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## ALBUM OF THE YEAR GRAMMY AWARD-WINNING PRODUCER, KIZZO, BEGAN GRAMMY WEEKEND AT GENERATIONAL GROUP'S M&A CONFERENCE FOR THE MUSIC INDUSTRY

### **Superstar Producer Learns About “Maximizing The Value of Creative Assets” in Special Grammy Week Edition of Generational Group’s Popular Growth and Exit conference**

LAS VEGAS, NV – April 4, 2022 - To coincide with the 64th annual Grammy Awards, leading M&A firm for privately held businesses, Generational Group, in conjunction with Creators Capital, held a special edition of its popular Growth and Exit conferences—with a focus on the sale of creative assets by performers, songwriters, producers, labels and other music industry entrepreneurs. And at the request of his music partner, [Jaxon John Huffman](#) of Creators Capital, newly minted Grammy Award-winning producer, Kizzo with songwriting partner, Autumn Rowe, were there. Kizzo won his first Grammy for his work on Jon Batiste's Album of the Year, *We Are*. Niels Walboomers, Managing Director at Sony Music Publishing who signed Kizzo, also attended.

The session was a response to the *EMPOWER GEN Z FOR LIFE* mission of Jaxon John Huffman of Creators Capital, the world’s first start up studio with content houses for the creator economy. Huffman reached out to long-time friend and business associate, Terry Johnson, Chief Revenue and Strategy Officer at Generational Group, to become a Gen Z ally and transfer knowledge to young and under-served music industry copyright owners. Generational is ranked #1 in the nation by Refinitiv in transactions up to \$25 million, and #2 in transactions up to both \$100 million and \$500 million in value.

“I was struck by how professional it was and how much I learned,” Kizzo shared. “I’m excited that my partners Autumn Rowe, Jaxon John Huffman and I get to work with Generational and do what is necessary to maximize the value of our business, Ulterior Music Group.”

"I've worked with Kizzo for seven years and watched him grow into one of the leading producers today," Huffman explained. "I'm so happy for him that the industry has recognized his talent, as well. Kizzo knows the importance of being knowledgeable and ready to handle business. Understanding why Wall Street is investing tens of billions of dollars into music, and how to significantly prepare your music business for the financial opportunity of a lifetime, is the difference between music copyright catalog owners receiving what the market says they deserve and not. Generational is now stepping up as the most experienced and trusted advisor to make sure that happens."

With streaming revenue having revolutionized the industry, turning royalties into a reliable source of income for performers, songwriters, producers and other music industry players, it's not enough to focus on creative pursuits alone. Understanding how to monetize these royalty streams has become big business, with buyers including not just entertainment conglomerates and private equity firms, but also family offices, private investors and financial institutions.

Generational advises how to properly sell when ready, and how to avoid being separated from you, your family's, and your community's wealth. The conference covered areas such as why the days of having only one or two buyers at the table to do business are over, learning about the sellers' market and why right now is the best time to consider taking chips off the table and getting insight into the pros and cons of selling all or part of your catalogue, when you are ready and on your terms.

### **About Generational Group**

Generational Equity, Generational Capital Markets (member FINRA/SIPC), Generational Wealth Advisors, Generational Consulting Group and DealForce are part of Generational Group, which is headquartered in Dallas, Texas and is one of the leading middle market investment banks in North America.

With more than 300 professionals located throughout North America, Generational Group helps business owners capitalize on the wealth of their business by providing growth consulting, merger, acquisition, and wealth management services. Their six-step approach features strategic and tactical growth consulting, exit planning education, business valuation, value enhancement strategies, M&A transactional services, and wealth management.

The M&A Advisor named Generational Group the **Investment Banking Firm of the Year, three years in a row** and **Valuation Firm of the Year in 2020**.

For more information, visit <https://www.genequityco.com/> or the [Generational Equity press room](#).

## About Creators Capital

Creators Capital is the world's first startup studio and incubator, with content houses for artists, influencers, entrepreneurs and investors.

We empower creators with the tools, knowledge, connections, and capital to build sustainable businesses by developing their talent, creating their assets and maximizing the value of their work.

For more about Creators Capital visit [www.CreatorsCapital.com](http://www.CreatorsCapital.com).

For press inquiries, send to [press@creatorscapital.com](mailto:press@creatorscapital.com)

### ABOUT CREATORS CAPITAL

Some people are born to be creators, influencers, entrepreneurs, and investors. We help you turn that talent into real business opportunities. We provide the expertise and support that you need to maximize the value of your work at your very own enterprise.

Our mission is to empower the creator in you with the tools, knowledge, connections, and capital needed to build yourself a sustainable business.



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