

## **IPRO 351**

### **Motion Track Studios**

#### **Objective**

IPRO 351 was organized to assess and validate the opportunity for mobile audio recording. Motion Track Studios began as an Introduction to Entrepreneurship class project and has expanded to become a legitimate business plan. The goal of the IPRO was to take the concept from paper into reality by developing and testing a working prototype and conducting primary market research.

#### **Basic Organization and Tasks**

The team was split into two sub groups, one focusing on the equipment and recording process, and the other on conducting market research and analysis. The teams were not bound by their designation as many members served as cross-functional members doing both marketing and recording activities.

#### **Accomplishments**

During the course of the IPRO we sent the team out to the Self-Employment in the Arts conference to network with musicians, whom we singled out as our target market. During the conference we surveyed every musician on what they thought of the recording process and gauged their reaction to the mobile concept. We also entered and won the \$1,000 business pitch competition, the prize money was invested into more recording equipment to improve the prototype. We also constructed acoustic walls and isolation materials to enhance the quality of our recording. As of April 20, we have all the acoustic materials assembled and tested the equipment on team members' music projects.

#### **Critical Barriers and Obstacles**

We seriously underestimated the time it would take to complete construction of the acoustic materials and have a functioning mobile unit. This forced us to push back some goals such as the self-trial, and associate trial for the IPRO. We financially worked the business out to be operating at a loss until year 5. Due to this we concluded that Motion Track Studios will be a lifestyle business, operated as recording engineers until a profit is seen.

#### **Conclusion**

Although we missed our milestones for paying customers, the team has a greater understanding of the recording process as well as our target market and business model. Although this is not an established business as of yet, it makes sense to keep it a business on paper before establishing the company as a legal entity. We feel we have gained adequate information on the recording process to take ourselves into the future as recording studio engineers and producers.

## **Next Steps**

The IPRO began with a belief that this concept will be continued within the IPRO track, unfortunately this IPRO will not be continued into the summer and fall. However we have met with individual musicians and bands who are interested in the concept and are willing to work with us on refining the recording concept and business model. Future IPROs would be set up to continue testing the prototype and develop a sustainable business model for Motion Track Studios to carry on into the future.

## **Faculty and Advisors**

James Braband, Dr. David Pistrui

## **Team Leader(s)**

Ty Caughell (Business Administration, Entrepreneurship/ Marketing), Joel Cornelius (CIS), Kirsten Esbensen (Business and Psychology)

## **Team Secretary**

Renee Arrowood (Business Administration, Finance)

## **Student Members**

Cedric Collier (Civil Engineering), Sweta Gurnani (Business Administration), Craig Forneris (Architecture), Collin Perle (Mechanical Engineering), Paul March (Political Science), Evan Vice (Business Administration, Finance)