

BOBBY DeMARIO — Investor Package

\$400,000 ANGEL ROUND · BUILDING AN INDEPENDENT MUSIC RIGHTS BUSINESS ·
CONFIDENTIAL

The one-sentence thesis: Bobby DeMario is an artist run as a company — owned audience infrastructure, AI-powered operations, and 100% ownership of masters and publishing, so every dollar invested creates assets that increase the earning power of every future release.

What's in this package

Folder	Contents	Read it for
01_Pitch_Deck	17-slide deck (PDF + PowerPoint)	The full investment case — start here (10 min)
02_Financial_Model	Excel model + CFO memo + plain-English explainer	Every number in the deck, editable and auditable
03_Data_Room	10 evidence folders — screenshots, contracts, API-pulled data	Proof behind every claim, folder by folder
04_Founder_Story	The Founder Bible, investment thesis, continuity memo	Who Bobby is and how the company thinks

Suggested reading order

1. **Pitch deck** (10 minutes) — the case.
2. **Model_Explainer_Simple.pdf** (5 minutes) — the machine in plain English.
3. **Financial model** (Excel) — the Investor Overview tab summarizes; every dashboard number traces to a formula. Scenario switch on the Assumptions tab flips Conservative / Base / Strong.
4. **Data room** — every claim in the deck maps to a numbered folder (index inside).
5. **Founder Bible** — the operating philosophy, written before the raise.

Headline numbers (all evidenced in the data room)

333,581 Spotify streams (10 songs) · 4,908 Forever Pre-Savers · 202K total pre-saves · +126% streams in 28 days · 43.8K Instagram · 1.4M YouTube Shorts views · 83.5K owned fanbase · ~\$81K cumulative self-generated business revenue · 100% of masters and publishing owned

The ask

Raising \$400,000 — the complete 24-month build budget: catalog, audience infrastructure, and operations. Structure and terms discussed in person.

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