



DRUMshare

Learn it. Share it. Express it.

Entrepreneurship
Peyton Kinman
06-0173-0067



BACKGROUND AND IDEA

- 🥁 Every day, people ask me how I learned how to play a percussion instrument and how they can learn too.
- 🥁 When I tell them how expensive lessons are, it discourages them from learning.
- 🥁 Drumshare was created as an inexpensive alternative with a user-friendly payment plan.





WHAT IS DRUMSHARE?

- 🥁 Drumshare is a percussionist website which allows aspiring percussionists to learn and thrive in a user-friendly and cost-friendly environment.
- 🥁 My whole concept with Drumshare is to make learning percussion easier.
- 🥁 Plus, you only pay for what you use so you get your money's worth.



BUSINESS DESCRIPTION

- 🥁 Drumshare will provide customers with an inexpensive alternative to learning a percussion instrument while allowing them to purchase merchandise and accessories.
- 🥁 With my online lessons, all the user does is look for the lesson they want to learn, click on the purchase button, and then they learn the lesson. Simple as that.
- 🥁 The price of the lessons will vary, but the average cost will be \$1.50/lesson.



BUSINESS STRATEGIES

STEP 1

GET THE WORD OUT

physical advertising, online advertisement, social media

STEP 2

LAUNCH THE WEBSITE

free trials, giveaways, free merchandise, prize packs

STEP 3

GROW THE BUSINESS

expand to new products, such as mobile apps and other instruments

PRE-LAUNCH TIMELINE

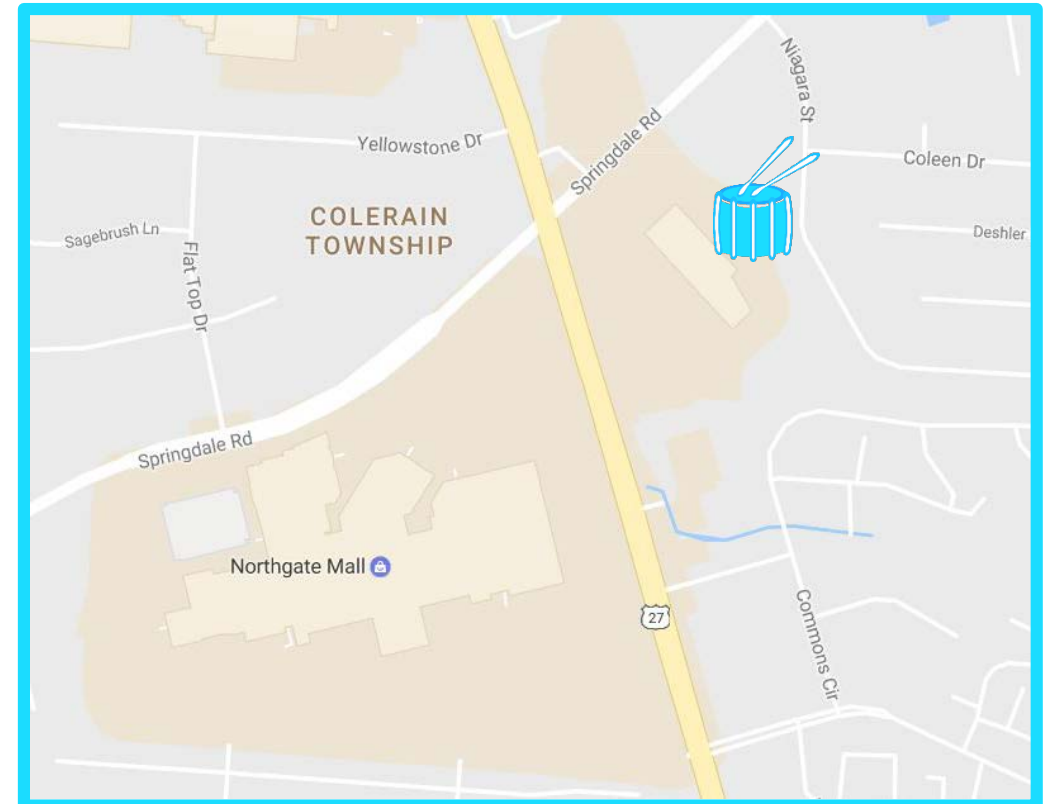
🥁 Our goal is to complete funding for this business in March 2017. Then we will be able to secure our lease, purchase the needed equipment and materials, and hire our staff in April 2017.



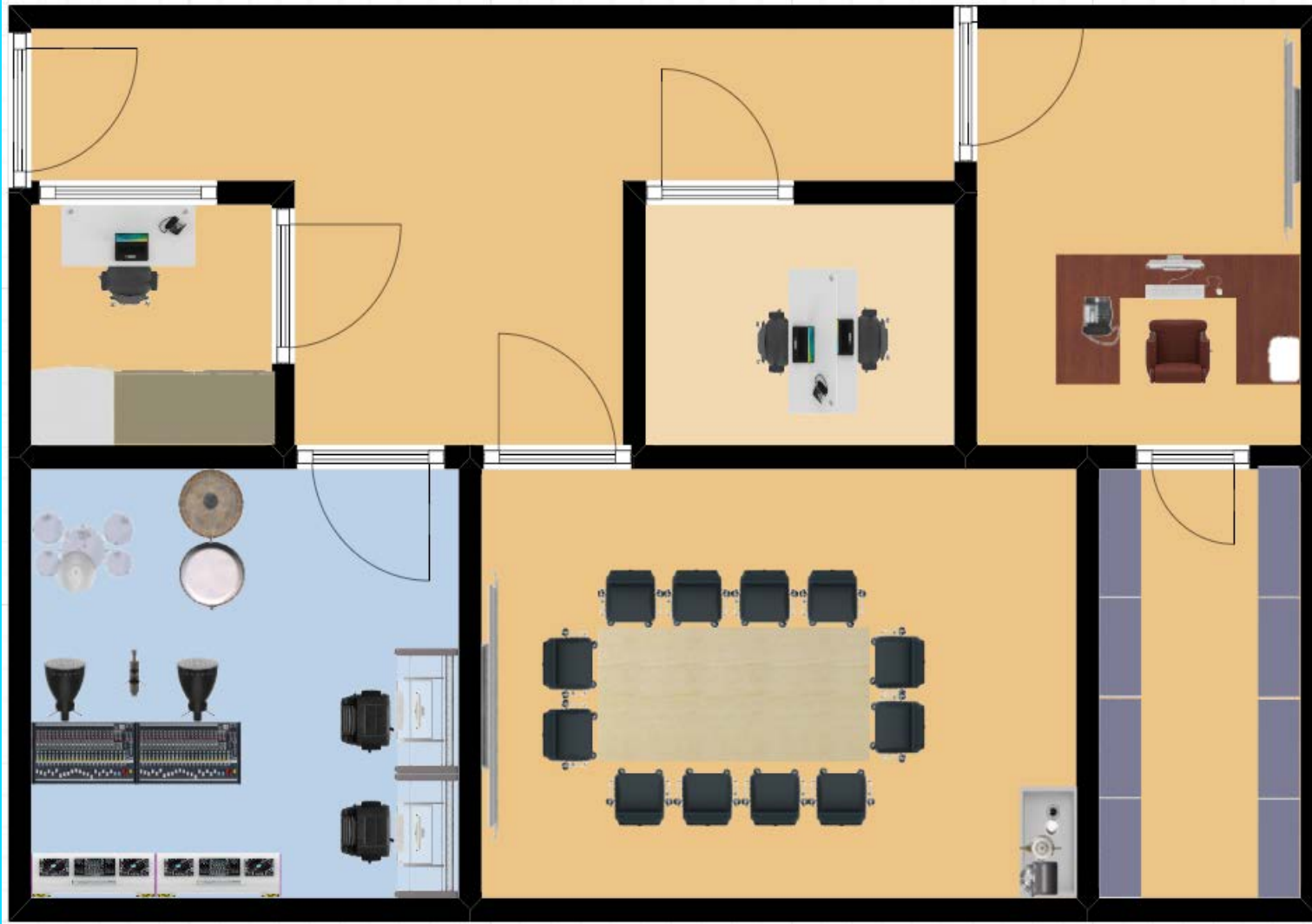
OFFICE LOCATION



We will secure a 500-square foot office space with back storage at 9600 Colerain Avenue in Greater Cincinnati.

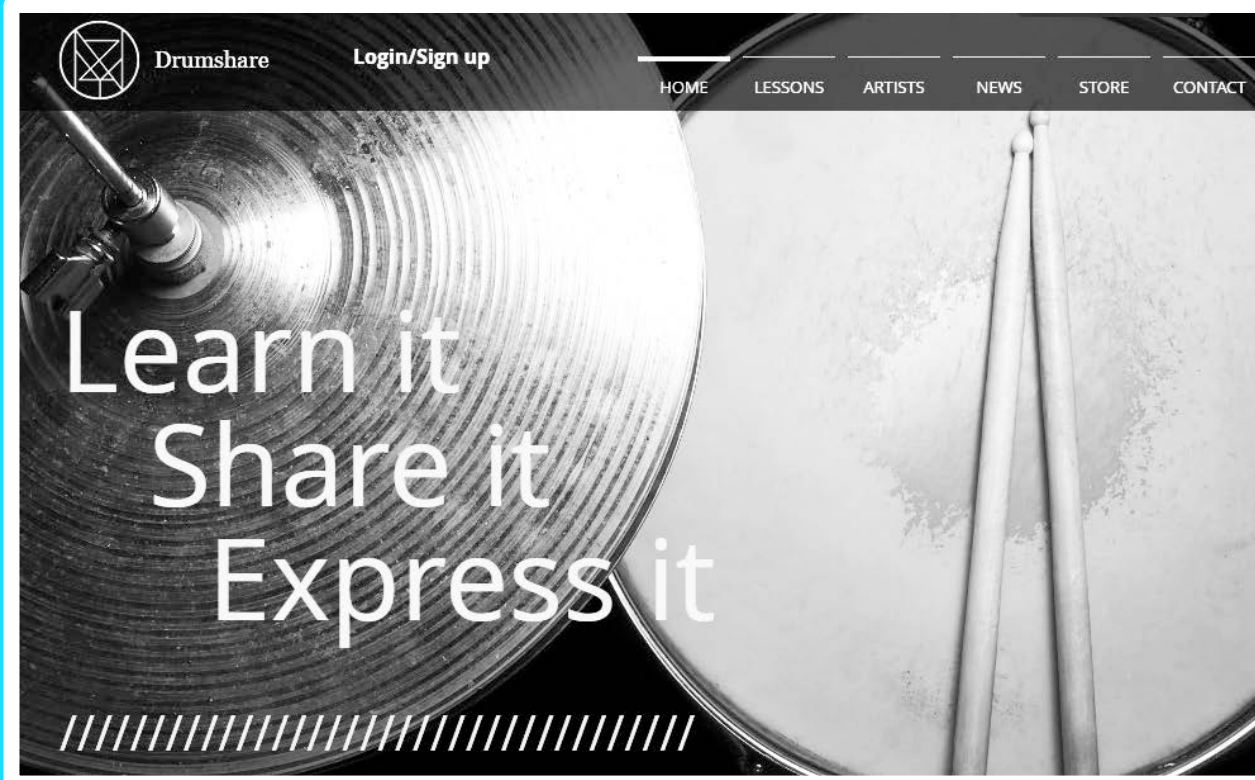


OFFICE LAYOUT



- 🥁 Housing inventory for online store.
- 🥁 Hold meetings and conferences.
- 🥁 Allow employees to work in a controlled environment.
- 🥁 Manage advertising and finances.
- 🥁 Create lessons and videos with instructors.

THE WEBSITE



- 🥁 The website will have a clean modern look, with the front having the most enticing items to draw the customers in.
- 🥁 The lessons section of the website will have a start page where you pick the kind of percussion you want to learn, such as Latin, metal, basic, hip hop, etc.
- 🥁 The online store will have two sections: one for purchasing merchandise and one for percussion accessories.



DRUM LESSONS

- 🥁 We will produce the video lessons by hiring qualified instructors and filming them teaching a lesson.
- 🥁 The lessons will be fun, engaging, and easy to use. Accompanying each video will be sheet music, percussion articles, and audio recordings.
- 🥁 A typical customer's monthly spending will average \$22.50 for 15 lessons.



LEARNING ONLINE

- 🥁 When users watch the instructor teach a video, it provides a visual perspective; when they see the piece of sheet music, it provides hands-on instruction; and when they hear the instructor teaching, it provides auditory instruction.
- 🥁 So with Drumshare, you're hitting three of your five senses and that's what helps you learn.



BUYING ONLINE

- 🥁 A typical customer's monthly spending on will average \$5.00/month on merchandise and \$5.00/month on percussion accessories.

Merchandise

- Hats
- T-shirts
- Hoodies
- Phone cases

Percussion Accessories

- Tuning keys
- Drum sticks
- Practice pads
- Hearing protection

WEBSITE GRAND OPENING

- 🎉 The website grand opening will play a key role in my business. The grand opening will be the first impression of my business.
- 🎉 So to achieve a good first impression, we will have giveaways, free trials, free merchandise, free accessories, and much more.

START UP PHASE

- 🥁 When you make a Drumshare account you get the default features such as free lessons, giveaways, merchandise store, etc.
- 🥁 The first few weeks we are not expecting to many users because it takes time to build trust with our customers.
- 🥁 Most of our profits for the first couple of weeks will come from our merchandise and percussion accessories.





OUR MARKET

- 🥁 The target market for my business would be anyone interested in learning how to play the drums, from a beginner percussionist to a more experienced player.
- 🥁 With Drumshare, anybody can learn how to play percussion. The thing that is keeping people from wanting to learn is the cost. Since Drumshare is a “pay for what you use” system, cost is not what the user has to worry about.





MARKET DEMOGRAPHICS

- 🥁 According to a US Census report, approximately 30% of all adults 15+ are amateur musicians. The population size of this demographic is 261 million people.
- 🥁 In this group, according to various industry reports, are approximately 5 million amateur percussionists in the US.
- 🥁 This represents the target market for Drumshare.

DIRECT COMPETITION

- 🥁 My direct competition consists of two websites owned by the same parent company:
 - Drumeo.com & Drumlessons.com.
- 🥁 The primary problem with my online competition is their payment plans. Both of my competitors have a flat monthly payment no matter how much you use their service.



INDIRECT COMPETITION

- 🥁 My indirect competition would be businesses that do physical music lessons:
 - Sam Ash, Buddy Rogers, Guitar Center
- 🥁 While every music store has lessons, it takes time and costs a lot of money.

THE PROBLEM AND SOLUTION

- 🥁 The problem I see with my competition is that they have a monthly fee/payment. The problem with that is if you don't use the website that much you're not getting your money's worth and this can cause you to waste money.
- 🥁 With my idea you're only paying for what you use. So think of it as a phone payment: when you buy a phone plan you usually buy minutes and data and you buy however many minutes or data you want.



COMPETITIVE ADVANTAGE

- 🥁 More flexible payment plans
- 🥁 Lower cost
- 🥁 User-friendly website
- 🥁 Scalable
- 🥁 Progress at your own pace
- 🥁 Learn from anywhere
- 🥁 Control your learning



REACHING CUSTOMERS

Physical Advertising

To target our preferred customers, we will send fliers and brochures to band directors in school districts and managers of local music stores. We will start locally, and then expand from there.

We will also distribute fliers at local music venues to gain more customers. Again, we will continue to expand from there.

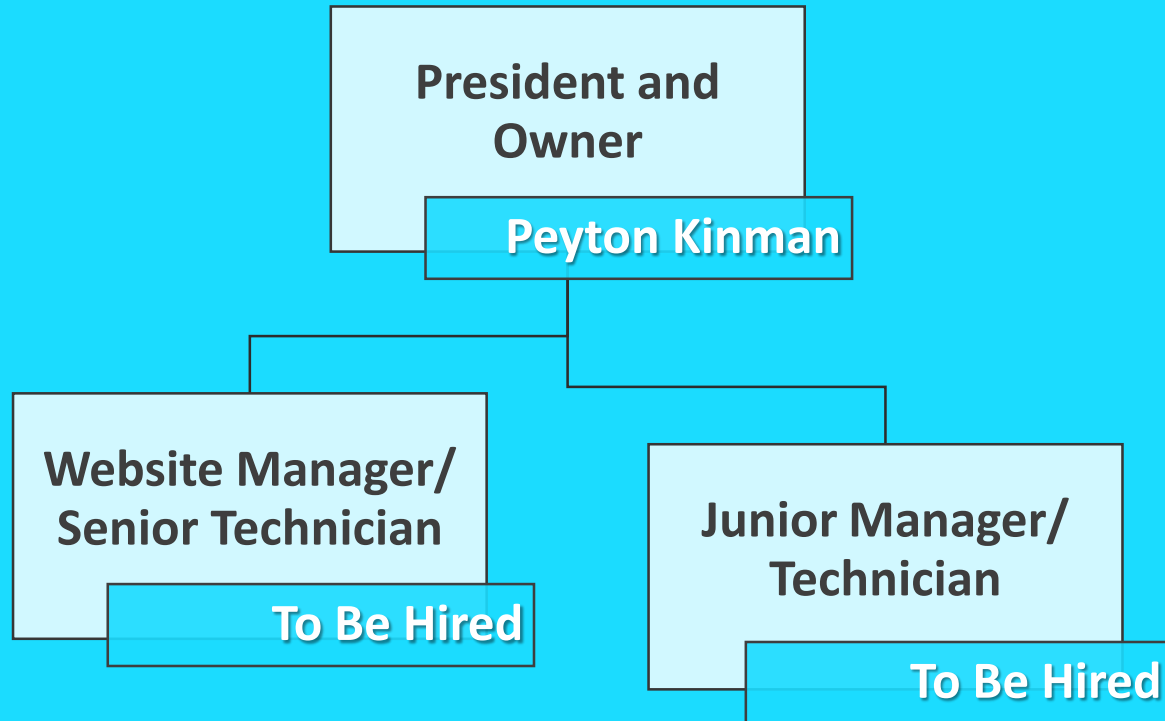
Online Advertising

Since my business is all online this is where most of my clientel and revenue will come from.

We will use Google Adwords/ Adsense to put our company out there, as well as using social media to get the word out that way.



MANAGEMENT



Drumshare will be operated as a sole-proprietorship and run by the president and owner, Peyton Kinman.

We will hire a Website Manager/Senior Technician to manage the website and train other technicians.

We will also hire a Junior Manager/Technician to assist with the website and ensure a positive customer experience.

CAPITAL REQUIREMENTS

My company is seeking a loan of \$100,000 to start Drumshare. What this funding will allow me to do is:

- 🥁 Launch my company's website
- 🥁 Advertise my business
- 🥁 Pay opening wages & salaries
- 🥁 Purchase electronics for my company office
- 🥁 Start a merchandise and accessory store
- 🥁 Make a deposit on a office and utilities

BEGINNING BALANCE SHEET

| ASSETS | | LIABILITIES | |
|----------------------|------------------|---|------------------|
| Cash | \$67,098 | Loan (5 years; 6.25%) | \$100,000 |
| Inventory & Supplies | 22,136 | | |
| Office Furniture | 7,766 | OWNER'S EQUITY | |
| Electronic Equipment | 8,000 | Capital | \$5,000 |
| Total Assets | \$105,000 | Total Liabilities and Owner's Equity | \$105,000 |

PROJECTED INCOME STATEMENT

MONTHLY PROJECTIONS: PER USER ASSUMPTIONS

| | |
|--|----------------|
| Lessons (15 lessons per customer) | \$22.50 |
| Merchandise (avg. per customer) | 5.00 |
| Accessories (avg. per customer) | 5.00 |
| Total Monthly Revenues Per User | \$32.50 |

**Total Monthly User Revenue
(based on 500 users per month)** **\$16,250**



PROJECTED INCOME STATEMENT

MONTHLY PROJECTIONS

| | |
|---|-----------------|
| Total Monthly User Revenue | \$16,250 |
| Cost of Merchandise (avg. \$1.70 each) | 850 |
| Cost of Accessories (avg. \$0.50 each) | 250 |
| Total Cost of Sales | \$1,100 |
| Gross Profit | \$15,150 |
| Operating Expenses (Wages, Lease, Utilities, Insurance, Advertising, Loan Payment) | \$9,495 |
| Monthly Net Income | \$5,655 |





THE BIG PICTURE

- 🥁 **EXCELLENT VALUE:** The Drumshare concept is unique, it meets customer needs, and it provides high quality lessons and accessories at affordable prices.
- 🥁 **SIGNIFICANT MARKET:** With 5 million amateur percussionists in the US, the market opportunity is huge.
- 🥁 **EXPANSION OPPORTUNITIES:** With Drumshare, the sky really is the limit. There are so many possibilities for branching off from this website, including a mobile app.





DRUMshare

Learn it. Share it. Express it.