Motion Track Studios

Capturing Your Music where You Create It!

IPRO 351
Midterm Presentation

motion.track.studios@gmail.com
www.myspace.com/motiontrackstudios
Motion Track Studios
Problem – Current Recording Process

• Professional
   – High Price
   – Frustration

• Do-It-Yourself
   – Complexity
   – Learning Curve

• Friend Service
   – Varying Quality
   – Time
Market Position

Price

Build a Home Studio

Friend Service

Motion Track Studios

Pro Recording Studios

Quality
Marketing Sub-team

1. Kirsten Esbensen – Coordinator, Agenda Manager
2. Renee Arrowood - Coordinator, Research Analysis
3. Sweta Gurnani - E-Communications Management
4. Paul March - Legal Analysis
5. Evan Vice - Coordination Assistant
Equipment and Technical Sub-team

1. Ty Caughell – Coordinator, Production Manager
2. Joel Cornelius - Coordinator, Technical Manager
3. Cedric Collier – Coordination Assistant
5. Collin Perle - Acoustic Engineer
Objectives

- Validate Opportunity
- Build Prototype
Self-Employment in the Arts

- Won Business Plan Competition + $1,000
- Administered Surveys
- Face Time With Market
Progress

- Budget Adjustments
- Prototype Testing
- Acoustic Construction
- Electronic Surveys Administered
The Road Ahead

- Real Customers
- 100 Survey Subjects
- Refine Business Plan
- Prototype Improvement
What do we still need?

You!
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