

The Business Model Canvas

Team or Company Name:

Beats on Command

Date:

13/03/25



Primary Canvas



Alternative Canvas

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> • One-on-One Music Production Lessons • Group Workshops & Experience Days (Schools, Charities, Studios) • Merchandising Sales (Branded Apparel, Accessories) • Mixing and Mastering Services for VI Clients • Specialist Training in VI Accessible Music Technology (e.g., Logic Pro, Braille, Sound Engineering) 	<ul style="list-style-type: none"> • Planning & Conducting Student Sessions • Developing & Leading Group Workshops • Handling Bookings & Client Communication • Evaluating Session Effectiveness • Social Media Engagement & Content Creation • Ensuring Accessibility Across Sessions & Platforms • Direct Communication & Networking (Emails, Calls, Meetings) • Studio Space Coordination & Setup • Collaboration with Charities, Teachers, and Institutions • Attending Career Events & Industry Conferences • Delivering Workshops for Sighted Music Leaders/Producers on VI Workflows 	<ul style="list-style-type: none"> • Expertise in Music Inclusion for VI Learners • Specialized Music Production Instruction for VI Learners • Workshops for Sighted Music Leaders to Learn About VI Production Workflows • Providing Equipment Advice and Setup for VI Accessibility • Enriching the Lives of VI Learners through Music Education • Strong Focus on Communication, Creativity, and Self-Expression • Promoting Inclusive Music Production in Professional and Community Settings • Fostering Collaboration Between Sighted and VI Producers 	<ul style="list-style-type: none"> • Personalized One-on-One Sessions (Support, Feedback, Guidance) • Group Workshops & Experience Days for Collaborative Learning • Online Community for Students (Sharing, Networking, Discussions) • Ongoing Communication with Teachers, Music Hubs, and Charities • Workshops for Sighted Music Leaders on VI Workflows • Career Development Support (Networking, Job Placement) • Conference Engagement & Networking Opportunities 	<ul style="list-style-type: none"> • Parents Seeking Music Education for Their VI Children • Educators & Specialist Institutions (referring VI learners) • Sighted Music Leaders & Producers (learning accessible workflows for VI individuals) • College & University Students Pursuing Music Careers • Working Adults Looking to Enhance Music Skills/Hobbies • Non-Working Adults Seeking New Skills, Confidence, Social Opportunities • Retirees Interested in Music as a Hobby or Social Activity • Charities (SENSE, Look, VICTA) for Experience Days and Workshops

Source: www.businessmodelgeneration.com

	<ul style="list-style-type: none"> • Ongoing Training & Professional Development 			
	<p>Key Resources</p> <ul style="list-style-type: none"> • Experienced Tutors in Music Production & Inclusion • Personal Assistant for Logistical Support • VI-Friendly Brand and Marketing Materials • Accessible Website with Voice Over and JAWS Integration • High-Quality Studio Equipment (MAC, Logic Pro Software) • Braille Transcription Services • Workshop Materials for Sighted Music Leaders on VI Workflows 		<p>Channels</p> <ul style="list-style-type: none"> • Workshops at Music Hubs & Schools (for both VI learners and sighted professionals) • Conferences on Music Inclusion (delivering insights on VI workflows for producers) • Music Leader Networks & Professional Contacts • Accessible Website (Blog, Testimonials, Online Community) • Social Media Platforms (Facebook, Instagram, YouTube) • Promotional Materials (Flyers, Business Cards, Accessible Materials) • Guest Blogging & Thought Leadership 	

			<ul style="list-style-type: none"> • Career Fairs & Conferences Focused on Music Inclusion and VI Advocacy 	
<i>Cost Structure</i> <ul style="list-style-type: none"> • Workshop Delivery Costs (materials, travel, logistics for sighted producer workshops) • Conference Attendance & Presentation Costs • Equipment Maintenance & Upgrades • Marketing Costs for Workshops (online promotion, print materials) • Insurance (Public Liability, Tutor Insurance, Equipment Insurance) • Miscellaneous Expenses (Wi-Fi, Bank Fees, Software Licenses) 			<i>Revenue Streams</i> <ul style="list-style-type: none"> • One-on-One Music Lessons • Workshops for Music Leaders & Producers on VI Workflows • Group Workshops & Experience Days (Schools, Charities, Studios) • Merchandising Sales (Branded Apparel, Accessories) • Mixing and Mastering Services for VI Clients • Specialist Training in VI Technology (e.g., Logic Pro, Braille, Sound Engineering) 	

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