA Academy**, and the launch of our ethical social media and streaming platform **VOX.gdn**.

## Business Objectives

- Establish TATANKA as the leading global Indigenous-led multimedia, arts, and education platform.
- Develop scalable revenue models grounded in ethical content creation and AI integration.
- Launch Orchestra Americana and TATANKA Academy, blending performance, learning, and innovation.
- Secure and construct an international base of operations outside the United States.
- Build strategic alliances with investors, Indigenous communities, and cultural tech leaders.
- Position TATANKA at the heart of the intersection of art, AI, and activism, a direct response to authoritarian threats.

## Business Model & Revenue Streams

TATANKA's business model is both mission-driven and revenue-generating. It blends traditional and digital economies with scalable, globally relevant initiatives.

**Note:** Our two primary revenue pillars—**TATANKA Academy** and **Reality Streams**—are not yet represented in the financial projections. Their income is dependent on partnerships

with educational institutions, non-profits, governmental allies, and content licensing partners, and will be disclosed as those agreements are formalized.

### Current Projected Revenue Streams (Year 1–3):

Revenue Stream	Estimated Annual Revenue
AI Training & Beta-Testing Services	\$26M+ (industry benchmark based on Recollective AI)
Streaming Ad Revenue (Reality Streams, VOX.gdn)	\$765.8M (10M users @ \$76.58 ARPU)
VOX.gdn Ethical Social Media Subscriptions	\$3.1M
VOX.gdn Advertising Revenue (5% market penetration)	\$210M
Great Hall Event Facility (Weddings, Conferences)	\$660K
Live Music Venue (Orchestra Americana)	\$300K
Retail – Music Equipment (Online & Physical)	\$500K
Digital Recording Studio Services	\$180K

### Equity and Investment Structure

- 20% equity available for funding stakeholders.
- Flexible acquisition and traditional investment pathways.
- Investors may opt for full or shared equity depending on capital contribution.
- Governance by investor consortium in alignment with the TATANKA Council.
- Primary investment priority: Facility acquisition/development and launch operations.

### Operational Strategy

- **Phased Expansion Model:** Initial launch with baseline staff.
- **Facility:** Secure, off-grid capable, climate-resilient. Sustainability and modularity prioritized.
- **Staffing:**
  - 26 initial full-time members-employees (orchestra, IT, content, maintenance, security)
  - Annual labor cost: **\$3.29M** (\$126,561 avg. per employee incl. Benefits)
  - Estimated residence/facility/campus acquisition (**\$15M**), audio/gallery equipment (**\$12.7M**) furnishings (**\$5.2M**) and transportation (**\$1M**): **\$37.19M**

**Core/Foundational Operating Runway: \$4,350,000 (USD)**

Full Operational Launch:

Item	Cost (USD)
Annual labor cost	\$3,290,000
Residence/facility/campus acquisition	\$15,000,000
Audio/gallery equipment	\$12,700,000
Furnishings	\$5,200,000
Transportation	\$1,000,000
<b>Grand Total</b>	<b>\$37,190,000</b>

- **Launch Timeline:** Autumn 2025
- **Facility Location:** Priority locations outside the U.S. include:
  - **Primary Targets:** Iceland, Tierra del Fuego, Canada, Scotland, New Zealand
  - **Secondary:** Finland, Portugal, Uruguay, Mauritius, Estonia, Pacific Island Nations, Bhutan
- **Security Considerations:** Facility relocation outside the U.S. is vital due to risks posed by the current U.S. federal administration, Project 2025, and increased threats to Indigenous, 2SLGBTQIA+, other marginalized and at-risk communities.

**Market Analysis & Competitive Advantage**

TATANKA is uniquely positioned within a convergence of booming industries:

Sector	Market Value (Global)	Relevance to TATANKA
Digital Streaming	\$500B+ by 2030	VOX.gdn + Reality Streams
AI Training & Human Feedback	\$100B+	Qualitative AI support services
Event & Cultural Spaces	\$80B	Orchestra Americana + venues
Online Education	\$300B+	TATANKA Academy
Ethical Commerce & Subscription	Growing niche	Merchandise + Music Retail
Indigenous Arts & Advocacy	Underfunded yet high-demand	Cultural leadership & authenticity

**Differentiators:**

- Ethical, Indigenous-led governance.
- True hybrid model (AI + analog + Indigenous roots).
- Mission-aligned with United Nations SDGs.
- Resilience-focused infrastructure and policies.

## Risk Assessment & Mitigation

Risk	Response
Political Risk (U.S.)	Offshore relocation of HQ & secure infrastructure.
Market Volatility	Diversified income streams; multiple sectors.
Tech Competition	Early mover advantage + AI/human co-creation.
Community Safety	Inclusive policies, vetted staff, secure locations.
Investor Concerns	Transparent financials and equity management.

## Next Steps: Call to Action

TATANKA is now seeking:

- Anchor investors or impact funds to underwrite facility acquisition and early operations.
- Institutional, non-profit, or governmental partners for Academy and media distribution.
- Investors ready to align values with innovation and Indigenous sovereignty.

**Development begins Autumn 2025.**

Your participation could define the future of ethical, Indigenous-led innovation in arts, AI, and activism.

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## Contact Information

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