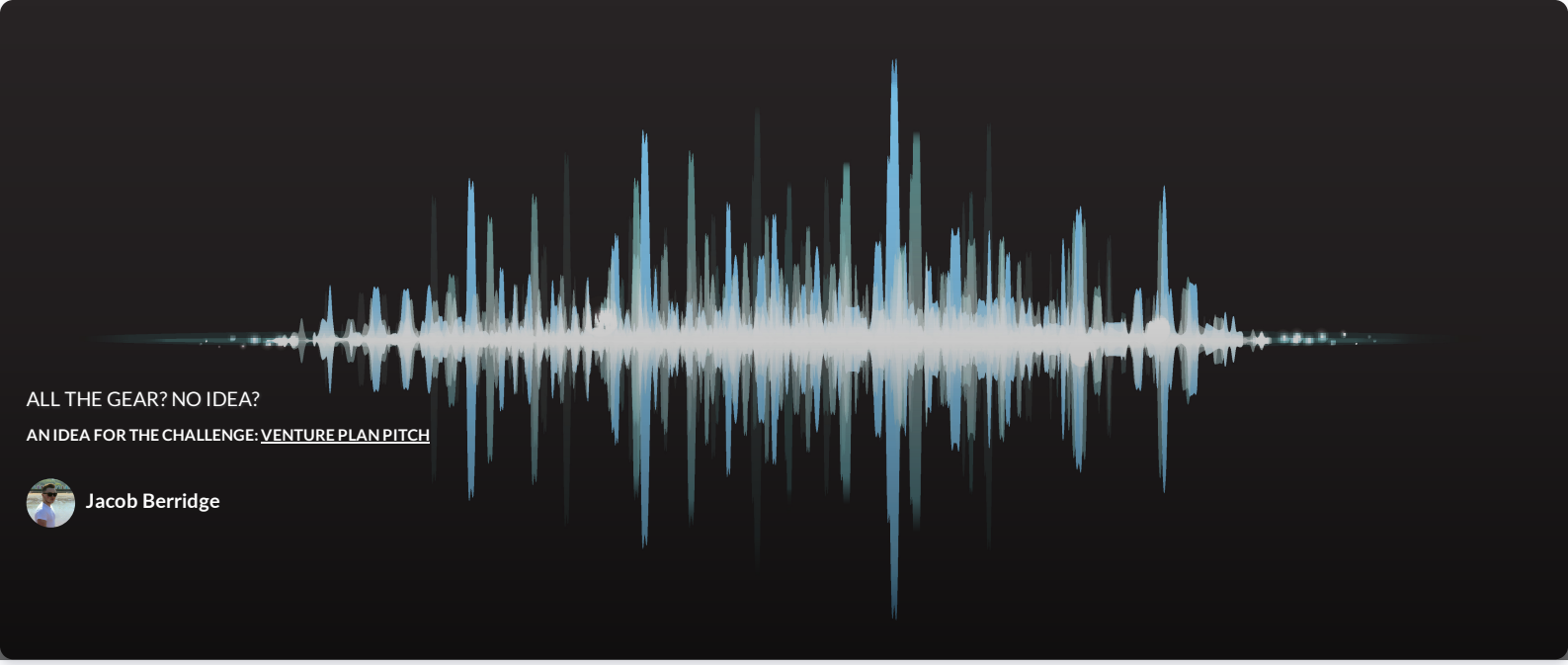

ALL THE GEAR? NO IDEA?

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Jacob Berridge

CONCEPT

music · hardware · software · training · tuition · gear · daws · service · guitar pedals · amplifiers · electronics · interfaces · studio equipmet

The service we are providing is a training and tuition service for the benefit of musicians, sound engineers and music producers to help the clients to understand and operate hardware and software within the music industry. There is a growing percentage of people becoming musicians and producers, many of them are inexperienced with the equipment they handle and possess. This means that there would be a higher demand on services that provide the help and guidance to help the clients to grasp an understanding on their own equipment. our service does exactly that. Our group offers;

One to one or group training and tuition.

Offer in-house studio and rehearsal facilities.

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

CUSTOMERS

Our target audience will vary from musicians to producers and sound engineers, who are either just starting at a beginner, to novice through out to intermediate programmers. we will offer an help and tuition to young people who want to start their music production and performing at a young age.

we are hoping to start on west, north west wales as the music scene is lacking and not vastly big. this would mean there would be no or little completions and help gather loyal customers to spread a good word which will help us expand all throughout out wales.

MUSICIAN

CONTRACT PERFORMER

22 years old

Performing
Going to concerts

Skateboarding

PATRICK TURNER

PRODUCER FOR AN INDIE RECORD LABEL

46 years old

Going to open mic events
Playing part time in a band

Going to the local pub

SCHOOL/COLLEGE

EDUCATION

110 years old

Producing music
Live performing

School band

Strategy

First Marketing method would be social media, so this would include social networking sites like Facebook, Twitter and Instagram. Cookies is a helpful method, they help advertise our Service to people who's browses relative searches like ours. Clients will then view our adverts on their social media sites.

word of mouth is a good source of spreading our service. only problem is, this method is only effective when we have a enough clients so their reviews and opinions spread around.

we would also have a website.

Also would Supply Schools, Colleges, and music shops Leaflets to give the public and young enthusiastic leaners the info they would need in order to come and use our service.

COMPETITORS

EDUCATIONAL FACILITIES

What they're missing

Wouldn't have time to do one on one tuition most of the time.

requires a lot of time and requires a lot of financial help

some modules may not help students understand the specific help they need for their equipment

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

Only 9-5 help.

YOUTUBE

https://www.youtube.com

What they're missing

Finding the specific videos may be time consuming or/and difficult.

No quality control.

Videos don't offer a One to One service

The viewer may not understand what the youtube is trying to teach them.

MUSICAL TUTORS

https://www.myt
s=Music&utm_source=google&utm_medium=cpc&utm_term=music%2
CORE%7CNOT-ONLINE%7CE%7C&gclid=Cj0KCQiAuf7fBRD7AR
a7qOsYBQaA

What they're missing

regularly using their service could be costly in both short term and long term.

Strategy

The service allows customers to get a grip and understanding with the equipment they possess and certain requirements they require. we also provide practical, step by step instructional tuition.

Face to face lessons allow learning at the customers pace.

COMPATIBILITY

8

Passion

Working fo myself and potentially working my own hours would suit my wanted lifestyle.

8

Resilience

I've always been committed to daily task and long term tasks. team work will help individuals overcome tough obstacles .

4

Communication

Im comfortable with tasing new ideas in with the group, to try and help build on our chemistry. however i always feel like i can't produce the best material when i have to speak out in front of a group.

6

Planning

Im Usually organised with work. however sometimes i fall behind when i get too overwhelmed with everyday life. this team will contribute to help others stay onto of tasks.

7

Network

i have a very supportive family who look out for me and will get behind my back as well as my friends inside and out side of college.

WE'RE 66% COMPATIBLE WITH THIS IDEA

CONTENTS

Administrational staff, contractors

There will always be an on duty manager. and contractors will be brought in to offer help to clients.

Office/Shop

An operation area, would be needed for storage and a training area for walk in clients.

Electricity, Wifi

Electricity would ensure all equipment would work. Wifi would also need to be supplied so we can monitor our website and social media pages, and to update our software.

Training

We would ensure our staff have the required knowledge and training to ensure they help clients to the bets of their ability.

Website

Our website would help inform people what we really do and supply them with details. we would also constantly update our website to make sure we don't let our clients miss out on any new information.

Facebook, Instagram

facebook will allow us to have contact with customers and be able to offer a Q&A service.

flyers, magazine and newspaper advertisement

we will offer flyers to educational facilities and to the public within our store.

Hardware/software

We would need a vast variety of equipment. From effects pedals, to software, interfaces and amps to ensure we get the best hands on tuition for our clients.

Phone number, email

We would set up and landline and have business mobile phones so our staff can ensure helpful assistance to our clients.

Company van

we would have a company van to provide a door to door and a portable service to our clients. this would help people who have trouble getting to our shop.

Insurance

This would cover us for any damages caused to our equipment. including theft and fires.

Log Book

This Log book will provide records on what client has been dealt with and what we got to do within the next few days.

Who

This Business will act as an agency between the clients who require services and the contractors who will be brought in by our company. These contractors will have professional experience within the music industry, weather that may be from hardware such as DAW's, Pedals, Interfaces, and guitar amps, or software, such as recording software or built in or downloadable plug-ins to help clients with their producing experience.

All on duty staff will have reasonabele knowledge within the music industry. but any pre-booked service or majorly advanced

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

https://businesswales.gov.wales/

What

Our Company would need Standard office equipment, such as computers, printers, stationary.

we would also need a vast range of hardware and software.

A space to set up shop for training areas, and working spaces for our staff.

a website and social media pages will be set up.

Also a company van is required to travel to clients.

Where

Our Headquarters would be located between the centre of town and the outer of town. public parking spaces will be required to help people to travel to us and come to us with more ease.

Our Headquarters would need to have enough space to several office suits, a training space for walk-in clients, a reception, and a tidy storage for all our equipment.

CASH

Making money

We would make money by offering a One-to-one or group tuition service to anyone who requires our assistance.

Spending money

Software/Hardware - such as; Recording equipment, producing software, interfaces

Gadgets - Guitar pedals, Drum and guitar tuners, Amplifiers.

We would Either offer a walk in service to customers that need help or training to their specific needs, or we would call in contractors who offer a professional training service if the clients help needs a professional to further their understanding with the equipment they possess.

Advertisement - flyers, newspaper and magazine adverts, video advertisement.

office supplies - Computers, printers, stationary.

Company van along with insurance, road tax and petrol

Wages for staff and contractors

Rent

Funding

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

Banks

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

SIMPLY DO IDEAS

This idea was created using Simply Do