# STUDIO FINDER

# BUSINESS CONCEPT / VALUE PROPOSITION

- Build a streamlined platform that simplifies the process of musicians booking Recording Studios
- Provide innovative, digital solutions to the various aspects of planning a recording session that will save time
- Connect Recording Studios with a large audience of potential customers

# PLATFORM FEATURES

- Review system for Artists to review Studios and vice versa. + 5 star Rating
- Ability to book Producers, Session Musicians and Equipment Hire along with studio booking
- High quality photos of studios compatible with phones, desktop and VR
- Flexible pricing options for studios
- Individual platform for ‘high-end’ studios and customers

# USER EXPERIENCE

**Artist / Booker**



**Studio**



**Additional extras** → Equipment Hire

Session Musicians

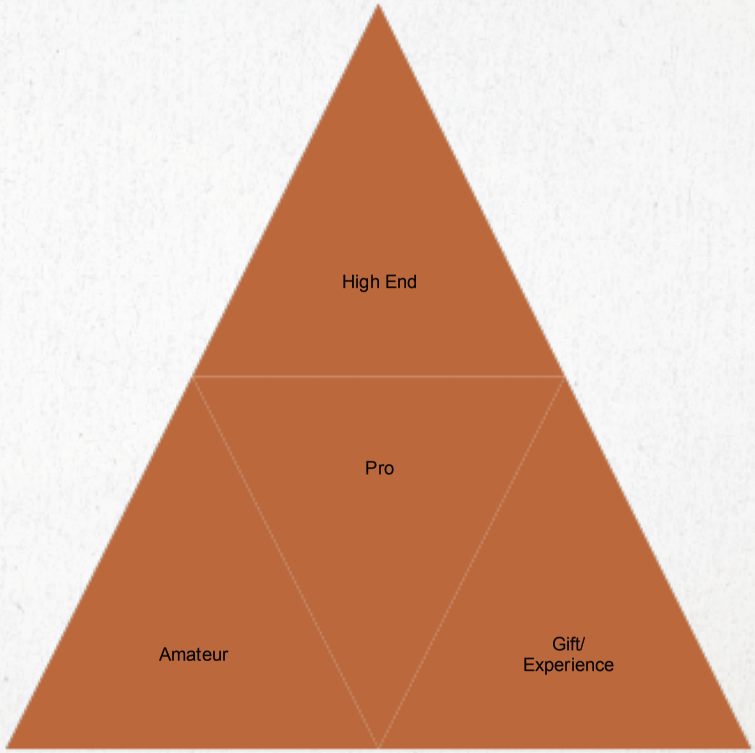
Insurance



**Final Booking**

# TARGET MARKET

- 4 Categories:
  - High-End
  - Semi-Pro to Professional
  - Amateur
  - Gifts and Experiences
- Customer side:
  - Musicians / Bands / Artists
  - Record Labels & Management Companies
- Client side: Studio Owners
- London > UK > EU > USA

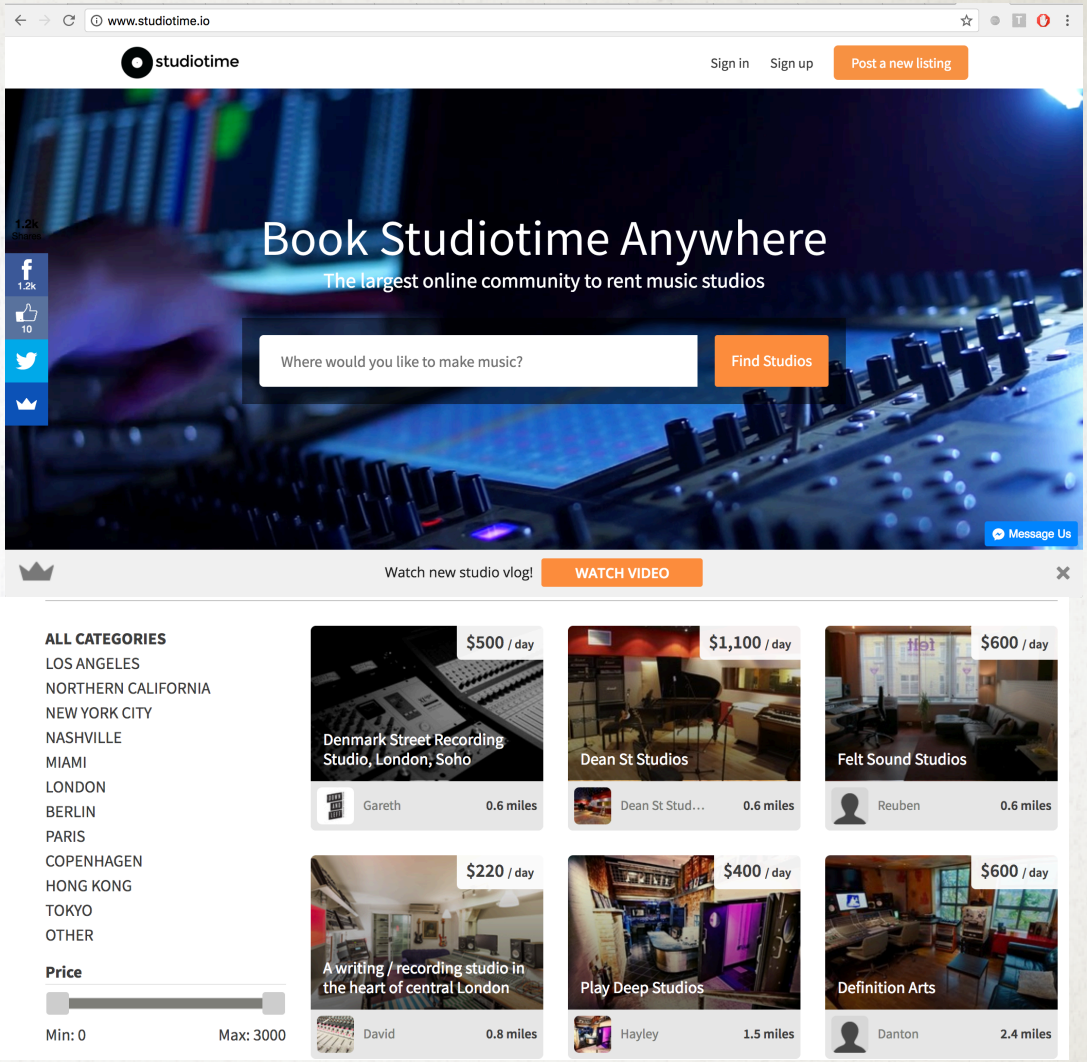


# COMPETITION

- Main competitor: **Studiotime.io**

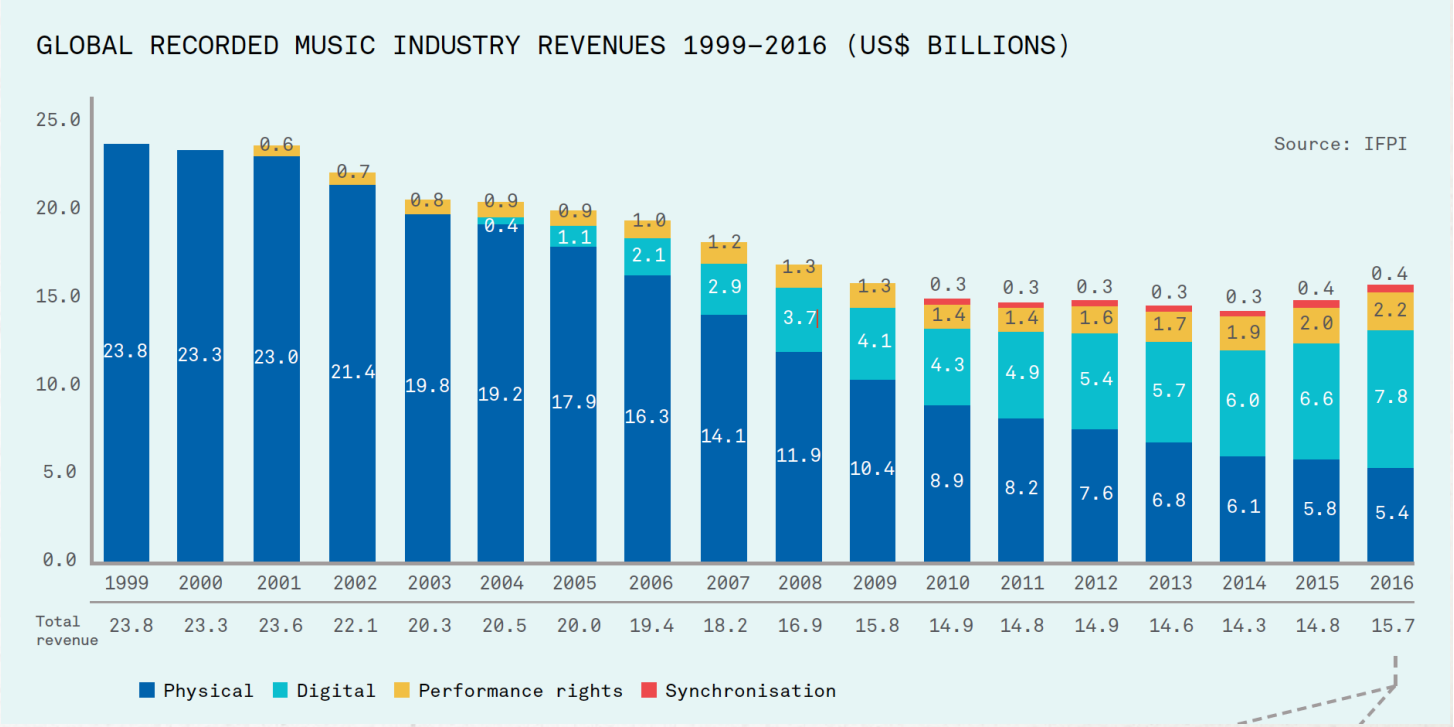
- Advantages:
  - First mover advantage

- Disadvantages:
  - Poor User Experience
  - Unprofessional Photos
  - No review system



# MARKET SUMMARY

- Industry growing again on global level
- Primarily digital services contributing to this growth
- Stability allows label expenditure on creating music

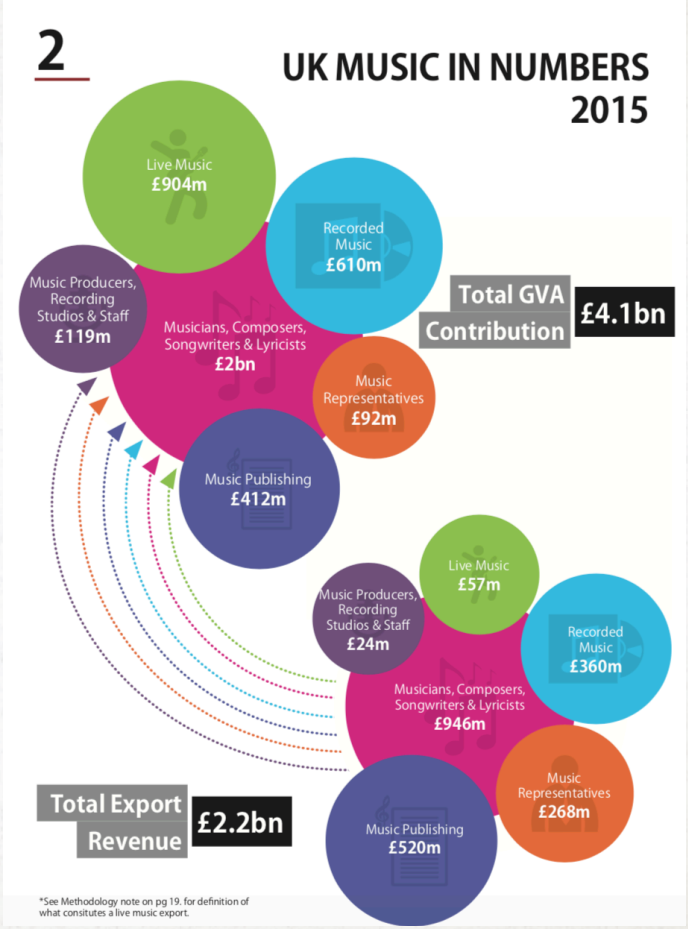



**IFPI Global Industry Report 2017**

# MARKET SUMMARY

- £119m Gross Value Added to the UK economy and £24m worth of Export revenue generated in 2015 by Recording Studios, Producers and Staff

- Opportunities for global expansion offers a huge market size to exploit



# MARKET RESEARCH

- **Interview potential studios**
  - Nationally
  - After growth, branch out to USA and EU




- **Tileyard Studios community**
  - Over 70 recording studios who are potential clients
  - Hundreds of actively recording musicians who are potential customers
  - Global network across London, UK and USA

# PRICING STRUCTURE

- 15% charge to the studio per booking
- 5% booking fee to the artist
- 10% charge on the external bookings charged to clients (Equipment, Producer, Accommodation)
- Additional revenue from advertising

# 5 YEAR FINANCIALS

| Year 1 | |
|---|---|
| Total Revenue | £ 88,000.00 |
| Total Expenditure | £ 166,030.00 |
| Profit / Loss | £ (78,030.00) |
| Margin | -89% |

| Year 2 | |
|---|---|
| Total Revenue | £ 271,375.00 |
| Total Expenditure | £ 212,030.00 |
| Profit / Loss | £ 59,345.00 |
| Margin | 22% |

| Year 3 | |
|---|---|
| Total Revenue | £ 525,250.00 |
| Total Expenditure | £ 330,030.00 |
| Profit / Loss | £ 195,220.00 |
| Margin | 37% |

| Year 4 | |
|---|---|
| Total Revenue | £ 775,000.00 |
| Total Expenditure | £ 560,030.00 |
| Profit / Loss | £ 214,970.00 |
| Margin | 28% |

| Year 5 | |
|---|---|
| Total Revenue | £1,117,500.00 |
| Total Expenditure | £ 775,030.00 |
| Profit / Loss | £ 342,470.00 |
| Margin | 31% |

# GO-TO-MARKET STRATEGY

- Meet with potential clients and customers to assess their priorities
- Promotion through Social Media and Digital channels
- Recruit software engineering team to build the platform
- Liaise with organisations to build a customer base (e.g. music and production education establishments)

# ANY QUESTIONS?