



Motion Track Studios

IPRO 351

Midterm

Presentation

Capturing Your Music where You Create It!

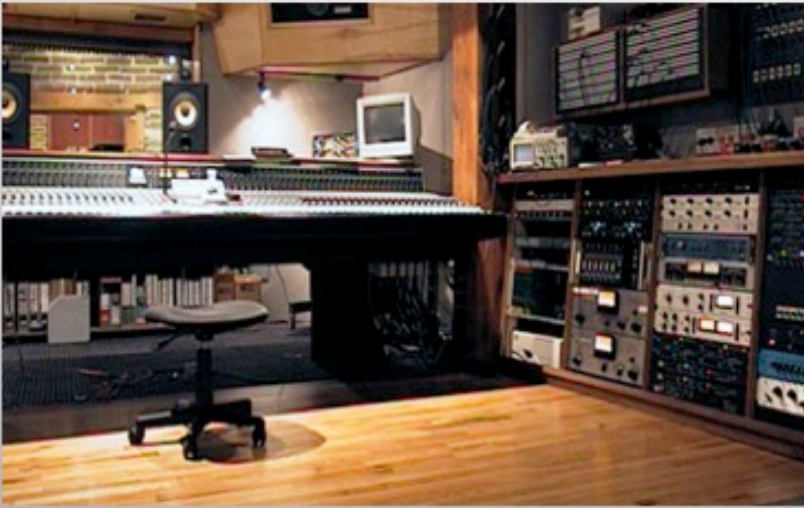
motion.track.studios@gmail.com

www.myspace.com/motiontrackstudios

Motion Track Studios



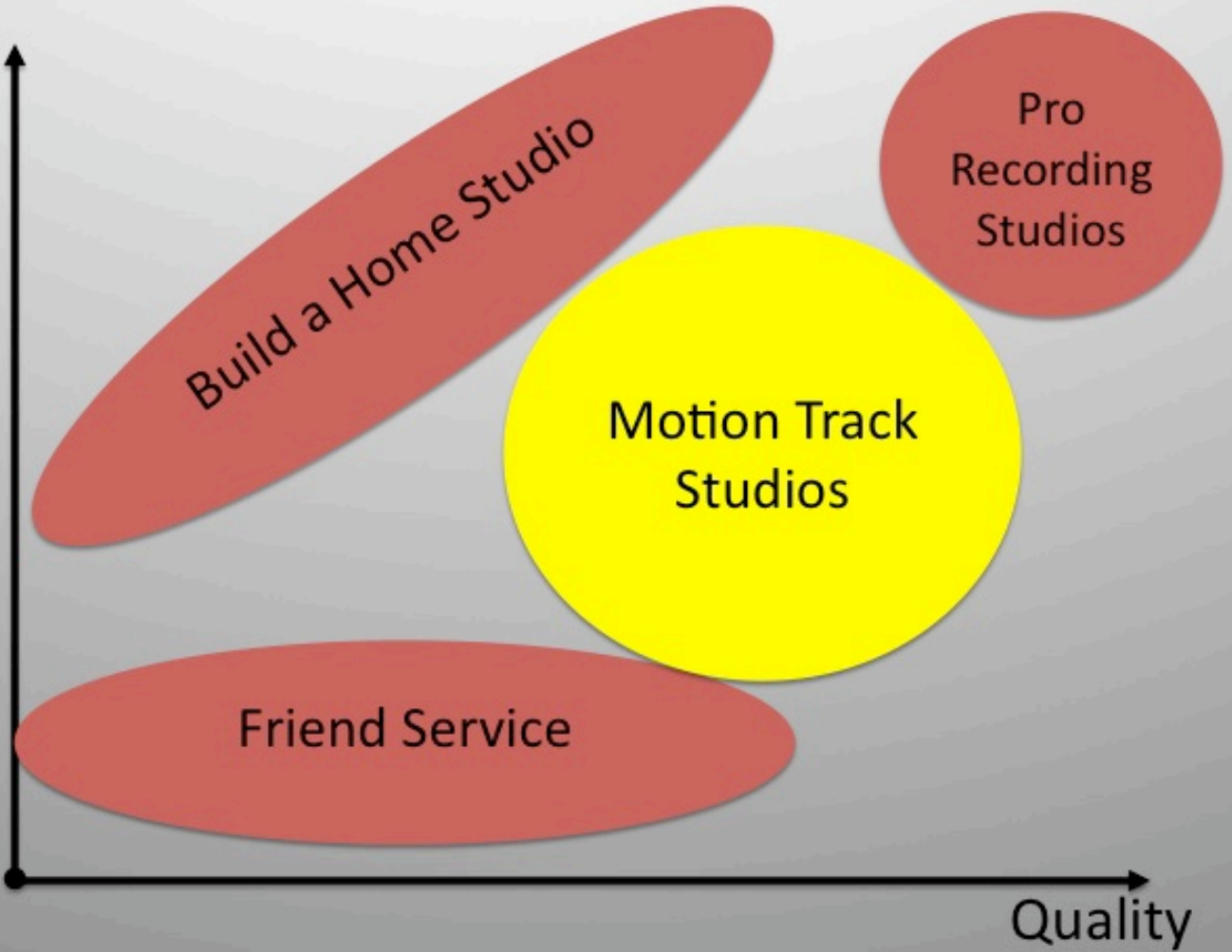
Problem – Current Recording Process



- Professional
 - High Price
 - Frustration
- Do-It-Yourself
 - Complexity
 - Learning Curve
- Friend Service
 - Varying Quality
 - Time

Market Position

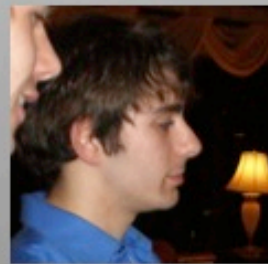
Price



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
- 4 Craig Forneris – Talent Manager, A & R.
- 5 Collin Perle - Acoustic Engineer



Objectives

- Validate Opportunity
- Build Prototype



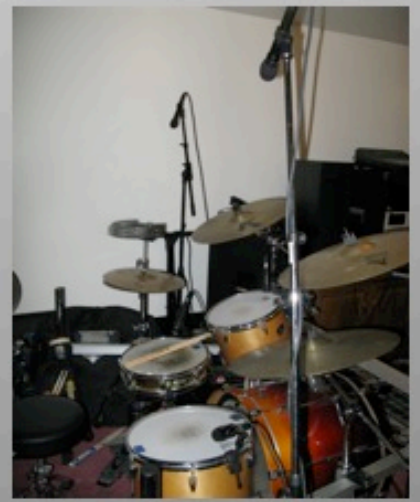
Self-Employment in the Arts

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

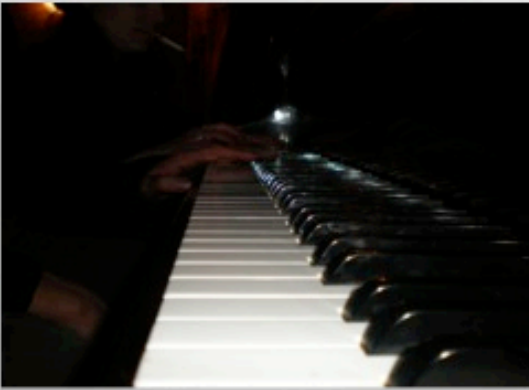


Progress

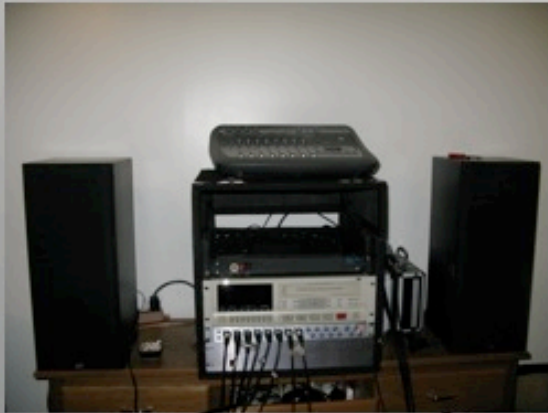
- Budget Adjustments
- Prototype Testing
- Acoustic Construction
- Electronic Surveys Administered



The Road Ahead



- Real Customers
- 100 Survey Subjects
- Refine Business Plan
- Prototype Improvement



What do we still need?

You!





???

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