

Business Model Canvas

MaiMusic

KEY PARTNERS

- The CEMI.ai group — the production system, persona engine and delivery pipeline MaiMusic runs on.
- CEMI Media — the sister initiative that owns media production for third parties. It is an internal channel, not an outside partnership: it contracts film, advertising, jingle and company work and brings MaiMusic in for the music.
- Third-party distribution, storage and identity platforms: a dependency the business plan names, not a partnership it claims.
- Rights registries and collecting counterparties: part of the rights workstream this round funds, and not yet in place.
- No other partnership, label deal, sync agency or brand relationship is published, and none is asserted.

KEY ACTIVITIES

- Releasing: A&R, production, mixing, mastering, artwork, metadata, delivery.
- Distribution and release marketing on terms written to return more of each play to the artist.
- Rights: clearance, registration, royalty administration, the payout rails.
- Commissioned production for artists and albums, and the music CEMI Media's productions need.
- Commercial development: licensing outreach to venues and businesses — the round funds it.
- Operating the platform and the artist homes, with royalty transparency.
- Keeping the roster a portfolio of roles chosen so the acts do not compete.
- Publishing the position on AI: disclose, register, no scraped data, no cloning.

KEY RESOURCES

- The released catalog — more than twenty albums and two hundred tracks, playable today.
- The roster — more than ten acts, fifteen genres, six world regions, each with a declared role.
- A small human core with dozens of AI agents, and an AI executive team, all published as AI.
- Shared CEMI.ai infrastructure: production system, persona engine, delivery pipeline.
- The published position on AI in music — the company's standing with cautious buyers.
- Dedicated commercial capacity is NOT yet among these. It is what this round buys.
- MaiMusic owns its catalog, its identities, its platform and its production system.
- MaiMusic runs on shared CEMI.ai group infrastructure.

VALUE PROPOSITIONS

- One connected music company for the moment AI changed how music is made: a released catalog across more than ten acts and more than fifteen genres, a label that produces, releases and distributes on terms written to return more of each play to the artist, two licensing catalogs that serve a venue or a business at either end of a budget, and a listening platform where all of it is heard. Artists keep their own space and their own audience relationship, and the artist catalog pays royalties directly to the people who made the music.

CUSTOMER RELATIONSHIPS

- Musicians, artists and bands: a working relationship per release — produced, released, distributed and promoted.
- Signed acts: kept on the roster, keeping their own space and their own audience.
- Venues and businesses: dealt with directly, one enquiry at a time — no rate card.
- Training participants: a cohort, with certification on completion.
- CEMI Media and the other sister initiatives: internal, a cost centre rather than a sale.
- Listeners: free and self-serve. They are the audience the catalog is heard by, not a paying segment — nothing on the platform is sold to them.

CHANNELS

- maimusic.ai — the platform and player; the whole released catalog is public.
- A dedicated home per act: its catalog, its universe, direct channels to fans.
- Third-party distribution and streaming platforms — a dependency, none named.
- CEMI Media — the internal channel to film, advertising, jingle and company work: it contracts that work and brings MaiMusic in for the music.
- Direct enquiry from venues and businesses: no price is published, so every deal starts as a conversation.
- The free educational surface — the widest top of the funnel, and it is free.
- The CEMI.ai ecosystem: sister initiatives reach MaiMusic on internal terms.

CUSTOMER SEGMENTS

- Musicians
- Artists and creators
- Venues and hospitality
- CEMI initiatives (internal ecosystem)

COST STRUCTURE

- Release production across the roster — the largest line in the round.
- Rights, licensing and royalty administration, and the payout rails.
- Audience and commercial development: licensing outreach to venues and businesses, and release marketing.
- Platform and infrastructure. The site is static with a served catalog, so an additional listener costs about the bytes.
- Shared group infrastructure, the AI production system, and the small human core that operates them.
- No absolute cost figure is published. The round's proportions are on the ask page; the amounts are available on request.

REVENUE STREAMS

- Licensing and royalties
- Subscriptions (SaaS, memberships)
- Sale of services
- Consulting
- Training and events
- Internal cost center

Lean Canvas

MaiMusic

PROBLEM

- The music industry is in transition: the tools have changed, the business models are changing and the audience is changing, and most responses address a single link in the chain. Artists face rising production-quality expectations with falling budgets, and distribution terms that keep most of what a play earns; venues and small businesses need music they are safely licensed for and cannot carry what a collecting society charges them for it; and music made with AI faces unresolved questions of rights, provenance and disclosure that neither generators nor platforms are answering in public.

SOLUTION

- Publishing and label
- Original music production for artists and albums
- Distribution and release marketing
- Artist catalog licensing
- Royalty-free AI catalog licensing
- AI consulting for music
- Training and workshops
- MaiMusic listening platform and artist spaces
- Music for CEMI Media productions

KEY METRICS

- Licences closed with venues and businesses, and licensed income split between the two catalogs.
- Release cadence: the share of the roster that released last quarter.
- Royalties actually paid to creators — the published promise, measured.
- Plays, listener accounts and repeat listening.
- Releases produced and distributed for artists, and margin per engagement.
- Enquiry-to-deal conversion across every paid line.
- Revenue concentration: the largest line, and the largest buyer.
- No value for any of these is published; they are available on request.

UNIQUE VALUE PROPOSITION

- One connected music company for the moment AI changed how music is made: a released catalog across more than ten acts and more than fifteen genres, a label that produces, releases and distributes on terms written to return more of each play to the artist, two licensing catalogs that serve a venue or a business at either end of a budget, and a listening platform where all of it is heard. Artists keep their own space and their own audience relationship, and the artist catalog pays royalties directly to the people who made the music.

UNFAIR ADVANTAGE

- The proposition can be heard, not just described: a released catalog, two licensing tiers, a production house and a listening platform are public today, and the roster behind them is composed as a portfolio of non-competing roles. That is not assembled quickly from a generation tool. The artist catalog pays the people who made the music directly, with no collecting society in between — which is what a venue is being offered and what an artist is being offered, from the same asset. And the position on AI in music is published rather than private.

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- Direct enquiry from venues and businesses: no price is published, so every deal starts as a conversation.
- The free educational surface — the widest top of the funnel, and it is free.
- The CEMI.ai ecosystem: sister initiatives reach MaiMusic on internal terms.

CUSTOMER SEGMENTS

- Musicians
- Artists and creators
- Venues and hospitality
- CEMI initiatives (internal ecosystem)

COST STRUCTURE

- Release production across the roster — the largest line in the round.
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- Audience and commercial development: licensing outreach to venues and businesses, and release marketing.
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- Shared group infrastructure, the AI production system, and the small human core that operates them.
- No absolute cost figure is published. The round's proportions are on the ask page; the amounts are available on request.

REVENUE STREAMS

- Licensing and royalties
- Subscriptions (SaaS, memberships)
- Sale of services
- Consulting
- Training and events
- Internal cost center

Value Proposition Canvas — Musicians

MaiMusic · Segment: Musicians

Value map

PRODUCTS & SERVICES · Original music production for artists and albums — Original composition, scoring, arrangement, full-service production, mixing and mastering for musicians, bands and albums — production for a release. Media production for third parties is offered through CEMI Media, not by MaiMusic. · Distribution and release marketing — Worldwide release, distribution and promotion for the artists MaiMusic works with, on royalty terms written to return more of each play to the artist than a standard distributor's. No rate or split is published. · AI consulting for music — AI strategy consulting, AI-assisted production, and custom AI solutions for artists, bands and the music organizations they work with. · Training and workshops — Hands-on workshops and a structured AI learning program for music professionals, with certification on completion.	GAIN CREATORS · AI strategy consulting and AI-assisted production, for the work itself rather than for the theory. · Hands-on workshops and a structured learning program with certification on completion, so what the learner can now do is on the record. · A catalog produced and released in public, playable before the first conversation. No price is published; each engagement is quoted on request. PAIN RELIEVERS · Original composition, scoring, arrangement, full-service production, mixing and mastering — the record finished, not started. · Distribution and release marketing on royalty terms written to return more of each play to the artist than a standard distributor's. No rate or split is published, so no figure is quoted here. · An explicit published position on rights, provenance and disclosure they can adopt as their own.
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Customer profile

GAINS · A release that sounds finished, not demoed. · Distribution on terms that return more of each play to them than a standard distributor's. · Someone working the release: promotion, placement and an audience that grows. · A position on AI they can state to a client without embarrassment. PAINS · Rising production-quality expectations against falling budgets. · Standard distribution terms that keep most of what a play earns. · A release that lands and then stops, because nobody is working it. · Tool churn, hype, and no trustworthy answer on rights, provenance or disclosure.	CUSTOMER JOBS · Get a record produced and finished to a standard that stands next to the largest players. · Get it released, distributed and actually heard, without a marketing department. · Keep more of what each play earns, and see where it came from. · Work out what AI changes about their craft and their income, honestly.
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Value Proposition Canvas — Artists and creators

MaiMusic · Segment: Artists and creators

Value map

PRODUCTS & SERVICES

- Publishing and label — Artist development and A&R, full album and single production, worldwide release and promotion, rights management and royalty administration.
- Original music production for artists and albums — Original composition, scoring, arrangement, full-service production, mixing and mastering for musicians, bands and albums — production for a release. Media production for third parties is offered through CEMI Media, not by MaiMusic.
- Distribution and release marketing — Worldwide release, distribution and promotion for the artists MaiMusic works with, on royalty terms written to return more of each play to the artist than a standard distributor's. No rate or split is published.
- MaiMusic listening platform and artist spaces — A listening platform with accounts, playlists, analytics and royalty transparency, and a dedicated home for every artist on the roster. Free to listeners; funded as infrastructure.

GAIN CREATORS

- Worldwide release and promotion, and rights management and royalty administration as a service.
- A label whose roster is composed as a portfolio, so a new act is signed into an unfilled role rather than into competition with the others.
- No split, rate or term is published: they are agreed per artist, and are not public.

PAIN RELIEVERS

- Artist development and A&R, with full album and single production, mixing and mastering.
- Every artist gets a dedicated home with direct channels to fans, so no intermediary owns the relationship.
- Worldwide release, distribution and promotion on terms written to return more of each play to the artist than a standard distributor's; no rate or split is published.
- The artist catalog pays royalties directly to the people who made the music, with royalty transparency on the platform.

Customer profile



Value Proposition Canvas — Venues and hospitality

MaiMusic · Segment: Venues and hospitality

Value map

PRODUCTS & SERVICES

- Royalty-free AI catalog licensing — An ever-growing library of music composed with AI, cleared for commercial use, licensed per project or by subscription.
- Artist catalog licensing — Artist-approved music from the MaiMusic catalog, licensed for business premises and for a business's own content, where every play pays royalties directly to the people who made it.
- MaiMusic listening platform and artist spaces — A listening platform with accounts, playlists, analytics and royalty transparency, and a dedicated home for every artist on the roster. Free to listeners; funded as infrastructure.

GAIN CREATORS

- The whole released catalog is public and playable, across more than fifteen genres, so the fit with the room can be heard before anything is signed.
- Per-project or subscription licensing, chosen by the buyer rather than imposed.
- Royalty transparency on the platform: what the room plays, and what it paid the artist, are visible rather than asserted. No price is published; the licence is quoted on request.

PAIN RELIEVERS

- Two catalogs to choose between: an ever-growing royalty-free AI catalog cleared for commercial use, and artist-approved music from the artist catalog — per project or by subscription.
- On the artist catalog the royalties go straight to the people who made the music, with no collecting society in between. MaiMusic's position is that a venue should pay less for that than a standard collector charges; no rate is published, so no figure is quoted here.
- Clearance is part of the licence rather than left to the buyer to work out, and every enquiry is answered directly because there is no rate card to hide behind.

Customer profile

GAINS

- Cleared music at a cost a small business actually carries.
- A subscription rather than a negotiation per use.
- Knowing the money reaches the people who made the music.

PAINS

- A collecting society's tariff, charged whether or not the music suits the room.
- No clear answer on what the licence actually covers, and no appetite for the risk.
- Free tracks from the internet with terms nobody has read, or a playlist that sounds like every other room.

CUSTOMER JOBS

- Play music in the room — a bar, a restaurant, a shop, a hotel — and be safely licensed for it.
- Put music on the business's own content without a legal department.
- Know what the music costs each month, and not be surprised by it.

Value Proposition Canvas — CEMI initiatives (internal ecosystem)

MaiMusic · Segment: CEMI initiatives (internal ecosystem)

Value map

PRODUCTS & SERVICES · Music for CEMI Media productions — Catalog licences and commissioned music supplied inside the group to CEMI Media, the ecosystem's media-production initiative. Film, advertising, jingle and company work is contracted with CEMI Media, which brings MaiMusic in for the music; MaiMusic's relation to that work is internal, not a third-party sale. · Royalty-free AI catalog licensing — An ever-growing library of music composed with AI, cleared for commercial use, licensed per project or by subscription. · Artist catalog licensing — Artist-approved music from the MaiMusic catalog, licensed for business premises and for a business's own content, where every play pays royalties directly to the people who made it.	GAIN CREATORS · A public, playable catalog across more than fifteen genres — heard and chosen without a briefing cycle. · Commissioned music from the production house when a piece deserves its own theme rather than a licensed one. · The ecosystem route is accounted as an internal cost centre, not as a sale; nothing about it is published as a price. PAIN RELIEVERS · MaiMusic is the CEMI.ai group's music initiative, so sister initiatives reach the catalog on internal terms; no internal price is published. · Film, advertising, jingle and company production is contracted with CEMI Media, which brings MaiMusic in for the music — so the group's media work has one owner and the music has one source. · The royalty-free AI catalog is cleared for commercial use and can be chosen the same day it is heard.
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Customer profile

GAINS · A catalog reachable on internal terms, at the group's own cost rather than a market price. · Commissioned music from inside the group when nothing in the catalog fits. · A clean division of labour: CEMI Media contracts the media work, MaiMusic supplies the music.	CUSTOMER JOBS · Score a CEMI production — a film, a campaign, a company piece, a launch video — with music that is cleared. · Keep the group's media work supplied from inside rather than bought outside. · Ship on the production's schedule, not on a licensing cycle.
PAINS · External licensing costs cash and time the production does not have. · Third-party terms nobody in the group controls, on work the group will publish. · Music sourced piece by piece from wherever, with no consistency across the group's output.	