

INVESTOR OVERVIEW

Bobby DeMario

I've released **40+ songs** and I own my masters. My last **10 releases** 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.

ALREADY HAPPENED · NOT A PROJECTION

My last 10 releases, on the 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

About 4,300 people auto-add every release. Most of these songs are under a year old and still climbing.

THE ONE NUMBER I BUILD ON

7.76

plays per pre-saver, per song — the average across my last 10 releases ($333,581 \div 4,300 \div 10$).

I use these 10 as the test batch because my older songs never had pre-savers or marketing behind them. So 4,300 pre-savers works out to roughly **33,000 plays a song**. My best one, Ordinary Games, hit **34.6** on its own.

THE PLAN, IN ONE LINE

Grow the pre-savers.

Today it's about **4,300**. More pre-savers means every song I release plays more, earns more, and the catalog I own gets more valuable. The **\$400k** builds the thing that grows it.

THE PLAN · HOW THE NUMBER GROWS

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

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

This is **organic**. If I run ads they're small, and the plan doesn't need them.

And I'm building the software to run all of it — the pages, the posting, the releases. I call it an **AI agent record label**. 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

WHERE THE \$400,000 GOES · 24 MONTHS

Every line, exactly as it's budgeted.

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

I build the AI systems, make the music, do the artist development, and 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.

THE PLAN · TIMELINE

Year one is mostly building.

YEAR 1

Build

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

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. Revenue around \$540k a year and rising.

The streams show up after the fans do, so the first year looks quiet on paper. The \$400k is sized to cover that stretch.

HOW THE MONEY COMES IN

A few ways, and one that matters most.

Streaming. Every play pays. I own the recording and the songwriting, so I get paid twice on each play.

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 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.

Not counted in the plan: shows, merch, memberships.

WHAT THIS BUILDS

You put in \$400,000. If the plan hits, the catalog and business are worth roughly \$9M to \$17M by year 5.

And once the music earns, I can borrow against future royalties to keep growing instead of selling more of the company.

Structure and terms: discussed in person.

Illustrative, not a promise. Built on the real numbers above plus conservative assumptions, with the full spreadsheet behind every figure.