VIRTUOSO

START-UP BUSINESS PLAN
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I. EXECUTIVE SUMMARY

PRODUCT OVERVIEW

Virtuoso is an application that aims to revolutionize the performing arts industry with an affordable, high-quality auditory experience to connect artists around the world like never before. The app can adjust sound input received from any microphone and automatically improve the sound quality in real-time, resulting in a clear, smooth sound from the receiving end. Additionally, the app user can scan a room and place performers in a desired area, causing each performer to have a unique auditory experience. With Virtuoso, musicians around the world are no longer limited by distance barriers.

PROBLEMS

Difficulty Meeting In-Person: Musicians carry the financial burden of travelling great lengths to globalize their reach or meet people in different locations.

Poor Video-Calling Quality: Current video calling resources such as Zoom or Skype are ineffective in helping musicians perform virtually due to poor audio and sound pickup.

Costly Equipment: Especially if a musician is trying to build their brand, performance opportunities are scarce as hosting shows requires tens of thousands of dollars to prepare the necessary equipment.

SOLUTIONS

Surround-Sound Technology: An immersive, real-time audio experience that makes it feel like all performers are in the same room.

Auto-Adjusting Functions: Any sound input is automatically filtered to sound more accurate and acoustic on the other end.

Affordable Pricing: Virtuoso’s basic features can be used for free, with additional paid plans available for any kind of musician.

CUSTOMER SEGMENTS

- Orchestral Musicians
- Located in Los Angeles County
- Ages 18-45
- Income: $65,000

UNIQUE VALUE PROPOSITION

Make virtual performances more in-person than ever before with an immersive audio experience and professional, high-quality sound setup right at your fingertips.

COST STRUCTURE

- Customer Acquisition: $23,000.00
- Distribution: $193,600.00
- Human Resources: $160,000.00
- Additional Costs: $150.00
- Total Costs: $377,650.00

REVENUE STREAMS

- PPC Advertising: $38,880.00
- Pro Plan: $533,628.00
- Elite Plan: $377,460.00
- Total Revenues: $950,000.00

CONCLUSION

Virtuoso is seeking a $350,000.00 investment which is to be repaid with a 20% interest rate. There will be an additional founder’s contribution of $26,750.00 to help cover the total costs required to kickstart the company in the first year. The loan will be repaid in full with a final interest value of $118,261.15.