

CONFIDENTIAL · ANGEL ROUND

Bobby DeMario

Building the next superstar.

Raising \$400,000



Become the best artist possible, and build the most profitable business around my product.

The main focus:

01

Get unreasonably talented

02

Make an unreasonable amount of
incredible art

03

Bring in as many eyeballs and ears as
possible

Controlled, repeatable, owned and maintained.

THE FOUNDER

He de-risked himself before asking for a dollar.

504

full songs written — 8 years before raising a dollar

~\$81K

self-generated revenue, verified across 3 payment rails

40+

AI agents built solo — content, posting, analytics, outreach, no headcount

\$14K

record deal offered before he had a following. He kept his masters.



“When capital became the bottleneck, he built businesses capable of funding the mission.”

— Investment Committee Memo

Music catalogs became an institutional asset class.

\$1.27B

Queen catalog — Sony, 2024

\$200M+

Justin Bieber catalog — Hipgnosis

13–18x

revenue multiples on quality catalogs

Blackstone, KKR and Apollo now buy music royalties as a yield asset.

What changed for independents

The stack the majors monopolized — distribution, audience, data, AI — can now be owned by one artist.

Artists rent everything — so nothing compounds.

Rented audience

One algorithm change erases years of reach.

Evaporating spend

Marketing dollars buy impressions, not assets.

Zero every release

Each song restarts from nothing.

Middlemen own the data

Labels, agencies and platforms keep the margin and the learning.

“Most artists don’t fail from lack of ambition. They run out of runway before the data becomes meaningful.”

THE SOLUTION

An operating system that turns spend into owned assets.

Fan pages

\$20 builds a page that recruits fans every year.

Forever Pre-Savers

Fans whose Spotify auto-saves every future release.

Owned playlists

Playlists that stream the catalog daily and generate artist leads.

Weekly releases

12 songs a year. 60 owned masters by Year 5.

AI operations

40+ agents run content, posting, analytics and outreach.

Backend SaaS

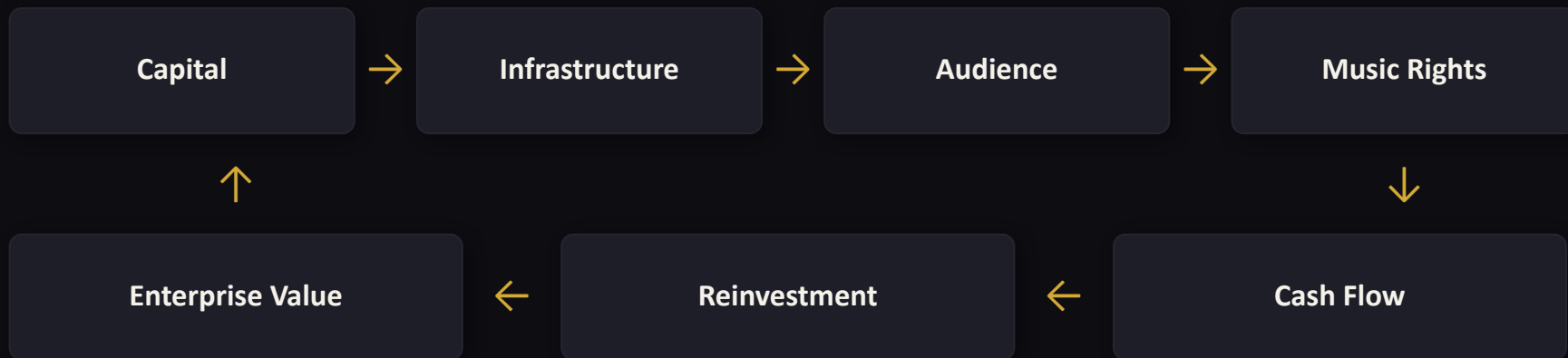
Leverage Music sells the same infrastructure to other artists.

UGC

The marketing tactic labels pay for. My systems run it on every release.

The infrastructure exists to make every release bigger than the last.

Every dollar becomes an asset that feeds the next.



Spend becomes infrastructure. Infrastructure becomes music rights value.

TRACTION — HISTORICAL, VERIFIED

The machine already works at small scale.

333,581

Spotify streams, 10 songs

+126%

streams, 28 days to Jul 1

4,908

Forever Pre-Savers (live)

202K

total pre-saves collected

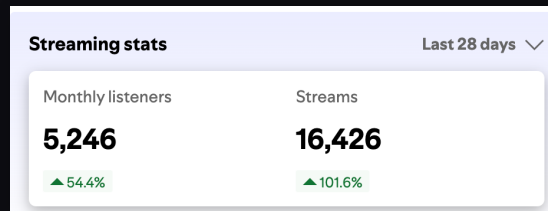
43.8K

Instagram followers

1.4M

YouTube Shorts views

Plus 17K saves, 7.9K Spotify followers, 83.5K owned fanbase (7,489 emails), ~\$81K business revenue.



Spotify for Artists — 28-day window to Jun 29

10-folder data room: revenue rails,
contracts, dashboards, agents.

Every stream pays twice. The stack pays a third time.

Master recordings

100% owned

Royalties flow straight to the company.
No label split.

Publishing

100% owned

Bobby writes everything. Songwriter
royalties add ~25% on the same stream.

Backend SaaS

\$99 / month

Sells artist services to leads the playlist
network generates free.

Excluded from the model: touring, merch, memberships, sync, brand partnerships.

Measured, not imagined.

\$0.67

cost per Forever Pre-Saver

\$20 page produces ~30 pre-savers a year. A live page delivered 42.

7.76

measured streams / pre-saver /
release

333,581 streams ÷ 4,300 pre-savers. Best song 34.6. Model base 12.

\$1,000

all-in cost per flagship release

Year-1 release: ~300K lifetime streams. Same song at Year-5 scale:
~1.8M.

330%

playlist self-funding ratio

\$300 builds a playlist (~51K streams/yr). Submission revenue runs
~3.3x ad spend.

SaaS: \$396 LTV at effectively \$0 CAC.

What \$1 turns into.

FAN PAGES → FOREVER PRE-SAVERS

\$1 → ~\$4.90

by Year 5 — streaming royalties only

= \$0.80 streaming royalties + \$4.09 asset value

Break-even: Month ~12 counting the asset · ~Year 6 on cash alone

Not counted: merch, tickets and direct sales to every fan's email.

OWNED PLAYLISTS

\$1 → ~\$13.50

by Year 5 — streaming royalties only

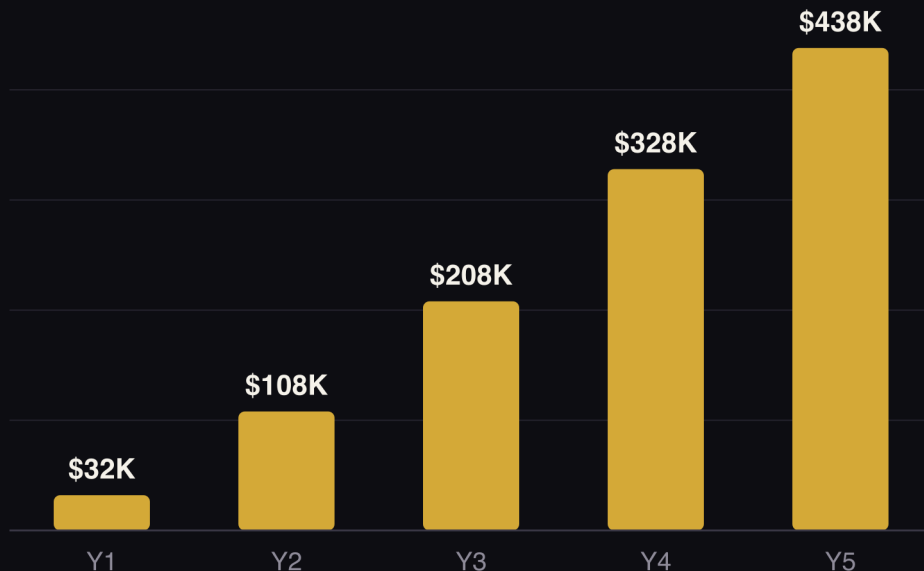
= \$3.30 streaming royalties + \$10.22 asset value

Break-even: Month ~2 counting the asset · Month ~18 on cash alone

Not counted: SaaS revenue from artist leads.

Why not put every dollar into playlists? A pre-saver is a person I own the relationship with. Playlist streams are anonymous. Asset value = 15x annual royalties.

A conservative engine with an auditable floor.



Modeled revenue, base scenario (streaming + SaaS)

Year-5 enterprise value (management target)

Conservative

10x catalog · 3x SaaS

\$9.0M

Base

15x catalog · 5x SaaS

\$13.75M

Strong

18x catalog · 7x SaaS

\$17.0M

Bottoms-up floor: \$4.4M (Base). The target band assumes 34.6 streams per pre-saver — one song already hit it. Year-5 EBITDA + \$118K.

USE OF FUNDS

\$400K = the full 24-month build, with buffer.

Founder salary (24 mo)  \$140K

Artist development  \$36K

Production + videos  \$36K

Fan pages (build + ops)  \$32K

Playlist buildout  \$30K

Content engine  \$24K

AI development  \$24K

VA team  \$24K

Software / CRM  \$20K

Legal / accounting  \$20K

Contingency buffer  \$14K

What it buys by Month 24

1,000

owned fan pages

200

owned playlists

24

owned masters + videos

~28K

Forever Pre-Savers

The \$400K covers the full 24-month build. Modeled revenue along the way (~\$154K) is cushion on top.

Why Bobby wins.

Owned audience

Fan pages, pre-savers, emails. Demand that can't be de-platformed.

100% ownership

Masters and publishing. Every dollar of catalog value stays here.

AI cost structure

40+ agents built solo. Label-scale operations without label-scale cost.

Proven allocator

~\$81K of business revenue, reinvested into the mission.

Execution velocity

504 songs written. Weekly release cadence.

Founder = product

Nobody outworks the person whose own career is the asset.

“The tools will commoditize. Judgment won’t.”

Ten years of compounding, funded by the catalog itself.

M0-6

Build

500 fan pages, 100 playlists,
AI ops, release engine live

M7-18

First cycle

Pre-savers, streams, first
SaaS revenue, catalog cash
flow begins

M19-30

Compound

Reinvest: 1,000 pages, 200
playlists, ~50K pre-savers

Y3-5

Scale

3,000 pages, 500 playlists,
145K pre-savers, 60 masters

Y5-10

Leverage

Advances, JV optionality,
catalog value compounding

Distribution advances become the growth engine: \$75K-\$1.75M of non-dilutive capital unlocks as royalties grow.

Six paths to liquidity — dependent on none.

1 Partial catalog sale

Sell a slice of proven royalties at 10–18x while keeping control

2 Royalty financing

Non-dilutive advances against catalog cash flow

3 Distribution deal

Advance + upstreaming from AWAL / Orchard relationships already in place

4 Major label JV

Partner from strength, not rescue

5 Strategic acquisition

Catalog + audience + AI stack as an acquirable platform

6 Stay independent

Distribute cash flow

Management optimizes enterprise value — not a predetermined exit.

THE INVESTMENT

\$400,000 to build the machine that builds the artist.

What the company owns

Every dollar of the raise builds assets held inside the company:

- 100% of every master recording
- 100% of all publishing
- The fan page + playlist network
- The AI operating system
- Leverage Music backend SaaS

Why now: capital is the bottleneck, not talent or infrastructure.

The raise

\$400,000

The complete 24-month build budget.

Downside: even if growth stalls, the capital has built owned assets with a modeled floor of \$4.4M.

Structure and terms: discussed in person.



“The only thing that ever stopped me from building
a million-dollar company was my music.

So I made my music the company.”

— Bobby DeMario

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