

INVESTOR OVERVIEW

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I've released **40+ songs**, and I own my masters. My last **10 releases** — the ones on my pre-save engine — have done **333,581 plays** on Spotify, with about **4,300 people** pre-saving every release. I'm raising **\$400,000** to turn that into a real, growing catalog.

I've released 40+ songs. Here are the last 10, on my pre-save engine.

Ordinary Games	148,585
Strange Thoughts	61,981
Vulnerable	33,414
We Couldn't Have Saved...	28,585
Darling I'm Used To	19,666
Apology In The Wind	16,253
Love In The Basement	10,103
You Light Up My Flame	8,251
Why Are You Crying	3,954
Candle	2,789
Total	333,581 plays

These 10 ran through my pre-save engine, about 4,300 people who auto-add my releases. I've never had a real system to **grow** that number. That's what this raise builds. Most of these are under a year old and still climbing.

THE ONE NUMBER I BUILD ON

7.76

plays per pre-saver, per song. That's the average across my last 10 releases — the ones on the pre-save engine (333,581 plays ÷ 4,300 pre-savers ÷ 10 songs).

I use these 10 as the test batch because my older songs never had pre-savers or marketing behind them — so this is clean data. So 4,300 pre-savers works out to roughly **33,000 plays a song**. My best one, Ordinary Games, hit **34.6 plays per pre-saver** on its own. The point is simple: every person who pre-saves my music is worth plays on **everything** I release after. Grow that number and every future song starts bigger.

THE PLAN, IN ONE LINE

Grow the **pre-savers**.

Today it's about 4,300. The whole business is getting that number up. More pre-savers means every song I release plays more, earns more, and the catalog I own gets more valuable. The \$400k pays to build the thing that grows it.

Fan pages. It's already what I do for a living.

I run a content agency, so I already build and run fan accounts and content for other brands at scale. I'd point that same machine at my own music. The pages bring followers, and followers turn into pre-savers over time.

This is **organic**. I'm not banking on paid ads working. If I run any ads, they're small and only if they actually pay off. The plan does not need them.

And I'm building the software to run all of it: the pages, the posting, the releases, the whole operation. I call it an **AI agent record label**. It runs on automation, so it scales without a big team, and the tech itself becomes something I can sell.

TODAY

~40,000 followers

~4,300 pre-savers



YEAR 5 TARGET

~3,000 fan pages

~2.6M followers → ~262,000 pre-savers

Every line, exactly as it's budgeted.

\$140,000 Me, full-time (24 months)

I run the whole thing: build the AI systems (the AI agent record label), make the music, do the artist development, manage every release.

\$36,000 Artist development (coaching)

\$30,000 Playlist buildout

\$24,000 Music production

\$24,000 Content engine

\$24,000 AI development (the tech/tools)

\$12,000 Fan page operations

\$24,000 VA team

\$20,000 Fan page infrastructure

\$20,000 Software / CRM / tools

\$20,000 Legal / accounting

\$12,000 Music videos

\$14,000 Buffer / contingency

Total: \$400,000 = 24 months. After that the music covers the bills.

Year one is mostly building. I want to be straight about that.

YEAR 1

Build

Stand up the fan pages and playlists, put out songs. Revenue is small because I'm building. Around \$43k this year.

YEAR 2

It turns on

Fan pages go from 500 to 1,000. Pre-savers climb, songs play more. Around \$118k. From here the music pays my salary.

YEAR 3

Reinvest

Put the money back into more pages and playlists. The number starts moving faster. Around \$232k.

YEARS 4–5

Compounds

~3,000 pages, ~262k pre-savers, 60 new songs I own (100+ total with my existing catalog). Revenue around \$540k a year and rising.

You can't harvest before you plant. The streams show up after the fans do, so the first year looks quiet on paper. The \$400k is sized to cover that whole stretch.

HOW THE MONEY COMES IN

A few ways, and one that matters most.

Streaming. Every play pays. And I own the recording **and** the songwriting, so I get paid twice on each play. That's real, not a trick.

My playlists. Playlists I own that play my catalog. They also bring in other artists who pay to submit.

LeverageMusic (my SaaS). The same AI tools I use to run the label, sold to other artists. It's its own business in the backend, and it can be sold on its own.

The catalog itself. The songs I own keep paying for decades, and catalogs sell for 10 to 15 times their yearly royalties. That's the real prize.

Not counted in the plan: shows, merch, memberships. Those are extra if they happen. I left them out on purpose.

WHAT YOU GET

You put in **\$400,000**. If the plan hits, the catalog and business are worth roughly **\$9M to \$17M** by year 5. A 15% stake is around **\$2M**, about **5x** your money.

And once the music earns, I can borrow against future royalties to keep growing instead of selling more of the company. So your slice doesn't get watered down as we scale.

This is illustrative, not a promise. It's built on the real numbers above plus conservative assumptions, and the full spreadsheet sits behind every figure.