

PROJECT:ONE

BUILDING THE NEXT GENERATION OF MUSIC PRODUCTION COMPANIES

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



CORE INVESTOR DECK

Myles Luttman, Founder



\$8.0M	Series Seed	\$24M	Pre-Money	\$32M	Post-Money	25%	New Investor Ownership	ONE ARTIST. ONE VISION. ONE SYSTEM.
--------	-------------	-------	-----------	-------	------------	-----	------------------------	-------------------------------------

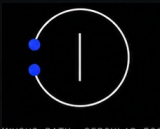
It has never been easier to release music.
It is still extraordinarily difficult to build a career

ARTISTS CAN ACCESS

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

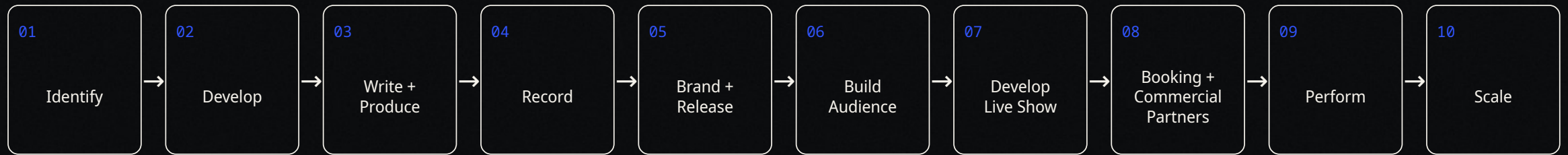
ARTISTS STILL LACK

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



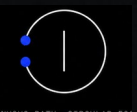
THE INFRASTRUCTURE IS FRAGMENTED.

One accountable Artist-development system



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.



The Artist's success improves their economics .

100%

underlying ownership of funded masters remains with the Artist.

PROJECT:ONE receives a defined exclusive commercial license over Company-funded recordings, with a working term of ~7 years.

1X

CAPITAL RECOVERY

Live 60 / 40
Masters 60 / 40

Company / Artist

2X

GROWTH + RETURN

Live 25 / 75
Masters 30 / 70

Company / Artist

AFTER 2X

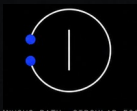
ARTIST CHOICE

Stay: Live 10 / 90
Masters 20 / 80

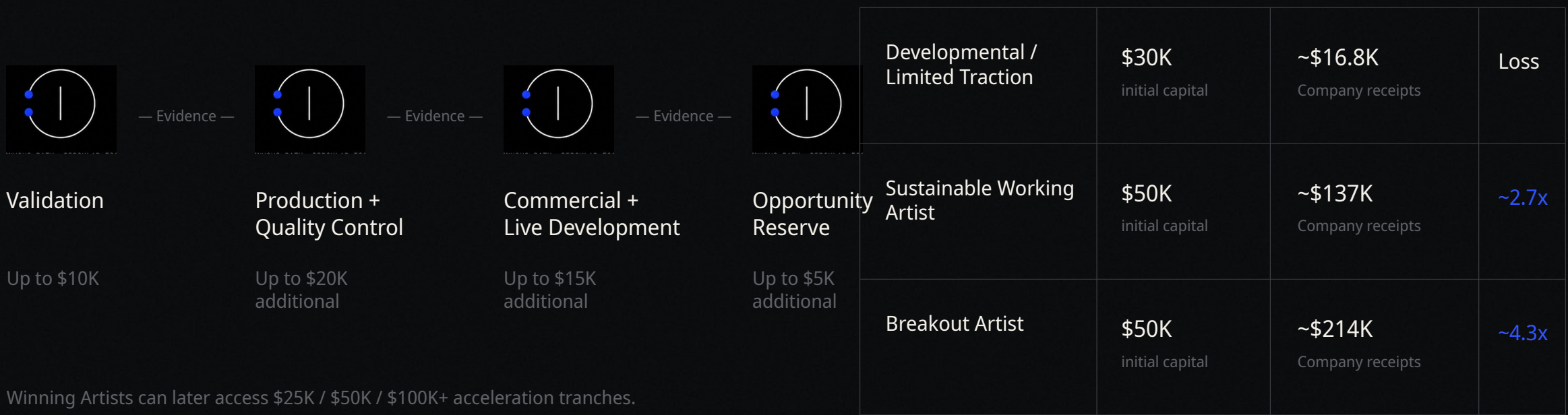
Company / Artist

No permanent career tax.

If an Artist leaves after the 2X threshold, PROJECT:ONE does not own their future career, name, likeness or unrelated income.



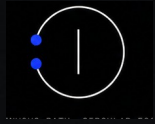
Capital follows evidence



Illustrative Artist-level cases. Not historical returns or Company forecasts.

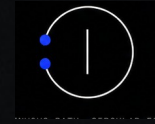
We are designed around working Artists, not lottery tickets.

Two revenue engines



Company-Funded Artist Partnerships

- Selected exceptional Artists
- No upfront Artist payment
- Artist retains underlying ownership
- Company participates in defined economics
- Creates long-term portfolio upside



Commercial Artist Partnerships

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

SERVICE RELATIONSHIP



EVIDENCE



INVESTMENT OPPORTUNITY

Commercial Services can become paid A&R.

Why now

\$31.7B

Global recorded music revenue (2025)

837M

Paid streaming subscription accounts

159M

Live Nation fans across 55,000 shows (2025)

50%+

Peak share of new daily uploads on Deezer that were AI-generated (June 2026)

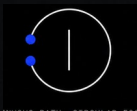
Recorded music is growing.

Independent economics are meaningful.

Live remains commercially powerful.

Synthetic supply increases the value of verifiable human talent.

Sources: IFPI Global Music Report 2026; Live Nation FY2025; Deezer July 2026.



Where PROJECT:ONE fits



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

A clean-start commercial engine

~\$500K

YEAR 1

~\$1.25M

YEAR 2

\$1.4–1.6M

MONTHS 25–30

\$2.8–3.2M

EXIT ANNUALIZED RUN RATE

~\$3.25M

30-month Commercial Services revenue

~\$1.95M

Base-case Services contribution

~60%

Base contribution margin

PAID A&R

Service relationship → evidence → investment opportunity

The commercial business is designed to progressively carry recurring Company overhead while creating a proprietary diligence funnel for future Artist investments.

THE COMMERCIAL BUSINESS CARRIES THE MACHINE.

30-month operating model

BASE CASE

~\$3.25M

Commercial Services revenue

~\$1.95M

Services contribution

~\$487K

Artist Partnership Company receipts

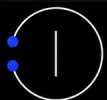
~\$5.33M

Ending cash

Base model does not assume incremental returns from the \$1.6M Acceleration Reserve.

USE OF PROCEEDS

25%	Artist Investment Capital	\$2.00M
20%	Artist Acceleration Reserve	\$1.60M
23.1%	Core Team + Operations	\$1.85M
5.6%	Founder Compensation	\$450K
10%	Marketing + Artist / Client Acquisition	\$800K
3.75%	Commercial Revenue Infrastructure	\$300K
3.75%	Legal, Rights, Finance + Technology	\$300K
8.75%	Working Capital + Contingency	\$700K



45%

of capital goes directly toward Artist investment and acceleration.

What the \$8M is designed to create

15–20

ACTIVE ARTIST RELATIONSHIPS

6–10

COMPANY-FUNDED ARTISTS

4–6

SUSTAINABLE PROFESSIONAL
OUTCOMES

1–2

BREAKOUT-LEVEL EVIDENCE

8–10

CORE TEAM MEMBERS

\$2.5–3.5M

COMMERCIAL SERVICES ANNUAL RUN
RATE

Working planning targets, not guarantees.

Future capital should be growth capital, not survival capital.

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
- 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
- Founder remains central to A&R judgment, culture, capital allocation, strategic relationships and highest-value creative decisions



PROJECT:ONE

A&R SCORECARD

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

FOUNDER JUDGMENT BECOMES INSTITUTIONAL A&R.

Founder-led. Investor-protected

3-SEAT BOARD

2

Common / Founder-appointed

1

Preferred investor-appointed

FOUNDER / MANAGEMENT

- Company strategy
- A&R + Artist selection
- Creative direction + quality
- Culture + senior relationships
- Approved-budget execution

INVESTOR / BOARD

- Extraordinary corporate matters
- Capitalization + major financings
- Material debt + M&A
- Information rights
- Portfolio concentration + major risk

25% INVESTOR OWNERSHIP DOES NOT EQUAL OPERATING CONTROL.

Founder authority is protected through Board composition, reserved-matter discipline and definitive financing documents, not ownership percentage alone.

Why this entry price

ARCHITECTED BEFORE CAPITAL

Company Constitution, Artist model, economics, A&R, commercial plan, governance and financial model already designed.

TWO ECONOMIC ENGINES

Commercial Services generate near-term contribution. Funded Artist Partnerships create portfolio upside.

LARGER INSTITUTIONAL BUILD

\$8M funds senior operators, acquisition, 45% direct Artist capital and enough runway to avoid survival financing.

25% AT ENTRY

\$24M pre-money / \$32M post-money gives new investors one quarter of the Company under the working proposition.

\$24M

pre-money is above the Q1 2026 U.S. seed median of ~\$18.4M. We are asking investors to underwrite a premium because the platform and capital plan are materially larger than a median seed company.

Market context source: PitchBook-NVCA Venture Monitor, Q1 2026. Not a direct comparable.

The investment

\$8.0M

SERIES SEED RAISE

\$24.0M

PRE-MONEY VALUATION

\$32.0M

POST-MONEY VALUATION

25%

NEW INVESTOR OWNERSHIP

PROPOSED TERMS

1X non-participating liquidation preference
Pro-rata rights
1 Preferred Board seat
Information rights
Broad-based weighted-average anti-dilution
Customary protective provisions

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



PROJECT:ONE

BUILD THE ARTIST. BUILD THE AUDIENCE. BUILD THE STAGE. BUILD THE CAREER.

PROJECT:ONE

ONE ARTIST. ONE VISION. ONE SYSTEM.

THE COMMERCIAL BUSINESS CARRIES THE MACHINE.
THE ARTIST PORTFOLIO CREATES THE UPSIDE.

projectone.capital

