

KEY-PERSON CONTINUITY — One Page

What happens to the company if Bobby is offline for 6 months · prepared 2026-07-03

The design principle (Founder Bible, Ch. 6): everything except the art is systemized, documented, or delegated. Founder time concentrates on creating music, setting vision, and allocating capital — by design, so that the founder pausing does not mean the company pausing.

What KEEPS RUNNING without Bobby (today, already automated/delegated)

Function	How it runs	Evidence
Catalog royalties	Masters + publishing pay automatically via distributors (DistroKid/AWAL)	Data room 02
Content posting	POSTER + scheduling agents post from the existing content library	Data room 05 (40+ agents)
Playlist network	Curator/playlist agents + VA operate reviews, adds, submissions — including the income	PlaylistPush payouts on file
Fan pages	VA layer runs posting/engagement from documented SOPs	SOP library
Fan data	Email list (7,489) and pre-saver base (4,908) are owned assets — they don't churn on absence	Symphony
SaaS billing	Stripe subscriptions bill automatically	Stripe
Operations monitoring	140+ supervised, self-restarting services with daily audits	Data room 08

What STOPS

- **New songs and new flagship videos** — the growth engine, not the existing assets.
- Founder-level decisions: new capital allocation, partnerships, hires.

What the company is worth in that state

The failure case is a **frozen catalog with operating infrastructure**, not a zero: released masters keep earning (the model's 30% annual catalog retention), playlists keep producing streams and submission income while operated, and the fan list retains its resale/partnership value. This is the basis of the "impaired, not zero" floor on the investment slide.

Mitigations

1. **In place:** SOP library for every recurring operation; VA execution layer; agents supervised and self-restarting; all credentials and runbooks documented.
2. **In place:** rights held cleanly (100% masters + publishing) — no partner consent needed for any continuity action.
3. **Planned before close:** a key-person insurance policy naming the company; a named operational deputy for the VA layer; standing instruction that in an extended absence, catalog and playlist income routes to maintaining the fan-page network (the compounding asset).