

Franchising the Studio-to-Catalog Operating System

B Jupiter (Byron Jupiter) — New Orleans · 2026

THE OPPORTUNITY

Every secondary city has working producers, engineers, and would-be studio owners with no playbook for turning a room into a catalog business. JUPE Network franchises the full stack — physical room, brand, software, and revenue routes — as a turnkey unit.

WHY FRANCHISE (NOT JUST SaaS)

The software alone is a tool. The franchise is an **operating business**: trained operator, branded room, booked sessions, editorial channel, and a routed share of catalog and licensing revenue back to the network.

FLAGSHIP UNIT

Hunt's Auto Parts (New Orleans) — studio, stage, and yard — is the prototype franchise. NAMM room and Box Studios posts validate the editorial & gear pipeline.

WHAT THE FRANCHISE INCLUDES

Branded Room	Buildout standards, signage, acoustic spec, gear list
Catalog OS (SaaS)	Registry, splits, contracts, royalty reconciliation
Session Ledger	Studio sessions → credits → payouts
Rights Engine	Sync, licensing, takedown, claims — routed via network
Editorial Channel	Posts, podcasts, distribution under JUPE umbrella
Operator Training	Onboarding, certification, ongoing field support

FRANCHISE ECONOMICS

Initial franchise fee: \$45k. **Buildout:** \$150k–\$400k depending on room. **Royalty:** 7% of gross. **Brand fund:** 2%. **SaaS bundle:** included in royalty. Network take rate on sync & licensing routed through the platform.

PATH TO FRANCHISING

2003–2018 · Studio era. Two decades of credits with Mannie Fresh, Juvenile, B.G., Nicholas Payton, George Porter Jr.
2019–2023 · Catalog & properties. Masters, publishing, owned rooms — proving the unit economics of a vertically-integrated studio.
2024–2025 · Playbook. Internal ops codified into SOPs, software, and brand standards. Hunt's Auto Parts becomes the prototype.
2026 · Franchise launch. First 3 franchisee operators in pilot markets. FDD-ready structure, training program, and software bundle.

FRANCHISEE PROFILE

Working producer-engineer or small studio owner with local network and 18+ months operating runway. Pilot markets: Atlanta, Houston, Memphis, Miami, LA. Awarded by application — not first-come.

\$45k initial franchise fee	7% + 2% royalty + brand fund	3 pilot units in 2026	25 target units by 2028
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THE ASK

Raising a seed round to (1) finalize the FDD and franchise legal structure, (2) complete the Hunt's Auto Parts flagship as the certified prototype, and (3) award and open the first 3 franchise units. Franchise inquiries: franchise@bjupiter.com