



MAXXIMAL

A NEW **DARING** MUSIC & MEDIA COMPANY
THAT WANTS TO CHALLENGE
THE STATUS QUO IN POPULAR MUSIC

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MISSION STATEMENT

Our goal is to produce, promote and support **TALENTED, UNIQUE** and **HARD WORKING** artists and projects that will challenge the status quo in popular music making a BIG impact in the industry.



MY STORY

My name is Ashley R. Rivas Villagomez A.K.A **MAXXIMO**. I'm a queer independent musician, singer, songwriter and producer (ASCAP), born and raised in Mexico City, where my musical and artistic roots developed, I moved to NYC in the summer of 2013 and I've worked very hard not only to release my original music but to build a small but growing fanbase that I thrive to inspire with my work everyday.





After years of hard work, commitment to my craft and the challenges faced as an independent musician, especially during the pandemic, I decided to create my own imprint, not only to fulfill my music career ambitions but also to help and support the growth of other talented and deserving artists.



My goal and vision is to build a company that is not only profitable but that makes a great impact in the music industry. I believe that now than ever it's time to create a company that sees and values the craft and musicianship of artists and helps them achieve not only recognition but financial stability.

I hope this business plan helps you see my vision, entice you to be part of it and most importantly reminds you that with hard work and passion **ANYTHING'S POSSIBLE.**

A handwritten signature in white ink on a dark background, reading "Mailee".

THE PROBLEM...

The music industry radically changed in the past 20 years, the internet brought not only easier access to music but also has allowed everyone to produce and release music **regardless of its quality.**

The response from the industry at large has been to do what's **safe**, investing in the **same producers** and artists, keeping today's popular music **homogenous, uninventive and repetitive.**



COPY + PASTE



COPY + PASTE



Not only big and smaller labels aren't betting on artistry, musicianship and unique talent, they're abusing their power over the artists they sign and most importantly **they're neglecting music fans.**

That's why I decided to start this company, after two years of pandemic, I've seen this abuse and neglect get stronger, but I also see the **opportunities** and the **hunger** artists and music fans have for **something different...**

AND WE'RE GOING TO CREATE IT!



OUR SOLUTION

BETTING ON DARING, TALENTED & TRUE MUSICIANSHIP.

We believe this is the key to not only make a great profit but **necessary** to make an impact and challenge the status quo in popular music.

We believe that artistry, musicianship and creativity **should be valued** and with the right marketing and hard work we'll create unique music, products and projects that will make us a game changer the music industry as well as a cultural reference for years to come , just like Motown in the 60's, Def jam in the 80's and Subpop in the 90's



BUSINESS MODEL

Our business model is a **community** based model. Beside the traditional industry model, our focus is to create a subscription model where fans/consumers gain access to exclusive content and rewards, thus will help us create a strong and engaged consumer/community, giving us a steady income with a bigger margin (example: 1000 fans subscribed at \$10 a month = 10k a month with a 70 to 90% margin depending on costs of content creation and platform fees).

We want our customers/fans to be and feel part of the artist/project journey. This will help our artists and projects get more engagement and will make our customers see the value in their subscription, not only making it easier for them to keep it but to spread/share the word within their network.

REVENUE STREAMS

GLOBAL DIGITAL MUSIC DISTRIBUTION



Music and video distribution to all major stores and streaming platforms worldwide (Spotify, Apple, Tidal, Deezer, Youtube, etc) secured by Distrokid.

EVENTS



Events and tours will be organized through contacts within the music industry, including venue owners and promoters. Events will be promoted through both local and national media coverage and social media.

REVENUE STREAMS

MERCHANDISING



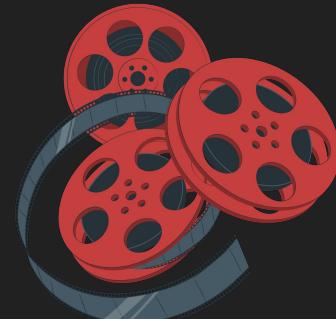
Maxximal will directly organize and implement the merchandise for the company(CDs vinyls,T Shirts, hoodies etc). It will be hosted on our website,Instagram, Facebook and at live events. Manufacturing will be carried out by print-to-order a manufacturer based in NY.

SUBSCRIPTIONS



Subscribed fans get access to exclusive artist content, behind the scenes, demos, downloads, early ticket sales, special edition merchandise, signed items, raffles, direct contact with artists and more. This model will help the company make a profit faster and will create loyal and unique connections with fans. The subscription model will be hosted in [Patreon.com](#)

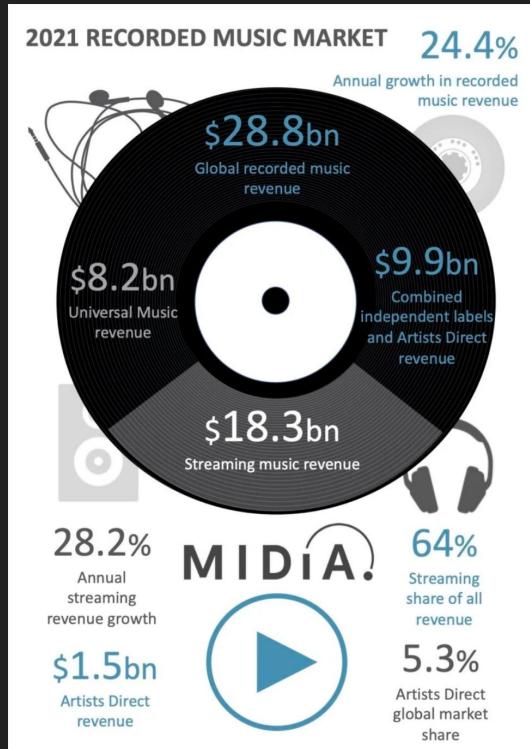
SYNC LICENSES & SPONSORSHIPS



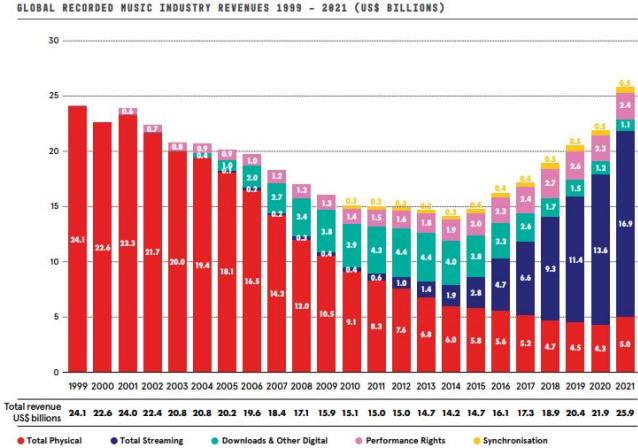
Music Sync placement on TV, Film and commercials.
Brand Sponsorships and product placement.

MARKET

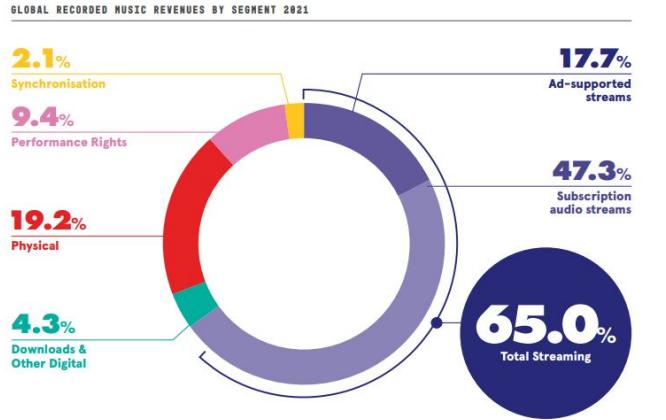
According to the IFPI (International Federation of the Phonographic Industry) and MIDIA global music report of 2021, recorded music market grew by **24.4%** (**28.8 billion**), making 2021 the largest growth in modern times.



MIDIA Also estimates that independent labels and artists generated **\$9.9 Billion in 2021, up from \$1.2 billion from 2020, increasing its market share to 5.3%**



Revenue was dominated by streaming , however physical sales saw their best year in decades specifically in the CD, vinyl and merch sectors (+16.1% growth) . Performance rights and sync licensing also saw an increase, +4% and +22% respectively



2021 proved that there's plenty of new opportunities and space to grow especially in the new and increasingly diversified music business.



TRACTION

Although as a company we're pre-revenue, Maxximo as Independent artist has been able to build a small but strong fanbase with over 8k followers on social media, a mailing list with over 800 emails collected thanks to his unique personal marketing funnel, most artists usually don't or can't have a direct contact with their followers/subscribers allowing him to continue building and nurturing his relationship with his fan/consumer base.

One of the reasons why Maxximo is so determined on making this company a reality is because he's seen first hand how well audiences respond to his approach. He knows that by having the right budget to produce the right products/music and content , he'll be able to quickly increase the revenue of his work and reproduce the same results to other deserving projects/artists





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November 2, 2020 ·  CD Baby · 

We recently got to know **Maxximo** a bit better during a Facebook live chat. We were inspired by his passion for music which started at a young age (as you can see). So we asked him, "what does music mean to you?", learn more about Maxximo and how he turned his life long passion into a full time career. Want to hear more from Maxximo? Check this out: <https://fb.watch/1xkeqlrIsf/>

This is Maxximo Villagomez.
He's a musician now.



“What does music mean to you in a word? EVERYTHING! Music was there when my mom passed when I was 4 and it helped me through the heartbreak of losing her. It’s been there through all the ups and downs of my life. It’s been there in schools, colors and of course MUSIC. I grew up surrounded by a vast diversity of music. I grew up in a house where my parents listened to salsa, merengue, mariachi, corridos, rock, traditional, classical and many more genres. I grew up with a love for music. I grew up with a desire to listen and explore music of all its facets. Music was and still is my favorite way to listen and navigate this world. For example, I learned to memorize a song before I play an instrument like a guitar. When my dad brought home a guitar, I would sit and listen to him play and I would memorize the song. I would then sit down and play it myself. I would then discover more and more music and artists that came to my heart and my soul. I would then start writing my own songs. I would then become a SONGWRITER. It is now time for me to feel completely comfortable calling myself a MUSICIAN. I have always had a love for music. I have always loved music, once it hits you and takes you over, it owns you. Now music is not just my career, but also an art to the people, to the frequencies, to the stories, to my guitar and most importantly to the people that create and listen to me in EVERYTHING.”
Maximo Villagomez



Maxximo's work and approach got him featured and helped build a relationship with CDbaby (the largest music distributor of independent music in the world) thanks to this he's been able to also build a network of artists and industry professionals that he keeps growing and that will help him achieve his and the company's goals.

TARGET AUDIENCE

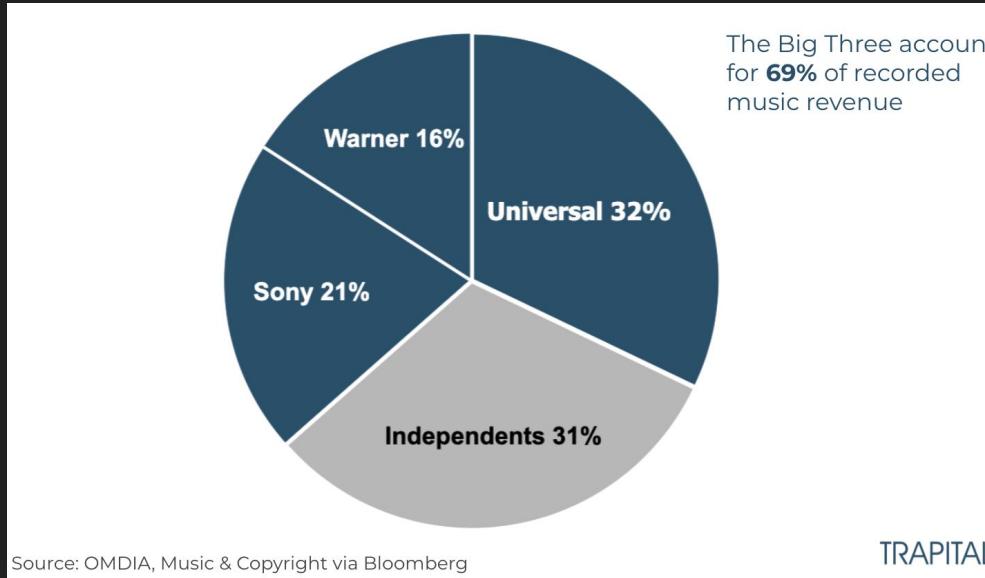


We aim to sell to all audiences, but with a more biased approach by making sure we appeal to the top global markets such as the U.S.A. Canada, Australia and Europe, with a core demographic of end users between the age of 15 and 35 (Gen Z and Millennials) of all genres and sexualities



COMPETITION

Our competitors The big 3 (Insert ominous music here) and other “independent” labels (most of them owned or recently bought by the Big 3) still hold majority of the market.



However their quick turnaround approach and lack of interest in artist development, musicianship and craft have and are making popular music a shadow of what it once was.



BUSINESS OVERVIEW

STRENGTHS

- * Small but growing fanbase
- * Distribution to major music stores (Spotify, Apple, Tidal etc)
- * ASCAP membership and its benefits
- * In House music and video production
- * Based in NYC, one of the biggest markets in the music industry
- * Understanding of the current music landscape and what it lacks
- * Industry support and advice
- * Strong work ethic, passion and hard working spirit.



WEAKNESSES

- *Low financial resources to create and release music and quality content continuously (Music videos, live performances)
- *Old production computer and equipment that requires update to stay on top of today production standards



OPPORTUNITIES

- * Access to industry database (Music venues and stores),
- * Access to press and music industry contacts.
- * Access to Tik Tok and Instagram influencers data
- * Sift on how music is marketed , with more options and tools to directly market music and content directly to fans
- * A new open and more welcoming market for queer and other minority artists



THREATS

*Competition from other high-profile independent and major labels.



KEY OBJECTIVES

1-2 Year

- *To have a steady flow of quality music releases and video and social media content (Reels, Tiktok, music videos, performances, behind the scenes , video blogs etc)
- *Secure at least 3 high profile press stories within the first year plus regional and local press/media coverage
- *Secure at least 2 brand sponsorships
- *Grow social media, streaming and youtube followers/subscribers to at least double
- *Secure at least 1000 fan/monthly paying subscribers.
- *Establish and generate income from merchandise store.
- *Build and establish a strong work team for all the areas of the company, as well as relationships within the industry and collaborators.
- *Generate passive income through ad revenue in our content.
- *Generate profit from live show and showcase events locally and nationally
- *Generate income through streaming, downloads and TV/film synch licensing
- *To break even in all costings and make a profit
- *Placement in at least 3 major playlists



KEY OBJECTIVES

3-5 Year

- *To have established brand recognition
- *To have a top notch production facility and offices, Recording studio, rehearsal studio, soundstage etc.
- *To have more artists signed and more projects and content produced regularly
- *To have chart success
- *To produce and promote successful national and international tours and performances
- *To have more sponsorships with national and international media/press coverage
- *Be a well rounded and well oiled machine with exceptional profits
- *To have over 1 million fan/monthly paying subscribers



MARKETING



While our competition spends thousands, if not millions of dollars in billboards and posters and other printed media, our main focus will be on digital advertising. Technology has made it easier and faster to market directly and more efficiently to consumers (fans) with social media advertising.

Last couple of years we've been able to build and test a unique marketing funnel that has allowed us to not only build and doubled my fanbase and mailing list, but also has helped us to grow and build a small community around Maxximo's music. We aim to make each customer/fan interaction as personal as possible, because I strongly believe that is the key to an engaged and long lasting relationship with our customers/fans. We believe that music is no different from any other product that is advertised directly to consumers on social media. With great quality products (music/content) and fun and engaging ad campaigns (we're artists creativity is on our side!) we'll build and grow easily and reach audiences not only in the United States, but Globally.

MARKETING

Our second marketing strategy is based on campaigns with social media influencers/creators. For the last year there has been a boom on video platforms like TIK TOK, Instagram Reels and Youtube Shorts, which have proven to be a great way to market music. Partnering with creators is a great way to engage with new audiences as well as a great way to help our tracks chart and get pushed by algorithms to more people.

We want to partner with Songfluencer, a company that specializes in these campaigns. They have a proven record of success and understanding of these platforms and creators.

More of them here

<https://songfluencer.com/songfluencer-deck/>



GROWING THE COMPANY

Initially we'll focus on Maxximo's music releases, content, marketing , and fanbase growth to establish a steady income, through music streaming, merchandise sales, show sales and most importantly through a fan subscription model to bring monthly revenue to help produce constant content and music. After this foundation has been established we'll slowly work on finding other artists and projects to support using the same business model to grow our audience and profit.

MAXXIMAL is not just a music company, we're also a media production company. Our plan to scale and grow the business relies on investing and producing new and original media content, not only around our artists and their music but also unique creative ideas that we can monetize and get sponsorships from: podcasts, documentaries, short films, videoblog, masterclasses of our artists teaching how to play their songs, contests, the possibilities are endless.

We want to create BRAND RECOGNITION with our music, artists and with the original projects and content we'll create. By doing this our business will grow steadily and our revenue streams will expand as well as the opportunities to get bigger, better advertisers and sponsorships. That's why it is crucial that we focus and create unique music, projects and content that will make us a household name, not just one more music label.

FINANCIAL BUDGET AND FORECAST

START UP COSTS

CAPITAL EXPENSES		
DETAILS	EXPENSE INFO	TOTAL
Recording studio fees	44 hours to record vocals of Maxximo's new album at Pirate studios in Brooklyn NY.	\$704.00
Equipment	Upgrade to a new and better graphic card video and production PC	\$3999 +tax
Mixing and Mastering	Mixing and mastering for Maxximo's new album	\$3000 aprox
Content creation	Production costs for Maxximo's "PROUD" music video and promo material (Photographs etc)	\$5,000
		\$13,104
REVENUE EXPENSES		
DETAILS	EXPENSE INFO	TOTAL
Distribution	Digital distribution to straming and digital download platforms thought Distrokid	\$40 a year per 2 artists
Marketing	Monthly facebook and tik tok campaing ads \$50 a day to start, working on lowering ad cost as we go on Possible Songfluencer tik tok campaign, based on results we'll decide if its a good fit for the company for future releases	\$1400 FB \$1400 Tik tok \$5000 could vary
		\$7,840
TOTAL		\$20,944



FINANCIAL BUDGET AND FORECAST

REVENUE STREAMS

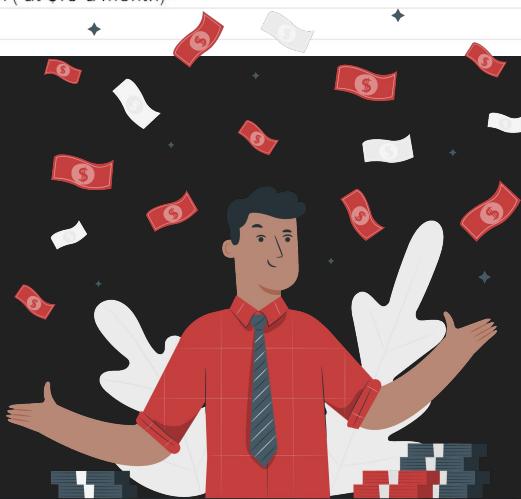
DETAILS	REVENUE STREAM INFO
Streaming Royalties	Income from Spotify, Apple music, Tidal, Amazon music, Youtube music,
Ticket sales	Income from event ticket sales, sold directly in our website
Merchandise	Income from online and event sales of artist merchandise
Sync Deals	Income from Sync music placement deals on TV, film and commercials
Sponsorships	Income from Brand and product sponsorships, product placement etc
Ad revenue	Income from ad placement in our video content in Facebook and Youtube
Subscriptions	Income from monthly fan subscription to artist exclusive content and music.



FINANCIAL BUDGET AND FORECAST

FORECAST BASED IN FIRST YEAR GOALS AND MARKET STUDY

DETAILS	INCOME GOAL	TOTAL PER MONTH	TOTAL ANNUALLY
Streaming Royalties	To reach at least 1 Million streams a month per artist (Based on Apple music payout \$0.01)	\$10,000	\$120,000
Ticket sales	To sell at least 100 tickets per show at \$10 each and booking at least 3 shows a week	\$12,000	\$144,000
Merchandise	To sell at least 60 pieces of merchandise at \$10 each (CD, tshirt etc) at events and at least 50 online per week	\$3,800	\$45,600
Sync Deals	To reach and get at least 3 sync deals per year at least \$5000 per deal to be negotiated		\$15,000
Sponsorships	To reach adnd get at least 4 brand sponsorships and/or product placement , at least \$5000 per deal to be negotiated		\$20,000
Ad revenue	To reach at least 1000 ad views a month in our content (Based on youtube payout market \$7.50 per 1000 views)	\$15,000	\$180,000
Subscriptions	To reach 1000 paying fan subscriptions a month (at \$10 a month)	\$10,000	\$120,000
		\$50,800	\$644,600



FINANCIAL BUDGET AND FORECAST

ASSETS

DETAILS	ASSET DETAIL	TOTAL VALUE
Merchandise	The company currently has an inventory of CD and Tshirts from Maxximo's last album, manufactured free by CDbaby	\$10,530
Copyright	We proudly own 100% of our music releases copyrights and publishing, we consider this one of our biggest assets because it give us control over the use, reproduction and profit of our releases. giving us laverage to negotiate better synch deals, and get 100% of mechanical royalties.	



TEAM



Maxximo - CEO/Founder

- * Direct and oversee company's operations.
- * Responsible for administering and registering catalog
- * Managing the company's finances, music distribution and royalties.

Rob Bos - Marketing Director

- ** Responsible for online marketing strategies.
- * Overseeing the artwork, marketing asset creations and media coverage for releases.
- * Manage, operate and optimize social media ad campaigns



CONTINGENCY PLAN

If the key objectives and goals are not met within the first year of operation, the company will be streamlined and cuts will be made to stop further loss of revenue.

So, If you want to be part of this new adventure and help create a company that challenges, inspires and cares for good music, artists and fans, please don't hesitate to reach out for further information and set up a call or a meeting.

Regardless, thank you so much.

Please never forget that with hard work and passion
ANYTHING'S POSSIBLE!

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