

# HALFMOON

## **Innovative AI-Driven Predictive Analytics and Programmatic Advertising Tools for Songs and Books**

**We unearth hidden gems in both songs and books with our proprietary AI Predictive solutions and then maximize their reach and profitability with our unique AI programmatic marketing and advertising platform**

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# COMPANY PURPOSE

## The Idea

Halfmoon is transforming the music and book marketing industry with cutting-edge AI technology. We specialize in discovering hidden talents in singing and writing, securing their distribution and publication rights, and leveraging our AI-driven programmatic marketing strategies to promote these works effectively. By targeting specific genres, we ensure rapid and profitable engagement, providing a platform for artists to reach their full potential, build loyal fan bases of satisfied enthusiasts, and for investors to see substantial returns.

## The Mission

At Halfmoon, we leverage cutting-edge AI technology to unearth and promote hidden talent in music and literature for maximum reach, audiences enjoyment, and profitability.

**Our cutting-edge AI solutions reinvent the discovery and marketing steps to bring new products to music and books enthusiasts.**





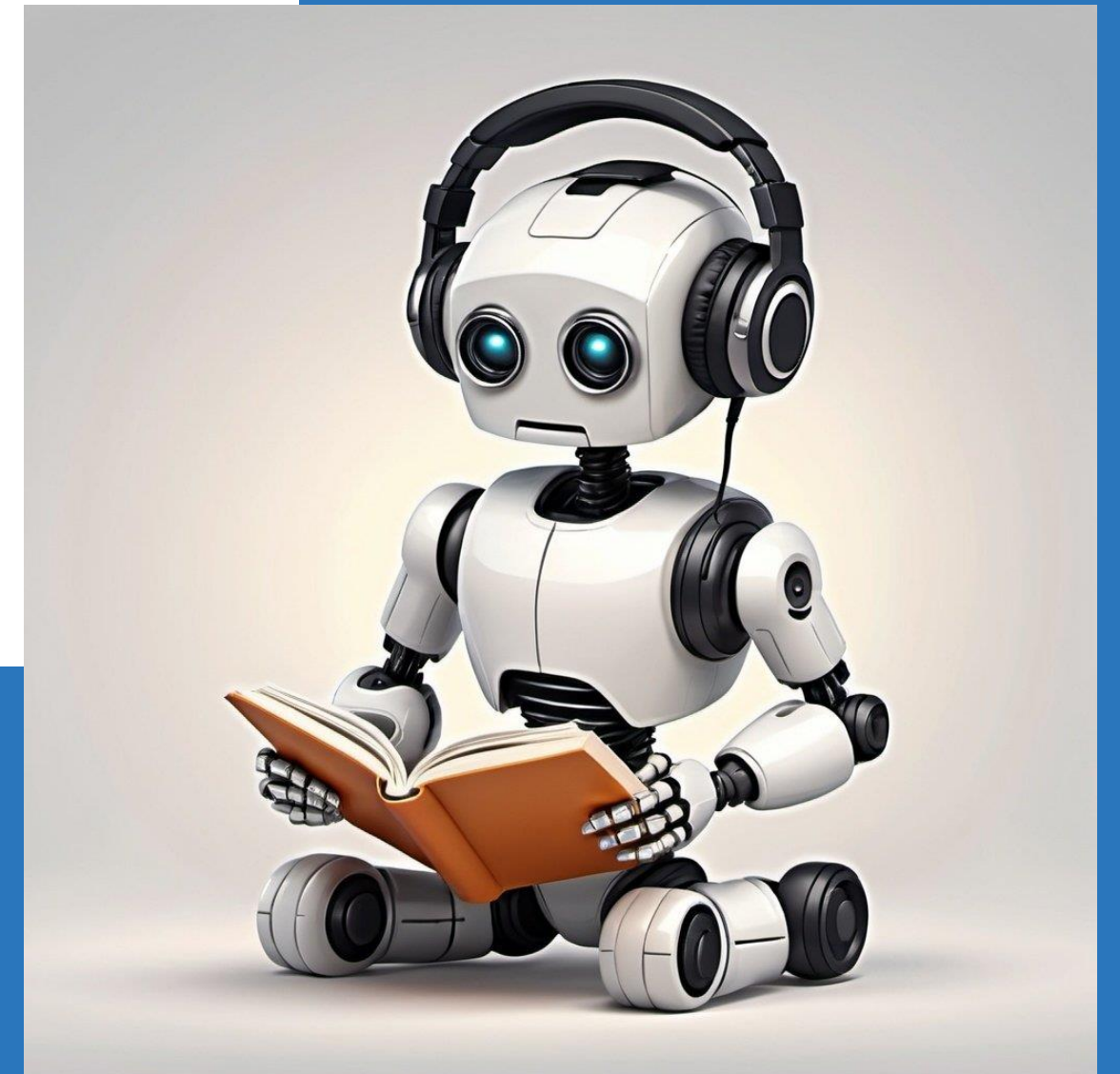
# CUSTOMERS

## **Music and Books Enthusiasts:**

These are avid listeners and readers who crave the latest releases in their favorite genres. They prefer a curated experience that allows them to discover new songs and books effortlessly, without the need to sift through countless reviews, blogs, playlists, or podcasts to find the content they will love.

## **Industry Professionals:**

Book publishers, independent and major record labels, music producers, artists, singers, and authors who aim to efficiently promote their work to targeted audiences. They seek innovative solutions to maximize their reach and impact within their respective markets, building communities and sustainable, loyal fan bases.



# PROBLEMS

In the music and book publishing industries, many talented artists and writers struggle to gain recognition and reach their target audiences. Traditional methods of discovering and promoting new talent are often inefficient and biased, leading to a low success rate for new releases.

## 1 – Unpredictable Success Rates

Currently, the industry lacks a smart, reliable, data-driven system to accurately predict and ensure the success of new artists, writers, songs, or books. Decisions are often subjective, relying heavily on the personal judgment and experience of individuals, leading to inconsistent results and a high rate of failure. This inefficiency stifles potential talent and wastes valuable resources, highlighting the urgent need for a proven, repeatable solution.

## 2 – Inability to Target Niche Genre Audiences

Despite the availability of advanced programmatic advertising platforms, there is a significant gap in technology tailored specifically for targeting the right audiences within niche genres at the right time, and in the right mood. Current solutions fail to effectively connect new artists, writers, songs, and books with passionate genre-specific fans. This disconnect results in missed opportunities and inefficiencies in promoting fresh talent to the audiences most likely to appreciate and support them.

**Competitors  
Are Still  
Marketing to  
The Many to  
Find the Few**





# SOLUTIONS - 1

Halfmoon's **AI-driven predictive analytics system**, offers a unique, scalable solution that addresses the core challenges of unpredictability and specific audience targeting in the music and book industries. This strategic approach not only enhances the success rate of new content but also drives significant growth and market expansion for creators and publishers.



## AI-Driven Predictive Analytics for Music and Books

**To address the problem of Unpredictable Success Rates**, our advanced AI solutions rigorously analyze new songs and books to predict their success and appeal to specific music and book enthusiasts. By leveraging sophisticated algorithms, we provide instant, unbiased, and insightful feedback, ensuring that only the most promising content reaches the right audiences. This data-driven approach significantly increases the likelihood of success for new artists and writers.

### Unique Approach

Our unique approach leverages advanced artificial intelligence and machine learning to create a predictive analytics system specifically tailored for the music and book industries. By focusing on the specific needs of these creative markets, we provide a solution that not only predicts success but also optimizes content promotion, ensuring the right audiences engage with the best new talent.

### Growth and Scalability

Our AI-driven system is designed to scale effortlessly, adapting to increasing volumes of data and expanding into new genres and markets. By continuously refining our algorithms based on user feedback and market trends, we maintain a competitive edge and drive sustainable growth. This scalable approach allows us to handle a growing number of songs and books while maintaining high accuracy and relevance in our predictions.



# SOLUTIONS - 2



Our **precision targeting strategy**, offers a unique, scalable solution that effectively addresses the challenge of reaching niche genre audiences. Our AI-powered programmatic advertising solutions enhance the relevance and effectiveness of promotional campaigns, driving significant growth and scalability for new artists and writers. This approach not only ensures efficient use of marketing resources but also maximizes audience engagement and conversion rates, leading to sustained success in the competitive music and book industries.

## Precision Targeting for Niche Genre Audiences

To address the problem of not having solutions to target niche genre audiences, our AI-powered programmatic advertising solutions pinpoint the optimal audiences for new songs and books. By strategically planning targeted advertising campaigns pre-launch, we enable micro-targeting and retargeting of specific audiences based on their online purchases, behaviors, moods, locations, visited sites, subscriptions and other relevant data. This ensures highly personalized and effective promotion, connecting niche genre content with the audiences most likely to engage and support it.

### Unique Approach

Our unique approach leverages AI-powered programmatic advertising solutions designed specifically to identify and target niche genre audiences for new songs and books and support a proprietary songs and books discovery app, HALFMOON DISCOVER™ to build communities of enthusiasts. By utilizing advanced data analytics and machine learning, we create highly personalized and effective advertising campaigns that connect niche content with the right audiences. This approach ensures that new artists and writers can reach their most engaged fans efficiently and effectively.

### Growth and Scalability

Our strategy is built on scalable technology that can handle increasing volumes of data and expand into new genres and markets. As our AI algorithms continuously learn and adapt from ongoing data, they improve in accuracy and relevance, driving sustained growth. This scalability allows us to manage a growing number of campaigns and maintain high effectiveness in targeting niche audiences across various platforms.



# SOLUTIONS SUMMARY



## AI Predictive Analytics Tools

**Identify market genres and predict the success potential of new songs and books.**

Our expertise augmented with AI predictive solutions allows us to bring new songs and books that have the greatest potential for success to the right audiences.

We leverage advanced machine learning algorithms to analyze various factors, including market trends, content quality, and audience preferences, to predict the success potential of new songs and books.

We provide artists and writers with actionable insights to refine their work and increase their chances of success.



## AI-Driven Programmatic Advertising

**Automate ad placement and optimize campaigns in real-time to reach specific genre enthusiasts.**

Our proprietary AI enables us to reach very specific target audiences matching our songs and books to enthusiasts of particular genres.

We utilize AI to automate the placement of ads across multiple platforms, including social media, search engines, and streaming services.

We optimize ad spend by targeting the most relevant audiences based on their online behavior and preferences.

We deliver tailored marketing messages and build strong communities around our artists and writers.



## Recording and Publishing

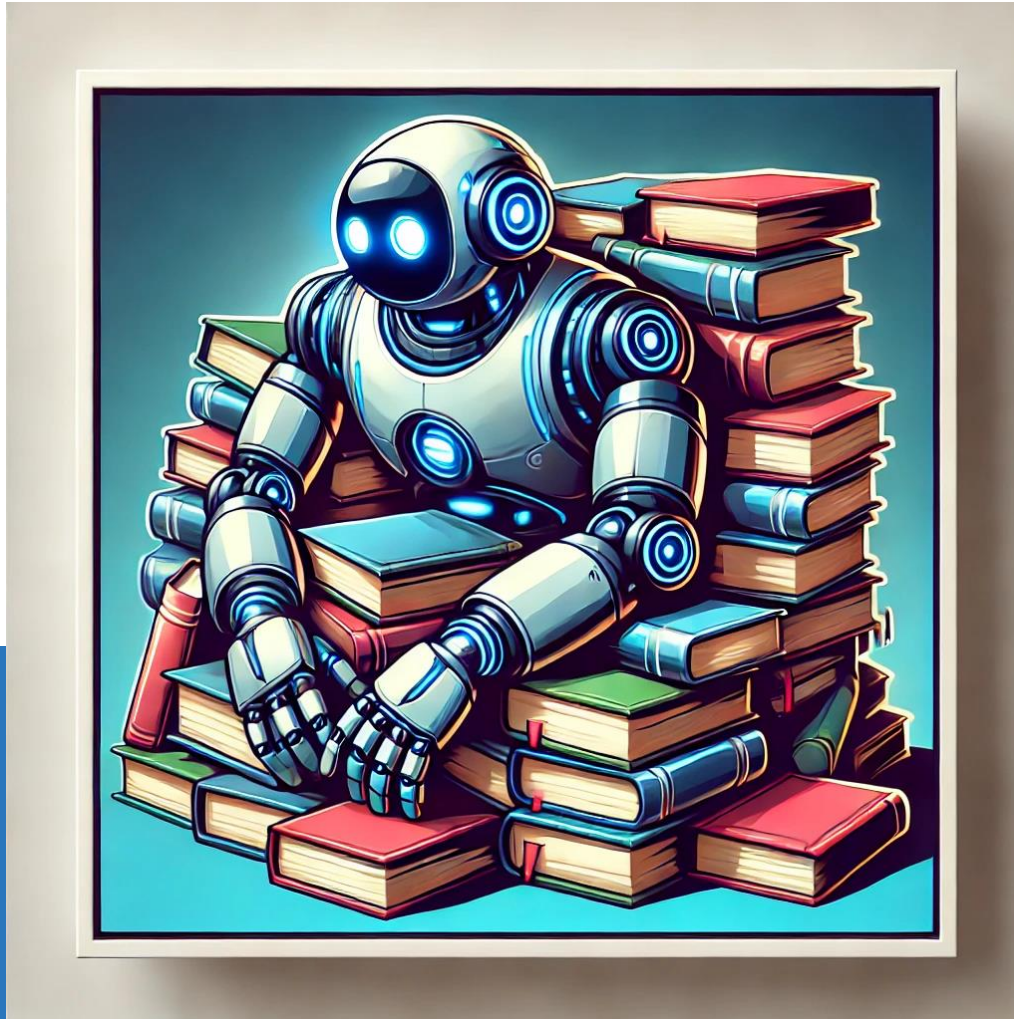
**High-quality editing, production, and distribution, coupled with robust rights management.**

We offer end-to-end solutions, from the creation and recording of music and books to their promotion, distribution, monetization, and monetization of related merchandise, ensuring a streamlined and efficient process for managing an artist's career and maximizing their revenue potential.

We manage distribution channels for both digital and physical formats, ensuring wide availability on major platforms like Amazon, Spotify, and Apple Music.

We handle copyright registration, licensing, and royalty management to protect intellectual property rights.

# WHY NOW



**According to Epsilon, 80% of consumers are more likely to make a purchase when brands offer personalized experiences.**

## **AI Advances**

Our AI solutions benefit from the convergence of advanced technology, abundant data, growing market demand, investment interest, and a supportive ecosystem. The sector we are focused on has unmet needs and problems that our AI solutions can solve. We have a unique value proposition for our market.

## **Audiences Preference and Readiness**

Online users prefer to be served advertising about products they love and need. Personalized and relevant ads enhance the user experience, increase engagement, build trust, and ultimately drive higher conversion rates. By leveraging data and technology to deliver tailored advertising, brands can meet consumer expectations and achieve better marketing outcomes.



# VENTURE SCALE - 1

OUR CUSTOMERS COME FROM EVERYWHERE



The global music and book publishing markets are vast and growing. With increasing demand for innovative marketing solutions, Halfmoon is uniquely positioned to capture a significant share by providing data-driven, personalized services that traditional methods lack.

Books and songs have the potential to be universal due to their ability to convey common human experiences, emotions, and themes. Through translation, adaptation, and technological advancements, the reach of books and songs can be significantly expanded, allowing them to connect with a global audience.

## Total Available Market (TAM)

The total available market (TAM) for a company operating in both the music and book publishing industries is substantial, ranging from approximately \$180 to \$200 billion annually. This combined TAM provides a significant revenue opportunity, highlighting the potential for growth and profitability in these dynamic and evolving markets.

## Serviceable Available Market (SAM)

The Serviceable Available Market (SAM) for a music and book publishing company in the US and English-speaking countries (UK, Canada, Australia, and New Zealand) is approximately \$52.71 billion annually. This estimate considers the revenues specific to these regions and provides a focused view of the market opportunity available to Halfmoon.

## Serviceable Obtainable Market (SOM)

The Serviceable Obtainable Market (SOM) for a company focusing on singer-songwriters and fiction book writers in the US and English-speaking countries is estimated to be approximately \$17.785 billion annually. This estimate accounts for the specific market segments and the proportion of the SAM that Halfmoon can realistically capture based on genre popularity and market distribution.

# VENTURE SCALE - 2

**Current market trends** strongly support the adoption and growth of AI predictive systems and programmatic advertising for songs and books. The increasing demand for personalized content, the rise in digital media consumption, and the shift towards data-driven decision-making create a fertile ground for these technologies to thrive. As businesses continue to invest in AI and integrate it into their marketing strategies, the effectiveness and prevalence of AI-driven predictive systems and programmatic advertising are set to expand, driving growth and innovation in the music and book industries.

## 1. Growing Demand for Personalized Content:

Consumers increasingly seek personalized experiences tailored to their tastes and preferences.

## 2. Explosion of Digital Media Consumption:

There is a significant increase in the consumption of digital media, including streaming music and eBooks.

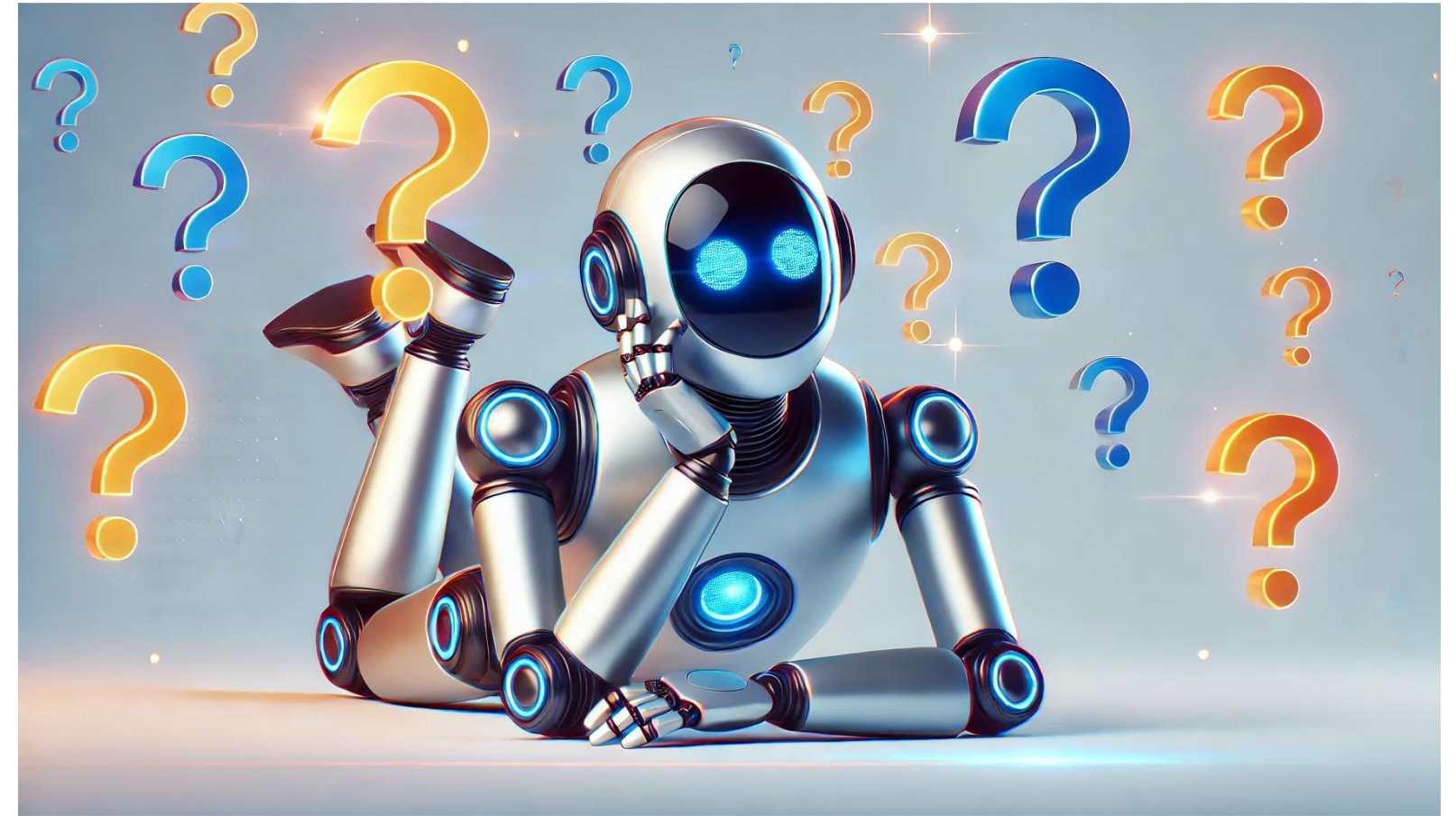
## 3. Shift to Data-Driven Decision Making:

Businesses across industries are increasingly relying on data-driven strategies to make informed decisions.

## 4. Increased Investment in AI Technologies:

There is substantial investment in AI research and development, leading to more advanced and accessible AI technologies.

## Market Trends



## 5. Rise of Subscription-Based Models:

Subscription services like Spotify, Apple Music, and Kindle Unlimited have become popular, generating continuous user data.

## 6. Proliferation of Content Creation:

There is an explosion in the number of new artists and writers due to the ease of digital content creation and distribution.

## 7. Integration of AI in Marketing Strategies:

Companies are increasingly integrating AI into their marketing strategies to enhance efficiency and effectiveness.

## 8. Consumer Expectation of Instant Gratification:

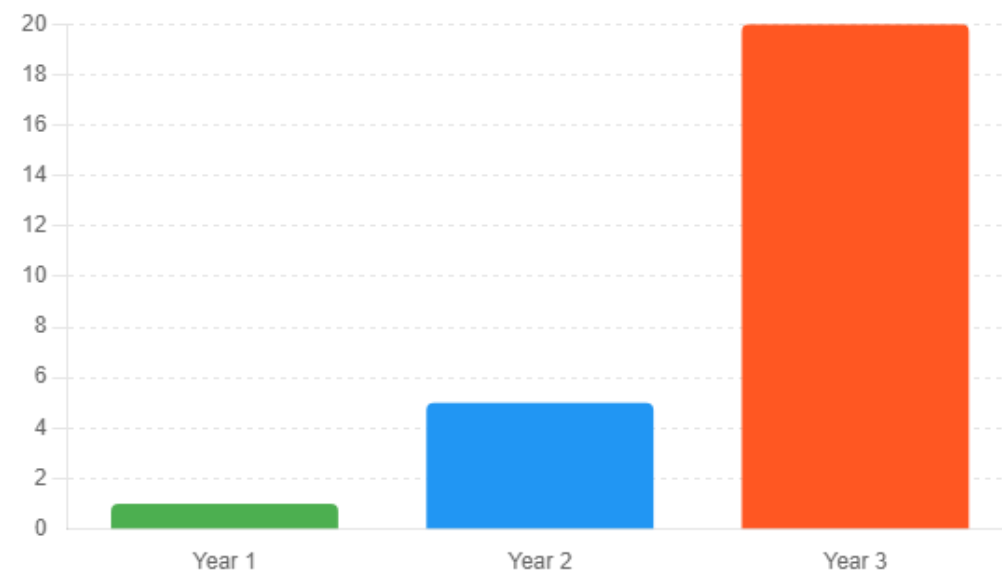
Modern consumers expect quick and easy access to content that meets their interests.



# VENTURE SCALE - 3

## Revenue Projections

Y = Revenue (in Millions) by X = Years



- Year 1: \$1 Million
- Year 2: \$5 Million
- Year 3: \$20 Million

## Revenue Streams (See Business Model)

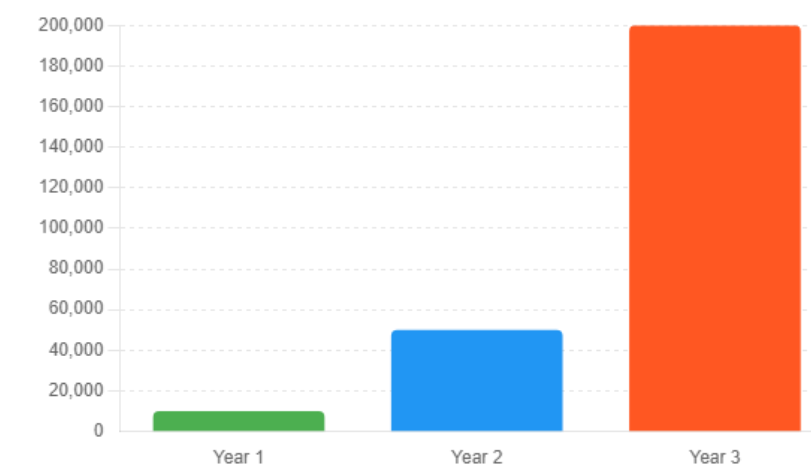
- Revenue from selling books and music.
- Recurring revenue from premium membership or subscription services.
- Income from licensing songs and books in movies, TV shows, advertisement.
- Income from percentage of ticket sales, merchandising from signing artists and writers to 360 degrees deals.

## Scalability

- Scalable technology infrastructure with low marginal costs per additional user.
- Can handle increasing volumes of data with high efficiency and expand into new genres and markets.
- Capable of serving clients globally with minimal incremental costs.
- Can manage a growing number of artists, writers, songs, books and campaigns and maintain high effectiveness in targeting niche audiences across various platforms.
- Seamless integration across various platforms including social media, search engines and streaming services.
- Minimizes manual intervention, allowing for scalable operations.

## Customer Growth Projections

Y = Number of Users by X = Years



Year 1: 10,000 - Year 2: 50,000 - Year 3: 200,000

# COMPETITION - 1

## Precision Targeting for Niche Genre Audiences

Programmatic advertising solutions are widely available, but there is a significant gap in features that allow for the precise targeting of niche audiences passionate about specific music and literary genres.

Some level of this targeting can be achieved with current solutions, but not as effectively or comprehensively as we propose to achieve.

Competitors provide extensive targeting features, including demographic, geographic, behavioral, and interest-based targeting. It includes major players like Google Ads, Meta Ads, and various Demand-Side Platforms (DSPs) such as The Trade Desk, MediaMath, etc. Some platforms allow for a level of targeting through custom audiences, interest-based targeting, and integration with third-party providers. (Criteo, Amobee, AppNexus, Genius Monkey, AdRoll, Turn.)

By leveraging advanced algorithms, machine learning, and AI, we believe we can significantly enhance songs and books recommendations. Incorporating rich user data, real-time personalization, and user feedback ensures that recommendations are accurate and relevant.



## OUR STRATEGY FOR SUCCESS

- Hybrid collaborative and content-based filtering models.
- Deep learning models to capture complex patterns.
- Reinforcement learning to continuously improve recommendations.
- Detailed user data, including interaction history, preferences, and ratings.
- Data from various sources such as social media, browsing history, purchases.
- Explicit and implicit feedback.
- Real-time personalization.
- Social proof and data from community interactions.
- Continuous monitoring.



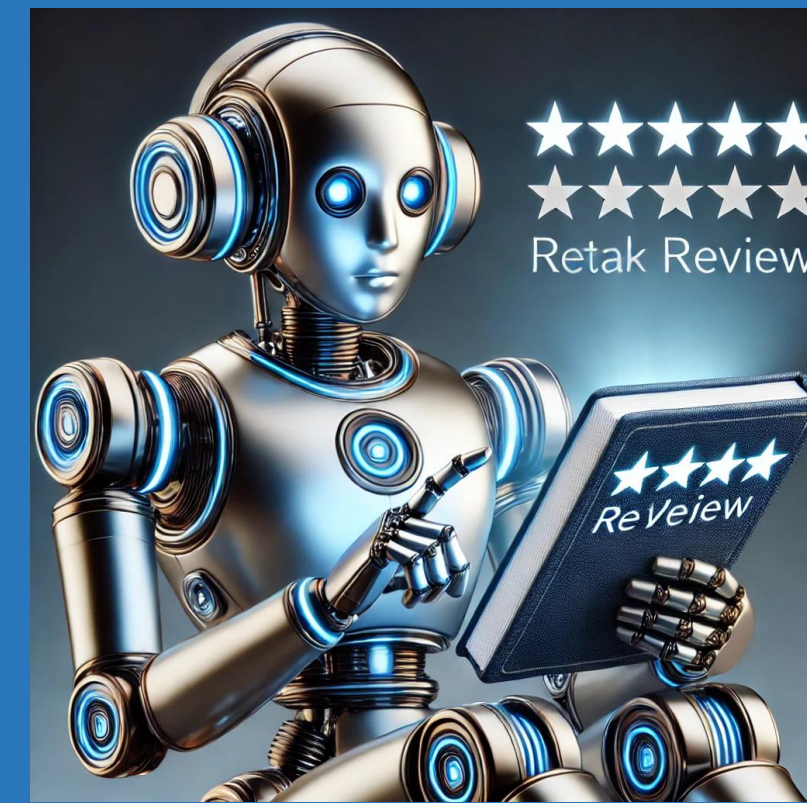
# COMPETITION - 2

## AI Songs and Books Rating

While some predictive AI rating systems for songs and books provide insights into engagement, content quality, and potential performance, they primarily analyze finished products already in the marketplace, with limited focus on pre-release predictions. There is a clear need for predictive AI solutions that evaluate potential success prior to release.

Available systems often provide insights based on existing engagement data, reviews, and user interactions with the content. Examples include platforms like Musiio for music and algorithms used by streaming services to recommend content.

Other competitors include Intellogo, Authors A.I., Inkitt, Chartmetric, SoundOut, Next Big Sound, NYTimes Best Sellers list, word-of-mouth, book clubs, libraries, and bookshops.



## OUR STRATEGY FOR SUCCESS

- Gather data on past songs and books, including their content features (e.g., lyrics, melodies, genres) and performance metrics (e.g., sales, streams, reviews).
- Label the data with relevant information, such as genre, sentiment, key themes, and engagement metrics.
- Identify and extract relevant features from the data. For songs, this could include tempo, key, melody patterns, and lyrical themes. For books, consider narrative structure, writing style, and thematic elements.
- Unique selection of machine learning algorithms to create Halfmoon's predictive model.
- Continuously monitor the performance of the system in the real world.

# COMPETITION - 3

## Music and Book Publishing

The independent music and book publishing sectors are vibrant and diverse, providing essential platforms for emerging and established artists and authors. These companies often emphasize creative freedom, personalized service, and niche market focus.

AI systems are integral to modern marketing strategies in the music and book publishing industries. They provide valuable insights, automate processes, and enhance personalization, ultimately driving better engagement and higher sales. As AI technology continues to evolve, its role in these industries is expected to grow, offering even more sophisticated tools and techniques for marketing and promotion.

**Warner Music Group:** Implements AI to analyze song structures and predict hit potential.

**Penguin Random House:** Utilizes AI for market analysis and to optimize its digital marketing strategies.



## OUR STRATEGY FOR SUCCESS

- Halfmoon offers artists and writers a comprehensive suite of services typical of a traditional music and book publishing company, enhanced by our advanced AI predictive and programmatic advertising solutions. These AI-driven tools are specifically tailored to their unique genres, ensuring targeted and effective promotion.
- Comprehensive suite of traditional services: manuscript and music production, distribution and publishing, marketing and public relations, rights management and legal services, and financial management.
- AI predictive analytics: market analysis, sales forecasting, content evaluation.
- Programmatic advertising: targeted campaigns, real-time optimization, cross-platform integration, personalized marketing
- Genre-specific tailoring: tailored content analysis, trend identification, genre-focused campaigns, influencer partnerships.



# COMPETITION - 4

## HALFMOON UNIQUE COMPETITIVE ADVANTAGE

Halfmoon's approach offers several unique advantages over traditional competitors in the music and book publishing industry:

- 1 - Data-Driven Decision Making:** leveraging AI to make informed decisions based on data rather than intuition, reducing risk and increasing the likelihood of success.
- 2 - Scalability:** AI systems enable scalable operations, allowing Halfmoon to handle a large volume of projects without compromising quality.
- 3 - Efficiency and Cost-Effectiveness:** Automation of marketing and analytical processes reduces costs and improves efficiency, allowing more resources to be directed towards creative development.
- 4 - Continuous Improvement:** AI systems continuously learn and adapt, improving their predictions and recommendations over time.
- 5 - Holistic Support:** By combining traditional services with advanced AI tools, Halfmoon provides comprehensive support to artists and authors, helping them succeed at every stage of their careers.



# WHAT IS HARD

Halfmoon's unique combination of proprietary AI technology, extensive data ecosystem, established relationships with top talent, comprehensive service offering, and commitment to continuous innovation makes it exceptionally difficult for competitors to replicate. Our advanced tools and proven track record provide significant barriers to entry, ensuring that Halfmoon remains a leader in the music and book publishing industries.

## 1 – Proprietary AI Technology:

### a. Advanced Predictive Analytics:

- Halfmoon's AI-driven predictive analytics tools are designed to accurately forecast the success potential of new songs and books. These tools analyze a wide range of factors, including market trends, content quality, and audience preferences, providing insights that are difficult to replicate.

### b. Programmatic Advertising Algorithms:

- Our AI-driven programmatic advertising solutions utilize proprietary algorithms to optimize ad placements in real-time. These algorithms ensure that ads reach the most relevant audiences, maximizing engagement and conversion rates.

## 2 – Established Relationships with Artists and Writers:

### a. Exclusive Talent Network and Proven Track Record:

- Over time, Halfmoon has built strong, exclusive relationships with a diverse pool of talented artists and writers. These relationships are based on trust and successful collaborations, making it challenging for competitors to replicate our network and the quality of talent we attract.

## 3 – Comprehensive Service Offering:

### a. End-to-End Solutions:

- Halfmoon provides a full suite of services, from AI-driven predictive analytics and programmatic advertising to professional editing, production, distribution, and rights management. This comprehensive approach is not only resource-intensive but also requires a deep understanding of both technology and the creative industries.

### b. Personalized Marketing and Community Building:

- Our ability to deliver personalized marketing messages and build strong communities around our artists and writers sets us apart. This requires sophisticated technology and a nuanced understanding of audience behavior, which are difficult for competitors to match.



Halfmoon is revolutionizing the music and book marketing industry by integrating traditional recording and publishing services with cutting-edge AI technology. Our business model leverages AI-driven predictive analytics and programmatic advertising to discover, nurture, and promote new talent in music and literature, ensuring targeted and effective marketing within specific genres.

# BUSINESS MODEL - 1

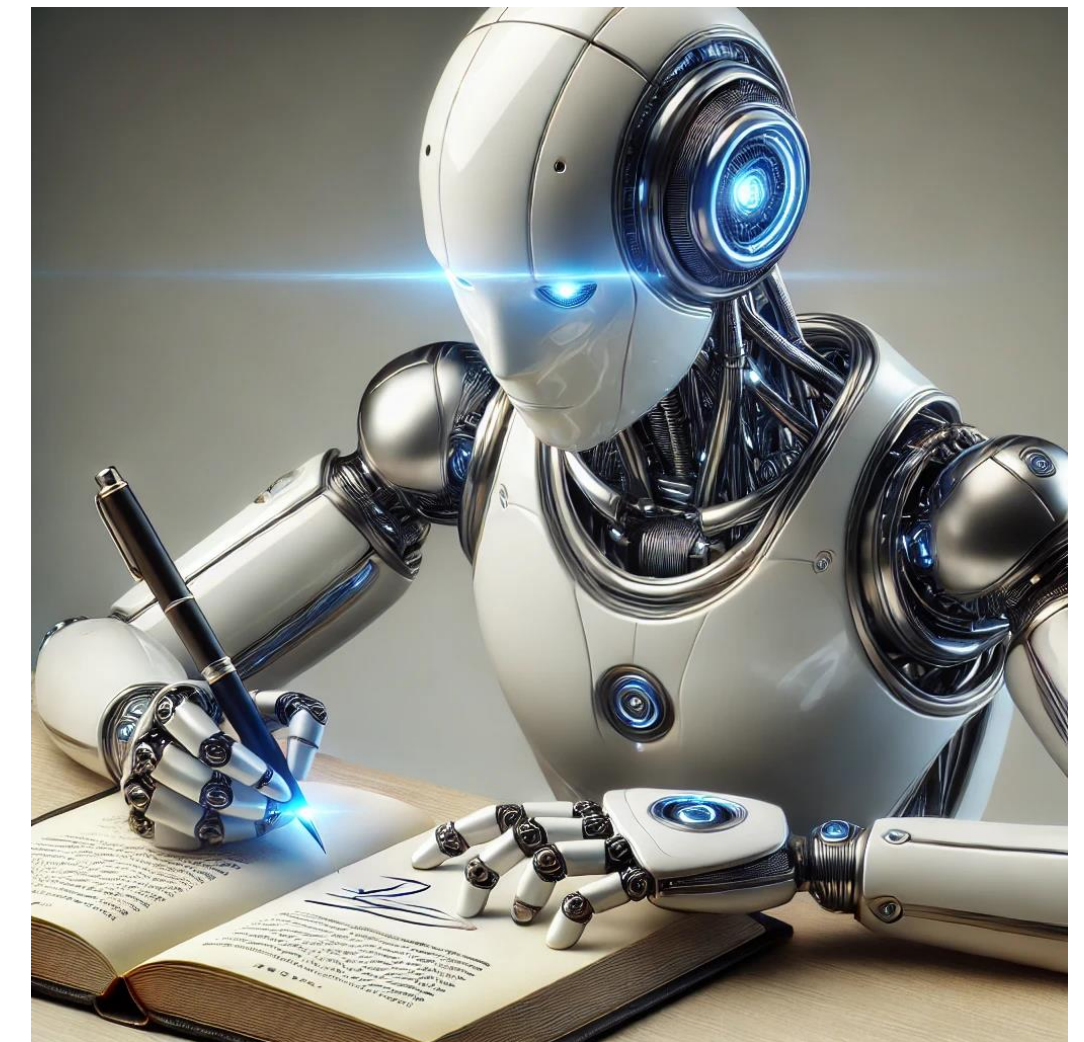
## 1 – KEY COMPONENTS OF THE BUSINESS MODEL:

### A. Talent Acquisition and Development:

- **Discovery:** Utilize AI to analyze market trends and emerging genres to identify potential new artists and writers.
- **Acquisition:** Secure recording and publication rights for promising new talent through partnerships and direct acquisition.
- **Development:** Provide comprehensive support including editing, production, and mentorship to help artists and writers refine their works.

### B. Traditional Recording and Publishing Services:

- **Editing and Production:** Offer professional editing, and production services to ensure high-quality content.
- **Distribution:** Leverage extensive distribution channels to make books and music available on major platforms like Amazon, Spotify and Apple Music.
- **Rights Management:** Handle copyright registration, licensing, and royalty management to protect intellectual rights.







# BUSINESS MODEL - 2

## 1 – KEY COMPONENTS OF THE BUSINESS MODEL (Continued):

### C. AI-Powered Solutions:

- **Predictive Analytics:** Use AI to predict the success potential of new books and music based on historical data, content features, and market trends.
- **Programmatic Advertising:** Deploy AI-driven programmatic advertising to automate and optimize marketing campaigns, ensuring that ads reach the most relevant audiences.

### D. Personalized Marketing:

- **Content Personalization:** Implement AI tools to create personalized marketing messages and content recommendations for individual users.
- **Dynamic Campaigns:** Use real-time data to dynamically adjust marketing campaigns, improving engagement and conversion rates.

### E. Data and Insights:

- **Market Analysis:** Provide detailed market insights and trend analysis to guide strategic decisions.
- **Performance Tracking:** Continuously monitor and analyze the performance of marketing campaigns, using data to refine strategies and improve ROI.



Halfmoon generates revenue through a combination of service bundles, subscription models, and pay-per-service options. We charge for traditional publishing services, access to our AI tools, and ongoing marketing support, ensuring diverse and recurring income streams.

# BUSINESS MODEL - 3

## 2 – REVENUE STREAMS:

### A. Product Sales and Streaming:

- Digital Downloads of songs (mp3s), audiobooks (mp3s), eBooks (pdfs) sold through online platforms (iTunes, Amazon Music, Kindle, Apple Books, etc.) and websites.
- Physical sales of selected products (CDs, Vinyl, soft and hard cover books).
- Streaming of audiobooks and songs on Spotify, Apple Music, Pandora, Tidal, Audible, etc.
- Print-on-demand.

### B. Licensing and Synchronization:

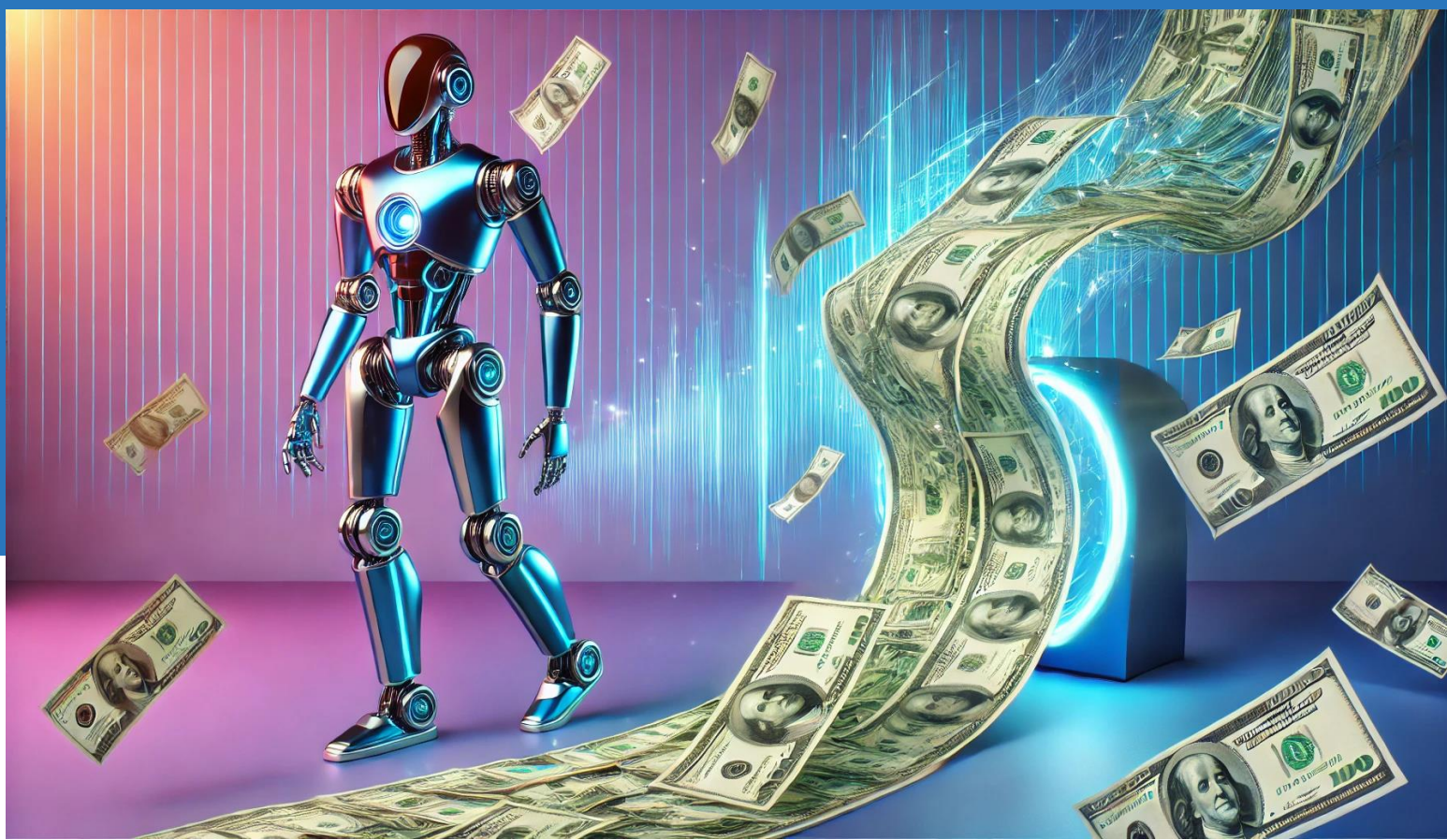
- Commercial licensing music for use in commercials, video games, TV shows, movies, and other media.
- Books translation rights and international publishing rights.
- Books adaptation rights to adapt the books into movies, TV series and other visual media.
- Books excerpt and serialization rights.

### C. Performance Royalties:

- Royalties collected by PROs (like ASCAP, BMI, and SESAC) when music is played in public venues, on the radio, TV, and other public settings.







# BUSINESS MODEL - 4

## 2 – REVENUE STREAMS (Continued):

### D. Merchandising:

- Sales of artist-branded merchandise such as T-shirts, posters, hats, and other items. These can be sold online, at concerts, and through retail partnerships.

### E. Live Performances and Tours:

- Ticket sales, sponsorships and endorsements.

### F. Publishing Royalties:

- Publishing rights, which include mechanical royalties (from physical and digital sales) and performance royalties (from public performances).

### G. Collaborations and Partnerships:

- Collaborations and partnerships with brands for promotional campaigns, exclusive releases, and co-branded products.

### H. Subscription Services and Fan Clubs – Community Building:

- Subscription-based fan clubs or exclusive content platforms where fans pay for premium content, early access, and special privileges.

### I. Subscription Models:

- Subscription-based access to AI tools and marketing services, providing a steady and predictable revenue stream.



# GO TO MARKET STRATEGY

## 1 – Marketing and Outreach:

### a. Digital Marketing:

- Leverage AI-driven programmatic advertising to reach targeted audiences on platforms like Google Ads, Facebook, Instagram, and LinkedIn.
- Use SEO and content marketing to drive organic traffic to Halfmoon’s website.

### b. Social Media Campaigns:

- Create engaging content showcasing success stories of artists and writers who have benefited from Halfmoon’s services.
- Utilize social media channels to build a community around Halfmoon and engage with potential clients and fans.

### c. Influencer Partnerships:

- Partner with influencers in the music and literary communities to promote Halfmoon’s services.
- Use their platforms to reach wider audiences and build credibility.

### d. Public Relations (PR):

- Secure media coverage in industry publications, blogs, and podcasts.
- Issue press releases for major milestones, such as successful pilot program results, new talent signings, and technological advancements.

## 2 – Sales Strategy:

### a. Direct Sales:

- Develop a sales team focused on reaching out to potential artists, writers, and investors.
- Use AI tools to identify and prioritize high-potential leads.

### b. Partnerships and Collaborations:

- Form strategic partnerships with music and book distribution platforms, talent agencies, and marketing firms.
- Collaborate with educational institutions and creative writing/music programs to discover and nurture new talent.

### c. Subscription and Licensing Models:

- Offer subscription-based access to Halfmoon’s AI tools and marketing services.
- Develop licensing deals for distribution and publishing rights.

# TRACTION

## 1 – Achievements and Milestones:

### a. Impressive Streaming Numbers:

- Over 1 million Spotify streams from our roster of artists.
- More than 500,000 YouTube views, demonstrating significant online presence and engagement.

### b. Revenue Generation:

- Modest but growing revenue streams from publishing rights, digital downloads, music streaming and books and merchandise sales.

### c. Song and Book Catalog:

- Acquisition of over 400 songs, including a substantial collection of evergreen Christmas songs that provide recurring annual revenue.
- One book released and two books in preparation.

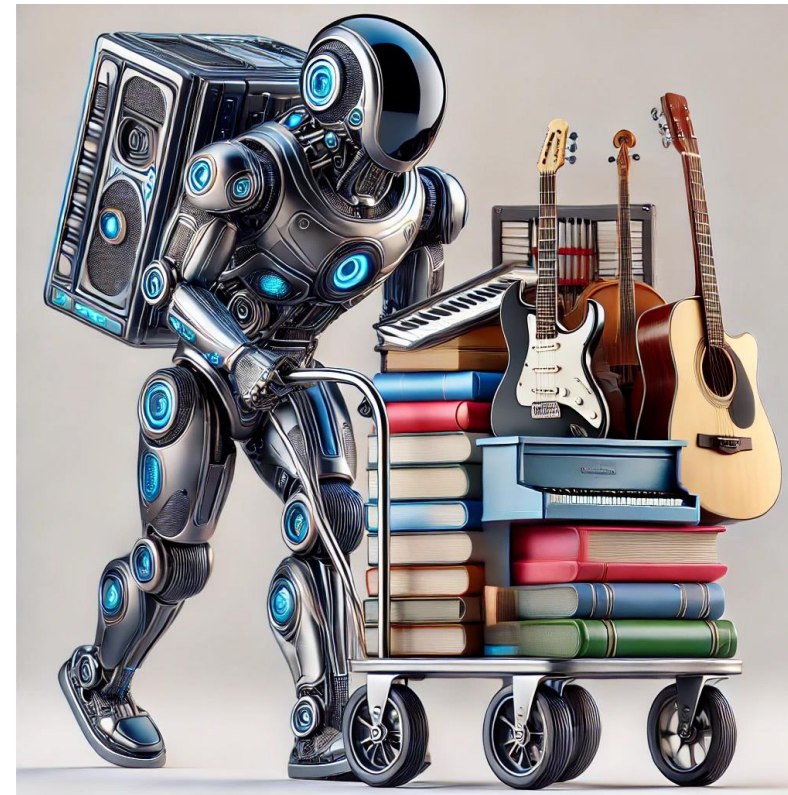
## 2 – Artist and Writer Acquisition:

### a. Proven Talent Acquisition:

- Successful identification and acquisition of talented artists and writers, contributing to our growing catalog.

### b. Strategic Growth Plan:

- A comprehensive list of potential artists and writers ready for contact upon securing additional funding.



## 3 – Future Growth Potential and Technology Development:

### a. Recurring Revenue Streams:

- Christmas song catalog ensures consistent annual revenue, providing a stable financial foundation.

### b. Expansion Plans:

- Plans to expand our catalog and services, leveraging additional funding to scale operations and increase market share.

### c. Innovative Technology Development:

- We have the detail requirements and development roadmap for advanced AI tools designed to identify songs and books with the highest success potential in specific market genres.
- We also have detail requirements and development roadmap to develop AI-driven programmatic advertising solutions tailored to target genre enthusiasts effectively.
- Funding is required to develop and implement these AI technologies, which will enhance our service offerings and drive substantial growth.



# USE OF FUNDS – 1

We are seeking to raise a total of \$7 Million by the end of Q1 2025 to support the development and growth of Halfmoon. This comprehensive allocation ensures that Halfmoon is well-positioned to achieve its strategic goals and deliver substantial returns for investors.

An additional \$43M to grow its publishing catalog through acquisitions as they become available. The company's founder, Jean Louis Pedat has invested \$500,000 thus far and owns 100% of the shares.

## **1 – Technology Development: \$2 Million**

### **a. AI Tool Development: \$1.2 Million**

- Build and refine AI-driven predictive analytics tools to identify songs and books with the highest success potential in specific market genres.
- Develop AI-driven programmatic advertising solutions tailored to target genre enthusiasts effectively.

### **b. Platform Enhancement: \$0.8 Million**

- Integrate advanced data analytics and reporting features.

## **2 – Marketing and Customer Acquisition: \$2.5 Million**

### **a. Digital Marketing Campaigns: \$0.5 Million**

- Launch targeted digital marketing campaigns to attract new artists, writers, and publishers (Social Media, SEO, Content Marketing, Influencer Partnerships).

### **b. Programmatic Advertising: \$1.7 Million**

- Implement AI-driven programmatic advertising campaigns to reach specific genre audiences.

### **c. Brand Awareness: \$0.3 Million**

- Increase brand visibility through public relations, event sponsorships, and industry partnerships.

## **3 – Talent Acquisition and Development: \$1 Million**

### **a. Artist and Writer Acquisitions: \$0.6 Million**

- Identify and secure rights for promising new talents in music and writing.
- Expand the catalog with a diverse range of genres and styles.

### **b. Talent Development Programs: \$0.4 Million**

- Provide comprehensive support, including mentoring, workshops, and resources to help artists and writers refine their work.

# USE OF FUNDS - 2

## 4 – Operational Scaling: \$1 Million

### a. Infrastructure and Technology: \$0.5 Million

- Invest in scalable cloud infrastructure and robust cybersecurity measures.
- Upgrade IT systems and software to support growth.

### b. Human Resources: \$0.3 Million

- Expand the team by hiring key positions in AI development, marketing, sales, and customer support.

### c. Office Expansion: \$0.2 Million

- Open new offices in strategic locations to support geographic expansion.

## 5 – Research and Development: \$0.5 Million

### a. Continuous Innovation: \$0.3 Million

- Invest in R&D to keep Halfmoon's offerings innovative and competitive.
- Explore new technologies and methodologies to enhance AI capabilities.

### b. Market Research: \$0.2 Million

- Conduct ongoing market research to identify trends, customer preferences, and new opportunities.



**HALFMOON is projected to be profitable by year 3 and grow to be valued at \$107M by year 7.**

NOT INCLUDING POSSIBLE CATALOG ACQUISITIONS. We are on a clear trajectory towards profitability and committed to delivering promising returns for our valued investors.



# TEAM

Our team comprises experienced professionals with deep expertise in AI, music, and book publishing. Our founders and key hires have a proven track record of success in their respective fields, ensuring we have the skills and vision to drive Halfmoon forward.

Entrepreneur, business owner, executive in the technology, music and financial industries.

Worked with Bill Aucoin ( Manager of KISS, Billy Idol, Billy Squier, etc.)

Successful singer and songwriter under his artist's name JAY ELLE (chart topping songs, rave reviews, and a 2022 Grammy entry ballot for "Pop Vocal Album")

**Jean Louis  
Pedat  
Founder/CEO/CIO**

Caleb "kbc" Sherman is a business and music studio owner in Nashville where he has recorded and produced many artists. He is an accomplished musician, songwriter and singer.

He currently produces and performs with The Infamous HER, Porter Block, JAY ELLE, etc.

**Caleb "kbc"  
Sherman  
SVP A&R/CTO**

Donna Bodden is a communications expert. She has experience working in corporate communications and marketing. Donna's professional background includes positions at BNY Mellon and NYLife.

Donna is known for her skills in writing and editing, and she has a significant presence on LinkedIn where she shares insights related to her field.

**Donna  
Bodden  
CMO/CCO**

Additionally, Halfmoon currently employs a team of consultants to be considered as permanent team members once funding is secured:

- Philippe Blin, CFO/COO – Finance and Operations (Bull)
- Michael Stover, SVP - Marketing (Sarantos, Tedi Brunetti, Soulful Femme, etc.)
- Paul Loggins, CPO – Promotion (Pink, Alicia Keys, Elton John, etc.)
- Michael Vail Blum, Grammy Winner Producer (Madonna, Kelly Clarkson, Jessica Simpson, etc.)

# SUMMARY – 1

## 1 – Company Overview:

### a. Innovative AI-Driven Solutions:

- Combining traditional record label and book publishing services with advanced AI technology.
- Focused on predictive analytics and programmatic advertising tailored to music and book genres.

### b. Market Validation:

- Over 1 million Spotify streams and 300,000 YouTube views.
- Growing revenue from publishing rights, digital downloads, streaming, and merchandise sales.
- Acquisition of over 400 songs, including evergreen Christmas songs.

## 2 – Investment Highlights:

### a. Round Name:

- Series A.

### b. Round Size:

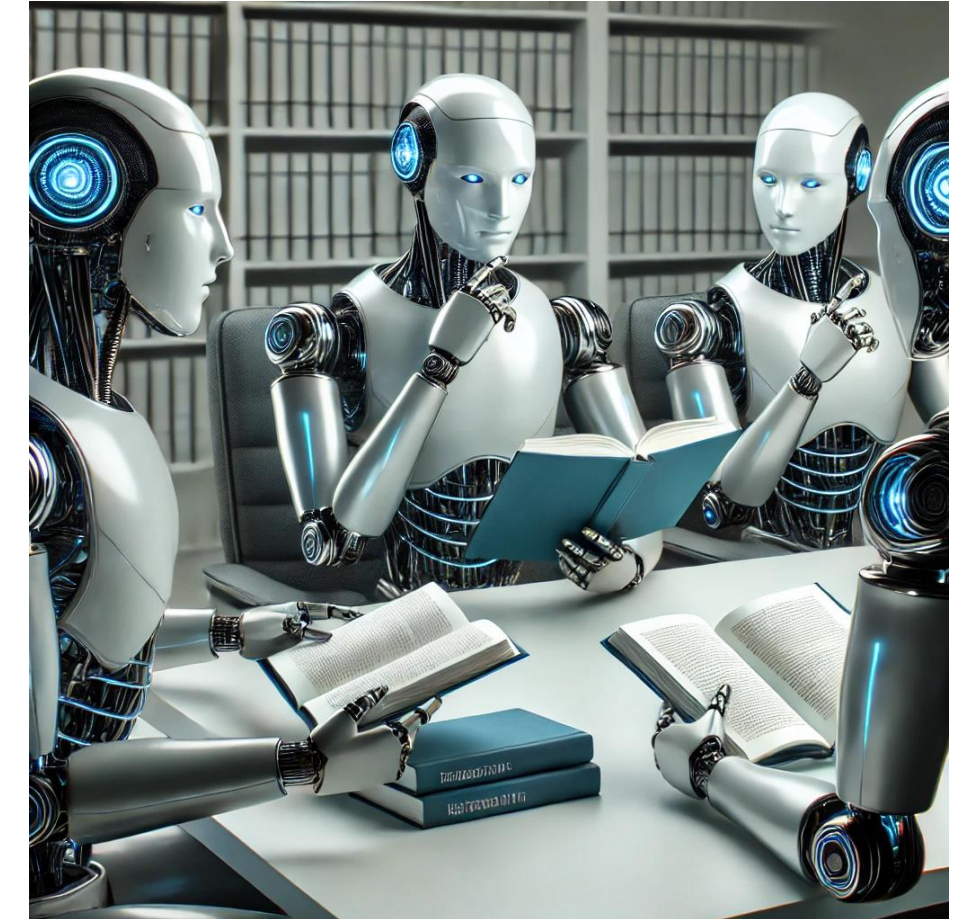
- \$7 Million.

### c. Funding Use:

- **Technology Development:** \$2 Million
- **Marketing and Customer Acquisition:** \$2.5 Million
- **Talent Acquisition and Development:** \$1 Million
- **Operational Scaling:** \$1 Million
- **Research and Development:** \$0.5 Million

### d. Key Milestones:

- Development of AI tools for predictive analytics and programmatic advertising.
- Expansion of artist and writer acquisition efforts.
- Implementation of targeted marketing campaigns to drive customer acquisition and brand awareness.



#### Telephone

917 407 8829

#### Address

148 West 70<sup>th</sup> Street, #8  
New York, NY 10023

#### Website

[www.halfmoonrecordsandpublishing.com](http://www.halfmoonrecordsandpublishing.com)



# SUMMARY - 2

## 3 – Market Opportunity:

### a. Industry Focus:

- Music and Book Publishing.

### b. Growing Demand:

- Increasing need for innovative marketing solutions in the creative industry.

### c. Unique Position:

- Combining AI technology with comprehensive support services to enhance the success of new talent.

## 4 – Why Invest in Halfmoon:

### a. Proven Traction:

- Significant streaming numbers and revenue growth.

### b. Innovative Technology:

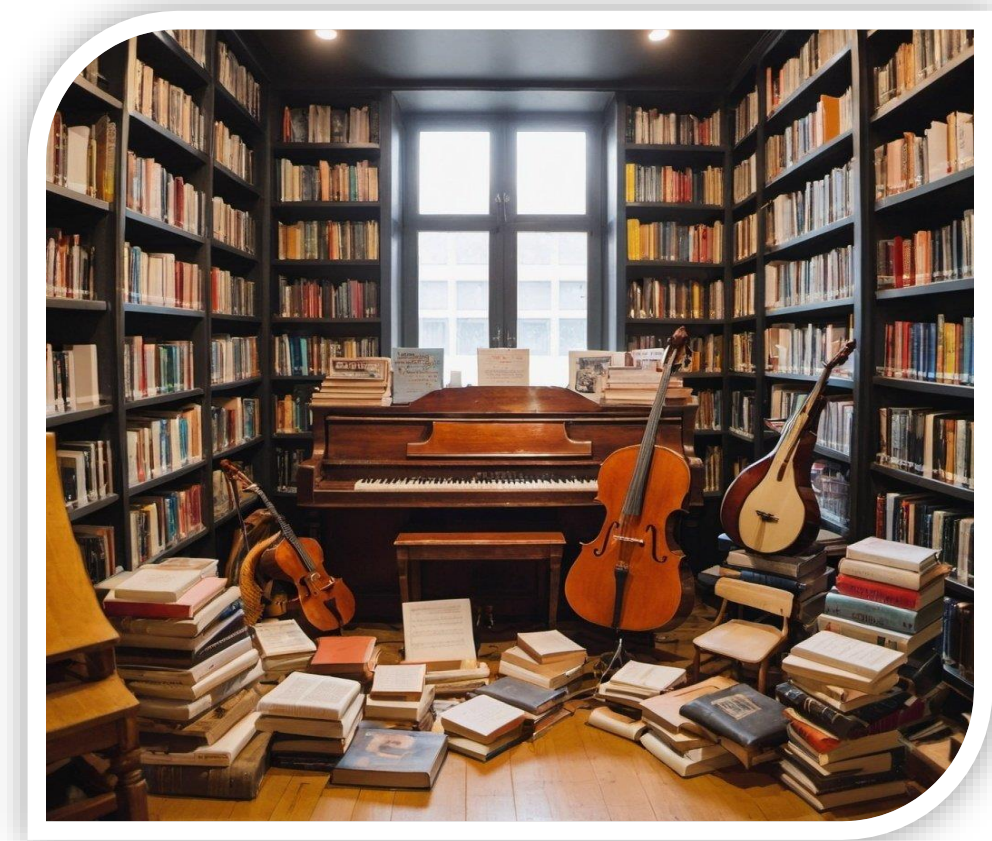
- Cutting-edge AI tools for predictive success and targeted advertising.

### c. Experienced Team:

- Expertise in AI, music, and book publishing industries.

### d. Scalable Model:

- Clear path to market expansion and revenue growth.



We invite you to join us in revolutionizing the music and book publishing industries. With your investment, we can develop groundbreaking AI technologies, expand our market presence, and empower countless artists and writers to achieve their dreams. Thank you for considering this opportunity to invest in Halfmoon.

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