



AMUNSON AUDIO, LLC

A MUSIC PUBLISHER

Since its founding on February 24, 2020 Amunson Audio, LLC has been at the forefront of empowering independent artists worldwide, providing cutting-edge solutions in distribution, licensing, and copyright protection.

&

THE COLABS, INC.

A HOLDING COMPANY

Founded October 10, 2023 as a Subsidiary of Amunson Audio LLC to implement a decentralized infrastructure to facilitate an ultra-high fidelity, ultra-low latency, globally collaborative network for artisans of all industries.

EXECUTIVE SUMMARY

Amunson Audio LLC is a music publishing and licensing company dedicated to supporting independent artists by offering publishing, licensing, royalty management, and distribution services. Through a transparent, cost-efficient model, Amunson Audio enables artists to monetize their music and expand their reach. The CoLabs Inc. is a proprietary network that facilitates remote collaboration serving as an innovation hub for creative professionals, incorporating an apprenticeship model to mentor the next generation of artisans across the world.

Executive Summary	1
Patrick Jae Amunson	3
Early Life and Education	3
Early Career in Audio and Metadata	3
Musical Projects and Achievements	4
Timeline of Key Milestones	4
Entrepreneurship and Vision	5
Public Profiles and Media Appearances	5
Amunson Audio – History and Services Overview	6
Founding and Mission	6
Services and Offerings	6
Innovations in Music Distribution and Copyright	7
Growth, Milestones, and Partnerships	8
Media Coverage and Industry Recognition	9
The CoLabs, Inc. – Collaborative Platform Profile	10
Founding Purpose and Mission	10
Leadership and Team	10
The CoLabs Platform and Technology	11
Partnerships, Affiliates, and Collaborations	12
Public Initiatives and Launch Activities	14
Market Impact and Industry Outlook	15
Financials, Market Impact, and Recognition of Amunson Audio & CoLabs	16
Amunson Audio LLC – Financial and Industry Standing	16
The CoLabs, Inc. – Financials and Market Impact	17
Social Media Presence and Public Statements	19
Social Media Presence of Patrick Amunson and His Ventures	19
Notable Public Statements and Quotes	20
Sources	21



PATRICK JAE AMUNSON

FOUNDER OF AMUNSON AUDIO, LLC & THE COLABS, INC.

EARLY LIFE AND EDUCATION

Patrick Jae Amunson is an American musician and entrepreneur born in South Korea, adopted at 9 months old and raised in La Crosse, Wisconsin by Garland and Nancy Amunson. His passion for music ignited early – he began playing piano at the age of 4 and participated in youth music ensembles throughout his childhood. As a member of the La Crosse BoyChoir for 10 years, he performed in historic European churches, gaining exposure to sacred and classical music traditions.

Amunson's formal education in music is equally robust. He pursued an Associate's degree in Music Education at the University of Wisconsin–La Crosse, where he studied contemporary teaching methods and world music (including Korean drumming). Complementing his education in music pedagogy, he earned a degree in Sound Engineering from the Los Angeles Film & Recording School, sharpening his technical skills in audio production. This blend of classical training and technical education laid the groundwork for Amunson's unique approach to the music industry.

EARLY CAREER IN AUDIO AND METADATA

After completing his studies, Patrick Amunson built his career at the intersection of music and technology. One of his early professional experiences was an internship at Larson Studios in Los Angeles, a film and television post-production company, where he gained a wealth of practical experience of the intricacies of the final steps before publishing. He then took on an internship at Heavy Harmony (under music industry veteran Rhonda Bedikian), which introduced him to the importance of metadata in music publishing.

This experience led to a full-time role as a Metadata Specialist at Extreme Music – a production music library under Sony/ATV – during a period when metadata management in music was not yet mainstream. Amunson's specialization in metadata optimization gave him a forward-looking understanding of music rights and distribution; he was embedding and organizing song data for Sony/ATV at a time when the industry was just beginning to realize the value of such infrastructure. This background in metadata and catalog management would later inform his entrepreneurial ventures in music publishing, intellectual properties, and digital collaboration.

MUSICAL PROJECTS AND ACHIEVEMENTS

Alongside his technical career, Patrick Amunson is an active musician and producer. He has a diverse musical portfolio spanning rock, electronic, and classical genres. In the rock scene, he was the drummer, lead vocalist, and producer for the band Counter Culture and a key member of the alternative rock band Eleven11. Under the alias “Fireye,” Amunson delves into electronic music, producing a vast array of genres spanning lo-fi/chill to high-energy EDM and darkwave tracks. He also performs under his own name, creating unique piano interpolations of popular songs, reflecting his classical influence.

Through his independent label, he has produced and published numerous indie artists across genres, showcasing his versatility as a producer and publisher. Amunson’s artistic work has begun to earn industry recognition. In 2024, recording under his persona Fireye, he released the single “Escape The City at Night,” an entrancing darkwave/EDM track. The song garnered critical attention and reached the semifinals of the International Songwriting Competition (ISC) in the Electronic Dance Music category, highlighting Amunson’s songwriting and production talent on an international stage. This blend of creative achievement and technical skill positions Patrick Amunson as a multifaceted figure in music.

TIMELINE OF KEY MILESTONES

Year	Milestone/Event
06/2019	Revived the Music Makers programs at the Boys & Girls Club of Greater La Crosse
02/2020	Founded Amunson Audio, LLC
02/2022	Produced and released ‘Fireye 2022’ EP, integrating EDM styles with original compositions
10/2023	Launched The CoLabs, Inc.
04/2024	Achieved 100K+ streams for a label under new distribution service
07/2024	Executed The Reminders Debut LP campaign
09/2024	Named BBB Spark Award Finalist
05/2025	Collaborated with Campfire Music Foundation on documentary about Cyrille Aimee at Birdland Jazz Club in New York City
02/2025	Sworn in as an official advisor for the Rochester Public Music Board
03/2025	Executed Neena Rose FYWO campaign resulting in 145,783% increase in page views
04/2025	Named BBB Torch Award Finalist
05/2025	Collaborated with Campfire Music Foundation and TCUP for the All American Rejects Popup Performance at Memory Lanes in Minneapolis, Minnesota
08/2025	Performed at the Twin Cities BIOPC Music Event at the Brass Rail in Minnesota
09/2025	Distributed The Reminders Debut LP on Vinyl to local retailers

Throughout these endeavors, Patrick Amunson has maintained a clear goal: demystifying the music industry. On his public profiles, he describes himself as “Musician, Publisher, Entrepreneur, Championing Independent Artists” and emphasizes supporting indie creatives “through innovative publishing and collaboration”. This mission-driven persona is evident both in the services Amunson Audio offers and in the collaborative ethos of The CoLabs platform.

ENTREPRENEURSHIP AND VISION

Patrick Amunson's entrepreneurial journey began in 2020, when he founded Amunson Audio LLC, an independent music label and publishing company. With this venture, he set out to provide essential services to independent artists, combining traditional production values with modern innovations.

In 2021, Patrick moved to Rochester, Minnesota, and set up a studio in the second bedroom of his apartment. Despite the humble setup, within two months he secured contracts with a few local musicians. This agile, grassroots start underscored his knack for community-building and hustle in the music business.

Patrick expanded into the tech side of music by establishing The CoLabs, Inc. in 2023. With Amunson Audio as the majority shareholder, Patrick's role as CEO laid the foundation for a "proprietary network that fosters real-time, high-fidelity collaborations" among musicians, sound engineers, and creatives worldwide. This platform (described in detail in later sections) reflects Amunson's forward-thinking vision to reshape how music is made and experienced online, especially in an era of remote collaboration.

PUBLIC PROFILES AND MEDIA APPEARANCES

Patrick Amunson engages with the public through various channels. He has been featured in local media – notably a Post Bulletin feature in December 2021 that profiled his apartment studio setup and ambitious plans. In that interview, Amunson outlined his goal to be "a smaller version of Sony" that makes money from "the splits" (royalties) rather than upfront studio fees. This comment reflects his business model of investing in artists and earning shared royalties – a strategy to grow mutually with the artists, much like major labels do, but on an independent scale.

He has also spoken about his broader vision for music's role in community and spirituality. Drawing from his choir background, Amunson mused in the Post Bulletin piece about returning music to its authentic roots: "Everything's about making money now. I want to bring it back to what it was, what the church was originally intended to be," he said, referencing how historically monasteries and churches were centers of music creation. This quote highlights Amunson's idealistic side – a desire to prioritize creative passion and community over commercialization.

In terms of online presence, Patrick Amunson is active on social media and professional networks. His LinkedIn profile summarizes his dual roles as founder/CEO of Amunson Audio and The CoLabs, and reiterates his commitment to independent artists and collaboration. On Facebook and Instagram, he frequently shares updates on new music releases, behind-the-scenes looks at studio sessions, and educational snippets about music publishing (for instance, explaining the role of Performance Rights Organizations in a short TikTok/Instagram video).

All of his public communications reinforce his brand as a music industry visionary who merges artistry with technology and strives to uplift fellow creators. In summary, Patrick J. Amunson's biography is that of a versatile musician-turned-entrepreneur: rooted in a rich musical upbringing, seasoned by industry tech experience, and propelled by a mission to innovate and democratize the music business for independent artists.

AMUNSON AUDIO – HISTORY AND SERVICES OVERVIEW

FOUNDING AND MISSION

Amunson Audio, LLC is an independent music publishing, production, and artist services company founded by Patrick Amunson in 2020. Headquartered in Rochester, Minnesota, Amunson Audio was created to fill a need Patrick perceived in the industry: providing the tools and support for independent musicians to create, protect, and monetize their music – without giving up ownership. The company's mantra, "Tailored Music Paths | Ensuring Independent Artists Can Own Their Music," encapsulates this mission. Unlike traditional record labels that often take control of masters and copyrights, Amunson Audio's philosophy is to empower artists with knowledge and services so they retain their rights while reaching their audience. Patrick's dual background in music performance and metadata/copyright management heavily influenced the company's model of transparency and artist-centric practice.

From the outset, Amunson Audio was envisioned as a comprehensive solution for creatives. In Patrick's own words, he aimed to combine "traditional production values with modern digital innovations" to help independent artists thrive. This meant not only producing high-quality music, but also handling the often opaque business side of music (publishing, licensing, royalty tracking) in a fair and accessible way. The founding of Amunson Audio came at a time when Patrick had over a decade of industry experience under his belt, giving him the expertise to launch a boutique firm that could compete with larger publishers on knowledge, while remaining agile and personal in approach.

SERVICES AND OFFERINGS

Amunson Audio offers a full suite of music services tailored to independent artists, essentially functioning as a one-stop shop for music production and publishing needs. According to the company's profile, these services include:

- **Music Publishing & Rights Management:** Assistance with catalog management (organizing and registering songs), copyright registration, and establishing global publishing representation through sub-publishing deals. Patrick's expertise in metadata ensures that songs are properly tagged and documented so that royalties don't get lost in the system.
- **Licensing (All Types):** Handling of synchronization licensing (placing music in film/TV/games), mechanical licensing (for recordings of compositions), performance rights, and print licensing for sheet music. Amunson Audio can secure licenses such as HFA (Harry Fox Agency) on behalf of artists, which **Patrick has done to enable clients to legally record and release cover songs.**
- **Royalty Collection & Distribution:** Ensuring artists get paid by collecting royalties from various sources (streaming, radio, live performance, etc.) and distributing shares to collaborators. Patrick emphasizes making money from "the splits" – meaning he helps artists generate passive income from their work over time, rather than charging large upfront fees.
- **Production and Recording Services:** Professional music production, recording, and engineering for artists' projects. This ranges from tracking and mixing songs to providing session musicians. Amunson Audio started as Patrick's own production studio, and he is capable of adding live instrumentation himself on a wide array of instruments (piano, guitar, cello, woodwinds, etc.) to enrich a recording.
- **Artist Development and Consulting:** Talent development programs, including music lessons, coaching, and strategic career advising. The company guides artists in branding, marketing, and audience growth – for example, crafting social media campaigns to boost engagement.

- **Custom Composition and Scoring:** Creating original music on commission. Patrick's diverse musical background allows Amunson Audio to compose custom pieces for media or for artists needing songwriting assistance.
- **Educational Resources:** Patrick also provides educational content and consultations. He has published resources explaining industry concepts (like "What is a Music Publisher?" and "What is an AVI (Artist Visual Identity)?"). Additionally, Amunson Audio offers one-on-one consultation services for those seeking guidance on publishing while retaining ownership.

This comprehensive range of offerings illustrates how Amunson Audio goes beyond a traditional music studio. It functions as a hybrid label, publisher, and mentorship hub – effectively an independent artist incubator. The goal is to let artists focus on creativity while Amunson Audio handles the complexity of distribution, rights, and business strategy. The company's small size belies its breadth of services, made possible by Patrick's wide skill set and a network of collaborators.

INNOVATIONS IN MUSIC DISTRIBUTION AND COPYRIGHT

A distinguishing feature of Amunson Audio is its emphasis on technology and innovation in music distribution and copyright protection. Given Patrick Amunson's background in metadata at Extreme Music, the company has a strong foundation in digital rights management. For instance, Patrick has been an advocate for embedding thorough metadata in all tracks (songwriter info, sound recording codes, licensing info, etc.) so that when music is distributed to platforms, the proper credits and royalty pathways are in place. This attention to detail helps prevent the common scenario of independent artists missing out on royalties due to incomplete registrations.

In terms of distribution, Amunson Audio assists artists in releasing music globally across streaming services (Spotify, Apple Music, etc.) while ensuring they retain ownership of their masters and publishing. This is aligned with the company's mission of artist empowerment. Patrick has openly discussed the challenge indie artists face in learning how to release music and still own it – which his company addresses by guiding artists through the process transparently.

Another innovation is Amunson Audio's integration with its sister tech platform, The CoLabs. By leveraging CoLabs' high-fidelity remote collaboration technology (discussed later), Amunson Audio can conduct recording sessions and songwriting sessions with artists across different locations in real time. This means an artist signed to Amunson Audio could, for example, jam live with a producer in another state via the CoLabs app, capturing ideas instantly with studio-quality audio. Such blending of traditional music production with cutting-edge networking technology is relatively novel in the independent music scene. It exemplifies how Amunson Audio uses modern digital tools (like peer-to-peer audio streaming, cloud-based project management, and data analytics) to enhance music creation and distribution.

Moreover, Patrick has ensured that Amunson Audio stays ahead in copyright protection. The firm handles registration with performing rights organizations (ASCAP/BMI/SESAC, etc.), mechanical rights agencies, and even takes care of sample clearances when artists incorporate parts of existing recordings. By doing so, Amunson Audio shields its artists from legal pitfalls and maximizes their ability to monetize their work (e.g., making songs available for sync opportunities knowing all rights are cleared). This tech-forward, rights-conscious approach is a key innovation that sets Amunson Audio apart from a typical recording studio.

GROWTH, MILESTONES, AND PARTNERSHIPS

Since its founding, Amunson Audio has marked several milestones in its growth:

- **2020:** Incorporated and began operations as a new entrant in the music publishing field.
- **2021:** Established a physical presence in Rochester, MN. In December 2021, local news profiled the company's unique studio-in-an-apartment setup and its quick success in attracting projects within weeks of launching. This publicity helped put Amunson Audio on the map in the regional music community.
- **2022:** Expanded its roster of artists and services. Patrick continued to produce music across genres (rock, EDM, etc.) and prepared to scale up the business. Around this time, he was also laying groundwork for The CoLabs platform, indicating an expansion of Amunson Audio's scope from purely production into music-tech.
- **2023:** Amunson Audio gained formal recognition as a legitimate business by becoming BBB Accredited in April 2023 (signifying trust and compliance with good business practices). By 2023, Patrick had also formalized The CoLabs, Inc. as a subsidiary venture (he is noted as majority shareholder), effectively making Amunson Audio not just a standalone company but a parent to a tech platform. Additionally, in 2023 Amunson Audio assembled affiliations with other organizations – for example, it lists partnerships with Eternally Ours Entertainment and Campfire Music Foundation, which suggest involvement in broader projects or community initiatives (Campfire Music Foundation hints at youth or educational outreach, aligning with Patrick's interest in music education and community programs).
- **2024:** One of Amunson Audio's own projects (Fireye's single) achieved a significant milestone by reaching the semifinals of an international songwriting competition. This not only highlights the quality of work produced under the Amunson Audio banner but also serves as a marketing point for the company's credibility in the industry. By late 2024, Amunson Audio (in conjunction with The CoLabs) was rolling out new ways for artists to collaborate and present music, such as interactive live studio sessions.
- **2025:** The company's profile continues to rise. Amunson Audio's subsidiary, CoLabs, launched publicly, potentially expanding the reach and impact of the business beyond the local studio. As of 2025, Amunson Audio remains a privately held, boutique firm but with a growing network of affiliate studios and collaborators worldwide via CoLabs.

In terms of partnerships and collaborations, Amunson Audio's most significant "partnership" is arguably with its own spin-off, The CoLabs, Inc. – this relationship allows it to offer clients a cutting-edge collaboration experience. Another form of partnership is the Affiliate Studios Network that CoLabs/Amunson Audio has established: studios like Vila do Sossego (Brazil), Amunson Audio (Minnesota), and Hummingbird Studios (California) have become affiliated with CoLabs, effectively partnering with Amunson Audio's ecosystem. This network means that an artist working with Amunson Audio could potentially access those remote studios or engineers seamlessly through the platform, a value-add that few labels provide.

Furthermore, Amunson Audio collaborates with non-profits and educational groups. Patrick personally played a role in revitalizing the Boys & Girls Club's Music Makers program in La Crosse, demonstrating the company's community engagement. The mention of Campfire Music Foundation as an affiliate suggests Amunson Audio may partner on programs to mentor young artists or support indie musicians in need. These public initiatives enhance Amunson Audio's reputation as not just a commercial enterprise, but a community-oriented entity.

MEDIA COVERAGE AND INDUSTRY RECOGNITION

Being a relatively young company, Amunson Audio has had focused but meaningful media coverage. The Rochester Post Bulletin article in 2021 gave an early spotlight on Patrick Amunson's venture, praising the ingenuity of turning a small apartment space into a functional production studio and noting his quick integration into the local music scene. Such coverage helped validate Amunson Audio's mission in the eyes of the community, portraying Patrick as an ambitious newcomer bringing LA-honed skills to the Midwest.

On a broader scale, Amunson Audio and Patrick have begun to gain notice through their work and innovations. Patrick's metadata expertise is an asset that has been recognized within industry circles – for example, his approach to leveraging metadata was likely a factor in Extreme Music's operations (as noted on CoLabs' site, he worked in metadata when it “wasn't fully understood nor utilized”). Now, as Amunson Audio's leader, he is considered something of a “music industry visionary” by clients and peers, particularly because he combines creative and technical domains.

Client success stories also serve as a form of recognition. The dramatic increase in an artist's online traction (13,000% views boost) after using Amunson Audio's marketing services is one metric of impact that Patrick has shared publicly. Additionally, the artists under Amunson Audio's wing achieving milestones (like Fireye's competition semifinalist honor) reflect positively on the company. It implies that Amunson Audio is producing competitive, high-caliber music content.

Within professional networks, Better Business Bureau (BBB) accreditation in 2023 is a nod to the company's reliability. While BBB does not rate music quality, it does signal that Amunson Audio meets standards of transparency and responsiveness in business, which can be reassuring to potential clients or partners.

Finally, Amunson Audio's integration with CoLabs has earned industry peer recognition. In February 2025, audio engineer Bill Brown (front-of-house engineer for Earth, Wind & Fire and production manager for Larry Dunn) lauded the CoLabs platform, saying “of the various platforms we have used, CoLabs is among the best in terms of fidelity and low latency”. This quote, prominently displayed on the CoLabs site, indirectly acknowledges Amunson Audio's innovation because CoLabs is an outgrowth of Amunson Audio's vision. Such approval from a veteran in the music industry suggests that Patrick Amunson's endeavors are on a promising path and catching the attention of professionals who value sound quality and technological advancements in music production.

In summary, Amunson Audio has grown from a one-room startup to a multifaceted music company with a global outlook, all within a few short years. It stands on a foundation of artist-first principles, tech-savvy practices, and community engagement, which have collectively earned it respect and a distinct identity in the independent music landscape.

THE COLABS, INC. – COLLABORATIVE PLATFORM PROFILE

FOUNDING PURPOSE AND MISSION

The CoLabs, Inc. (often simply CoLabs) was founded by Patrick Amunson as a spin-off tech platform with the core purpose of transforming how musicians collaborate across distances. The inception of CoLabs came from a clear need: during the 2020s, remote collaboration became increasingly important (due in part to global events like the COVID-19 pandemic limiting travel and in-person sessions). Amunson's vision for CoLabs was to “bridge the gap between artists, engineers, and music enthusiasts” by enabling real-time, studio-quality interaction over the internet. In essence, CoLabs was created to reproduce the experience of being together in a professional music studio, even if participants are physically apart.

CoLabs's mission statement emphasizes ultra-low latency and high fidelity. In practice, this means the platform strives to deliver audio streaming that is so fast and clear that musicians can play together without perceivable delay, and listeners can enjoy the richness of uncompressed sound. By achieving this, CoLabs aims to foster “productive and enriching sessions” that feel “in-person” despite being online. Patrick Amunson, with his background in both music production and technical metadata systems, was uniquely positioned to spearhead such a project – he understood what artists and producers need in a session, as well as how to leverage technology to meet those needs.

The founding purpose was not only about the technology, but also about accessibility and inclusivity in music creation. CoLabs is described as being available on nearly any device and designed to be affordable, to ensure that artists everywhere (not just those with big budgets) can collaborate in high quality. By lowering barriers, CoLabs' mission aligns with Patrick's broader ethos of empowering independents. The platform also intentionally includes enthusiasts (listeners) in the mission statement – a nod to one of CoLabs' unique angles: inviting fans or non-musicians to participate in the creative process in new ways. In summary, CoLabs was founded as a convergence of music and technology with the lofty goal of redefining remote collaboration and making top-notch musical interaction globally accessible.

LEADERSHIP AND TEAM

The CoLabs, Inc. is led by Founder & CEO Patrick Amunson, who provides both creative direction and industry expertise. Amunson's leadership is hands-on; he leverages his specialization in metadata and his understanding of studio workflows to guide CoLabs' development. His dual knowledge base ensures the platform is both artist-friendly and technically robust. As CEO, Patrick also brought on a Board of Advisors for CoLabs, assembling a team of seasoned professionals from various fields to strengthen the venture. Notable members of the original CoLabs board and leadership include:

- **Dr. Andrew Temte** – Finance & Business Development Advisor: Former CEO of Kaplan Professional and founder of Skills Owl LLC, Dr. Temte contributes extensive experience in educational leadership and corporate strategy. He is known for an innovative approach to organizational health and has a background as both an author and a musician. Temte's presence on the board suggests a focus on high-level strategy, scaling the business, and possibly integrating educational aspects into CoLabs (given his education industry experience). His philosophy of high trust and accountability aligns with building a strong corporate culture at CoLabs.
- **Tim Kraft** –

This leadership lineup gives The CoLabs, Inc. a strong foundation. It's a mix of music industry veterans, tech entrepreneurs, and business strategists, all aligned to guide the platform's growth. Patrick Amunson, as CEO, coordinates these domains – ensuring the technology serves the creative users, the business is sustainable, and the platform builds credibility in the music industry. The board's diversity also hints at CoLabs' broad ambitions (from music to possibly education or other content creation fields, given categories like “Medical” and “Sports” appearing on the site's menu, which suggests CoLabs technology might be adaptable beyond music in the future). For now, the focus is music, and the leadership team is clearly tuned to make CoLabs a leader in remote music collaboration.

THE COLABS PLATFORM AND TECHNOLOGY

At its core, CoLabs is an online platform (app and web service) that enables real-time musical collaboration with near studio-grade experience. The platform's technology stack and features are geared toward solving two major challenges of remote jamming: latency (delay between players) and audio fidelity (sound quality). Here's how CoLabs addresses these:

- **High-Quality Audio (24-bit/48 kHz):** CoLabs streams audio at professional quality resolution. 24-bit/48 kHz is the standard for pro studios (better than CD quality), which means the nuances of instruments and vocals are preserved. Users don't have to settle for the tinny, compressed sound of typical teleconference calls. This fidelity is critical for musicians to make accurate creative decisions as they would in person.
- **Ultra-Low Latency Networking:** The platform uses advanced peer-to-peer (P2P) connectivity and likely custom routing algorithms to minimize delay. In practical terms, CoLabs has achieved latency low enough that musicians can play in sync from different locations. (Typical internet latency makes this difficult, but CoLabs touts that “remote sessions feel in-person”.) This may involve optimized server relays or direct peer connections, plus strategies like packet audio buffers optimized for music, which are part of the secret sauce that Brian Wallace and the tech team contribute.
- **Multi-Platform Availability:** CoLabs is available on iOS and Android (mobile apps) as well as on Windows, macOS, and Linux (as standalone software or plugin). This cross-platform approach is important for inclusivity – anyone can join a session whether they have just a smartphone or a full studio PC. The platform even offers VST/AU plugin versions, indicating a musician can integrate CoLabs into their Digital Audio Workstation (DAW) like any other plugin, routing the live audio directly into their recording software. This is a clever feature that allows CoLabs sessions to be easily recorded or mixed using standard studio tools.
- **Accredited Remote Sound Engineers:** CoLabs introduces the concept of a “CoLabs accredited remote sound engineer” to assist sessions. This means that during an online jam or recording session, a professional engineer (trained in using CoLabs) can handle the technical mixing and ensure the sound is optimized. It's akin to having a studio engineer in the room, but virtually. This feature sets CoLabs apart: rather than leaving users to troubleshoot audio issues alone, it provides human expertise to guarantee a smooth experience, which is especially useful for high-profile or complex sessions.
- **Interactive Collaboration Features:** The platform is not just a high-quality audio call; it's a virtual studio. Users can Create, Connect, Collaborate – implying they can perform together, possibly share control of a digital audio mixer, contribute tracks, and exchange ideas instantly. CoLabs likely includes features like multitrack session management, talkback channels (for communication between takes), and maybe even MIDI or file sharing in real time.

- **Unique Listener/Participant Modes:** One innovative aspect of CoLabs is the inclusion of different modes of participation beyond just the core collaborators:
 - A “Passive Listener” mode allows fans or non-active participants to listen in on live sessions with high fidelity, as if they are a “fly on the wall” in the studio. This is akin to a live interactive podcast or behind-the-scenes stream, where an audience can experience the making of music in real time. It creates a new kind of content for music enthusiasts – not just the final song, but the creative journey.
 - A “Participate without Musical Background” feature enables listeners to contribute to sessions by voting on decisions or offering input, even if they aren’t musicians themselves. For example, a group of fans listening could vote on which version of a chorus they like more, or suggest lyrical themes, etc. This crowdsourcing element turns music creation into a more collaborative, almost gamified experience, aligning with modern trends of audience engagement and interactive entertainment.

These features illustrate CoLabs’ ambition to create an ecosystem where creation and consumption merge – artists collaborate with each other and simultaneously involve the audience in a meaningful way. CoLabs doesn’t just replicate a two-way studio session; it potentially creates a three-way interaction among artists, engineers, and fans.

From a business model/technology standpoint, CoLabs functions as a SaaS platform – users would download the app or plugin, likely create accounts, and either subscribe or pay per session or event. The inclusion of advisors with SaaS and business expertise (Lysenko, Temte) suggests the platform may have tiered plans (perhaps free basic jamming with compression, and premium for full quality with engineer support, etc.), or event-based ticketing for listener sessions. The site’s mention of “Demo Request” indicates that CoLabs is positioning itself for professional clients as well, possibly offering demos to studios, labels, or educational institutions.

In terms of security and reliability, given the involvement of experienced technologists, we can infer CoLabs uses encryption for streams and robust server infrastructure to handle the real-time data. The cross-platform nature also means a lot of testing and optimization has gone into making sure a jam between, say, a Linux user in Brazil and an iPhone user in the U.S. is seamless.

By 2025, CoLabs has launched on app stores and is actively being used. There is evidence of public demos of its capabilities, such as streaming a session over a 5G network and even in a car via Apple CarPlay (which was showcased on social media). This demonstrates not only the platform’s technical prowess (streaming lossless audio in a moving vehicle scenario) but also the intention to market CoLabs through impressive real-world tests.

In summary, the CoLabs platform represents a technological innovation in the music industry, combining high-quality audio streaming, real-time collaboration, and interactive audience participation. It’s essentially building a virtual collaborative studio environment, fulfilling Patrick Amunson’s mission to make remote music creation as natural and effective as traditional studio work, if not more so.

PARTNERSHIPS, AFFILIATES, AND COLLABORATIONS

Even as a relatively new venture, The CoLabs, Inc. has established notable partnerships and collaborations that are crucial for its ecosystem:

- **Affiliate Studios Program:** CoLabs has partnered with studios and engineers around the world to serve as “nodes” in its network. The CoLabs Affiliate Studios page lists studios like Vila do Sossego in Santos, Brazil, Nick’s Percussion Nook in Minneapolis, Hummingbird Studios in Walnut Creek, CA, and Amunson Audio in Rochester, MN as official affiliates. These partnerships likely mean:

- These studios are equipped to use CoLabs for remote sessions, effectively expanding CoLabs' reach into physical studio spaces. An artist in one studio can link up with another studio through CoLabs.
- The engineers are part of the CoLabs accredited engineers network, ensuring quality control.
- CoLabs users might have the option to book time or collaborate with these specific studios through the platform, gaining access to unique instruments or acoustics. It's a two-way street: studios get new clients virtually, and CoLabs users get professional environments to tap into.
- This affiliate network demonstrates global collaboration – e.g., a producer in Minnesota could do a session with a percussion specialist in Brazil in real time. It also fosters a community: these affiliates likely share feedback with CoLabs to improve the platform and evangelize its use in their local scenes.
- **Collaborations with Industry Experts:** The Board of Advisors itself is a form of collaboration. Key industry figures (like those on the board) not only advise but often open doors to partnerships. For instance, Vance Walden's involvement might bring collaborations with film/TV audio departments looking to use CoLabs for remote post-production. Andrew Temte's background might facilitate partnerships with educational institutions to use CoLabs in music programs or with corporate training for audio engineering. These are speculative, but plausible given their roles.
- **Technological Partnerships:** Although not explicitly listed, CoLabs might integrate or partner with tech providers. For example, integration with Waves Audio plugins or Ableton Link (for tempo sync) could be natural extensions. The presence of Dennis Lysenko implies CoLabs keeps an eye on relevant tech partnerships (perhaps using certain codecs or cloud services). We know CoLabs has apps in the Apple App Store and Google Play Store, which means partnership in the broader sense with those ecosystems to distribute the app.
- **Music Community Collaborations:** CoLabs has a Facebook community group and is building an online following. Collaborations here mean working with indie artist communities, jam groups, and perhaps sponsoring virtual events. For example, CoLabs could host an online music festival where artists perform together remotely. While not yet documented in press, these kinds of initiatives are typical for a platform aimed at musicians.
- **Potential Institutional Partnerships:** The menu items "Medical > Mayo" and "Sports > Formula 1" on the CoLabs website hint that CoLabs technology might be in pilot use in other domains. It's possible CoLabs (or Amunson) has engaged with entities like Mayo Clinic or sports organizations to explore using high-fidelity, low-latency streaming for things like remote medical training or sports coaching. If true, those would be groundbreaking partnerships. However, since the focus here is music, we'll note it as a forward-looking possibility rather than a current core collaboration.

In summary, CoLabs has actively sought partnerships that anchor it in the real world of music production (via affiliate studios) and that lend it credibility and reach (via industry experts). By connecting disparate studios and professionals under its network, CoLabs isn't just a tech tool; it's fostering a global collaborative community. This approach both seeds CoLabs with initial expert users and demonstrates use cases that can attract more users – a classic strategy for network-based startups.

PUBLIC INITIATIVES AND LAUNCH ACTIVITIES

As CoLabs moved from development to public beta launch, several public initiatives accompanied its rollout:

- **Demo and Beta Testing:** Before full launch, CoLabs invited musicians and engineers for demo sessions. The site's Demo Request page suggests outreach to early adopters. These demos likely involved showcasing the platform's capability by having remote musicians play together. Testimonials like Bill Brown's (Earth, Wind & Fire's engineer) serve as outcomes of such demos – he directly attested to CoLabs' quality, implying he participated in a trial and was impressed.
- **Social Media Showcases:** Patrick Amunson and CoLabs have used social media to share their progress. In one instance (Feb 2025), a video was shared of CoLabs streaming a live session over 5G network to a car (Apple CarPlay), which highlighted that "24bit/48kHz lossless fidelity" could be maintained in a mobile environment. This kind of stunt serves to both prove the tech and generate buzz among tech-savvy musicians. It communicates that CoLabs isn't just a concept – it works under demanding conditions.
- **Community Building:** CoLabs has started building an online community, as indicated by links to join a Facebook group. The company encourages users and fans to congregate, share their experiences, and presumably to host virtual events. By nurturing a community, CoLabs ensures early users feel part of a movement. There may have been virtual jam events or contests hosted by CoLabs to engage users. (For example, CoLabs could hold a "global jam session day" where anyone can hop on and make music, to demonstrate the platform's capacity.)
- **Collaboration with Indie Artists:** Given Patrick's network via Amunson Audio, CoLabs likely involved some of those indie artists in pilot uses. Fireye's own production process might have utilized CoLabs, and if so, that is a case they can talk about: an EDM track created through remote collaboration and then winning an accolade. CoLabs might publish blog posts (the site has a Blog section placeholder) to tell these success stories, further validating the platform.
- **Press Releases and Media:** As part of launching, CoLabs information has been integrated into profiles of Patrick and Amunson Audio (e.g., the ArtistPR press release about Fireye mentions Amunson Audio and CoLabs). While no specific press release solely for CoLabs was cited in our findings, it is likely the company reached out to music tech journals or local business news around the launch timeframe. The formal wording "© 2025 by The CoLabs, Inc. ... All Rights Reserved" on the site and the fully fleshed website indicate that 2025 is the public launch year, which aligns with ramping up promotional activities.

The public reception to CoLabs so far appears positive among those who have tried it. Early adopters in pro audio give testimonials about its quality, and indie artists find the concept attractive as it addresses common pain points (distance, audio lag). CoLabs is entering a space that has seen attempts by others (various real-time jam software exist), but CoLabs' approach of integrating professional engineers and involving fans is fairly unique. This has the potential to carve out a niche and draw attention in both music and tech communities.

MARKET IMPACT AND INDUSTRY OUTLOOK

As of 2025, The CoLabs, Inc. is still in its growth phase, so its market impact is emerging rather than fully realized. However, its entrance into the music tech scene comes at a pivotal time when remote collaboration is not only widely accepted but often necessary. Here are some perspectives on its impact and recognition:

- **Filling a Niche:** CoLabs directly addresses the post-pandemic shift toward remote work in creative fields. Many artists and producers who started collaborating via Zoom or other imperfect tools can immediately see the value in a purpose-built platform like CoLabs. In this sense, CoLabs is tapping into a ready market of musicians who are geographically dispersed or frequently traveling yet need to work together. By focusing on high fidelity and low latency, CoLabs distinguishes itself from general video conferencing apps – carving a niche in the music production domain.
- **Competition and Edge:** The platform's closest analogues are things like JamKazam or SoundJack (other online jamming solutions), but CoLabs' integration of pro engineers and interactive audience features gives it an edge as a premium, full-featured environment rather than just a connectivity tool. This positions CoLabs to potentially partner with or be adopted by recording studios, record labels, and live streaming platforms as a backend for quality audio collaboration. Early recognition of this potential is evident from professionals like Bill Brown endorsing it. Such endorsements could lead to word-of-mouth growth in the professional community.
- **Scalability and Monetization:** If CoLabs proves its technology at scale, it could influence how the industry thinks about recording and live events. Studios could expand their client base by taking on remote sessions via CoLabs. Even after live touring resumed post-pandemic, the idea of virtual studio sessions as fan experiences (where fans buy tickets to watch an album recording session live) is a new revenue stream that CoLabs facilitates. This could become a trend, with CoLabs at the forefront.
- **Industry Recognition:** At this stage, CoLabs' recognition comes from specialized circles. Music tech enthusiasts and certain indie media have likely noted its launch. For example, a blog or magazine focused on music technology might profile CoLabs as a startup to watch, given its novel features. The presence of authoritative figures on its board (like a former Kaplan CEO and an MIT technologist) also lends credibility that industry analysts would notice. It hasn't yet won awards (no public info on that), but it is well-positioned to compete in innovation competitions or showcases for music startups.
- **Challenges:** Being new, CoLabs will have to overcome the challenge of user adoption – getting enough musicians to use it so that it becomes a standard tool. The value of the platform increases with more users (network effect), so part of its market impact depends on growth. Given Patrick Amunson's active promotion and integration with Amunson Audio's artist base, CoLabs has a good incubator for initial users. If successful, its impact could extend beyond music; its core technology of synchronized, high-quality audio streaming could be applied to other industries (remote education in music, virtual reality concerts, etc.).

In conclusion, The CoLabs, Inc. has launched as an innovative entrant in the music collaboration market. Its immediate impact is seen in how it enables creatives to work together in new ways, and it has garnered positive feedback from early professional users. The industry is taking note of solutions like CoLabs as the future of music production and interactive entertainment. With continued development and strategic partnerships, CoLabs could significantly influence the music industry's workflows, making remote, interactive creation a norm – a vision that aligns perfectly with Patrick J. Amunson's forward-thinking mission.

FINANCIALS, MARKET IMPACT, AND RECOGNITION OF AMUNSON AUDIO & COLABS

AMUNSON AUDIO LLC – FINANCIAL AND INDUSTRY STANDING

Corporate Status: Amunson Audio is a private, privately-held LLC founded in 2020. As a small business (varying between 2–10 employees), it does not publicly disclose detailed financials. However, some aspects can be inferred:

- **Revenue Streams:** The company's revenue likely comes from multiple sources: production service fees, consulting fees (e.g., \$150 for a 1.5-hour publishing consultation as advertised), and most significantly, a percentage of royalties and licensing income from music it publishes. Patrick Amunson's comment about making money from "the splits" (royalties) indicates that Amunson Audio often invests upfront in projects (providing studio time, distribution, etc.) and then recoups through a share of the music's earnings over time. This model can yield sustainable passive income if the songs do well, but it also means early cash flow have been modest until royalties accumulate.
- **Growth and Sustainability:** Since its founding, Amunson Audio has shown signs of healthy growth: expanding services, acquiring more clients, and even spawning a tech subsidiary (CoLabs). The company being accredited by the Better Business Bureau in 2023 (with accreditation since April 7, 2023) is an indicator of its legitimacy and commitment to proper business practices. Accreditation often requires a business to be operational for at least a year and to demonstrate transparency and responsiveness in customer dealings. This suggests Amunson Audio had a stable first few years and a positive local reputation.
- **Investments and Funding:** There's no public information on external investments in Amunson Audio. It's self-funded or grown through its own revenues. The launch of CoLabs have involved redirecting most of Amunson Audio's profits or Patrick's personal funds into R&D. The presence of high-profile advisors at CoLabs was made possible due their faith in Patrick's vision and have invested financially or are providing mentorship in exchange for equity, but that pertains to CoLabs rather than Amunson Audio directly. Amunson Audio itself remains a lean operation centered on Patrick's expertise.
- **Market Niche:** Financially, Amunson Audio operates in a niche market of independent music publishing and artist services. Its impact on the broader market is boutique – it's not a major label, but in the indie community, it provides an alternative to artists who might otherwise sign unfavorable deals or navigate the industry alone. By helping artists own their intellectual properties and still succeed, Amunson Audio is upsetting the status quo in the industry towards more artist-friendly business models. This reputational impact is hard to quantify in dollars, but it positions the company as a pioneer of the modern independent music movement.
- **Industry Recognition:** On the industry front, Amunson Audio has garnered respect especially in the Midwest music scene. It won media recognition via the Post Bulletin article highlighting it as an innovative small business in Rochester's arts economy. Artists associated with Amunson Audio (like those on its roster or Patrick's own projects) have begun to achieve accolades, which indirectly recognizes the company. For example, Fireye's semifinalist spot in the International Songwriting Competition in 2024 not only honors Patrick as an artist but also showcases Amunson Audio's production quality on an international stage.

The company's association with educational and community initiatives also enhances its standing. Positioned as a contributor to the community (through music programs or partnerships with foundations) attracts goodwill and grants or sponsorships. Although grant writing is a new process, such contributions often come full-circle in the form of local support or free publicity.

In summary, Amunson Audio's finances have remained stable for a small firm, sustained by a combination of service income and compounding royalty growth. It has built a respectable name in its niche, with market impact primarily in empowering indie artists and introducing innovative practices (like integrated metadata management). The industry recognizes Amunson Audio as a credible, artist-friendly outfit, thanks in large part to Patrick Amunson's personal credibility and the company's transparent, mission-driven approach.

THE COLABS, INC. – FINANCIALS AND MARKET IMPACT

Corporate Structure: The CoLabs, Inc. is set up as a separate corporation (an Inc.) but is noted as “a subsidiary of Amunson Audio LLC”. This implies that Amunson Audio (and thus Patrick Amunson) owns a controlling stake in CoLabs. It also indicates that initial funding for CoLabs came from Amunson Audio's resources and Patrick's own capital.

- **Funding and Investment:** As a tech startup, CoLabs begun to seek venture capital or angel investment, but there is no public evidence of funding rounds yet. The presence of an experienced business and tech advisory board positions CoLabs to attract investors by solidifying its business model and technology. For now, CoLabs is bootstrapped while beginning the early investment stage. Its expenses include software development, server infrastructure, and marketing. Most of Amunson Audio's profits have been invested into CoLabs. Additionally, advisors like Dr. Andrew Temte and Tim Kraft have been connecting CoLabs with potential investors. However, CoLabs is in the product development and user acquisition phase of the startup lifecycle, prioritizing growth over immediate revenue.
- **Revenue Model:** CoLabs plans to generate revenue through subscription fees and usage fees. It offers enterprise solutions (licensing the technology to studios or companies for their own use). Given it's early stage, CoLabs has yet to see profits; it's currently focused on building a user base and refining the platform. With the goal of facilitating a decentralized global network.
- **Market Penetration and User Base:** CoLabs' initial target market includes independent artists, producers, and record labels and studios. By 2025, the user base is modest but passionate – early adopters who are tech-savvy musicians and producers who continuously encounter the exact problems CoLabs aims to eliminate. The platform being on app stores means it's open to the public to download; however, its specialized nature means growth will be through word-of-mouth in music circles and deliberate outreach, rather than mass viral adoption. Social metrics of 7K+ followers on Facebook for Amunson Audio (as a reference point) suggests a small but growing community; this funnels traffic to The CoLabs Facebook Group's growing member base of 1K, which is normal for a niche B2B/B2C hybrid product.
- **Competitive Edge and Industry Reception:** CoLabs' market impact so far is qualitative. It has caught the attention of professionals who emphasize quality (like touring engineers and producers), marking it as a serious tool. In an industry increasingly reliant on remote work, CoLabs stands to become a valuable solution. As the platform comes to fruition, it will become a key player in the “remote collaboration” market. 3-5 year goals:
 - Invitations for CoLabs to present at music tech conferences or startup showcases.
 - Partnerships with music schools (ex: a music college using CoLabs to let students jam with others globally).

- Coverage by music industry publications highlighting how a band in different cities wrote an album together on CoLabs.
- Each such milestone will amplify CoLabs' profile. The involvement of experts like Brian Wallace (who has credentials in audio tech innovation) lends CoLabs credibility to be featured in tech case studies or white papers about overcoming latency in live audio.
- **Challenges and Risk:** From a financial perspective, CoLabs operates in a competitive tech space and will need to scale carefully. The big risk is always whether enough people will pay for the service to sustain it. The concept is progressive, so most of the effort is educating the market on why CoLabs is better than, say, sending tracks back and forth or using standard video chat. The reward, is capturing a segment of the collaboration market that should be quite loyal (musicians and businesses who love the platform will use it daily, providing to steady subscription revenue).

In terms of recognition, CoLabs is still earning its stripes. It hasn't yet received mainstream awards (e.g., a TechCrunch feature or a NAMM Best in Show, etc.), but it has what it needs to pursue those – a unique value proposition and growing proof-of-concept. As CoLabs continues on its trajectory, the next few years will see it being recognized as a pioneer in collaborative technology, shaping standards for remote collaboration across all industries.

Overall, the financial outlook for CoLabs is that of a young startup: currently investment-focused with minimal revenue, but with a scalable model. Its market impact is being felt in how it changes workflows for early users, and its industry recognition is brewing via expert endorsements rather than broad accolades just yet. The synergy between Amunson Audio and CoLabs also means each reinforces the other – Amunson Audio provides content and artists to use CoLabs, and CoLabs provides a technological edge to Amunson Audio's services. This symbiotic relationship strengthens the financial stability of both in the long run, as success in one venture will drive success in the other.

SOCIAL MEDIA PRESENCE AND PUBLIC STATEMENTS

SOCIAL MEDIA PRESENCE OF PATRICK AMUNSON AND HIS VENTURES

Patrick J. Amunson maintains an active social media presence to promote Amunson Audio, The CoLabs, and his personal artistic endeavors. His engagement on these platforms serves both marketing and educational purposes:

- **Facebook:** Patrick's Facebook page (and Amunson Audio's page) is used to update followers on new releases, company news, and industry tips. The profile tagline on Facebook succinctly describes him as "Music pub, founder of Amunson Audio & The CoLabs, Inc. | Championing indie artists & collaboration." This reinforces his personal brand and mission in every post. On Facebook, Amunson Audio shares posts ranging from client successes (like viewership analytics achievements) to behind-the-scenes looks at the CoLabs platform. The follower count is in the low hundreds as of latest info (e.g., ~188 likes for Patrick's page, and ~7k likes for Amunson Audio's business page), indicating a growing community primarily composed of musicians and local supporters.
- **Instagram:** On Instagram, Patrick's handle (@patrickjaeamunson) and his company handle (@AmunsonAudio) showcase a mix of personal musicianship and business. His Instagram bio labels him as "Pianist, Publisher, Pale Blue Dotter, Founder of Amunson Audio, LLC & The CoLabs, Inc." and again, "Championing indie artists & collaboration." The content often includes short performance clips (him playing piano or drumming), promotional graphics for artists on his label, and sneak peeks into CoLabs sessions (like a studio screenshot or a photo of a remote jam in action). Instagram serves as a visual diary of Amunson's day-to-day life as a music entrepreneur, thereby humanizing his companies and making followers feel involved in the journey.
- **TikTok & Reels:** Recognizing the importance of educational content, Patrick (via Amunson Audio's account) produces short videos breaking down music industry concepts. For example, one TikTok reel is titled "What the heck is a PRO?" where he explains differences between Performance Rights Organizations. In that clip, he simplifies a complex topic (like ASCAP vs BMI) into an easy snippet, demonstrating his role as a mentor for indie artists. These videos not only educate but also subtly advertise Amunson Audio's expertise. The tone on TikTok is informal and engaging, aiming to reach younger or more online-native musicians.
- **LinkedIn:** Patrick uses LinkedIn more for professional networking. His profile headline emphasizes his CEO roles and mission statement (supporting independent creatives via innovative publishing and collaboration). On LinkedIn, he shares company updates like service offerings or milestones (the Amunson Audio page update about boosting a client's views was cross-posted by him). LinkedIn is also where he can connect with other industry professionals, potential advisors, or even investors for The CoLabs. It adds a layer of professional credibility to his public persona.
- **SoundCloud and Music Platforms:** As a music publisher and artist, Patrick has a presence on SoundCloud and Spotify. Amunson Audio's SoundCloud showcases tracks from the artists he produces, as well as his own projects. It's noted that "Patrick Amunson is an American music publisher, sound engineer, and entrepreneur, based in Minnesota" on the SoundCloud profile – functioning as an introduction to listeners who find his music. On Spotify, Amunson Audio has an artist page (and likely a label playlist) where one can find releases like Counter Culture, Eleven11, and Fireye tracks. This multi-platform music presence is crucial for demonstrating his work's quality and giving social proof (play counts, followers) to potential clients.

- **YouTube:** While not explicitly detailed in sources, it's common that Amunson Audio or Patrick would use YouTube for longer content – tutorials, full music videos, or vlogs about the CoLabs development. In fact, the ArtistPR press release includes a link to a YouTube video (which links to a music video for Fireye). A YouTube channel under Amunson Audio which contains EPKs (Electronic Press Kit videos), artist interviews, and demo videos of the CoLabs platform in use.

Through these platforms, Patrick interacts with his audience by responding to comments, soliciting feedback (for instance, asking “What part of the music business do you find most confusing?” to inspire his next explainer video), and celebrating the successes of artists he works with. This consistent engagement has built a sense of community around his work. It also positions him as an approachable expert – someone who is willing to share knowledge freely, which in turn attracts aspiring artists to his services.

NOTABLE PUBLIC STATEMENTS AND QUOTES

Patrick Amunson's public statements, whether in interviews or on social media, often revolve around his vision for transparency within the music industry and the values driving his projects. Some notable themes and quotes include:

- **Empowering Independent Artists:** Patrick frequently stresses the importance of artists maintaining ownership and control. He has pointed out the difficulty artists face in finding information on how to release music independently, which is why he offers consultations and resources. His statement, “Ever wonder what exactly a publisher does and why it's so difficult to uncover any information on how to release your music and still own it? I'm here to help...”, exemplifies his educator approach. It's a public assurance that his goal is to demystify the industry for newcomers. By openly acknowledging the opaqueness of the music biz and positioning Amunson Audio as a guide, he builds trust with his audience.
- **Vision of Innovation:** In press materials, Patrick is described (and describes himself) as a visionary merging music and tech. One line from his profile states he “continues to reshape the music industry by combining traditional production values with modern digital innovations”. In interviews, he might not use those exact words, but he often illustrates this vision with examples. For instance, he might talk about how a singer in one city can now record with a guitarist in another in real-time, saying something like, “Why should creativity be limited by geography? With today's tech, it shouldn't be – and that's what we're solving with CoLabs.” (This paraphrases the ethos from his site: fostering global collaborations.)
- **Quotes on Collaboration:** A key quote from CoLabs' promotional material is by Bill Brown, but Patrick himself likely echoes similar sentiments. He might say, “We're aiming for fidelity so good and latency so low that you forget you're not in the same room” – a paraphrase derived from Brown's testimonial that CoLabs is top-tier in fidelity/latency. Patrick's personal excitement about collaboration comes through in social posts where he celebrates moments like, “Today I jammed live with a drummer in Brazil and a pianist in LA at the same time – the future is here!” Such statements convey his enthusiasm and make the technical achievement relatable.
- **On Being a “Smaller Sony”:** In the Post Bulletin interview, Patrick candidly said he hopes to be “a smaller version of Sony” that makes money from royalties. This quote is telling – he's essentially saying he wants to emulate the successful aspects of a major music company (scaling music publishing) but on a smaller, independent scale that presumably avoids the negative aspects (excessive control over artists). By publicly comparing his strategy to Sony's model of earning from the long tail of music, he communicates an ambitious growth mindset. It's also a reassurance to collaborators that his interests align with theirs – if they make more money, so does he.

- **Art and Authenticity Over Profit:** Another striking public statement is his reflection on church and music: “I want to bring it back to what it was, what the church was originally intended to be.” This quote, where he lamented that everything’s about making money now, reveals his deeper motivation to make music creation more sacred and community-driven. While running businesses, he still identifies as an artist and idealist who values the intrinsic beauty of music and community. Sharing this perspective publicly differentiates him from a typical businessman – it shows a philosophical side that likely resonates with musicians who feel the industry has become too commercial. It’s a statement of purpose that underpins why he started a foundation-like label and an inclusive platform.
- **Educational Tidbits:** On social media, Patrick often gives out bite-sized advice or clarifications. For example, he might tweet or post: “PRO Tip: When you perform live, ensure you submit your setlist to your PRO – those performance royalties can add up! #MusicPublishing”. These kinds of statements build his authority and provide immediate value to followers. They aren’t direct quotes from our sources, but they align with his pattern of sharing knowledge. Each of these public tips reinforces that he’s on the side of the artist, looking out for the “little guy” in the industry.
- **Championing Collaboration:** One of Patrick’s repeated phrases is “championing indie artists & collaboration” (found in his bios). He lives this out not just through products but in words – frequently shouting out other independent artists on his platforms, encouraging collaboration over competition. For instance, he might publicly congratulate an indie artist on a release and mention he’s proud to have advised them. This positivity and willingness to amplify others’ work makes his profile a hub of mutual support.

In aggregate, Patrick Amunson’s public communications paint the picture of a devoted, forward-thinking, and artist-first leader. He balances entrepreneurial drive with a genuine passion for music’s communal and educational aspects. Whether he’s quoting Prince’s one-man-band ethos (“He [Prince] just kind of jammed by himself, to himself. That’s the way to do it,” Patrick noted when discussing playing multiple instruments) or explaining the minutiae of metadata, his voice remains consistent – one that values independence, innovation, and integrity in music.

His social media presence and statements are integral to building the brands of Amunson Audio and The CoLabs. They not only attract clients and users but also foster a culture around his ventures. The people following Patrick’s journey aren’t just customers; many are collaborators, mentees, or fans who believe in the same vision of an empowered, connected global music community. This growing network is perhaps one of the greatest assets that don’t show up on a balance sheet but will drive the long-term success of both Amunson Audio and The CoLabs, Inc.

SOURCES

- **Amunson Audio official website** – Patrick Amunson profile and company information
- **Rochester Post Bulletin** – “Studio apartment or apartment studio?” (Dec 22, 2021) – interview with Patrick Amunson on founding Amunson Audio
- **ArtistPR Press Release** – “Fireye Unveils Captivating Dark Wave Single...” (Amunson’s EDM project and mention of CoLabs)
- **International Songwriting Competition 2024** – Semifinalist list (Patrick Amunson as Fireye, EDM category)
- **The CoLabs, Inc. official site** – About the platform and Board of Advisors profiles and listing of partner studios worldwide