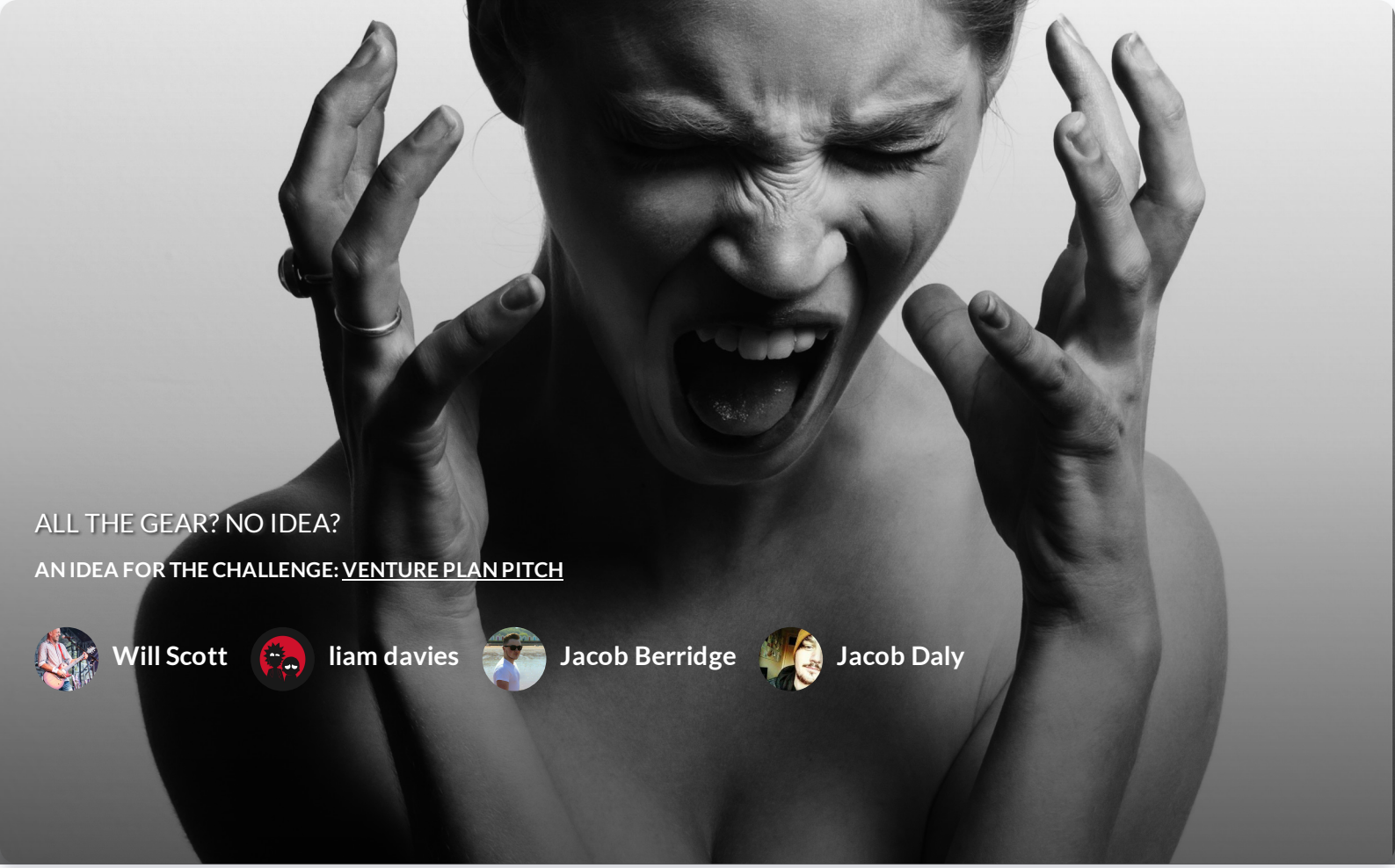

ALL THE GEAR? NO IDEA?

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Will Scott **liam davies** **Jacob Berridge** **Jacob Daly**

CONCEPT

daws · amp simulators · guitar pedals · guitar synths · midi · loopers · sound processors · synthesisers · service · training · software · music

This is a training service for the benefit of musicians faced with understanding and operating multi faceted hardware and software. Using internal and external experts to explain and teach how to optimize recording equipment and sound processors. From the most basic pedals to the technological, computer based tools. Easing the struggle and frustration of self tuition. Saving time and advancing knowledge efficiently.

One to one or group training will be available.

We will also offer in-house studio and rehearsal facilities.

A range of software and peripherals will be available for sale.

CUSTOMERS

Individuals, schools and colleges, community centers, music shops.

On the weekend of 22/11/2018 there were almost 100 gigs advertised on Swansea Gig Guide https://www.vision-path.co.uk/.

The BBC's Biggest weekend was worth at least £2.4 million to Swansea economy and 60,000 people attended according to the council. https://www.walesonline.co.uk/whats-on/how-much-radio-1s-biggest-14716595

Music is a big money spinner to local economies, charities and individuals. We will aim to raise the standard of local music makers, sound engineers and producers with the service we provide.

Our product will improve the quality of their product.

SCHOOL/COMMUNITY CENTRE

EDUCATION

Live Music & Recorded Music
Recorded Music
Education

KIETH RICHARDS

GUITARIST

75 years old

Alcohol
Rock and Roll
Tea.

NOVICE MUSICIAN

FULL TIME EDUCATION

16 years old

Video Games
Music
Alco Pops

Strategy

Online.

We will have a strong online presence linking ourselves to as many associated websites and pages as possible. Where feasible we will offer discounted sound engineering to charitable events in return for links on their event notices. This would also give students the opportunity to shadow experienced technicians in live situations.

Social Media.

We will have our own pages giving advice, posting videos and maintaining a gig guide.

Website.

We will run a website describing our service, what we have to offer and how it will benefit potential customers.

Certification

We will apply to to gain status as a certified tutors for software/hardware manufacturers and distributors, Logic, Ableton, Roland/Boss etc., and be featured on their web sites. https://www.ableton.com/en/education/certification-program/

Word of mouth.

As our business and customer base grows and the online presence is felt, word of mouth recommendations should follow.

Flyers.

We will have flyers printed and place them in strategic places such as venues, colleges and music shops. We would be happy for this to be a reciprocal arrangement.

Info mags.

Small magazines would be published containing articles of interest. These would possibly finance themselves with advertisement pages.

Personal Contact.

For larger customers i.e. Schools, colleges, community centers, a personal visit would be justified to present a sale pitch.

COMPETITORS

YOU TUBE

https://www.youtube.com/results?search_query=youtube+music+tech+tutorials

What they're missing

The quantity is too large.

Finding relevant videos can be time consuming and difficult.

No quality control.

Non Specific. The videos may be to advanced or not advanced enough.

They can't ascertain what level the viewer is at.

Videos don't offer a face to face service

MUSICAL INSTRUMENT TUTORS

What they're missing

Their priority is teaching the instrument. Peripherals are a secondary considerations.

They are not necessarily teachers or qualified in any way.

COLLEGES AND UNIVERSITIES

What they're missing

Not tailored to individuals.

Time consuming and require high financial commitment.

Fixed hours. Mainly daytime.

Failure of a module means failure of the course.

Modules may not be directly relevant to the subject.

Based around seminars and lectures about a subject rather than teaching how to do the job.

Colleges require entry qualifications.

Universities require students to complete modules unrelated to the

use of music technology.

Strategy

The service is tailored to the customers requirements. Hands on, step by step instruction.

Face to face lessons allow learning at the customers pace.

There are Music Tech tutors but most are in London, North Wales and English cities. The only exception I can find in South Wales, other than colleges and Universities, is YMCA Recording Studios.

http://www.ymcaswansea.org.uk/our-centre/recording-studio/

COMPATIBILITY

WILL SCOTT

HARDWARE AND ANALOGUE SYSTEMS ADVISER

Experienced live performer and band leader. I have a particular interest in music technology as a live performance tool. Expert in guitar/fretted instrument making and repair. Self employed for around 30 years.

BA.Hons. Music Technology,

JACOB BERRIDGE

SOFTWARE EXPERT

Introduced to music at a young age and has always been interested in behind the scenes aspect of music performance.

Has a keen interest in music technology and continuing to expand his knowledge of musical equipment.

Worked back stage at music performances and gained experience of how sound technicians and stage crew set up and operate live performance equipment

Comes from a family with a musical history and has been able to work

LIAM DAVIES

PERFORMANCE ADVISER

Has over ten years experience in music performance and live shows.

Highly skilled and knowledgeable in preparation for, and the running of, live performances.

He will impart this knowledge to our customers in a safe studio environment and at live events.

B.A. Hons. Music Technology.

with technicians on complex equipment.

6 years of full time study, 3 years at college and 3 at UWTSD, have resulted in a BA. Hons. Music Technology.

His a comprehensive understanding of post production and software will be a valuable asset to our service.

JACOB DALEY

TECHNICIAN

Six years experience within Music technology,

Multi-instrumentalist, specializing in guitar, synthesizers and sampling techniques.

Worked within the industry shadowing studio engineers and technicians at S4C Llanelli.

In depth understanding of recording and post production.

M.A. Music Technology.

8	9	8	5	10
Passion	**Resilience**	**Communication**	**Planning**	**Network**
Being my own boss is my life choice. I can't imagine it being any other way.	There's always a solution. Working with this team will only make solutions easier.	I communicate well. I try to be diplomatic but can be frank when necessary.	I can think things through but I'm not the most organised of people. This is where the strength of my team comes in.	I have full support of family and friends just as they have mine.

WE'RE 80% COMPATIBLE WITH THIS

IDEA

CONTENTS

Office/shop

We will need a space as a base of operations. To hold seminars, store equipment and retail stock.

Training

Training will be on going for permanent staff to ensure we're the best.

Business insurance.

Public liability, stock, contents, fire and theft.

Website

It's essential to maintain an up to date, evolving, online presence. We need to be THE place to go.

Social media

As with the website we need an online presence, Q&A forum.

Flyers, Info mags.

Connect with potential customers and create business.

Software, hardware.

Amps, computers, P.A. mics and software we'll use for training purposes plus equipment for day to day running of the business.

Video

Making and showing our own videos for training and promotion.

Phone, Internet

Usual office uses plus training and software down loads.

Log books

keep a record on customers.

Company van

Getting to customers and off site seminars.

Who

What

Where

The nature of the business means we will require experts skilled in the use of various pieces of hardware and software. These experts may not be permanent staff but as the business evolves it may be sensible to reconsider their status.

The business will act as an agency between our customers and the experts we use.

Our in-house knowledge should be adequate in most circumstances depending on the ability of our customers.

We will need business advice and intend taking advantage of free services such as Business Wales, Careers Wales,

https://businesswales.gov.wales/

https://www.careerswales.com/en/jobs-and-training/working-for-yourself/starting-your-own-business/

We will need general office equipment including computers dedicated to office work.

Music equipment such as, PA systems, computers, laptops, software and hardware, interfaces, leads, musical instruments.

We may retail software and hardware and may therefore require stock.

That being the case we will require display facilities.

Website, flyers, posters.

We may locate centrally to town. A shop with office facilities, storage space and areas suitable for seminars. However, an industrial site slightly outside centre might also be worth considering.

An empty warehouse could be used and fitted out for purpose. Noise is to be considered when thinking about a property in town. A large enough property may allow the opportunity to create studio and rehearsal areas which could be rented out during quiet or off-peak periods.

An industrial property may work out cheaper to rent and offer parking facilities.

Warehousing space can be rented for as little as £2.00 per square foot.

There is considerable opportunity to broaden the scope of this enterprise.

The initial idea of a purely training based business could be expanded upon to take in retail (online or off) rehearsal and studio facilities.

As well as keeping costs low, using a warehouse, potentially permits storage of stock and essential equipment.

Additional information

Every member of the team has computer facilities. We all own various pieces of hardware and software. To begin with at least, we would all
be prepared to make that available to the business.

We will have to explore what financial help is available in the form of loans and grants.

We will investigate what property is available, the cost of suitable buildings and negotiate an affordable price.

We will become certified trainers.

We will apply for discounted/free versions of the hardware and software we use.

Registering as a Learning Provider may add to the kudos of the enterprise and help with funding. https://www.ukrlp.co.uk/

CASH

Making money

Intermediary/agency between customers and consultants.

Group and one to one training.

Software/hardware sales plus peripherals i.e. strings, plectrums, leads/interfaces.

Recording system installation may be another string to the bow.

Renting out purpose made rehearsal rooms.

Tuition for the use of hardware/software.

Sound system and personnel hire.

Spending money

Advertising

Stock

Office Stationary

Communications

IT.

Studio Equipment, Software and Hardware.

Rent.

Rates.

Insurance.

Wages.

Fuel.

Utilities.

Fixtures and fittings.

Decor.

Signage.

Web design

Vehicles.

Maintenance.

Bank Fees.

Funding

Start-up grants. https://www.musiciansunion.org.uk/Home/Advice/Your-Career/Finance/Sources-of-Funding

Bank.

Government loans. https://www.gov.uk/apply-start-up-loan

This idea was created using Simply Do