

WholeNote

AUTOMATED MUSIC MANAGEMENT

**CLOSING THE MUSIC INDUSTRY'S TECH GAP WITH
AUTOMATION, EMPOWERING INDEPENDENT ARTISTS TO OWN,
MANAGE, & MONETIZE THEIR CAREERS.**

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The Current Way

ARTIST'S PAIN POINTS



- **BLACK BOX**
(UNCLAIMED ROYALTIES)
Excess of \$2.4Billion



- **TIME DRAIN**



- **NO SINGLE PLATFORM**
- **FRAGMENTED TOOLS**





WholeNote

AUTOMATED MUSIC MANAGEMENT



The New Way

**AUTOMATING THE
BUSINESS SIDE**



15+
PLATFORMS

**ARTIST
& SONG
REGISTRATION**

AUTOMATION

WholeNote

KEEP MORE. DO LESS. CREATE MORE. (~75—90% less admin)

Manual WholeNote

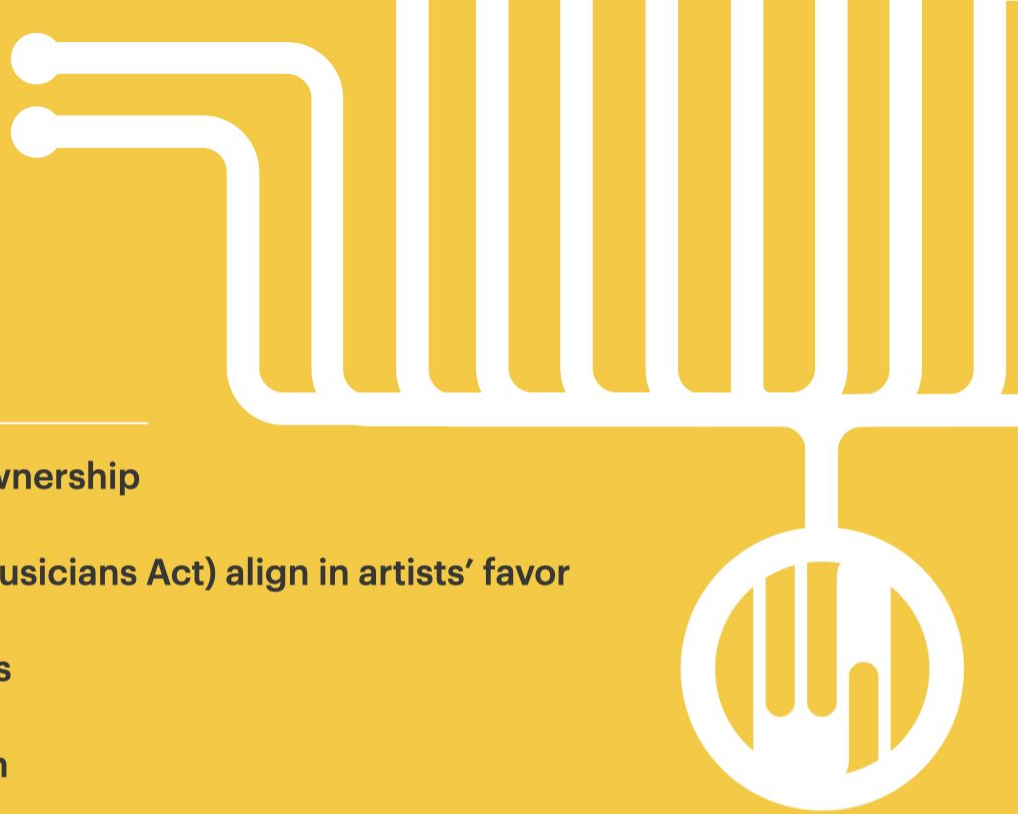


Ranges: Initial setup 7–10 hrs vs. <1 hr; album release 11–15 hrs vs. 2–3 hrs; updates 2–4 hrs vs. <5 min (manual midpoint 3 hrs shown).

Why Now?

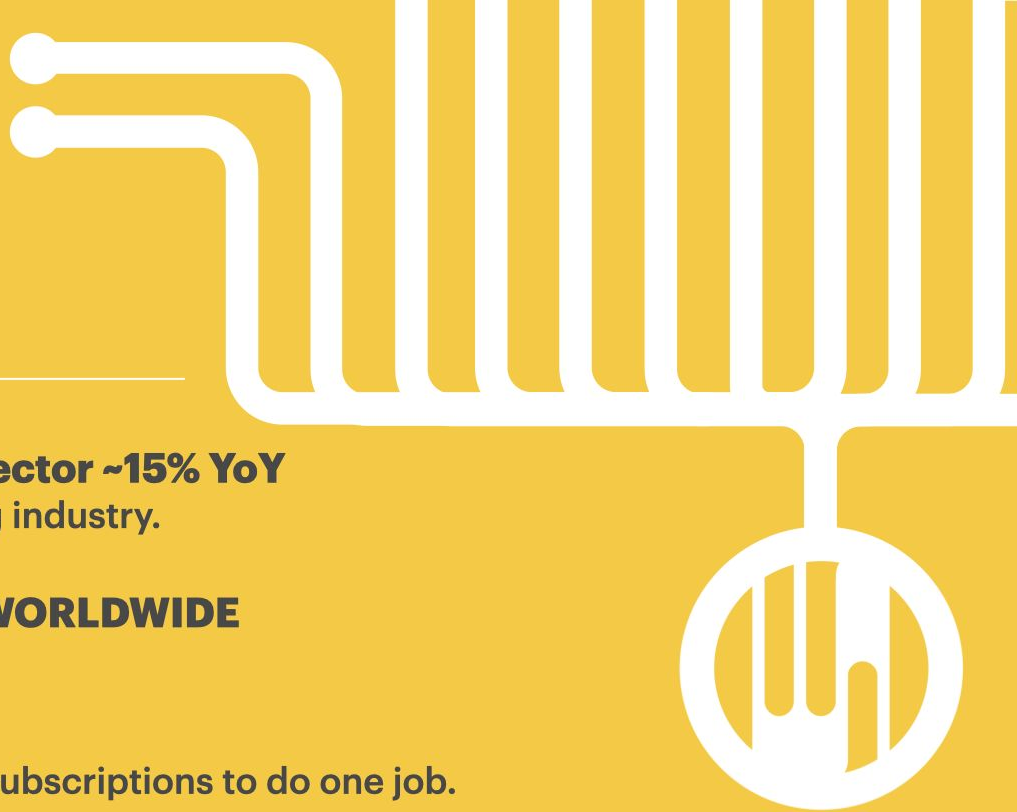
ARTISTS FAVOR INDEPENDENCE

- Creators are leaving labels and demanding ownership
- Regulatory changes (MMA, Living Wage for Musicians Act) align in artists' favor
- Surplus of talented artists lacking proper tools
- Early traction and go-to-market plan in motion
- Music and social media like TikTok have intertwined for new income



Market Opportunity

- **TAM - \$12Billion+ independent music sector ~15% YoY**
MMA & Living Wage for Musicians Act shifting industry.
- **14 MILLION+ INDEPENDENT ARTISTS WORLDWIDE**
- **FRAGMENTED COMPETITOR TOOLS**
Artists forced to juggle at least **3-5** separate subscriptions to do one job.



Business Model

- **SIMPLE SUBSCRIPTION PER ARTIST**
- **MODEST COMMISSION**
of non-streaming royalties (lyric, mechanical, performance, etc)
- **NO STRINGS ATTACHED & SCALABLE UPSIDE**
- **DESIGNED TO GROW WITH ARTISTS' SUCCESS**



Traction & Early Go-To-Market

TRACTION TO DATE

- **200+ pre-subscribers**
Independent artists seeking better tools
- **14 signed LOIs**
with influencers reaching millions of followers
- Partnership with **Nerd Out** as anchor audience

SOFT LAUNCH PLAN (3-MONTH)

- Influencer activation
- Artist onboarding events (virtual/live Q&A)
- Presence at indie festivals & conferences
- Referral incentives (royalty fee discounts)

Musicality



Monthly Listeners
330,000

Ben Schuller /
Nerd Out



Monthly Listeners
116,000

iHearCanvas



Followers
2 Million



Team



Steve Reid — Co-Founder, Strategist & Systems Innovator

30+ years as founder across industries; scalable systems; growth, funding, exit experience



Shanden Simmons — Co-Founder, Artist & Visionary

Visual/recording/performing artist, 10+ years; producer & brand-builder



Callon Nanny — Co-Founder, Artist & Creative Innovator

Recording artist, MFA in Sound Engineering; blends tech expertise with creative insight



Wilfredo Gumaru — Co-Founder, Tech Architect & Product Innovator

Lead tech architect; expert in scalable, automated platforms

We also have a growing advisory board consisting of industry veterans with extensive knowledge in the entertainment business.



Impact & Close

Unlock lost royalties for artists → new income streams

Streamline industry access → ownership and growth for independents

Strengthen creative communities with better tools and transparency

Ask for CORI

Visibility, feedback, and support in scaling WholeNote's mission.



**Set up a meeting?
Scan QR.**

or

**Contact Steve Reid
602-380-3825
sreid@gotyourback.io**



WholeNote Registration

COMPARED TO COMPETITORS

WholeNote



WholeNote™ automatically registers the artist for all of these royalty categories in a standard subscription.

DistroKid

BLACK BOX



DistroKid only collects for streaming royalties in a standard subscription.

Tunecore

BLACK BOX



WholeNote

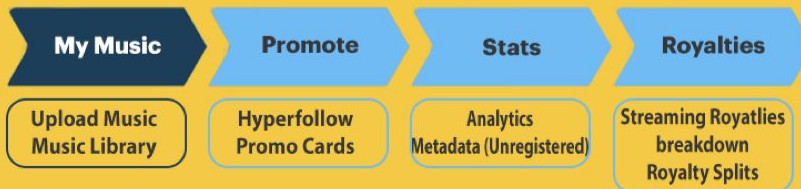
WholeNote Features



DistroKid



Tunecore



Go-To-Market

FOUNDATION BUILT

- **200 committed pre-subscribers** from 400+ musician outreach
- **14 artist LOIs** with **2-3M collective reach** committed to promote

CURRENT: CONTROLLED LAUNCH

- **20 Early Access Partners** providing feedback (30-90 days)
- **180 remaining pre-subscribers** onboarded during validation

MARKET LAUNCH STRATEGY

- **Social media + content marketing** leveraging founder authenticity
- **Influencer activation** (14 artists, 2-3M reach)
- **Industry partnerships** and referral programs

TARGETS & ECONOMICS

- **Year 1:** 200 → 3,000 subscribers
- **CAC:** \$75 blended | **ARPU:** \$231 | **LTV/CAC:** 12:1
- **Growth:** 25-50% month-over-month



Advisory Board

Mike Rose — Founder & Former Chair, EASE Entertainment; expert in rights mgmt + scaling ops

Gill Holland — Owner, sonaBLAST! Records; acclaimed film/music producer; urban revitalization leader

Eron Bucciarelli — Music-tech entrepreneur; drummer, Hawthorne Heights; founded Soundstr (acquired by VNUE)

Samuel Brown II — Berklee-trained; tour/project manager; extensive experience in logistics + talent growth

