



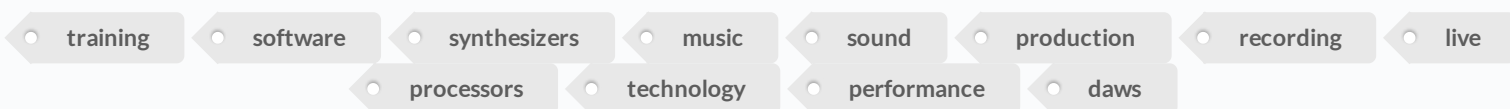
ALL THE GEAR, NO IDEA

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Jacob Daly

CONCEPT



'All the Gear, No Idea' is a technology based training program for the benefit of musicians, students and music businesses allowing them to gain the knowledge and understanding of technical software and hardware. Using our expert knowledge of music production we hope to offer helpful and informative classes allowing clients optimal usage over their recording equipment and post production gear. We want customers to learn within their own guidelines without the struggles and hardships of self-tuition. Saving customers money and time while quickly advancing their skills.

We offer training on a one to one basis.

In house training facilities are available as well as rehearsal spaces to fine tune both practise and knowledge.

Access to a range of recording software from Logic Pro X, Pro Tools and Audacity to electronic production based programs such as Ableton Live and FL Studio.

Online training videos and live streams keeping customers up to date on the next big thing.

24/7 helpline allowing people to contact a representative for useful information and advice.



ALL THE GEAR, NO IDEA

CUSTOMERS

'All the Gear, No Idea' will focus on individuals with a passion for music, whether this be within education, community centres, music shops or local music venues.

Music is a large money making industry with ties all across the board. They produce local economical growth while also befitting the community through charity events and mental health programs. We aim to further raise the standard for local music producers through the services we provide.

This will hopefully have a knock on effect in the standard of music within our area, pointing people who have the ability in the right musical and performance directions they strive to achieve.

The size of the market will constantly be on the increase as more and more music is introduced to the area. For instance, Swansea has a very large student population with many courses offering a wide range of music programs. Working along side these programs would be beneficial as it encourages students to learn about various different aspects of the subject.

There is also a large amount of live music venues within the area that could also help us improve our marketing strategies and appeal further to music lovers. These organisations are usually small however Swansea has been known to hold a variety of large scale events such as 'The BBC Big Weekend' and the 'Swansea Festival' for students. These are all organisations that could potentially improve our customer base and would be a good way to meet new clients.



JIMMY JAZZ
COLLEGE STUDENT

16 years old



Playing Jazz
Music Events
Education

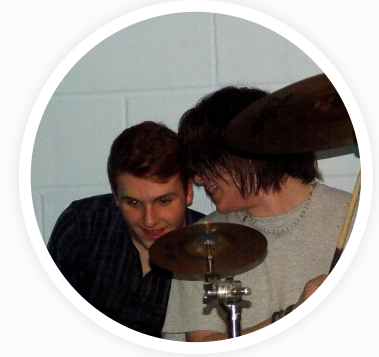


MOBY
MUSICIAN, DJ, AUTHOR,
PHOTOGRAPHER

51 years old



Disc Jockey
Music Producer
Political Activism



CHAYE EVANS
AEROSPACE ENGINEERING
STUDENT

22 years old



Playing Bass Guitar at 5am
Listening to Music
Riding His Bike

Strategy

Social Media

We will have a constant presence within social media. We will be posting live and prerecorded media furthering our outreach to potential clientele.

Online

We will maintain a strong relationship with our customer base through our website pages linking ourselves to as many associates as possible. When possible we will be offering our services up to charitable and community events furthering our presence.

Website

We will run a website describing our services through an easy to navigate interface. This will allow for customers to browse our services and choose what they want from us and when.

Information

We will not only offer information on our services online but also offer it through a range of different media such as flyers, magazines and posters.

Personal Contact

For large customer bases such as schools, colleges and community centres we will offer personal face to face meetings to justify a sales pitch.

Word of Mouth

As we are a community operation with ties to the industry, word of mouth will play a big role in advertising our company. This will also expand as our online presence expands.

24/7 Support Line

We want to give customers the chance to get in contact with us as soon as possible for any queries concerning our work or their own. This could also be a great information platform as it gives us the chance to work over distances.

COMPETITORS



TUTORFUL.COM

What they're missing

They offer tutoring on such a vast scale it can be off putting for customers. Especially customers looking for quality over quantity.

They offer no online video teaching services.

They only offer Maths, English, Science, French and Spanish tutors.



SOUND HAVEN STUDIOS SWANSEA

What they're missing

They don't offer the ability to purchase software or equipment.

They have no tutoring programs and only offer a rehearsal space.

Their prices are slightly unreasonable given its only a soundproofed room without recording equipment.



MYTUTOR.COM

What they're missing

They only offer 'Music' based tutoring meaning they won't teach about the technology behind recording music.

They are luckily only based within England and haven't expanded further giving us an advantage.

They don't distribute or offer equipment so it's down to the customer to have the gear already.

Strategy

'All the Gear, No Idea' is a company that tailors its services to the customer's needs instead of showing customers what's on offer. For example, if a customer hasn't invested in a mixer but needs to know how to work one, then we source our own in-house mixer to further tutor them.

We want to offer a face-to-face customer experience that is fine-tuned to their financial capabilities, without hindering the learner on skill level or equipment knowledge.

Many of the music technology tutoring programs I've seen have either been attached to universities in large English cities such as London or Bristol or only teach music on a practical instrument base. This is a big advantage for our company as we're offering tutoring on production equipment which isn't as common knowledge to music enthusiasts.

COMPATIBILITY



WILL SCOTT

HARDWARE AND ANALOGUE
SYSTEM ADVISOR

Experienced Live performer.

Band leader.

Expert knowledge of instrument
repair and restoration.

Self employed professional musician
for around 30 years.

BA. Hons degree in Music
Technology.

Top class guitarist and session
musician.

Valuable asset to our services.



JACOB BERRIDGE

SOFTWARE EXPERT

Comprehensive knowledge of
software production.

Family with known ties to music with
excellent networking opportunities.

Inspirational drummer with years of
experience.

6 years full time study at college
within the field of music technology.

BA. Hons. in Music Technology.

Comprehensive understanding on
complex recording equipment.

Valuable asset to our services.



LIAM DAVIES

PERFORMANCE ADVISOR

Over ten years experience in live
music performance.

Highly skilled within event
management.

Knowledgeable on every aspect of
running a live performance.

Has the ability to share
understanding through easy and
simple teaching techniques.

BA. Hons in Music Technology.

A sensational live guitarist and
performer.

Valuable asset to our services.



JACOB DALY

LEAD TECHNISIAN AND ENGINEER

Six years experience within Music
Technology.

Multi-instrumentalist, specialising 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.

Has a good network of fellow
musicians and industry
professionals.

M.A. BTEC Degree in Music
Technology.

B.A. Hons. In Music Technology.

Valuable asset to our services.

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Passion

I can use my own
initiative and work well
under any professional
work circumstance.

Resilience

There is always a way to
overcome any difficult
obstacles, especially
when working within a
reliable team.

Communication

I communicate well and
share my ideas fairly so
my team has a better
understanding of the
tasks at hand.

Planning

I like to have a thorough
and well thought out
plan. However I am
always prepared for the
unexpected.

Network

I have good ties within
the industry and have
absolute support from
friends and family.

*WE'RE 84% COMPATIBLE WITH THIS
IDEA*

CONTENTS



Offices/Shop Fronts



Business Insurance



Training

We need a reliable base of operations. Allowing us a work place environment to insure client satisfactory.



Website/Streaming Survices

An essential tool to keep informed, evolved and present on everything we offer. We must insure we're the first stop shop for music training. We also need to keep our streaming services up to date with current useful lessons widening our customer audiences.



Information Magazines and Leaflets

Potential connections to new customers who might not be able to access our internet services.



Log Books and Company Documents

Keep an up to date record of our customers insuring we maintain a healthy customer relationship.

Insurance on public liability, stock, equipment and cover over financial damages caused by potential fire or theft.



Facebook, Twitter, Instagram

Maintaining a healthy social media presence will help us maintain connection to our customer base as well as allowing others to view our exciting and informative content as soon as it is released.



Phone and Helpline Services

We want to offer a 24/7 call service to offer help and support to those who cant reach our offices after hours.



Company Van

Allowing transportation between customers and exportation of company equipment to clients.



Financial Accountant

Accountant needed to keep track of payments and bills to insure financial stability. Financial support needed to keep customer names and payments confidential.

Training will be an ongoing work ethic to insure we are the best we can possibly be.



Video Streaming

Helpful tutorials and step by step media that serves customers satisfactory.



Music Production Software and Hardware

We will offer amps, PA systems, microphones, recording software and hardware to be used for day to day training operations.



Gas, Electric, Water and Heating

Our team must have a comfortable working environment to insure we have all the necessities to offer our services comfortably.

Who

Within the training nature of the company, skilled experts are essential. These staff could be permanent in house or part time, however as the company evolves we will be considering a more permanent and stable organisation.

We will offer 'All the Gear, No Idea' as an agency based program, allowing flexibility for our customers to reach out to the experts we use.

Our teams knowledge should serve well within most circumstances

What

When it comes to equipment, standard office computers with desks, tables and chairs would serve for a great start to the company. A dedicated landline would also make it easier to communicate with customers across a long distance.

In-house music equipment such as a PA system, Mac operated computers with recording software, not to mention leads, musical instruments

etc. Microphones and headphones will need to be in plentiful supply

Where

An office block within a large town or city would be an ideal location for the companies base of operations. Wed need a space with enough room for studio/rehearsal, stock and an office space. There could be the potential problem of noise and sound proofing depending on the times of operation. A way around this problem is offering rehearsal spaces only during quiet and off-peak periods of the year.

Another potential space would be an industrial property. It would be a lot

well within most circumstances, however this is all dependant on our customers required services and needs. We are fairly confident with our companies networking allowing us to offer the customer the right person for the job.

Business advice is always a must have, so we intend on taking advantage of services such as Business Wales and Careers Wales to further our outreach and branching.

Careers Wales

- <https://www.careerswales.com/en/>

Business Wales

- <https://businesswales.gov.wales/>

Promotional items such as branded merchandising could also be sold to create revenue as well as our online shop front retailing hardware and software. We therefore will require stock. A local display facility would work well with branding and advertisement.

An online distributor who offers a similar service to us is 'Studio Spares'. They distribute their own merchandise as well as big music technology names such as 'Audiotechnica' and 'Allen and Heath'.

Studiospares

- <https://www.studiospares.com/>

Industrial property, it would be a lot cheaper to rent and offers the added bonus of plentiful parking as these types of facilities have plentiful parking. There is always the opportunity to broaden the reach of the enterprise with multiple properties allowing for a range of different services. The industrial property always has the bonus of space for stock, but is restricted by sound proofing for a studio space.

Additional information

Each of our team has various software, hardware and instrumentation that would all be a vital asset to our business.

We also each own a Mac computer with the software needed to teach or produce high standard recordings.

We will be continuing to explore the financial help available in the making our enterprise a reality.

Investigating what property and the real estate is available, along with finding a suitable space and negotiation of a reasonable price.

CASH

Making money

One to One training.

Sales of software/hardware.

Sales of peripherals such as strings, plectrums, branded merchandise and leads.

Spending money

Stock.

Office Stationary.

Communications.

IT Equipment.

Recording installation to home studios if needed.

Tuition for tutoring.

Fair tuition for borrowed equipment.

Personnel hire.

Online website streams with a paid subscription to locked content.

Renting out in-house studio space to customers.

Rent.

Gas, Water, Electric.

Wages.

Fuel.

Utilities.

Fixtures and Fittings.

Decor.

Web Design.

Vehicles.

Maintenance.

Advertisement.

Funding

There is a 'Welsh Development' grant of £15000 for business start up costs available.

There is also the 'Prince of Wales Trust' that offered an extra £5000 to new businesses.

Registering as a Learning Provider may help us with finding sufficient information on what help is out there for new businesses and financial support.



This idea was created using [Simply Do](#)