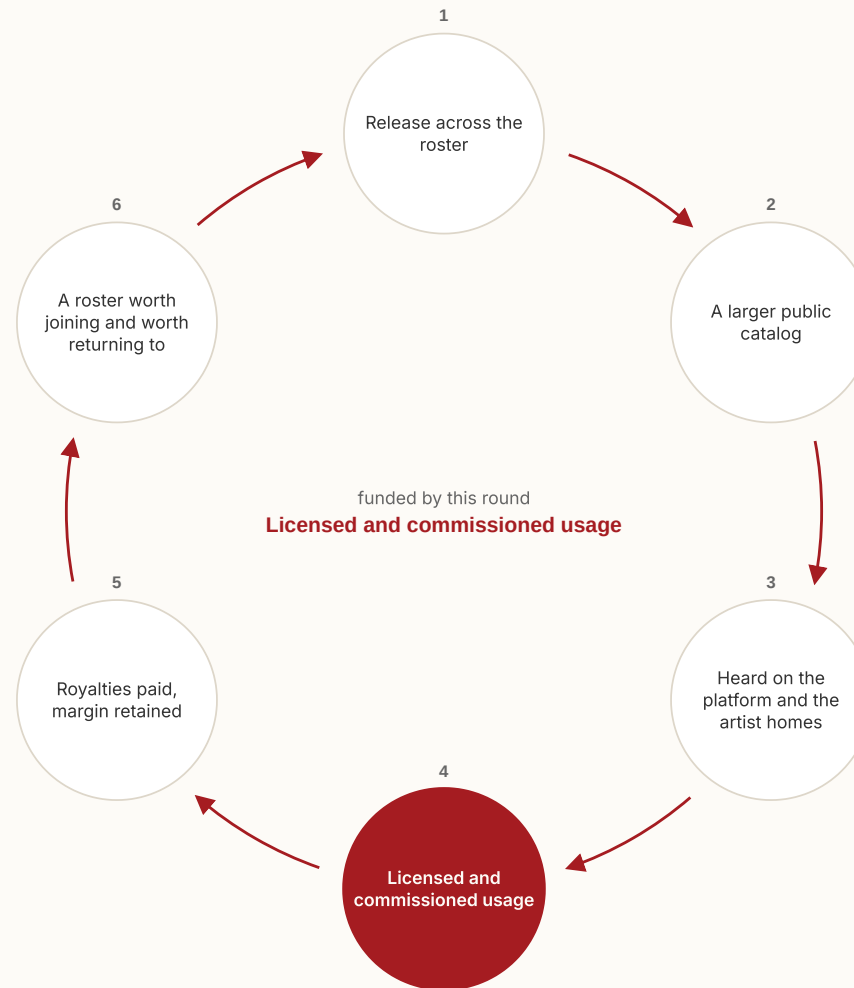


Business flywheel

MaiMusic



Business flywheel · MaiMusic · generated from the business profile / growth.json on 2026-09-13

The customer funnel

The stages from first contact to a paying customer and on to expansion. Every stage is named. No figure is attached to any of them, because MaiMusic publishes none and this page does not invent one.

STAGE	FIGURE	BASIS
Reached — the free educational surface, the public catalog and the artist homes	Not published	Plan assumption
Listening — a first play on the platform	Not published	Plan assumption
Registered — an account with playlists, history and royalty transparency	Not published	Plan assumption
Enquiry — a licensing, production, consulting or training request	Not published	Plan assumption
First paid engagement — a licence, a commission, a consulting engagement or a cohort	Not published	Plan assumption
Repeat and expansion — a returning buyer, a subscription, a broader publishing relationship	Not published	Plan assumption

Where the company’s own records support a conversion figure, it is available to investors on request. Nothing on this page is a measurement.

Roadmap

MaiMusic · Runway 18 months · periods derived from ROUND.runway · forward-looking statements

	Month 1–6 after close	Month 7–12 after close	Month 13–18 after close
PRODUCT	• Release cycle restarted across the roster: production, mastering, artwork, metadata, delivery. catalog ◆ Rights workstream stood up: clearance, registration and metadata discipline on the released catalog. rights • Player, artist homes and catalog delivery hardened for licensed use. platform	• Second release wave, with sync-ready masters and stems as a standard deliverable. catalog ◆ Royalty administration operating as routine: works registered, plays tracked, payouts made. rights	• Catalog grown until coverage across genres and world regions is a licensing argument rather than a claim. catalog • Rights and payout rails proven at volume rather than at sample size. rights • Platform cost per additional listener held near the cost of the bytes. platform
MARKET	◆ First dedicated commercial capacity in place; sync, brand and licensing outreach begins. commercial	◆ Licensing pipeline worked from enquiry to signed licence, on both catalogs. commercial • Commissioned production engagements taken on for media, brand and agency buyers. commercial	◆ Repeat and expansion: returning buyers, subscription licensing, broader publishing relationships. commercial
TEAM	• The small human core and the AI production system operating the release cadence together. catalog	• Consulting and training delivered against the enquiries the free educational surface generates. commercial	• Roster expanded where a strategic role is unfilled, never because an act happens to be available. catalog
FINANCE	◆ Round closed — in full or at the minimum viable close — and the reserve set aside unallocated. reserve	• Licensed income recognised and revenue concentration tracked per line and per buyer. commercial	◆ Runway ends with a next-round or self-funding decision taken on evidence rather than on hope. reserve

Use of funds: Catalog and artist development 35% · Rights, licensing and royalty administration 20% · Audience and commercial development 20% · Platform and infrastructure 15% · Reserve 10%
Roadmap · MaiMusic · generated from the business profile / growth.json on 2026-09-13