

INVEST IN HITMKR

We help creators turn followers into paying fans



hitmk.com Los Angeles, CA



Highlights

- 1 We've built a powerful platform that delivers real value to artists—with minimal funding raised.
- 2 A music tech platform built by artists for artists—designed to solve real industry pain points.
- 3 Over 5000 independent artists and growing—join the movement!
- 4 We're revolutionizing music—giving artists control and direct access to their fans.

Featured Investors



Chris Boshuizen [in](#)

[Follow](#)

Invested \$100,000 [i](#)

Dr Chrispy (AKA Dr. Chris Boshuizen) is an award-winning aeronautical engineer, music producer, and songwriter, and was Australia's third astronaut. Chris has always split his time between two loves: Music and Space Exploration.

"I invested in HITMKR because I believe in the company's mission of empowering independent artists to make, promote, and live off their music. I have been impressed by the HITMKR team's ability to adapt, execute, and bring their vision to life. A new ecosystem for artists like this could transform the music industry, and I am excited to see HITMKR leading the charge."



Antler [in](#)
Notable Investor

[Follow](#)

Invested \$250,000 [i](#)

We give you an edge from the very beginning. Build and scale your company faster with our global community of co-founders and access to talent, expert advisors, expansion support, and capital around the world.

Prerna Sharma, General Partner, US

"Antler invested in HITMKR because we believe in the founding team's expertise in technology and music, along with their relentless drive and execution. Their platform not only adapts to the evolving music industry but is also uniquely positioned to empower the growing independent artist sector."



Daniel Stefanic
Syndicate Lead

[Follow](#)

Invested \$75,000 [i](#)

[crunchbase.com](#)

"HITMKR makes it easy for musicians to grow their income streams so they can focus on what they do best - make music! In this era where making money from the music itself

has become difficult, HITMKR helps an artist effortlessly create new ways to grow their income by making music, ticket and merchandise sales a breeze. The best part is most of the money goes to the artists themselves. Supporting a platform made by the community for the needs of the community was a no brainer."

Our Team



Vu Ho Founder & CEO

Musician & software engineer with 12+ years of experience blending tech and creativity.



Paul Montes COO

15+ years as an audio engineer & studio director for UMG/IGA & Aftermath Entertainment.



Josef Maxwell CRO

SaaS CX & Growth leader, scaling repeatable sales and post-sales processes. 15+ years independent artist & producer.



Artur Paes CTO

7+ yrs full-stack SW dev. Developed highly scalable and secure applications for Brazil and US tech and banking companies.

HITMKR - Shaping The Future of Entertainment



Turning Followers Into Paying Fans

WWW.HITMKR.COM



CREATORS STRUGGLE TO CONVERT FOLLOWERS INTO REVENUE

WHERE FOLLOWERS ARE



BROKEN FUNNEL



THE ALL-IN-ONE FAN RELATIONSHIP & E-COMMERCE PLATFORM

Creators can own the fan experience, unlock deeper insights, and maximize earnings

Social Media



Collect & analyze fan data.



Sell content, services, tickets, merch, digital products



Monetize

Understand



Email & SMS blasts in one click

Engage



HOW HITMKR POWERS CREATOR GROWTH

Understand → Engage → Monetize

Fan Data

Fan Details

Joined: 02/02/2023
Name: Le Tropic Le Thanh
Email: letrropiclethanh@gmail.com
Phone: 0987654321
Email Status: OPT_IN
Phone Status: I Beautiful Life
Initial data was captured by: subscribe_to_fanbase

Engage

Send To: Fans Who Subscribed Fans Who Downloaded Fans Who Purchased
Your email will be sent to 249 fans.
Email Subject: The SHO-4.0 Group / Virgin Records

PLEASE NOTE: If you share any of this information onto your social media feeds, make sure to link back to the post on the site.
FOR YOUR POSTING CONSIDERATION: before you post, make sure that you have the rights to do so. If you are not the creator or producer, KEPHAN, The infectious new single is globally available.
H Heading T Text S Image B Buttons M Metrics

Monetize

TONY NEW BLACKOUT SHORTS \$30.00
TONY NEW MILK SHORTS \$30.00
STAY WHILE COFFEE MUG \$11.00
TONY NEWBURY MILK HOODIE \$40.00
JKO TRUCKER HAT \$25.00
JKO IPHONE CASE \$18.00

Step 1 – Understand Your Fans

- Collect fan data through creator websites
- Track engagement & spending behavior
- Explore trends, segment fans, and export data

Step 2 – Engage Your Fans

- Email & SMS blasts for direct, personal engagement
- Offer exclusive experiences for fan data
- Give fans first access to creator updates

Step 3 – Monetize Your Fans

- Sell downloads, merch, tickets (one-off or subscription)
- Offer early-access tiers & rewards
- Flexible 'pay-what-you-want' pricing

WHY WE WIN WHERE OTHERS CAN'T

		Vault.FM	Patreon	Bandcamp/Even	Website Builders <small>(1)</small>
Fan Relationship Management	✓		✓		
Marketing Tools - Email/SMS blast	✓			✓	✓
Built in fan community	✓	✓			
Remote Collaboration	✓				
Direct-to-fan Ecommerce	✓	✓	✓	✓	✓
Custom branding & website	✓				✓
Connect with new fans (WIP)	✓				
Free tier with low transaction fees	10% Fee	20% Fee	20% Fee	20/30% Fee	NO FREE TIER

¹ Indicates generic website builders (Squarespace, Wix, Bandzoogle, etc.).

² Marketplace only for music.



PROVEN CREATOR SUCCESS STORIES

5,000+

Sign Ups (May 2024 - May 2025)

1,800

Weekly Active Users



CLUB BOYBND (Singers)

- 122 fans acquired
- \$6,050 in revenue
 - Merch & digital downloads
- clubboybnd.com



TJ Suave (Producers)

- 50 fans acquired
- \$2,137 in revenue
 - digital products, beats, & merch
- tjsuavemusic.com



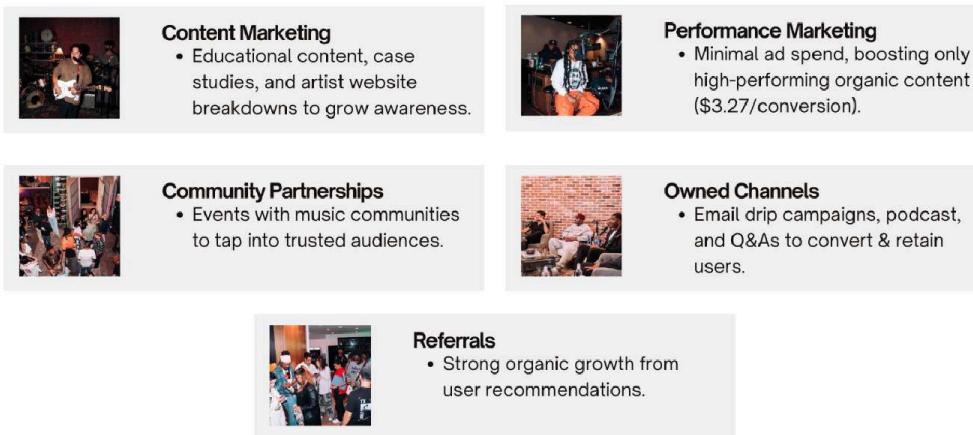
David Le (Audio Engineer)

- 22 fans acquired
- \$1,000 in revenue
 - digital products & mixing services
- 1mixgod.com



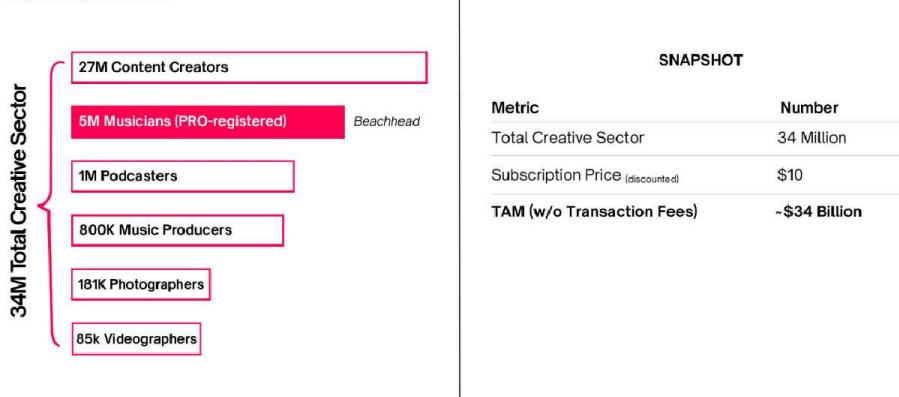


OUR PLAYBOOK FOR SCALABLE USER ACQUISITION



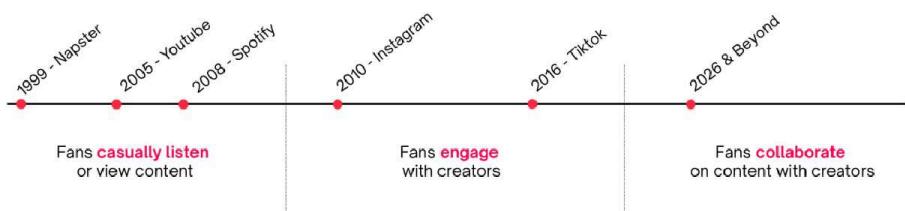
A \$34B MARKET READY FOR DISRUPTION

Note: Chart not to scale



THE FUTURE OF FAN-CREATOR COLLABORATION

We envision a future where fan-creator relationships evolve significantly, transforming fans from passive consumers into active contributors in the creative journey.



THE TEAM TO MAKE IT HAPPEN



Vu Ho,
Founder & CEO

- Built Atlassian's real-time data pipeline that now is used for analytics and AI efforts
- Managed engineering teams for Jira Align
- Independent musician for 15+ years



Paul Montes,
COO

- Dir. of Studio Ops (Dr. Dre's Aftermath Ent.)
- 10+ yrs in the music industry working with A-list clients at Interscope and Aftermath



Artur Paes,
CTO

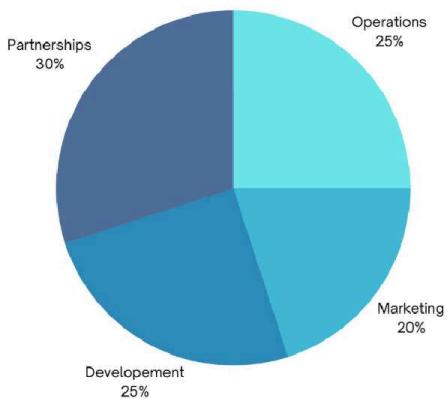
- 7+ yrs full-stack SW dev
- Developed highly scalable and secure applications for Brazil and US tech and banking companies



Josef Maxwell,
CRO

- SaaS CX & Growth Leader, scaling repeatable sales and post-sales processes
- Sr. CX Leader & Sales Engineer (RainforestQA)
- 15+ years independent artist & producer

\$2.5M RAISE TO SCALE TO 20,000 PAID USERS, \$300K ARR IN YEAR 1, \$1M+ ARR BY YEAR 2



By Q4 2026

- 20,000 paid users
- \$300K+ ARR
- Launch mobile app (CRM, merch, ticketing)
- 10+ label/talent management contracts
- Expand creator-fan experiences across content, merch, and live events

Only \$124k of the full \$2.5M will be raised on Wefunder. Forward-looking projections cannot be guaranteed.



ADVISORY BOARD MEMBER



Damion "Damizza" Young,
Radio pioneer / Influencer

- Senior Programming Director (Power 106/Hot 97 & 32 stations)
- Launched Eminem, Jay-Z; rebranded Snoop Dogg, Mariah Carey, Dr. Dre, Janet Jackson



Issiah & Bobby Ross Avila,
Creative Directors

- Grammy-winning producers/songwriters & co-founders of Beats By Dre headphones
- Producer of the 2024 Superbowl halftime show



Danny Carter,
CEO - Blooming Music Pub.

- A&R executive and manager for top-tier producers
- Contributed to music projects exceeding 2 billion streams

