

A next generation music management team.  
We treat our artists like partners, not product.

# THE EVOLVED MANAGEMENT COMPANY

All My Friends Inc. is a bootstrapped venture built on the conviction that real, lasting artist development isn't a temporary highway to a destination—it's an evolving journey that grows alongside the artist.

## OUR APPROACH

### Discover

Vision-first: finding and investing in artists as compounding creative assets before the rest of the industry.

### Develop

Long-horizon partnerships: building superstars patiently, with infrastructure and foresight.

### Deliver

Equity alignment + opportunity creation: making sure artists are protected and empowered while proactively creating opportunities.

## THE AVERAGE MANAGER

### Chase

Vision-first: finding and investing in artists as compounding creative assets before the rest of the industry.

### Cash

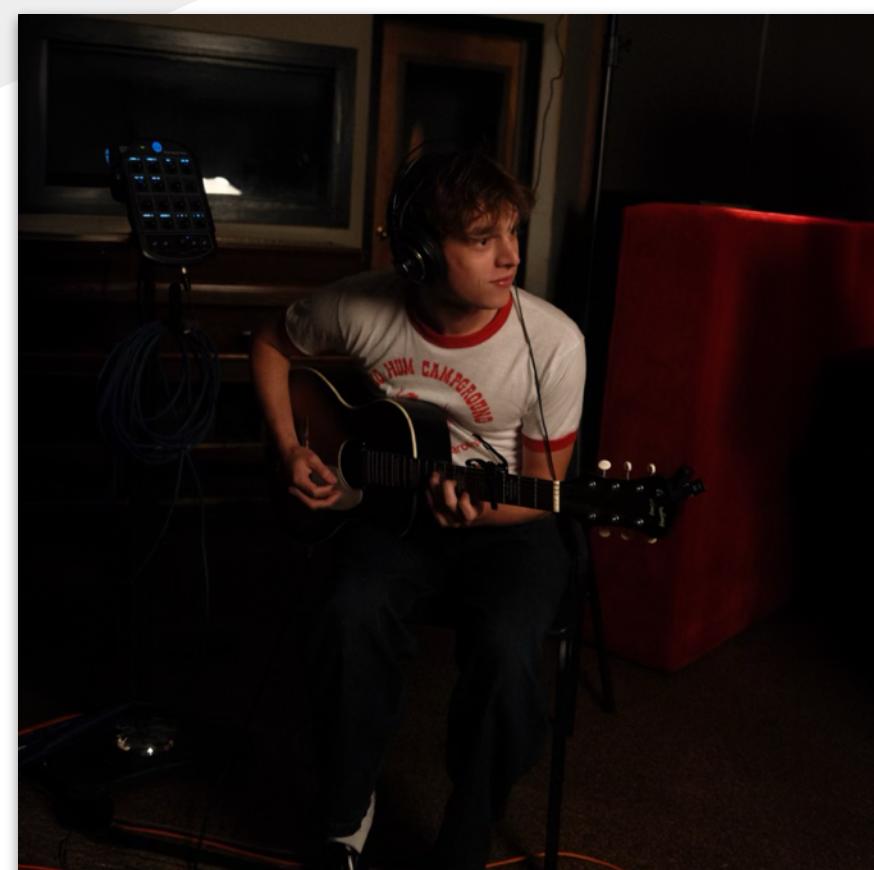
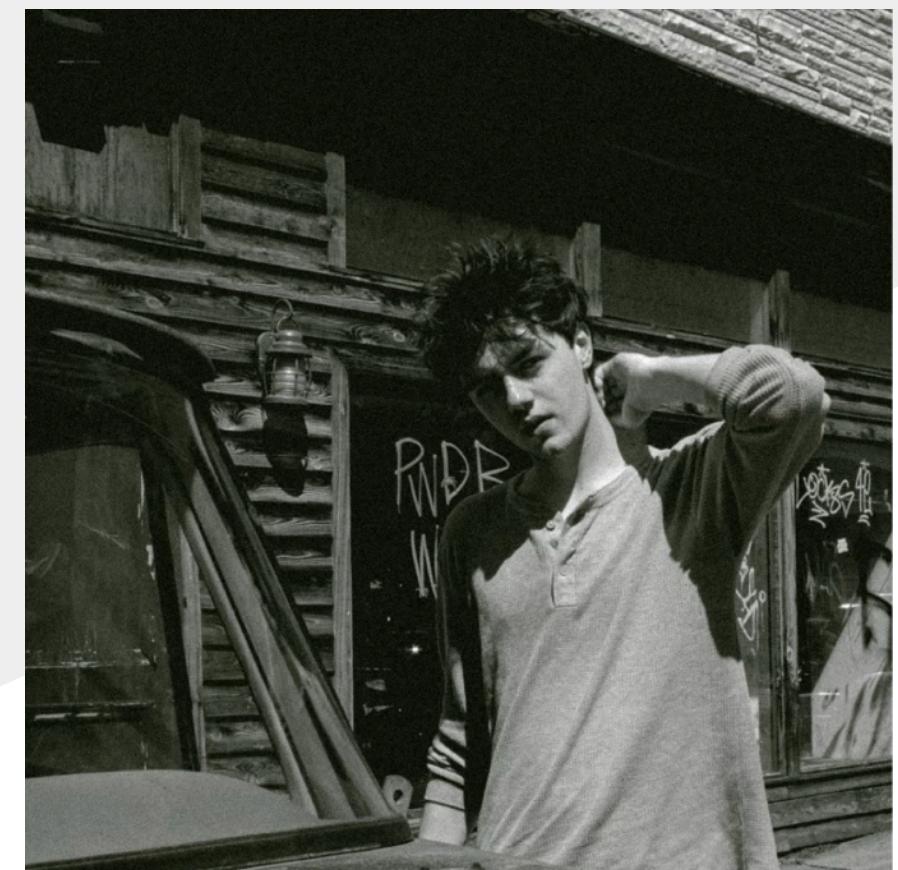
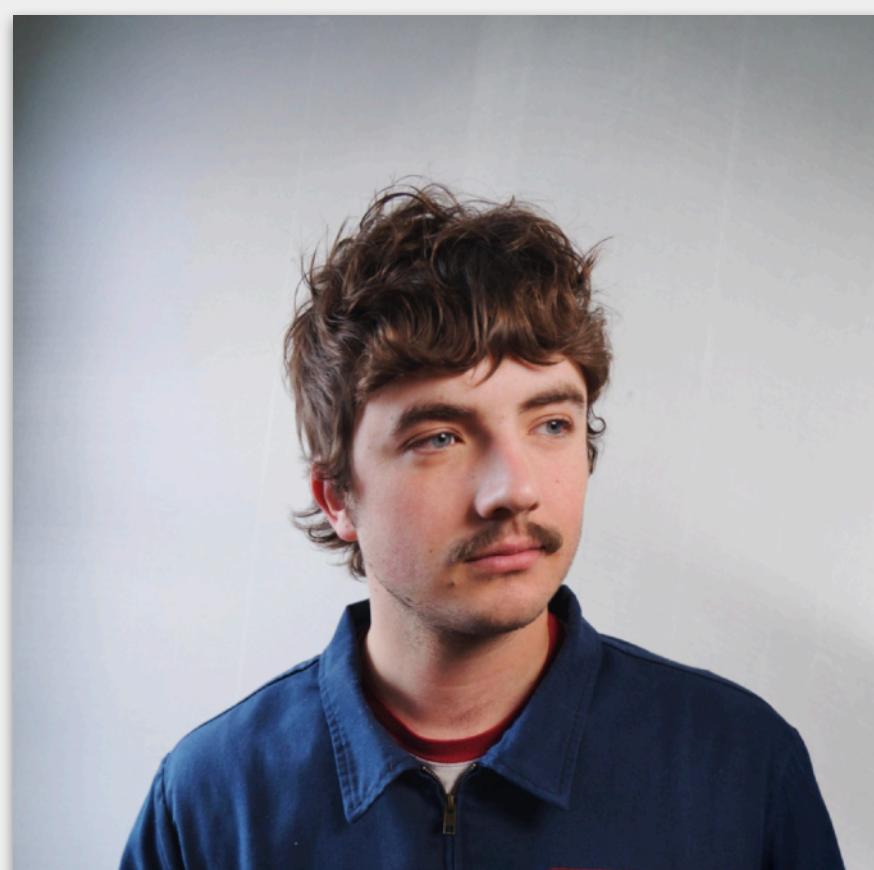
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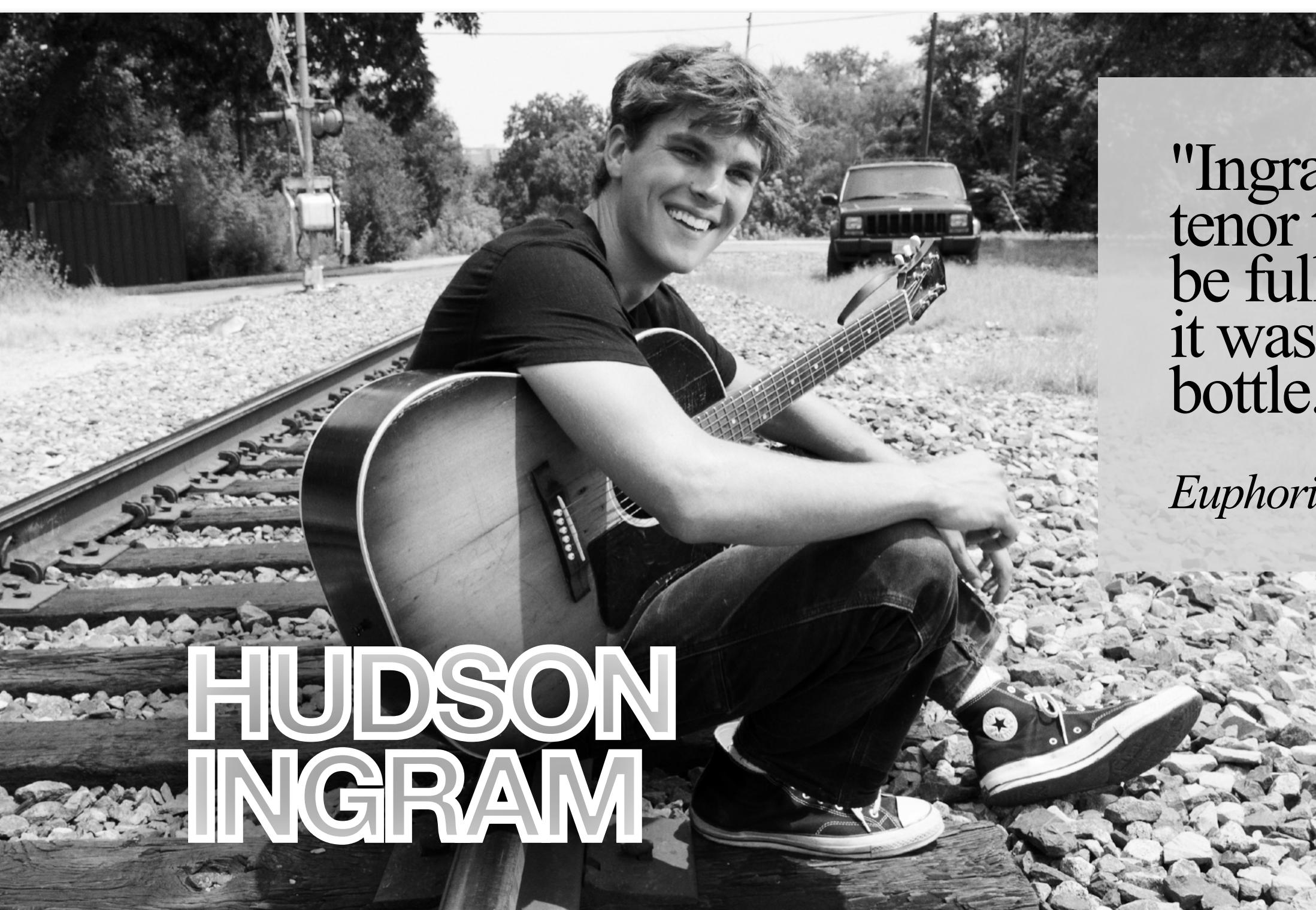
### Collapse

Artists burn out, careers stall, fans move on, no sustainable momentum.

# OUR ARTISTS ARE THE STORY

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"Ingram's sparkling tenor tone appears to be fully developed... it was lightning in a bottle."

*Euphoria Magazine*

**AGE:** 19 YEARS OLD    **GENRE:** POP, SINGER-SONGWRITER    **HOMETOWN:** AUSTIN, TEXAS

With heavyweight backing from **Interscope**, **Universal Music Publishing**, and the **architects** behind **Taylor Swift**, **Gracie Abrams**, **Role Model**, **Bruno Mars**, and **Pink**, Hudson is positioned to define the next era of male pop.

**THE ALL-AMERICAN BOY-NEXT-DOOR**, Nashville-based artist from Texas makes music that feels as big as commercial pop but is built on a foundation of sharp songwriting and real musicianship. The son of country artist Jack Ingram, he grew up immersed in storytelling, developing a style that merges intimate, deeply felt lyrics with hooks that hit on first listen. Obsessed with the craft, self-taught in production, and relentless in his pursuit of mastery, Hudson is carving his own lane—one that feels classic, yet completely his own.

**RECORD LABEL: INTERSCOPE**

*FIRST EVER JOINT VENTURE SIGNING WITH PROLIFIC PRODUCER **AARON DESSNER***

**PUBLISHING CO: UNIVERSAL MUSIC PUBLISHING GROUP**

*FIRST EVER SIGNING WITH PROLIFIC SONGWRITERS **LIZ ROSE** (TAYLOR SWIFT, LITTLE BIG TOWN) & **KARA DIOGUARDI** (MAROON 5, P!NK, CELINE DION, KELLY CLARKSON, BRUNO MARS, EMINEM, BRITNEY SPEARS)*



# JACK SCHREPFERMAN

**AGE:** 22**GENRE:** POP, FOLK, COUNTRY, ROCK**HOMETOWN:** INDIANAPOLIS, IN

With heavyweight backing from **Kobalt** and **100 Publishing**, and the creative teams behind Cirkut, Alex Da Kid, Stargate, Dijon, Bon Iver, Childish Gambino, and FKA twigs, Jack is positioned as one of the most versatile and commercially potent young producers in music.

**THE ARCHITECT OF SOUND** — Likened to **Jack Antonoff** and **Dan Nigro** for his ability to blend left-of-center artistry with chart-ready pop, Jack moves effortlessly between genres, from folk and country to cutting-edge alt-pop. At just 21, he has already proven his instinct for pairing sharp, boundary-pushing production with undeniable commercial appeal. With a major publishing deal anchoring his future, Jack's unique combination of taste and hitmaking ability positions him as one of the defining creative forces of his generation.

**COMPS:**

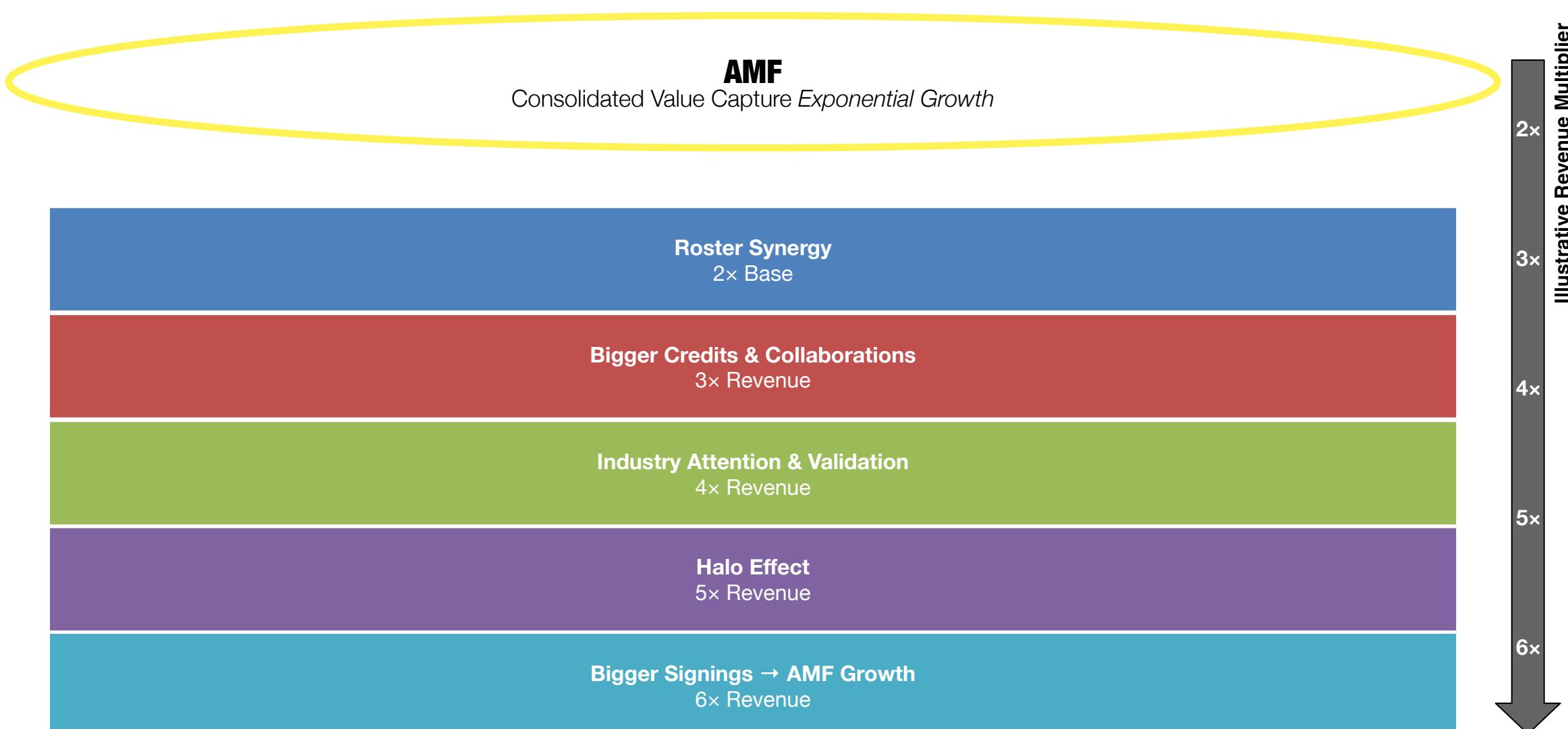
Jack Antonoff,  
Dan Nigro,  
Gabe Simon,  
Noah Conrad,  
Cirkut

**PUBLISHING: KOBALT / 100 PUBLISHING**

*Signed at 21, joining a roster that includes Cirkut, Alex Da Kid, Stargate, Dijon, Bon Iver, Childish Gambino, and FKA twigs.*

# Cross-Roster Compounding

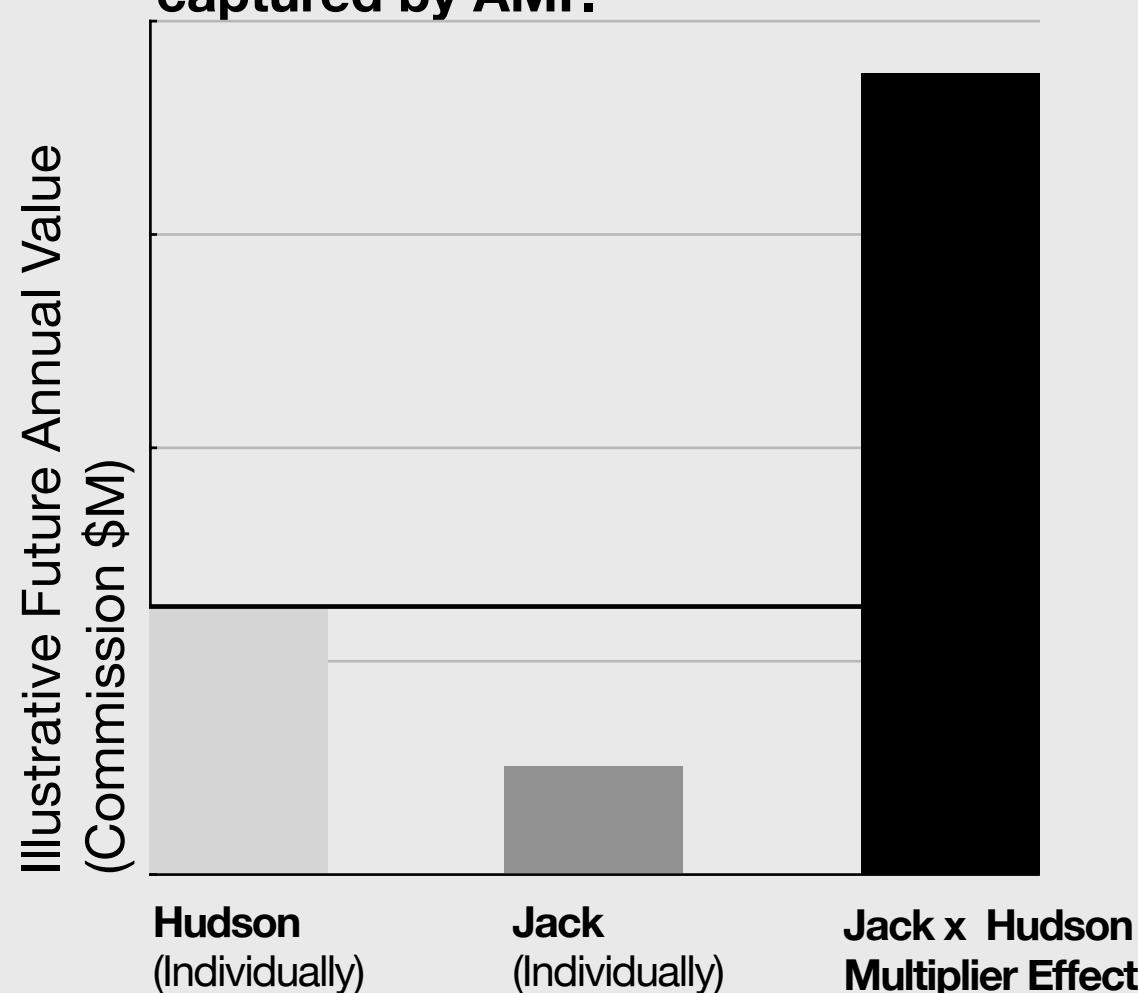
Our roster operates as a creative multiplier. When artists collaborate internally, they share audiences, reduce costs, and create a self-reinforcing cycle of growth. Every connection strengthens the whole—turning individual success into collective momentum.



## 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 × 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

**\$1M**

CAP TABLE

**\$30M**

VALUATION

**SAFE**

STRUCTURE

ONE OPPORTUNITY TO JOIN BEFORE SCALE COMPOUNDS.

FLEXIBLE, MODERN STRUCTURE – NO FORCED EQUITY NOW.

ALIGNS INCENTIVES FOR LEAN GROWTH AND BREAKOUT SCALE.

CLEAN GOVERNANCE, CLEAR UPSIDE.

## ABOUT THE FOUNDER



FOUNDER

# THEO BATTAGLIA

AGE: 32 HOMETOWN: LOS ANGELES, CA

### PREVIOUSLY

10K PROJECTS (EXECUTIVE VICE PRESIDENT, CREATIVE)

APPLE INC (SERVICES MARKETING & CREATIVE)

HBO (CONTENT MARKETING)

WARNER BROS. (CREATIVE DEVELOPMENT & PRODUCTION)

### EDUCATION

NYU I TISCH SCHOOL OF THE ARTS (GRADUATED 2014)