

# 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

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

### Collapse

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

# OUR ARTISTS ARE THE STORY

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