

CONFIDENTIAL · ANGEL ROUND

Bobby DeMario

Building a music-IP company around an owned catalog.

Raising \$400,000



THE INVESTMENT

\$400K to build a company that owns the music it creates.

Illustrative structure

- Preferred equity in a dedicated music-IP company
- Illustrative ownership: 15%
- 1x non-participating preference
- New masters + Bobby's publishing interest

Discussion draft. Final terms require a term sheet and counsel.

The raise

\$400K

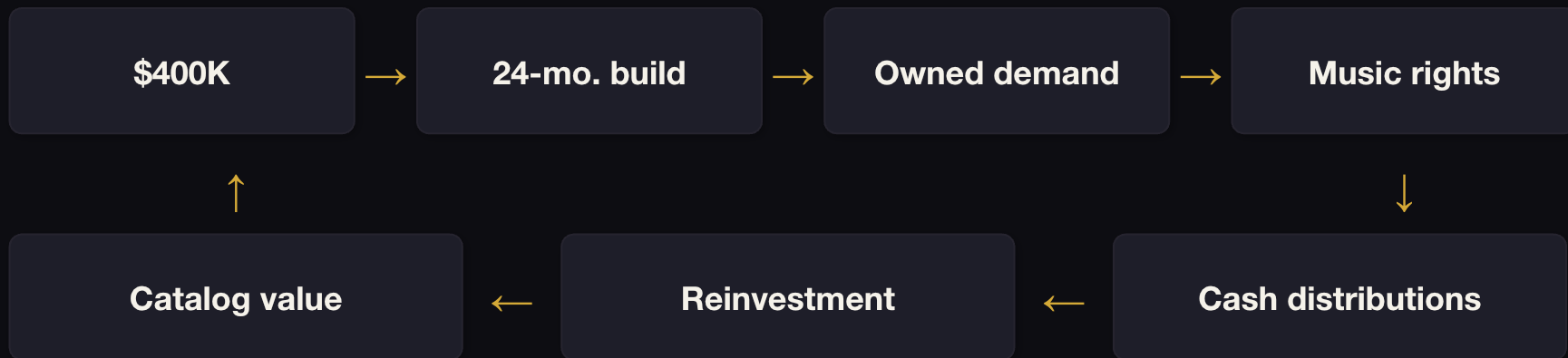
Funds the complete 24-month catalog build.

Investor receives pro-rata cash distributions and liquidity proceeds after required costs and reserves.

Illustrative only · not a final offer or guarantee.

HOW RETURNS WORK

The return is tied to music-rights cash flow—not software adoption.



Capital → owned rights → recurring royalties → distributions or liquidity proceeds.

HISTORICAL PROOF

The underwriting starts with evidence already on the board.

333,581

Spotify streams, 10 songs

7.76

streams / pre-saver /
release

4,908

Forever Pre-Savers (live)

202K

total pre-saves collected

43.8K

Instagram followers

504

songs written

Plus 17K saves, 7.9K Spotify followers, 7,489 emails and ~\$81K of founder/operator revenue.



Spotify for Artists — historical account evidence

Data room: revenue rails, contracts, dashboards and ownership evidence.

Every core assumption is tied to measured data.

\$0.67

cost per Forever Pre-Saver

\$20 page → ~30 pre-savers / year. One live page delivered 42.

7.76

measured streams / pre-saver / release

333,581 sample streams ÷ 4,300 pre-savers.

\$1,000

all-in flagship release

Production, content and paid acquisition in one budget.

\$300

playlist build

Modeled at ~51K streams / year plus submission revenue.

Streaming break-even: ~13 releases per acquired pre-saver; ~10 months per playlist.

OPERATING ADVANTAGE

Bobby owns the demand engine around the catalog.

Owned audience

Pre-savers, email and playlists. Demand the company can reach directly.

Clean rights

New masters are company assets; publishing is scheduled explicitly.

AI cost control

40+ agents built solo. High output without label overhead.

Proven allocator

~\$81K founder/operator revenue reinvested into the mission.

Release inventory

504 songs written. Capital and execution are the bottlenecks.

Distribution access

AWAL / Orchard / Too Lost relationships already in place.

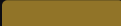
Leverage Music is optional upside. It is excluded from the core return case.

USE OF FUNDS

\$400K funds the complete 24-month build.

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

Modeled revenue is not required to complete the funded build.

MILESTONES

\$400K is deployed against a 24-month operating plan.

M0-6

Foundation

Entity + rights schedule ·
500 pages · 100 playlists
· 6 releases

M7-12

Verify

12 cumulative masters ·
unit economics reviewed
quarterly

M13-18

Season

750 pages · 150 playlists
· 18 masters · royalty
history builds

M19-24

Complete

1,000 pages · 200
playlists · 24 masters ·
~28K pre-savers

Y3-5

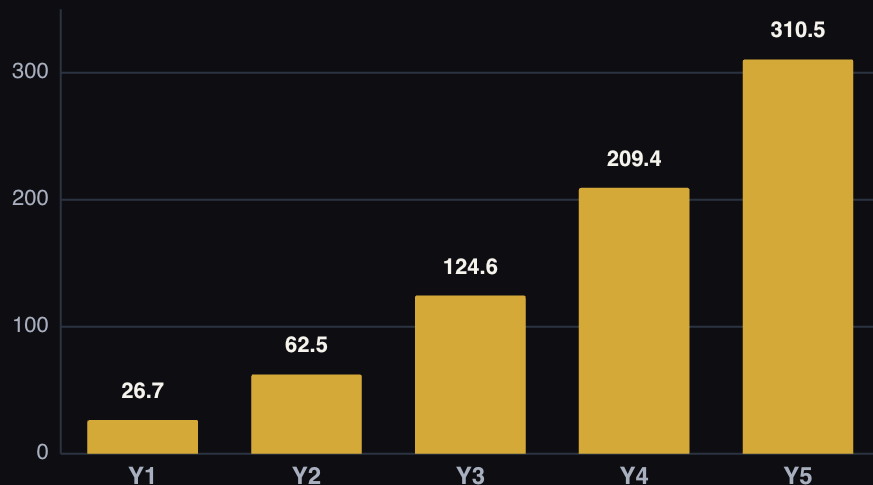
Reinvest

Scale only against
measured returns; target
60 modeled masters

Capital is released against milestones—not hope.

FINANCIAL MODEL

Year-5 music-rights revenue reaches \$310K.



Annual music-rights revenue · bottoms-up model

Base model output

YEAR-5 OUTPUT

annual streams

47.8M

CATALOG

modeled masters

60

REVENUE

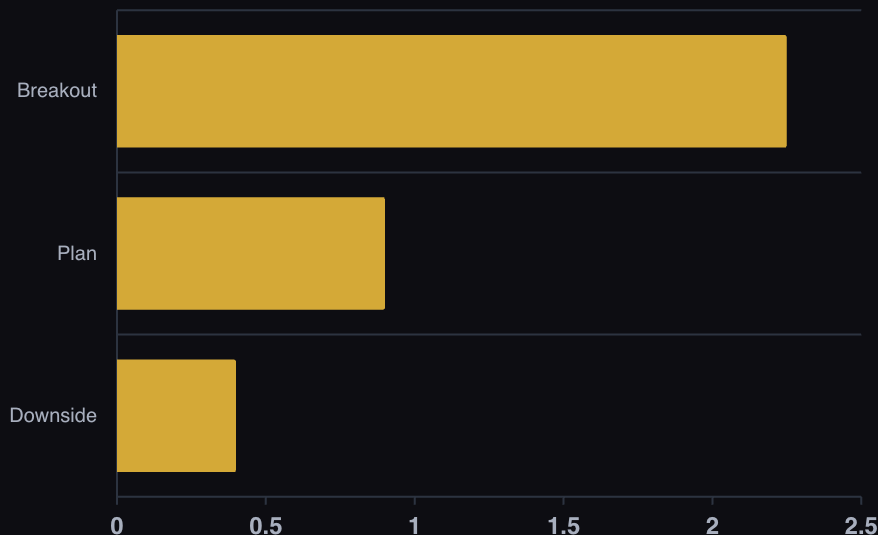
music rights only

\$310K

SaaS, touring, merch, memberships, sync and brand deals are excluded.

FINANCIAL MODEL

Investor returns under the proposed economics.



Illustrative investor proceeds at Year 5

Scenario assumptions

DOWNSIDE

\$310K rights rev × 5x

\$400K

PLAN

\$750K rights rev × 8x

\$900K

BREAKOUT

\$1.5M rights rev × 10x

\$2.25M

Illustrative 15% ownership + 1x preference: 1.00x / 2.25x / 5.63x MOIC; 0% / 17.6% / 41.3% IRR.

VALUATION DISCIPLINE

Catalog value is earned through age, stability and rights quality.

~4x

typical 0–3-year catalog close

5–7x

typical 3–10-year catalog range

13x / 16.1x

2024 institutional recorded / publishing averages

Institutional averages are market context—not our base.

V3 underwriting discipline

Downside 5x · Plan 8x · Breakout 10x. Higher multiples require seasoned earnings, diversified income and clean rights.

Five billion annual streams is the long-term ambition—not the base case.

TODAY

Proof

333K sampled streams ·
4,908 pre-savers

M0–24

Funded build

24 masters · 1,000 pages
· 200 playlists · ~28K
pre-savers

Y3–5

Base model

60 masters · 47.8M
annual streams · \$310K
rights revenue

SCALE GATE

Prove, then fund

Advances or new capital
only against measured
royalties

Y10

Strategic upside

80–160 songs · 5B
streams · ~\$15M
streaming revenue

The 5B case requires breakout records. It is ambition—not underwritten certainty.

Three practical routes—with investor controls.

1 Cash distributions

After reserve + reinvestment gates, investors receive pro-rata cash

2 Catalog sale

Partial or full sale after multi-year earnings history

3 Royalty financing / secondary

Advance, strategic secondary, or company buyback

4 No forced sale

Company is not dependent on a Year-5 transaction

5 Board-approved

Liquidity and distributions follow definitive documents

6 Clean schedule

Only documented company rights enter the vehicle

No liquidity event is guaranteed.

The investment case improves when the risks are explicit.

Hit concentration

Base case does not require one hit; breakout is separate.

Young-catalog multiple

Underwrite 5–10x—not superstar comps.

Platform dependence

Pre-savers, email and playlists diversify demand.

Key-person execution

Catalog keeps earning; SOPs, AI and VA support continuity.

Risk is managed through milestones, rights control and quarterly reporting.

THE ASK

\$400K funds the 24-month catalog build.

What the company owns

- Every master funded by the raise
- Bobby's publishing interest in those works
- Audience infrastructure
- Operating systems and data

Leverage Music is optional upside—not core underwriting.

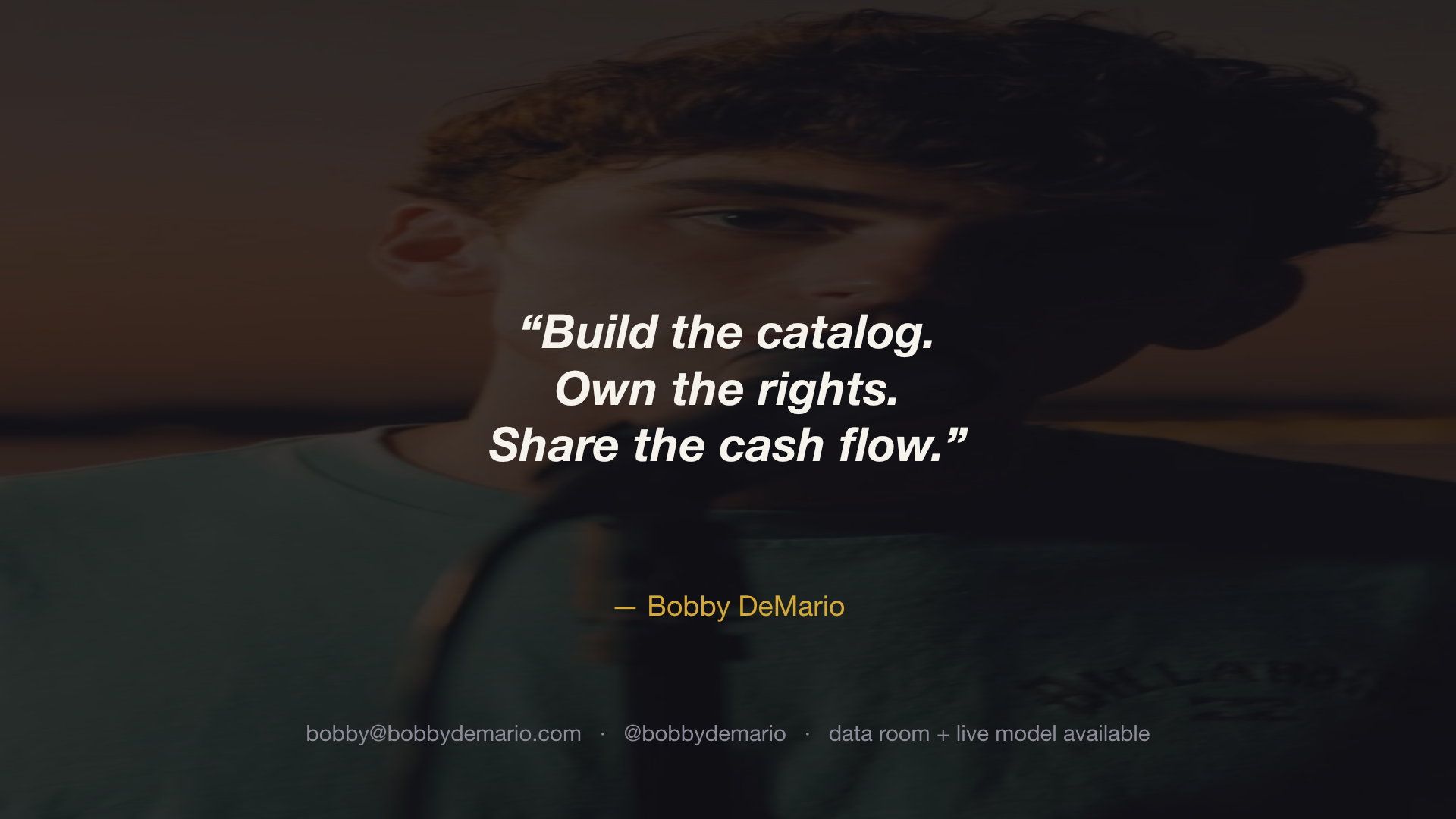
The raise

\$400K

Preferred equity in a dedicated music-IP company.

Founder proof: 504 songs written, clean masters and measurable audience conversion.

Illustrative 15% ownership · 1x non-participating preference · final terms subject to counsel.



***“Build the catalog.
Own the rights.
Share the cash flow.”***

— Bobby DeMario

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