

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 5× (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.