PROJECT:ONE

by Myles Luttman

PROJECT:ONE

BUILDING THE NEXT GENERATION OF MUSIC PRODUCTION COMPANIES.

Human talent. Artist ownership. Professional development. Commercial scale.

CORE INVESTOR DECK

Myles Luttman, Founder

$4.0M Series Seed | $16M Pre-Money | $20M Post-Money

ONE ARTIST. ONE VISION. ONE SYSTEM.

It has never been easier to release music.
It is still extraordinarily difficult to build a career.

ARTISTS CAN ACCESS.

- Distribution
- Recording technology
- Social platforms
- AI tools
- Freelancers
- Marketing platforms

ARTISTS STILL LACK.

- Judgment
- Capital
- Development
- Quality control
- Live preparation
- Trusted relationships

THE INFRASTRUCTURE IS FRAGMENTED.

One accountable Artist-development system.

01 Identify	02 Develop	03 Write + Produce	04 Record	05 Brand + Release	06 Build Audience	07 Develop Live Show	08 Booking + Commercial Partners	09 Perform	10 Scale

We own the development relationship, strategy, capital discipline, and quality control, then connect artists to best-in-class partners.

We don’t sign artists to own their futures. We build with them.

Why now.

$31.7B	837M	159M	50%+
Global recorded music revenue (2025)	Paid streaming subscriptions	Live fans across 55,000 events (Live Nation, 2025)	Peak share of new daily music uploads on Deezer that were AI-generated (June 2026)

Recorded music is growing.

Independent economics are meaningful.

Live remains commercially powerful.

AI increases the value of verifiable human talent.

Where PROJECT:ONE fits

DIY / Distribution

DistroKid

TuneCore

UnitedMasters

Artist Services / Alternatives

AWAL

gamma.

Independent labels

Management companies

PROJECT:ONE

Talent + Capital + Development + Production + Ownership + Live Readiness + Commercial Strategy

Traditional Label System

Major-label capital

Global infrastructure

Long-term rights participation

We do not try to outperform distributors at distribution. We build the layer most players do not own.

Two revenue engines.

Company-Funded Artist Partnerships

- Selected exceptional artists
- No upfront artist payment
- Artist retains ownership
- Company participates in the economics it helps create
- Creates long-term portfolio returns

Commercial Artist Partnerships

- Artist, manager, or label pays for services
- Production
- Executive production
- Artist development
- Live development
- Creative strategy and quality control
- Creates near-term operating revenue

Service Relationship → Evidence → Investment Opportunity

Artist owns 100% of the underlying master. Company receives a defined exclusive commercial license over funded recordings.

Capital follows evidence.

Validation — Evidence — Production + Quality Control — Evidence — Commercial + Live Development — Evidence — Opportunity Reserve

Validation
Up to $10K

Production + Quality Control
Up to $20K additional

Commercial + Live Development
Up to $15K additional

Opportunity Reserve
Up to $5K additional

Winning artists can later access acceleration capital.

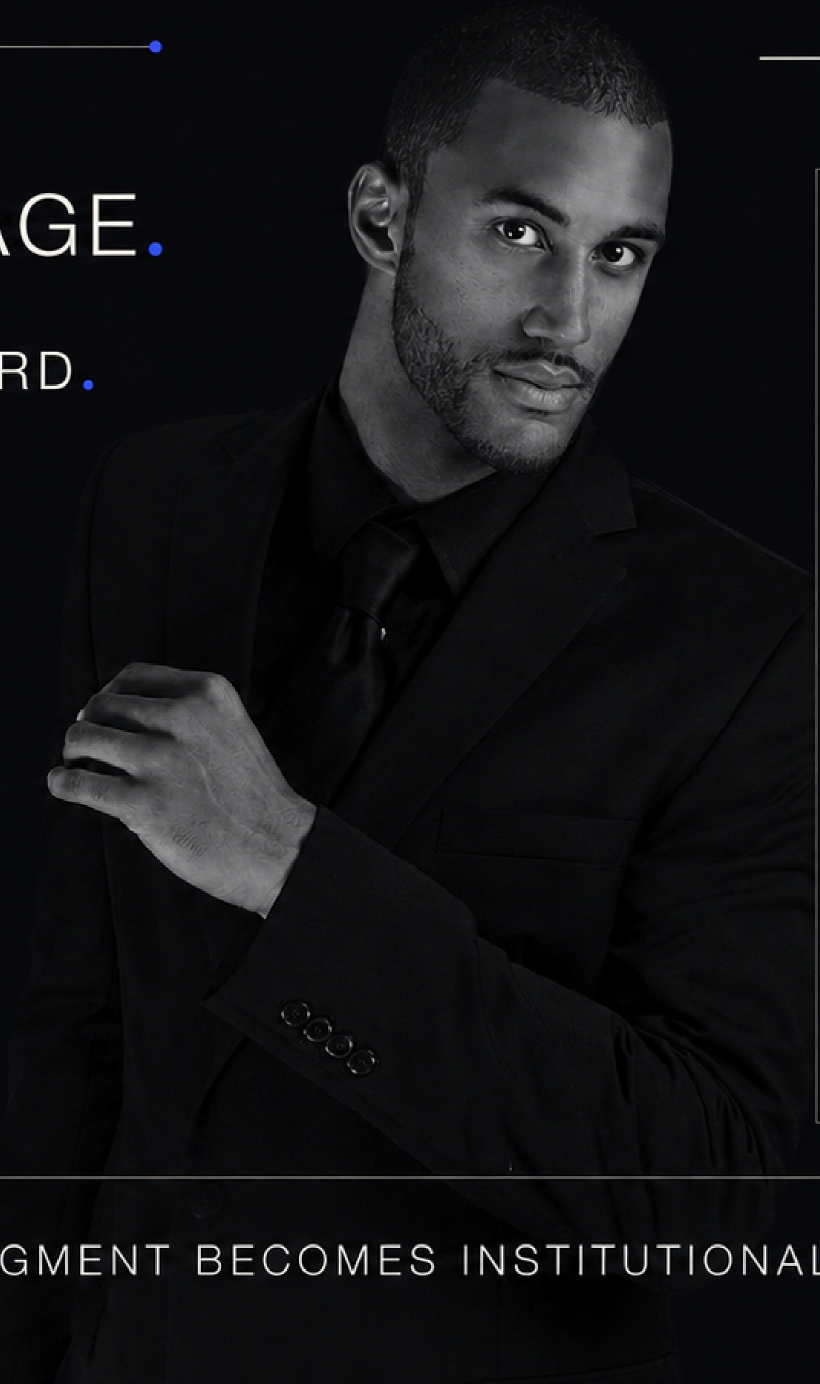
Developmental / Limited Traction	$30K initial capital	~$16.8K Company receipts	Loss
Sustainable Working Artist	$50K initial capital	~$137K Company receipts	~2.7x
Breakout Artist	$50K initial capital	~$214K Company receipts	~4.3x

We are designed around working artists, not lottery tickets.

FOUNDER ADVANTAGE.

MYLES LUTTMAN / MYLO BARD.

- **20+ years** across music, media, creative production, artist development, business strategy, and leadership
- **Multi-instrumentalist, singer, songwriter,** producer, and consultant
- **Founder of Sunday Funday,** a live event designed to develop artists through revenue-generating performance
- **Public case study: Pip Lewis,** from independent development to produced catalog, label infrastructure, and expanded live performance
- **Network across artists, brands, media,** operators, and cultural partners



A&R SCORECARD.

- Performance ability
- Authenticity
- Live potential
- Song / repertoire potential
- Work ethic
- Coachability
- Commercial potential
- Rights cleanliness
- Company fit

FOUNDER JUDGMENT BECOMES INSTITUTIONAL A&R.

30-month operating model

BASE CASE

~$1.45M Commercial Services revenue	~$870K Services contribution
~$872K Artist Partnership Company receipts	~$2.58M Ending cash

CONSERVATIVE ENDING CASH ~ $1.96M | BASE ~ $2.58M | STRONG ~ $3.18M

USE OF PROCEEDS

30%	Artist Investment Capital	$1.20M
15%	Artist Acceleration Reserve	$600K
30%	Core Team + Operations	$1.20M
8.75%	Commercial Revenue Infrastructure	$350K
6.25%	Legal, Rights, Finance + Tech	$250K
10%	Working Capital + Contingency	$400K

45% of capital goes directly toward artist investment and acceleration.

The investment.

$4.0M	$16.0M	$20.0M	20%
SERIES SEED RAISE	PRE-MONEY VALUATION	POST-MONEY VALUATION	NEW INVESTOR OWNERSHIP

PROPOSED TERMS

- 1x non-participating liquidation preference
- Pro-rata rights
- Board representation
- Information rights
- Customary protective provisions

We are building a company where exceptional musicians do not have to choose between doing everything alone and giving everything away.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