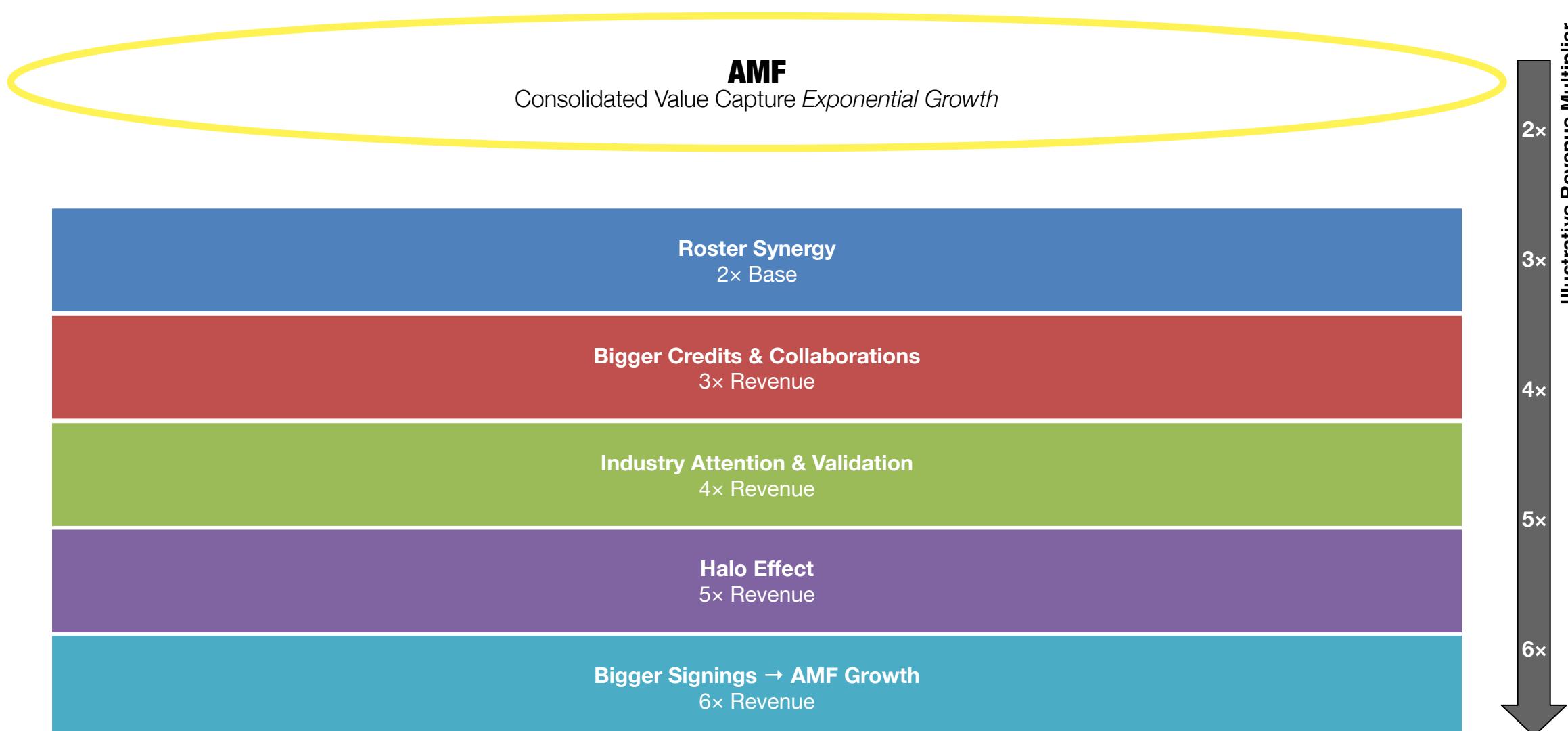


# Cross-Roster Compounding

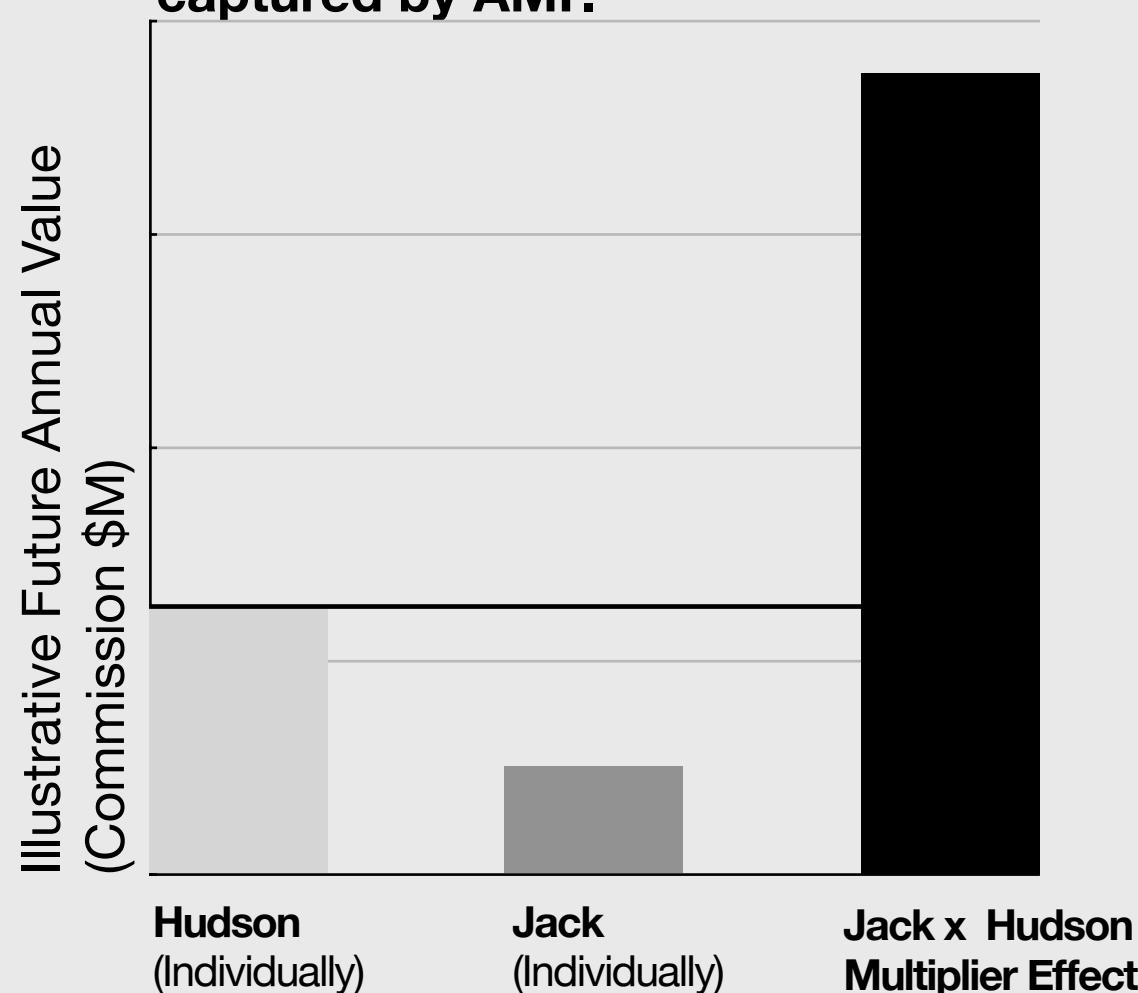
Our roster operates as a creative multiplier. When artists collaborate internally, they share audiences, reduce costs, and create a self-reinforcing cycle of growth. Every connection strengthens the whole—turning individual success into collective momentum.



## SYNERGY CASE STUDY

### Jack + Hudson

Individually, they already create value. Together, their **synergy and output value** compounds into exponential upside captured by AMF.



### History Proves the Power of Artist-Producer Partnerships

Nearly every global superstar is built on a core artist-producer bond — partnerships that create not just hits, but cultural momentum, credibility, and a consistent identity that scales. We are structured and intend to capture both sides of that value: with Hudson x Jack as the model, we multiply returns across artist and producer lanes, creating a halo effect that compounds across the entire roster.



# 30 ARTISTS \$30M BY 2030

Over the next five years, AMF will scale from a boutique roster into a diversified management ecosystem of **30 artists and producers by 2030**. The model is simple:

**One superstar changes everything.** Even if just one artist breaks at scale, the business explodes — but we are not betting on one.

**Diversification is our advantage.** By balancing artists with producers, we smooth the natural ebbs and flows of careers while increasing hit probability.

**The compounding flywheel.** Every signing strengthens the others: producers amplify artists, artists pull producers into new rooms, and the company captures the exponential value at the center.

## How Capital Will Be Used (High-Level):

The \$1M capital raise will be deployed to accelerate growth without diluting our strategic advantage:

**Artist Development:** Seeding projects, funding creative work, and supporting breakthrough campaigns that amplify label deal value by 5x (or, in unicorn cases, exponentially more).

**Travel & Entertainment:** Opening doors globally, maintaining high-touch relationships with labels, publishers, and brands.

**Seed Funding for Artists:** Providing upfront runway before label signings, ensuring leverage and outsized deal structures when labels enter the picture.

**Strategic Infrastructure:** Building the systems and relationships that allow AMF to scale to 30 artists while maintaining quality control.

**Office & Creative Hub:** Establishing a non-traditional loft-style space that functions as both headquarters and cultural hub — with workstations, a listening room, and open-plan areas that can double as showcase venue, meeting space, and creative studio.

## THE ROAD TO \$30M

Scale roster methodically to 30 artists/producers.

Cultivate at least 3 superstars in the next 5 years.

Diversify across genres and formats to increase stability.

Build a portfolio where each artist's success multiplies opportunities for the others.

### 2025

- Foundation year: roster validation, early revenue base
- Label/publisher partnerships confirm market fit
- Lean ops; focus on breakthrough setup

### 2026

- Validation compounding; pipeline deepens
- Producers stabilize income; artists expand upside
- Runway for first breakout moments

### 2027

- First superstar emerges
- Network effects accelerate across roster
- Touring and brand revenue ramp

### 2028

- Two superstars scaling; catalogue value increases
- Cross-collaboration compounds audience growth
- Diversified revenue mix strengthens margins

### 2029

- Three superstars compounding
- Ecosystem flywheel humming
- Scale without headcount sprawl

### 2030

- Three+ sustained superstars anchor 30-artist roster
- \$30M annual revenue target
- Enduring, compounding enterprise value