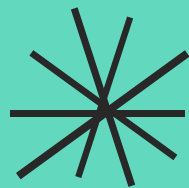




Investor Presentation



WHERE IT ALL BEGAN...



festicket

RadioTimes

WHERE IT ALL BEGAN...



WHERE IT ALL BEGAN...

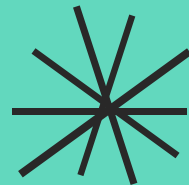


“MUSICIAN-ENTREPRENEUR”

- Ari Herstand



“MUSICIAN-VIDEOGRAPHER”
“MUSICIAN-DIGITAL MARKETER”
“MUSICIAN-PODCASTER”
“MUSICIAN-INFLUENCER”
“MUSICIAN-BOOKING AGENT”
“MUSICIAN-PROMOTER”
“MUSICIAN-MANAGER”



THE MUSIC LANDSCAPE TRANSFORMATION HAS EMPOWERED INDEPENDENT ARTISTS



More affordable & accessible
equipment



A connected world opens up
distribution & promotion

17.9%

Rev Growth for Indies from
2021 to 2022

99% will FAIL



68%

HAVE EXPERIENCED DEPRESSION





**Elevating indie artists on their musical journey with
tailored solutions**

WHAT MAKES erb. DIFFERENT?

Others in market offer limited services...

Marketing & PR 

Live Opportunities 

Administration 

Branding Strategy 

Legal Advice 

Distribution Strategies 

Merchandise 

Ongoing Support 

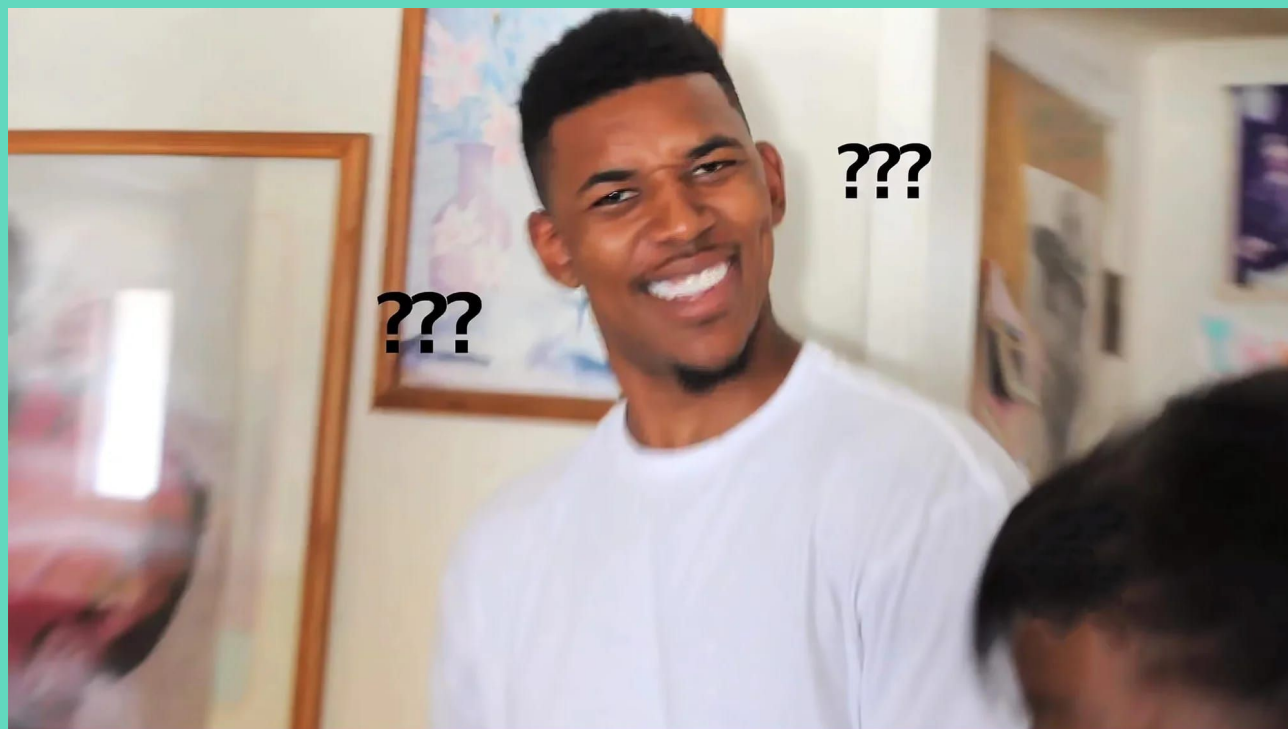
+ more...





WHAT ABOUT MUSIC MANAGERS? (TRADITIONALLY SPEAKING...)





INDEPENDENT MUSICIANS DON'T KNOW HOW TO GET MANAGEMENT...

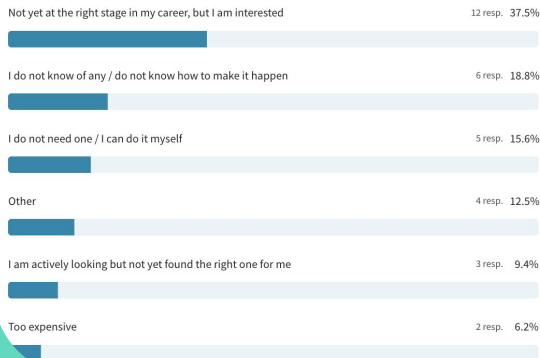
Are you currently working with an artist or music management company?

34 out of 34 answered



Why are you not currently working with an artist or music management company?

32 out of 34 answered



“Impersonal”

erb.AGENCY - MNGMT PACKAGES

PACKAGE LEVEL	WHAT'S INCLUDED	MONTHLY RATE (excl. VAT)
GOLD (min. 6 months)	Weekly Calls / Consultation for Artist Development & Strategy Bi-Weekly Report + all managerial services ERB Music has to offer: including release strategies, Press & PR plugging, social media management, paid social and digital ads, booking & touring, partnership opportunities, admin, legal, distribution and more	£1,700
SILVER (min. 6 months)	Bi-Weekly Call / Consultation for Artist Development & Strategy Bi-Weekly Report + 2 of the services ERB Music has to offer	£1,300
BRONZE (min. 6 months)	Monthly Call / Consultation for Artist Development & Strategy Monthly Report + 1 of the services ERB Music has to offer	£667

erb.AGENCY - CAMPAIGN RATE CARD

DURATION	WHAT'S INCLUDED	RATE (excl. VAT)
8 WEEKS	Ideal for Album Releases Minimum 20 Press and PR Outreach Radio Outreach Playlist pitching Social and digital campaign <i>(requires additional £100 min. budget)</i> TikTok Outreach <i>(talent fees may apply)</i> EPK	£850
6 WEEKS	Ideal for Album or Single Releases Minimum 12 Press and PR Outreach Radio Outreach Playlist pitching Social and Digital campaign <i>(requires additional £100 min. budget)</i> TikTok Outreach <i>(talent fees may apply)</i>	£680
4 WEEKS	Ideal for Album or Single Releases Minimum 8 Press and PR Outreach Playlist pitching Social and Digital campaign <i>(requires additional £100 min. budget)</i> TikTok Outreach <i>(talent fees may apply)</i>	£550

+ OPERATING A TRADITIONAL MANAGEMENT SERVICE ALONGSIDE

- Investing in future talent
- Working with stand-out artists
- Typical 20% percentage share of revenue



OUR SALES & MARKETING GOALS FOR YEAR ONE:

£160K

Gross revenue



20

Artists onboarded



Increased awareness

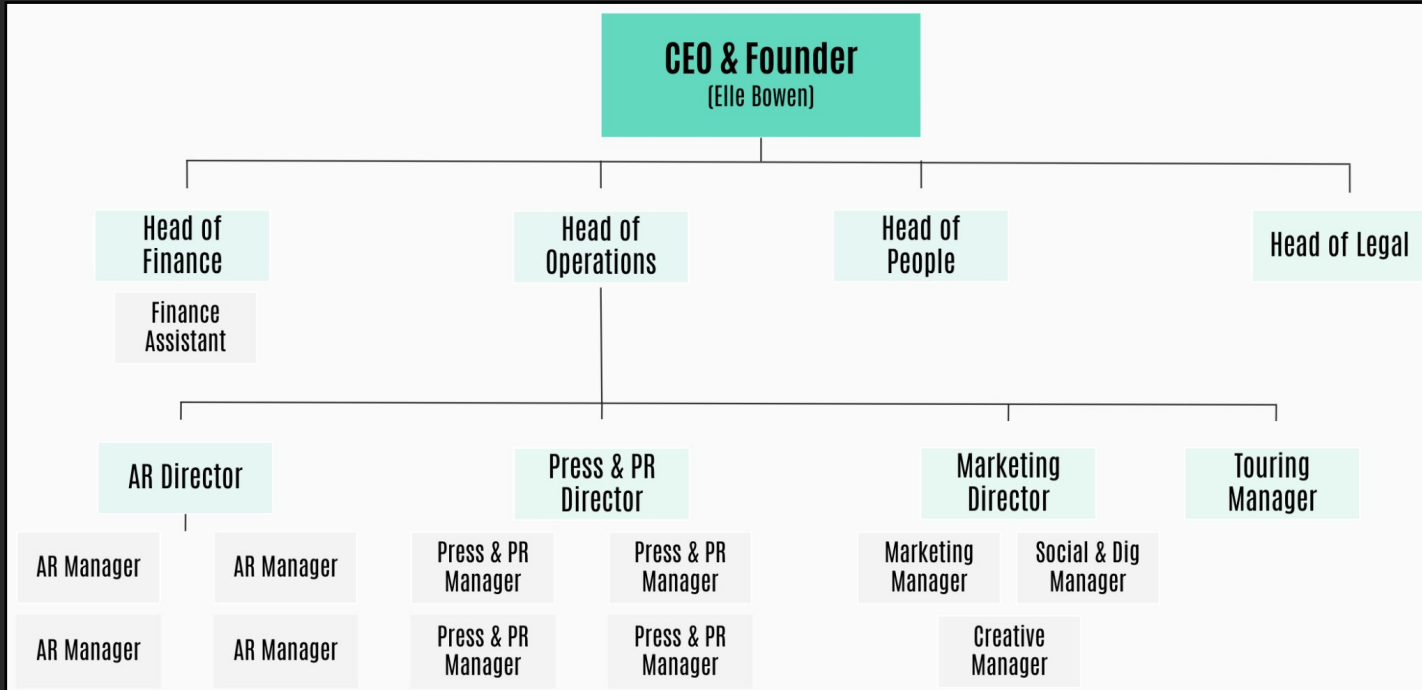


BEST IN CLASS RELATIONSHIP BUILDING & MAINTAINING





erb. WILL EMPLOY TOP TALENT IN THE TEAM



**BY END OF YEAR FIVE, erb. IS
PROJECTED TO MAKE...**

£235,388

Net profit



CASHFLOWS YEARS ONE - FIVE

Cashflow: Forecast in Year 1

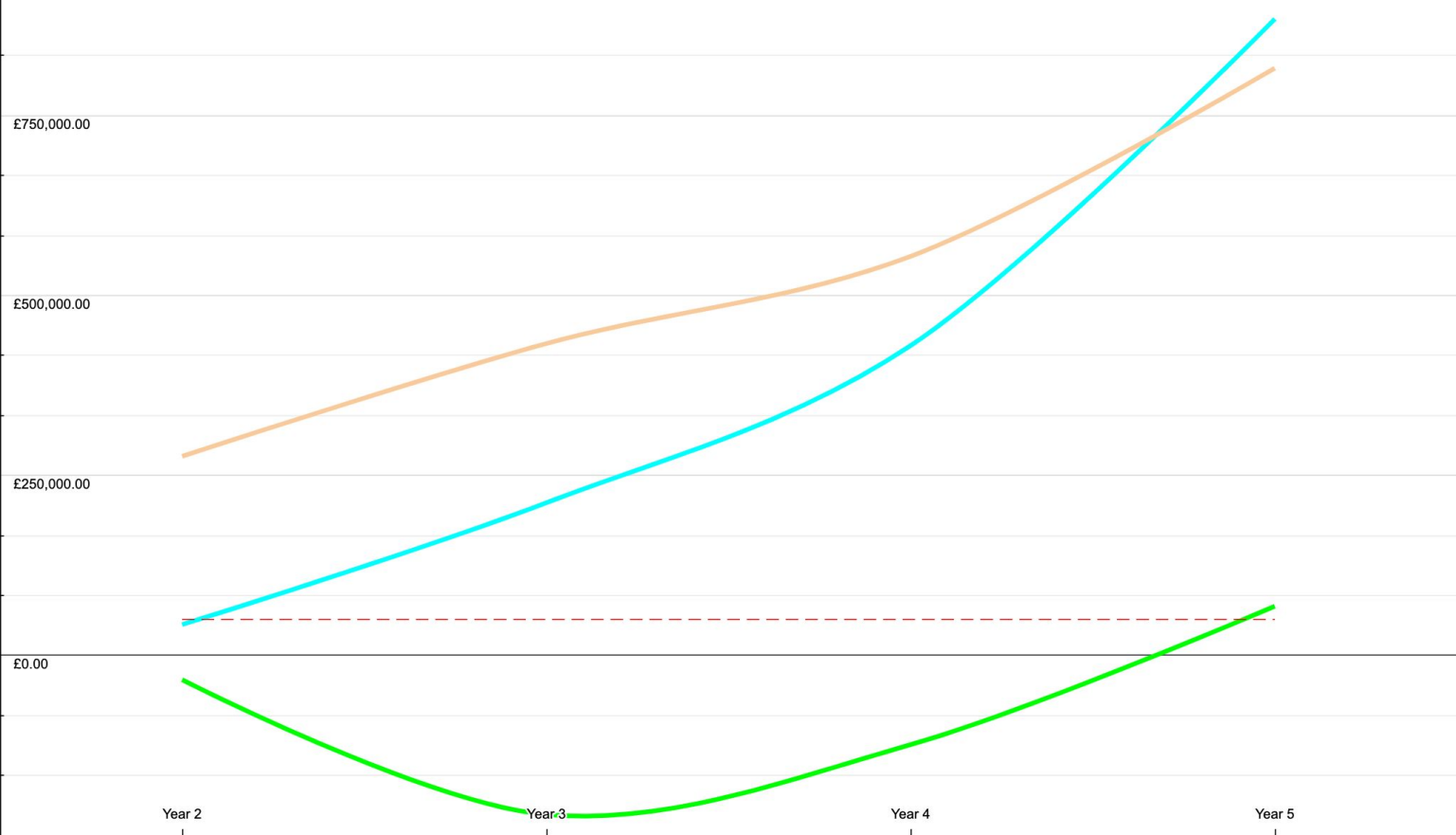
Month	January	February	March	Q1 TOTALS	April	May	June	Q2 TOTALS	July	August	September	Q3 TOTALS	October	November	December	Q4 TOTALS	END OF YEAR TOTALS
	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	
OPERATIONS INCOME																	
Retainer Packages	660.00	660.00	1,460.40	2,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	42,828.00
Commission				0.00				0.00				0.00				0.00	0.00
TOTAL OPERATIONS INCOME	660.00	660.00	1,460.40	2,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	42,828.00
CAPITAL GAINS INCOME																	0.00
Angel Investor	50,000.00	0.00	0.00	50,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
Bank Loan	150,000.00	0.00	0.00	150,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150,000.00
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL GAINS INCOME	200,000.00	0.00	0.00	200,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200,000.00
TOTAL INCOME	200,660.00	660.00	1,460.40	202,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	242,828.00
EXPENSES																	
Salaries and Wages	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	212,000.00
Target Incentives (4% of monthly revenue)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bonus (10% of company profit above £100k)				0.00				0.00				0.00				0.00	0.00
VAT (20% of forecasted services)	132.00	132.00	292.08	556.08	456.28	456.28	456.28	1,365.84	971.28	971.28	971.28	2,913.84	1,379.28	1,379.28	971.28	3,729.84	8,565.60
Dividends				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Travel	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	1,200.00
Stationary and Materials	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	600.00
IT and Support Systems	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Research & Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Office Space	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Advertising & Marketing	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	6,000.00
Artist Investment	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	6,000.00
Employee Benefits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Employee Liability Insurance	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	5,040.00
Bank Loan Repayments	0.00	3,000.00	3,000.00	6,000.00	3,000.00	3,000.00	3,000.00	9,000.00	3,000.00	3,000.00	3,000.00	9,000.00	3,000.00	3,000.00	3,000.00	9,000.00	33,000.00
Credit Cards	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	1,800.00
Annual Costs				0.00													
Annual sales support subscriptions (Chart Metric)	1,152.00											0.00					1,152.00
Annual web and domain costs	200.00											0.00					200.00
Corporation Tax				0.00								0.00					0.00
TOTAL EXPENSES	20,870.67	22,518.67	22,678.75	66,068.08	22,841.95	22,841.95	22,841.95	68,525.84	23,357.95	23,357.95	23,357.95	70,073.84	23,765.95	23,765.95	24,357.95	71,889.84	276,557.60
Net Cash	179,789.33	21,896.67	21,218.36	136,712.32	20,564.55	20,564.55	20,564.55	61,896.64	18,501.55	18,501.55	18,501.55	55,504.64	16,899.55	16,899.55	19,501.55	53,240.60	33,729.80
Opening Balance	0.00	179,789.33	157,930.67	136,712.32	136,712.32	116,146.77	95,581.23	75,015.68	56,514.13	38,012.59	19,511.04	19,511.04	19,511.04	2,641.49	14,226.05	33,729.80	
Closing Balance	179,789.33	157,930.67	136,712.32		116,146.77	95,581.23	75,015.68		56,514.13	38,012.59	19,511.04		2,641.49	14,226.05	33,729.80		

Cashflow: Forecast in Year 2																	
Month	January	February	March	Q1 TOTALS	April	May	June	Q2 TOTALS	July	August	September	Q3 TOTALS	October	November	December	Q4 TOTALS	END OF YEAR TOTALS
OPERATIONS INCOME																	
Retainer Packages	660.00	660.00	1,460.40	2,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	42,828.00
Commission				0.00				0.00				0.00				0.00	0.00
TOTAL OPERATIONS INCOME	660.00	660.00	1,460.40	2,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	42,828.00
CAPITAL GAINS INCOME																	
Angel Investor	50,000.00	0.00	0.00	50,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50,000.00
Bank Loan	150,000.00	0.00	0.00	150,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150,000.00
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL CAPITAL GAINS INCOME	200,000.00	0.00	0.00	200,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200,000.00
TOTAL INCOME	200,660.00	660.00	1,460.40	202,780.40	2,276.40	2,276.40	2,276.40	6,829.20	4,856.40	4,856.40	4,856.40	14,569.20	6,896.40	6,896.40	4,856.40	18,649.20	242,828.00
EXPENSES																	
Salaries and Wages	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	17,666.67	17,666.67	17,666.67	53,000.00	212,000.00
Target Incentives (4% of monthly revenue)				0.00				0.00				0.00				0.00	0.00
Bonus (10% of company profit above £100k)				0.00				0.00				0.00				0.00	0.00
VAT (20% of forecasted services)	132.00	132.00	292.08	556.08	456.28	456.28	456.28	1,365.84	971.28	971.28	971.28	2,913.84	1,379.28	1,379.28	971.28	3,729.84	8,565.60
Dividends				0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Travel	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	100.00	100.00	100.00	300.00	1,200.00
Stationary and Materials	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	50.00	50.00	50.00	150.00	600.00
IT and Support Systems	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Research & Development	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Office Space	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Advertising & Marketing	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	6,000.00
Artist Investment	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	500.00	500.00	500.00	1,500.00	6,000.00
Employee Benefits	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Employee Liability Insurance	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	420.00	420.00	420.00	1,260.00	5,040.00
Bank Loan Repayments	0.00	3,000.00	3,000.00	6,000.00	3,000.00	3,000.00	3,000.00	9,000.00	3,000.00	3,000.00	3,000.00	9,000.00	3,000.00	3,000.00	3,000.00	9,000.00	33,000.00
Credit Cards	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	150.00	150.00	150.00	450.00	1,800.00
Annual Costs				0.00													
Annual sales support subscriptions (Chart Metric)	1,152.00											0.00					1,152.00
Annual web and domain costs	200.00											0.00					200.00
Corporation Tax				0.00								0.00					0.00
TOTAL EXPENSES	20,870.67	22,518.67	22,678.75	66,068.08	22,841.95	22,841.95	22,841.95	68,525.84	23,357.95	23,357.95	23,357.95	70,073.84	23,765.95	23,765.95	24,357.95	71,889.84	276,557.60
Net Cash	179,789.33	21,896.67	21,218.36	136,712.32	20,564.55	20,564.55	20,564.55	61,896.64	18,501.55	18,501.55	18,501.55	55,504.64	16,899.55	16,899.55	19,501.55	53,240.60	33,729.80
Opening Balance	0.00	179,78															

CASHFLOW YEAR 1-5

Operations Revenue

Operations Revenue Expenses Net Profit Breakeven Point (Angel Investor)



FUNDING GOAL:

£200k total

- 1 £75k Angel Investor (10% equity)
- 2 £150k Bank Loan
- 3 £25k-£50k Equity Crowdfunding



WHY SHOULD YOU INVEST?

- ① Fresh, innovative solution
- ② Designed with artists front of mind
- ③ Profitable



The background is a dark grey or black. In the top left, there is a large teal circle. In the top right, there are four vertical white lines of varying heights. On the right side, there is a white starburst shape with several lines radiating from a central point. Below the starburst is a teal square, and below that is a smaller teal square. To the right of the starburst is a white square. In the center, the text "THANK YOU!" is in white, and "ANY QUESTIONS?" is in teal. At the bottom center, there is a white square containing the text "erb." in white, with a teal dot for the period.

THANK YOU!
ANY QUESTIONS?

