

**mmnt**

**The Fan Identity Graph · Cross-Artist Intelligence  
Infrastructure**

**The identity resolution and intelligence  
infrastructure for the music economy.**

Pre-Seed | \$2M | Post-Money SAFE | \$15M Cap



**mmnt**

SOMETHING'S ABOUT TO HAPPEN



## MISSION & THE PROBLEM

### Mission

Build the fan identity graph – cross-artist identity resolution and intelligence infrastructure.

### Vision

Become the credit bureau for the music industry. Think Segment for fan data.

## THE \$140B+ FAN ECONOMY IS FRAGMENTED

**\$105B**

RECORDED MUSIC

**\$40B**

LIVE MUSIC

**\$5.9B**

SYNC LICENSES

**\$3.5B**

MERCHANDISE

Artist data is siloed across streaming, venues, ticketing, and social. No unified view. No targeting. No ROI insight.

**Goldman Sachs:** \$4.5B superfan segment spending aggressively with no platform built to serve them.



## The AI Authenticity Crisis

- 60,000 AI tracks uploaded daily
- 85% of AI streams are fraudulent
- 13.4M+ tracks tagged by Deezer
- Revenue attribution is broken
- **Authentic fan identity becomes premium**

**\$4.5B**

Superfan market by 2030 (GS)

**80%**

More monthly spend vs casual

**128%**

More likely to buy physical

**Live events prove identity (ticket = login). The one unfakeable signal.**



# Live Events = Login Moment

## Deterministic Identity at Scale

01

### Tickets = Identity Proof

Concert tickets provide deterministic names, emails, and purchase behavior. The most authentic proof of fandom.

02

### Cross-Artist Graph

One ticket = one node. Multiple tickets = superfan. The graph reveals touring patterns, genre preferences, spending tiers.

03

### Streaming Link

Email + name matched to Spotify/Apple IDs (first-party opt-in). Complete profile: taste + spending + loyalty.



# What Artists See

## Fan Segmentation

Superfans vs casual by spending, streams, attendance

## Engagement Scoring

Predict merch buyers, tour attendees, pre-orders

## Revenue Attribution

ROI by tour, campaign, venue, playlist placement

## Cross-Platform View

Spotify + tickets + social follows in one place

## Brand Match Engine

Authentic fans ready for sponsorship deals

## Predictive Touring

Where to tour, pricing, pre-sale targeting

## What Powers It: The Fan Graph

### Layer 1: Ticketing

Deterministic identity anchor.

### Layer 2: Streaming

Genre taste, listening patterns.

### Layer 3: Social

Community signals & engagement.

**Target: 500K+ Verified Fans by M30 • Avg. Fan Worth: \$500/yr**



# Network Effect Without Consent Friction

## Phase 1

FREE • DENSITY

Artists get free fan dashboards.  
Goal: 500+ artists.

## Phase 2

\$200-500/MO

Advanced segmentation & predictive analytics.

## Phase 3

\$50-200K/YR

Labels & agencies buy discovery intelligence.

## Phase 4

\$500K-1M/YR

Streaming & investors license insights.

## 3 Structural Advantages

### Deterministic Identity

Live events are the only unfakeable signal for fan behavior.

### Network Effects

Credit bureau model ensures data compounds without individual consent friction.

### Data Layer, Not App

10x+ defensibility vs SaaS by becoming the core infrastructure (Segment vs Salesforce).



## TECHNOLOGY & ROADMAP

# Scalable Infrastructure Built for Series A Growth

### System Architecture

<b>Data Ingestion</b>	Ticketmaster, AXS, Spotify, Apple, Instagram, TikTok
<b>Core Engine</b>	Graph DB, ML Identity Resolution, Real-time Streaming
<b>API Layer</b>	RESTful + GraphQL, Webhooks, Label Exports
<b>Frontends</b>	Artist Dashboard (React), Enterprise Portal, Mobile

### 18-Month Roadmap

<b>M1-6</b>	<b>MVP &amp; Launch</b> 50 Artists • 5K Profiles	<b>M7-12</b>	<b>Graph v1 Beta</b> 200 Artists • \$40K MRR
<b>M13-15</b>	<b>Enterprise Alpha</b> 400 Artists • \$80K MRR	<b>M16-18</b>	<b>Series A Ready</b> 600+ Artists • \$150K MRR

**600+ Artists -200K+ Profiles -\$100-150K MRR**

Target metrics for Series A institutional funding round at Month 18



# Strategic Tailwinds: The Infrastructure Opportunity

## Competitor Landscape (App-Layer Focus)

Openstage	\$4.09M	600 CRM
Sesh	\$7M	250+ Wallets
Laylo	Seed	Marketing
<b>mmnt</b>	<b>\$2M</b>	<b>Identity (Infra)</b>

**Acquisitions:** Patreon/Moment House, Sony/Songwhip, Universal/Stationhead — all app-layer.

**No one built infrastructure.**

## AI Content Flood

60K tracks/day. Verified identity = premium.

## Ticketmaster Antitrust

APIs open. Indie platforms access ticketing data.

## EU Data Portability

Walled gardens forced open. Artist-owned data.

## \$20.4B Institutional Capital

Graph-based valuation = new asset class.

## Indie Revenue & Creator Maturity

Artists have budget for better tooling & expect data ownership.

**mmnt targets the Identity layer** , building the fundamental infrastructure that is **10x harder to replicate** than app-layer social graphs.



# Two-Sided Marketplace Business Model

## FAN-GENERATED REVENUE

High velocity cash flow from day one

### Transaction Fees

15-20% on merch, exclusives, and direct-to-fan sales

### Fan Subscriptions

\$4.99-9.99/mo for identity and priority access

### Artist Tipping

85/15 split - high-margin direct support mechanism

### Digital Goods

75/25 on NFTs, tokens, and digital memorabilia

## ARTIST & ENTERPRISE REVENUE

High-margin scaling with graph density

### Artist SaaS

\$200-500/mo - analytics, segmentation, predictive touring

### Enterprise Intelligence

\$50-200K/yr contracts for labels and agencies

### Brand Matching

10-15% of deals with verified superfan audiences

### Institutional Data

\$500K-1M/yr for streaming platforms and investors

**Fan revenue = 55% of Year 1, shifting to 27% by Year 3 as enterprise scales**



# Market Sizing & Financial Projections

TAM

## \$140B+

Broader Fan Economy

SAM

## \$8.7B

\$4.5B superfan + \$2.5B  
intelligence/CRM + \$1.7B in fan  
commerce

SOM

## \$75-150M

5-year capture via identity  
graph

## FINANCIAL PROJECTIONS

Phase	Artists	ARR	Status	Target Funding
Month 18	150-200	\$360-660K	Seed-ready	Seed \$3-5M
Month 24-30	2,000+	\$2-3M	Series A-ready	Series A \$15-25M
Month 36+	10,000+	\$10M+	Profitable	IPO/Strategic

Go-to-Market: Distribution-first (NOT direct sales). Believe Music referral → artist managers → agency partnerships → label enterprise.

**Current: 3K+ waitlist · 5 artist commitments · distributor with 1M+ artists · completed user study · active fund conversations**



# Team, Use of Funds & Key Targets

## \$2M Breakdown

**60%**

**Engineering \$1.2M**

Full-stack + data engineer from month 1

**20%**

**Artist Partnerships \$400K**

Believe integration + manager relationships

**20%**

**Operations \$400K**

Legal, infrastructure, runway safety margin

## Performance Benchmarks

**>5%**

Fan Conversion Rate

**>30%**

Platform Connection

**>70%**

90-day Retention

**>25%**

GMV MoM Growth

**>35%**

Repeat Purchase

**>3:1**

LTV:CAC Ratio

## Core Squad

**Founder + Sr. Full-Stack Engineer + Data Engineer (M1) + Contract Designer + Partnerships Lead**

# Vision, Exits & Risk Mitigation



## Long-term Vision

### Financial Products

Artist loans backed by ticket/merch revenue intelligence.

### Institutional Data

\$500K-1M/yr — fan health data for rights valuation.

### Creator Commerce

Merch drops, ticketing, exclusives tied to segmentation.

### Predictive Intelligence

AI forecasting for growth, tour ROI, and collaborations.

## Comparable Exits

### LiveRamp **\$5B**

Identity infrastructure

### Segment **\$3.2B**

Customer data platform

### Stripe **\$95B+**

Payment infrastructure

## Risk Mitigation

### Platform API Closures

First-party live event data is core asset. APIs are enrichment, not dependencies.

### Privacy Regulation

Privacy-first by design. Fan-initiated consent. EU regulation is tailwind.

### Market Timing

18-24mo window. Phase 1 generates revenue outside graph thesis.

### Label Control

Live event revenue 70-80% outside label deals. Management are allies.



# The Investment Ask

## PRIMARY INSTRUMENT

**\$2M SAFE**

## VALUATION CAP

**\$15M**

Post-money cap

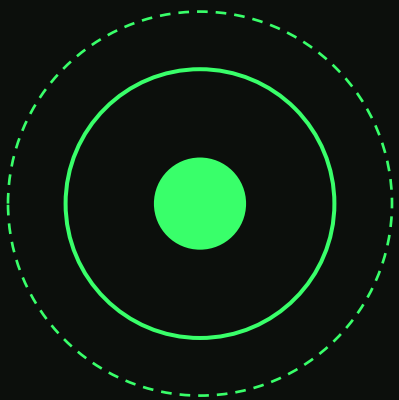
## RUNWAY

**36 Months**

At \$55K/mo burn

## STRATEGIC MILESTONES

- Data engineer from Month 1 (accelerates graph 3-4 months)
- Seed target: Month 10-12 at \$25-35M valuation



# mmnt

Own the moment.

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