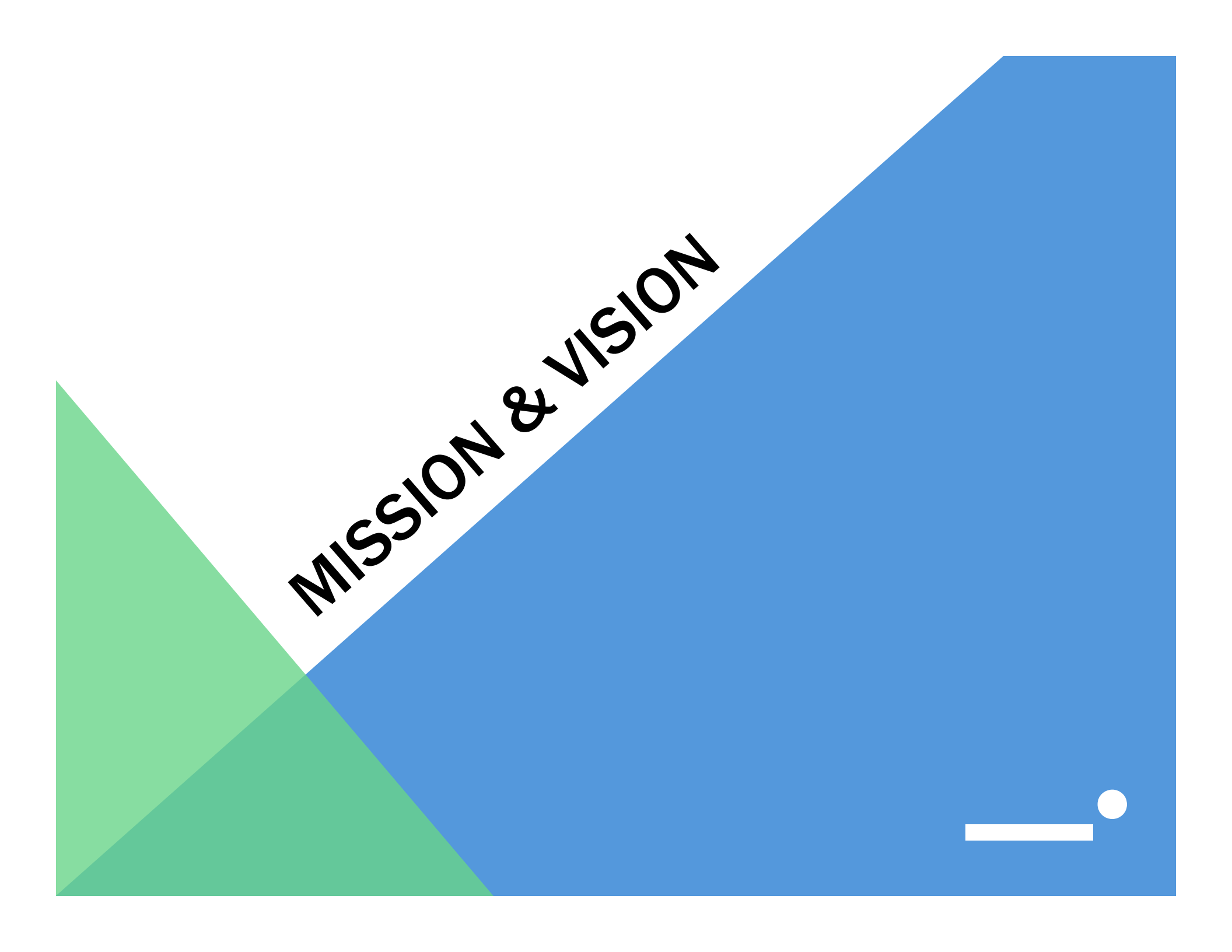


**i**  
**ONTTI LABS**  
MANU FERNANDEZ

# ONTITLED



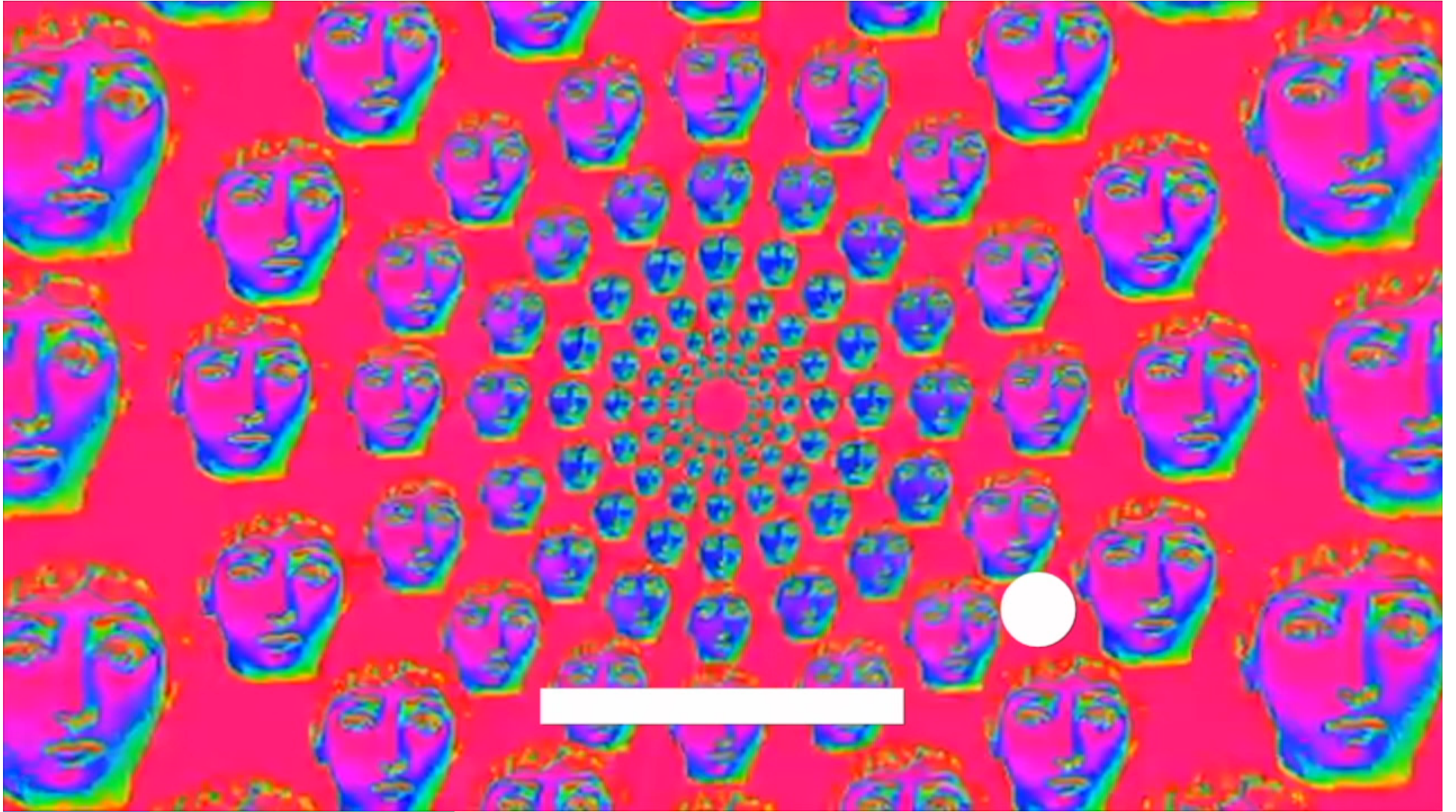


**MISSION & VISION**

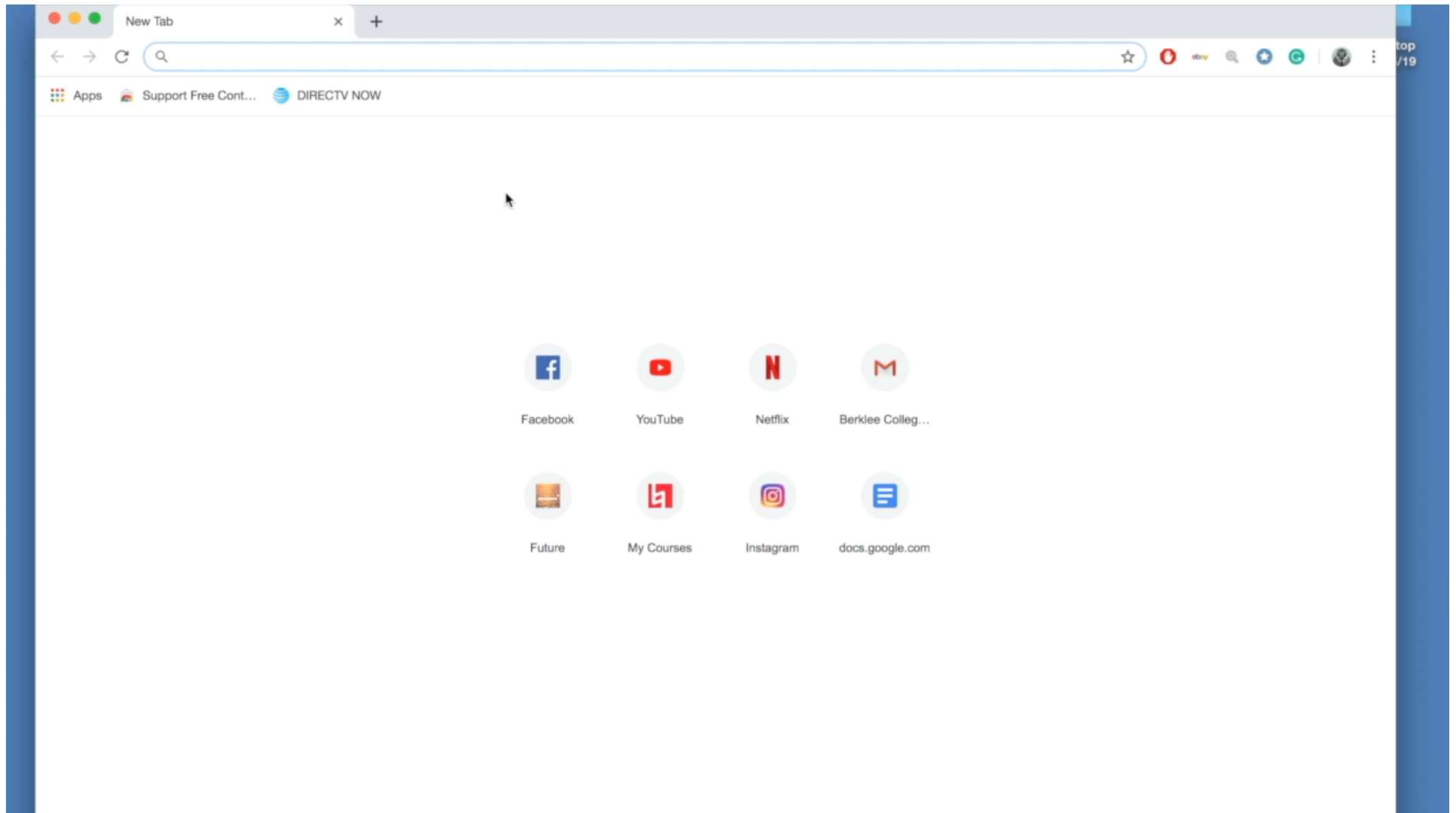








# WEBSITE: AT THE MOMENT IS AN ONLINE ART GALLERY



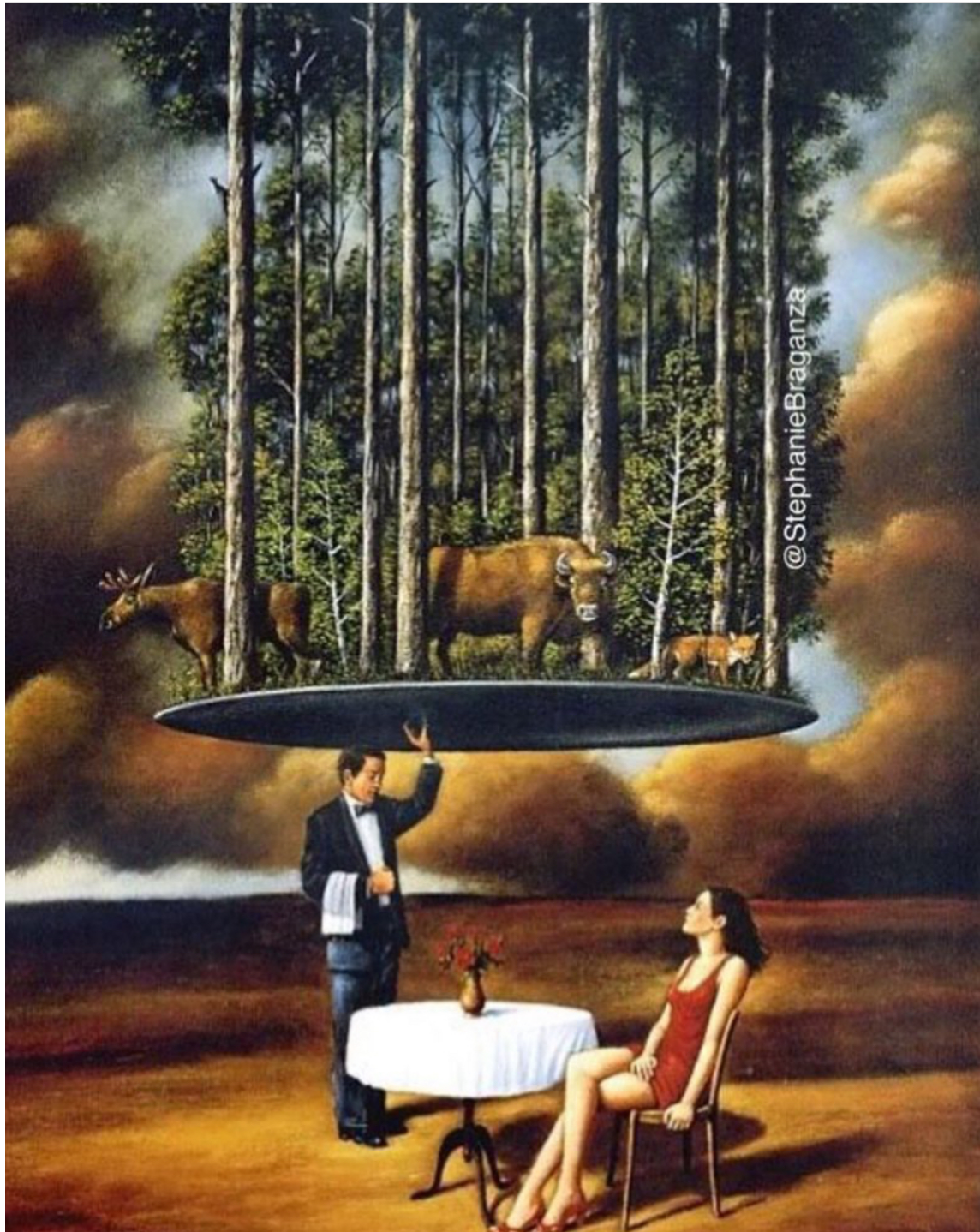
# ONTTI LABS





**-Office  
space,  
anywhere**





**-Convenience  
of choice**

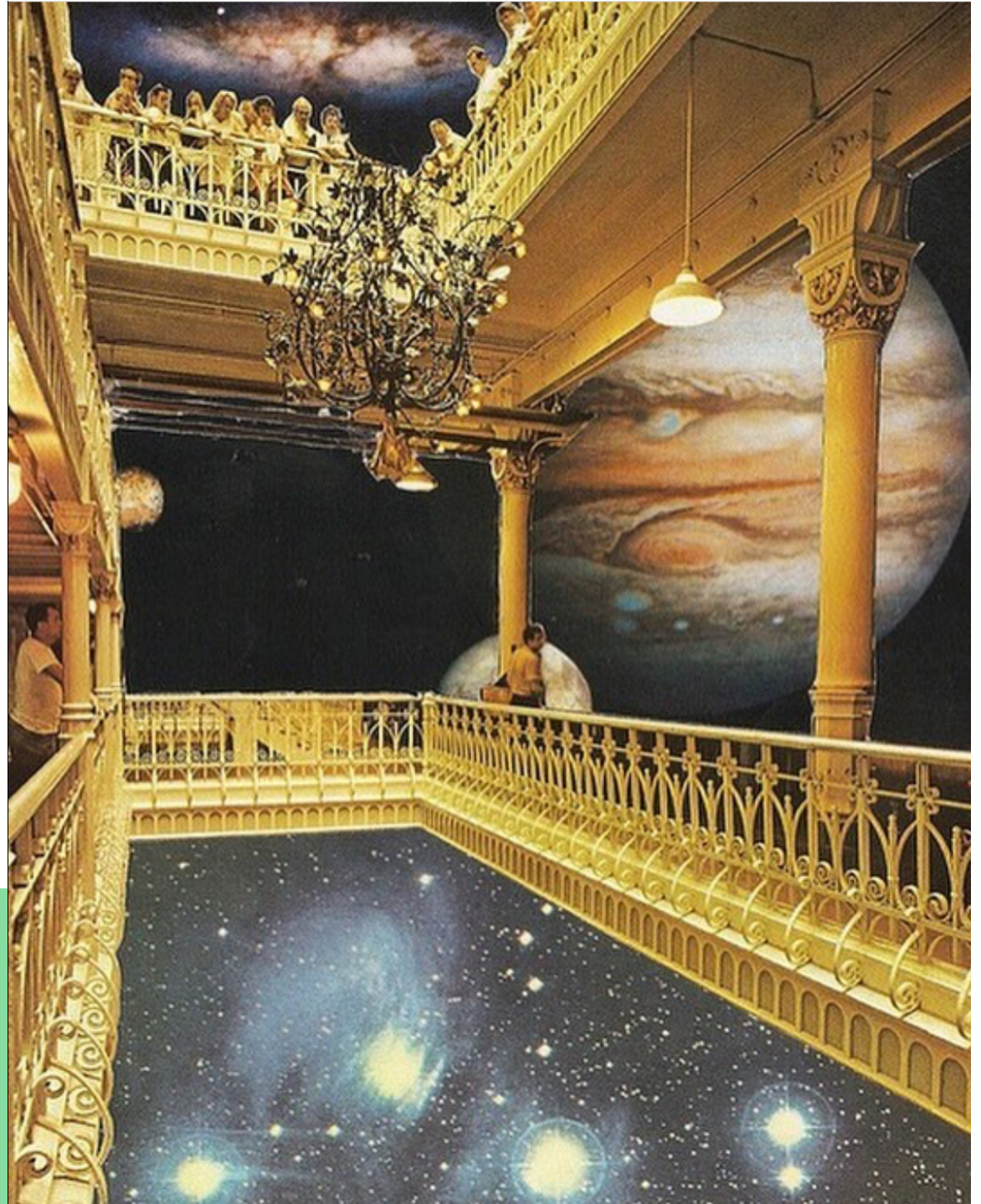
# -Hi-end Equipment





**-Surrounded  
by the  
experience**

**-Trigger  
your  
imagination**



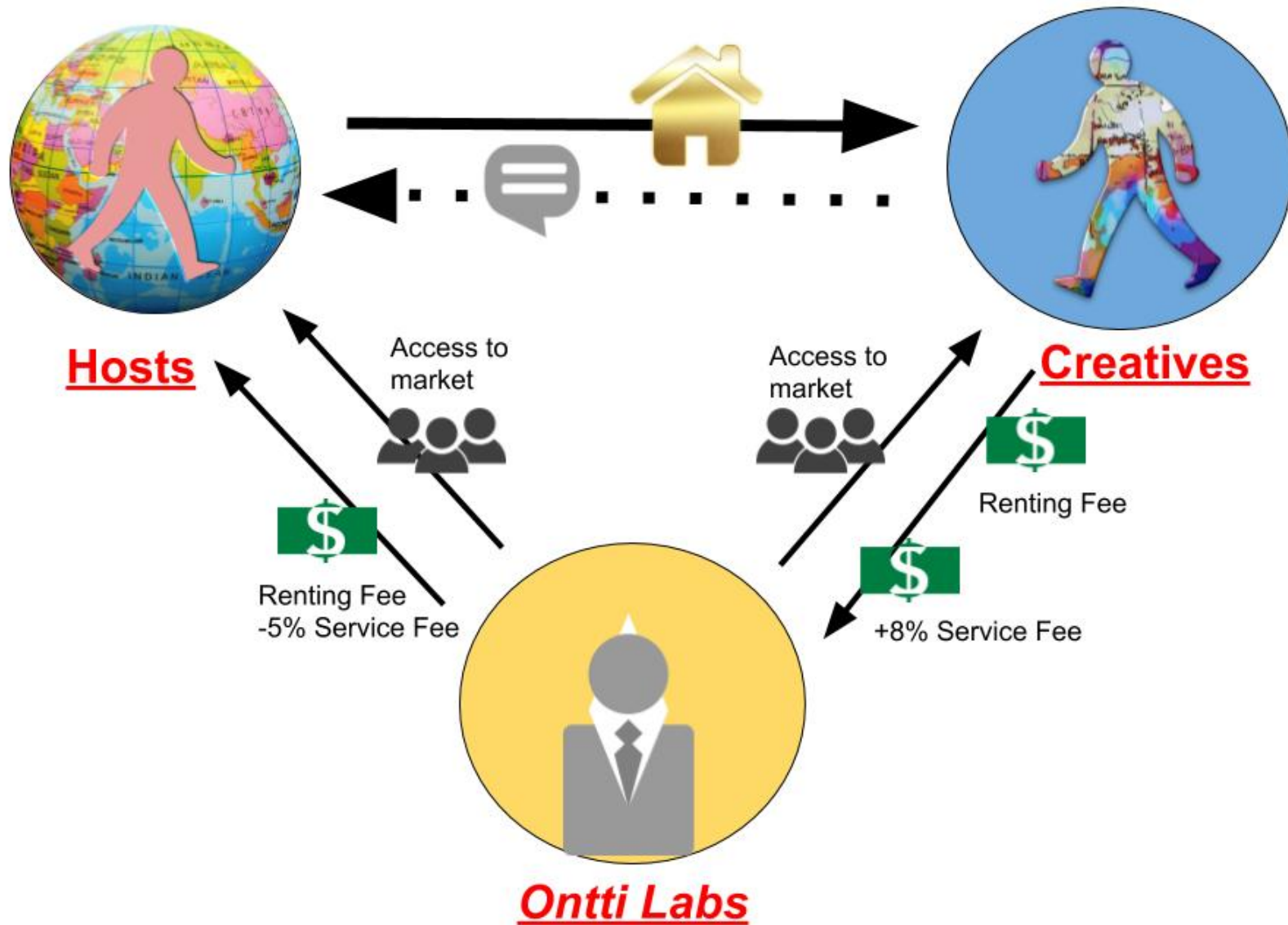
**-”Location,  
location,  
location.”**



# VALUE PROPOSITION



# Ontti Labs



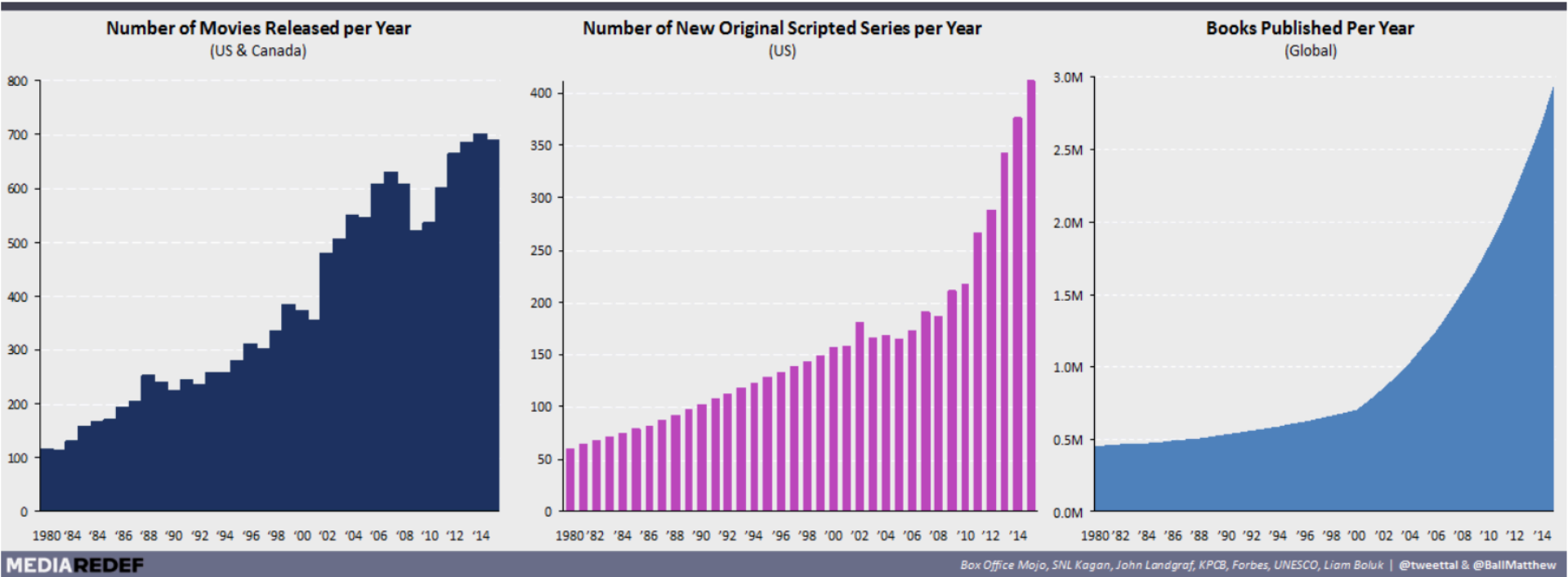
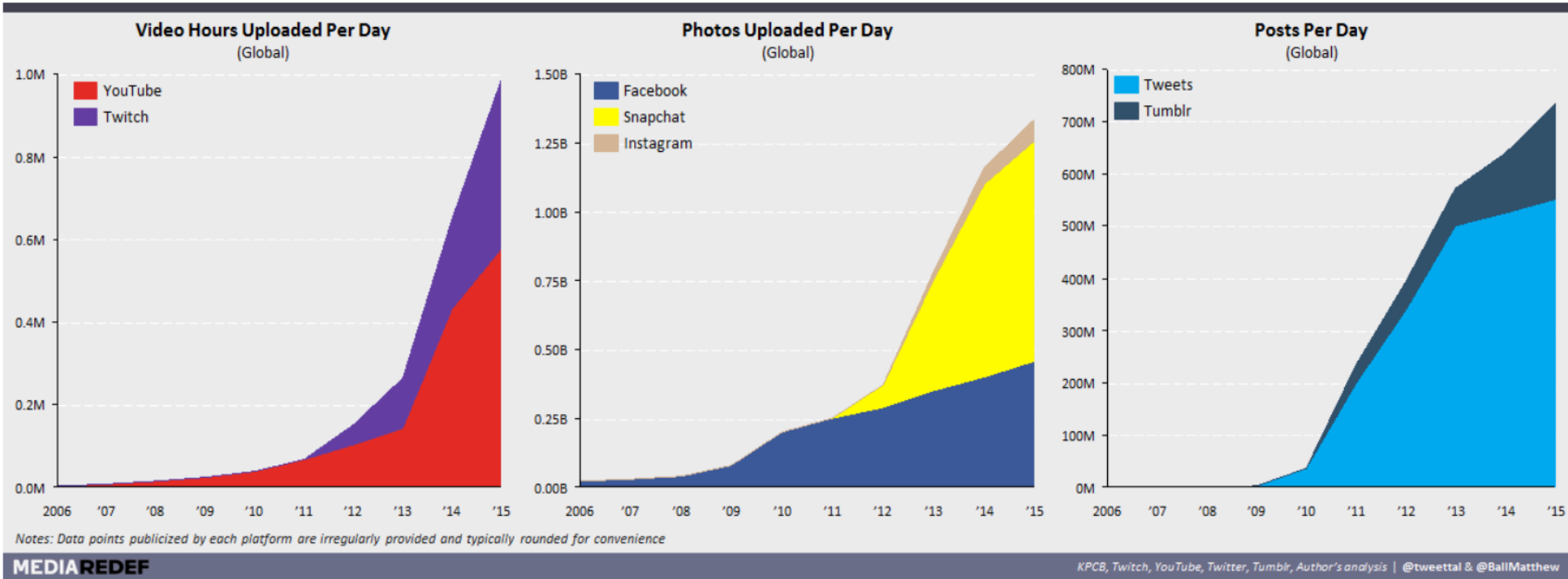


**Save  
Money**  
when writing

**Make  
Money**  
when hosting

**Share  
Culture**  
local connection





**CONTENT CREATION  
DEMAND**

**>**

**CONSUMPTION  
DEMAND**

**=**

**MARKET OPPORTUNITY FOR  
PRODUCTION FACILITATORS**

The image features a white background with abstract geometric shapes. On the left, there are two overlapping triangles: a larger light green one and a smaller, darker green one. To the right, a large blue shape, resembling a trapezoid or a right-angled triangle with a slanted top edge, extends towards the top right corner. The text 'MARKET RESEARCH' is written in a bold, grey, sans-serif font, slanted upwards from left to right, positioned over the white space between the green and blue shapes. In the bottom right corner of the blue area, there is a small white graphic consisting of a horizontal line and a circle to its right.

**MARKET  
RESEARCH**



# SURVEY

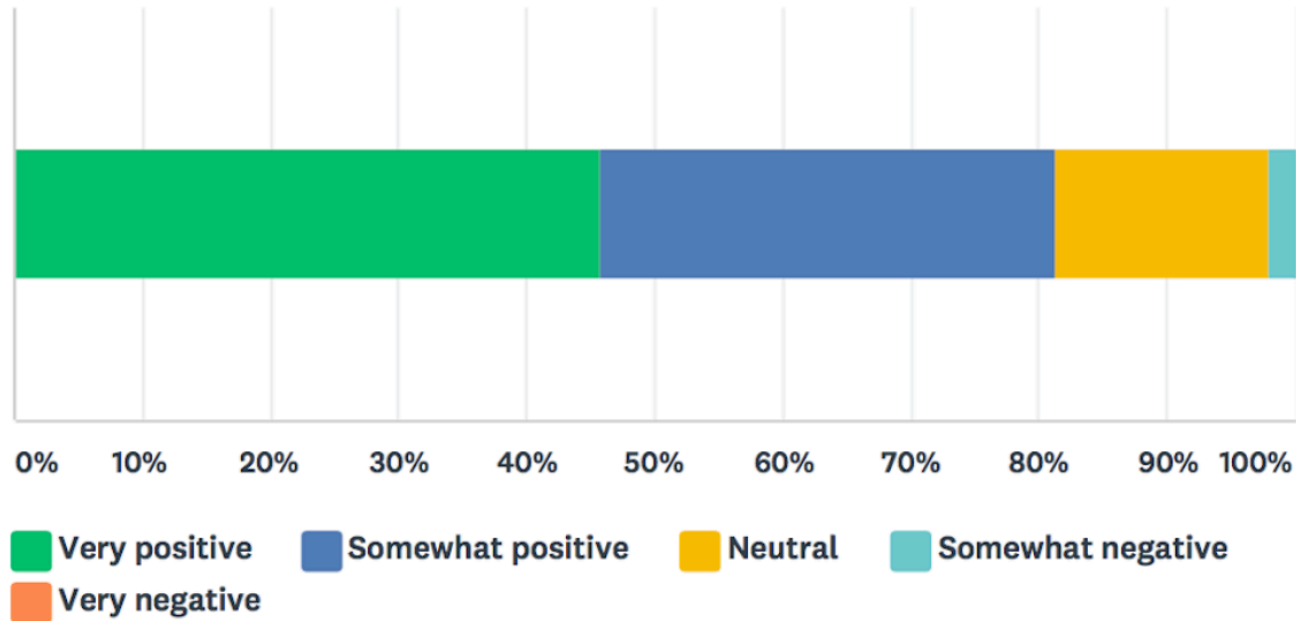
## ONLINE PRODUCTION HOSPITALITY SERVICE TESTING

### 48 PARTICIPANTS:

- 5 SONGWRITERS
- 11 ARTISTS
- 9 PRODUCERS
- 7 AUDIO ENGINEERS
- 4 MANAGERS
- 12 OTHERS

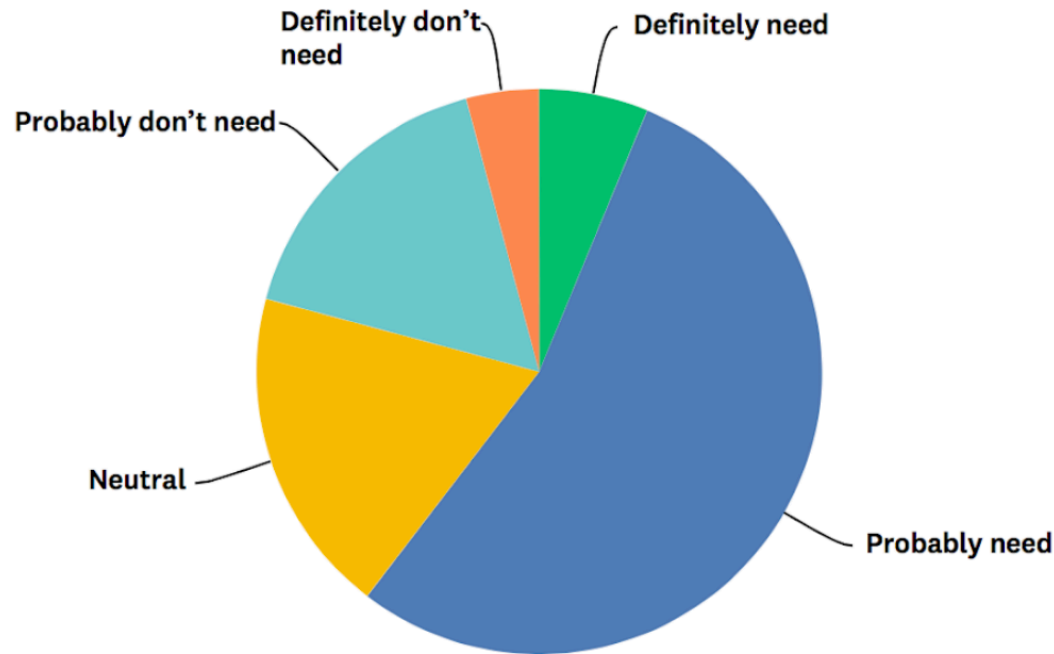


# Q1 What is you first reaction to the service?



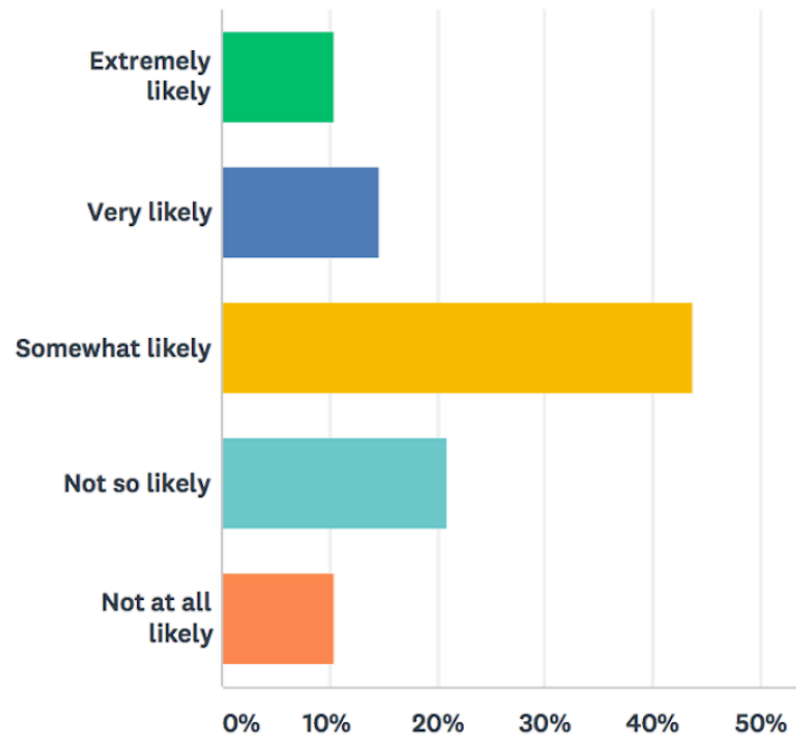
ANSWER CHOICES	RESPONSES	
Very positive	45.83%	22
Somewhat positive	35.42%	17
Neutral	16.67%	8
Somewhat negative	2.08%	1
Very negative	0.00%	0
TOTAL		48

# Q3 When you think about the service, do you think of it as something you need or don't need?



ANSWER CHOICES	RESPONSES
Definitely need	6.25% 3
Probably need	54.17% 26
Neutral	18.75% 9
Probably don't need	16.67% 8
Definitely don't need	4.17% 2
TOTAL	48

# Q4 If the product were available today, how likely would you be to buy the service?

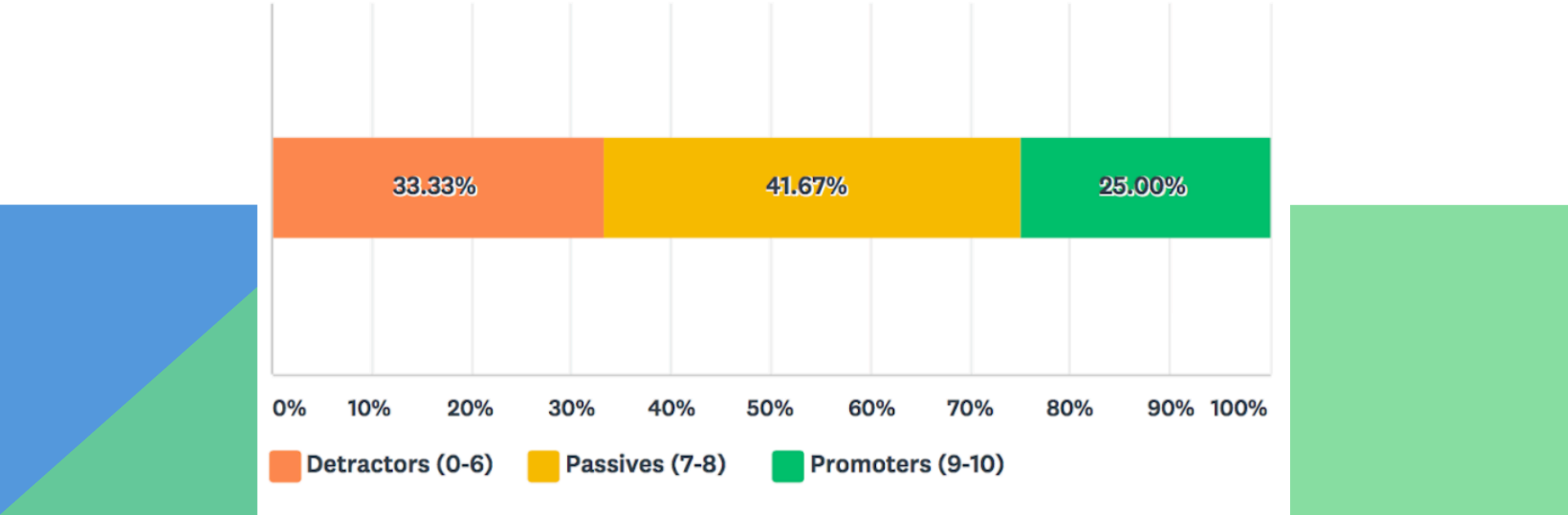


ANSWER CHOICES	RESPONSES	
Extremely likely	10.42%	5
Very likely	14.58%	7
Somewhat likely	43.75%	21
Not so likely	20.83%	10
Not at all likely	10.42%	5
TOTAL		48

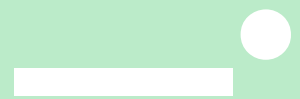


# Q5 How likely is it that you would recommend our new product to a friend or colleague?

ANSWER CHOICES	RESPONSES	
Extremely likely	10.42%	5
Very likely	14.58%	7
Somewhat likely	43.75%	21
Not so likely	20.83%	10
Not at all likely	10.42%	5
<b>TOTAL</b>		<b>48</b>



**COMPETITION**



# COMPETITOR



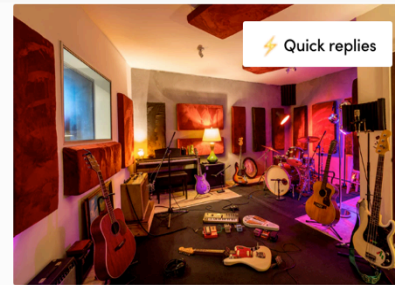
PREMIUM VERIFIED

\$50.00 per hour  
**The Silent Note**  
★★★★★



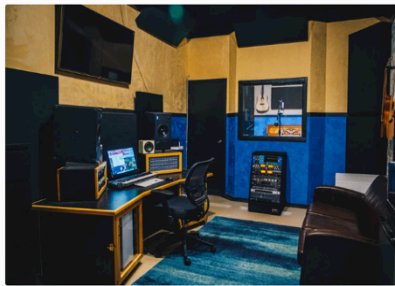
PREMIUM VERIFIED

\$32.00 per hour  
**ZOOM Recording Studio**  
★★★★★ 1 • 17 bookings



PREMIUM VERIFIED

\$35.00 per hour  
**The Barber Shop Recording Studio**  
★★★★★ 9 • 46 bookings



PREMIUM VERIFIED

\$40.00 per hour  
**Silverside Recording (Studio A)**  
★★★★★ • 1 booking



PREMIUM VERIFIED

\$60.00 per hour  
**Tiny Room Studios**  
★★★★★ 2 • 5 bookings



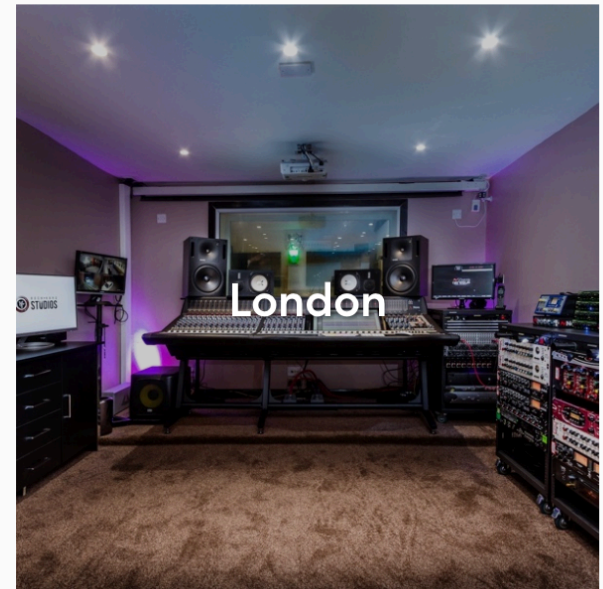
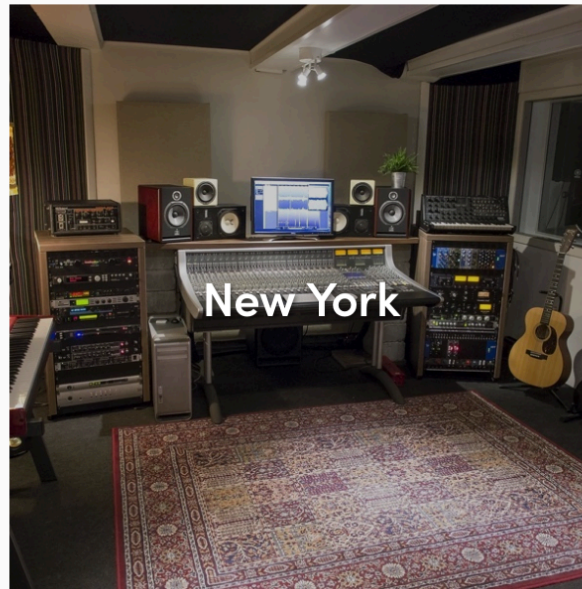
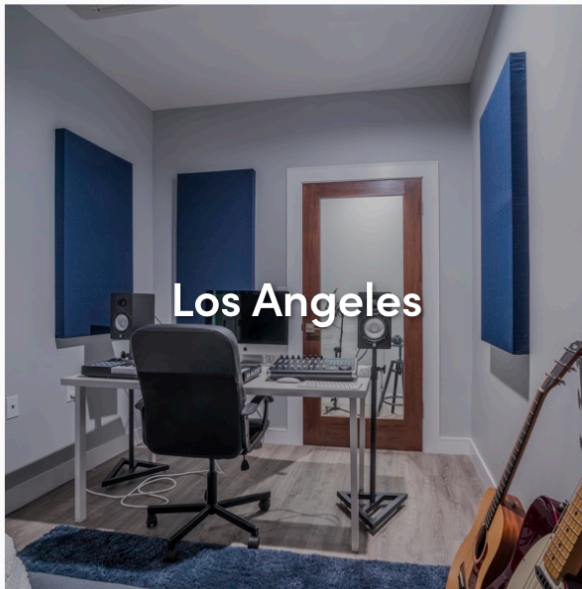
PREMIUM VERIFIED

\$70.00 per hour  
**Professional Audio Concepts (Studio A)**  
★★★★★ 2 • 22 bookings

💬 Help Chat

[See all of our premium verified studios](#)

# Studiotime in partnership with airbnb



# Negatives:

-High cost

-Unnecessary amount of equipment

-Accommodation is not included

-Limited options of locations

Studiotime™

🔍 New York, NY, United States

+ Add your studio Sign up Log in

## 2 Premium Verified Studios

Our selection of studios verified by our team



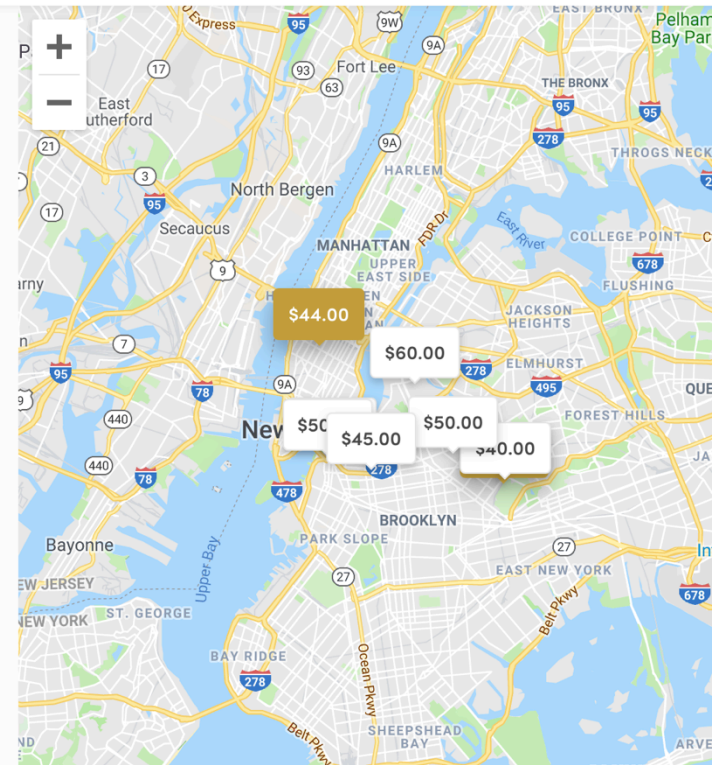
PREMIUM VERIFIED

\$30.00 per hour 727 Studios  
★★★★★ 9 • 100 bookings



PREMIUM VERIFIED

\$44.00 per hour Stand Up Sound NYC  
★★★★★ 16 • 68 bookings



Affordable



Offline  
Transaction

Online  
Transaction

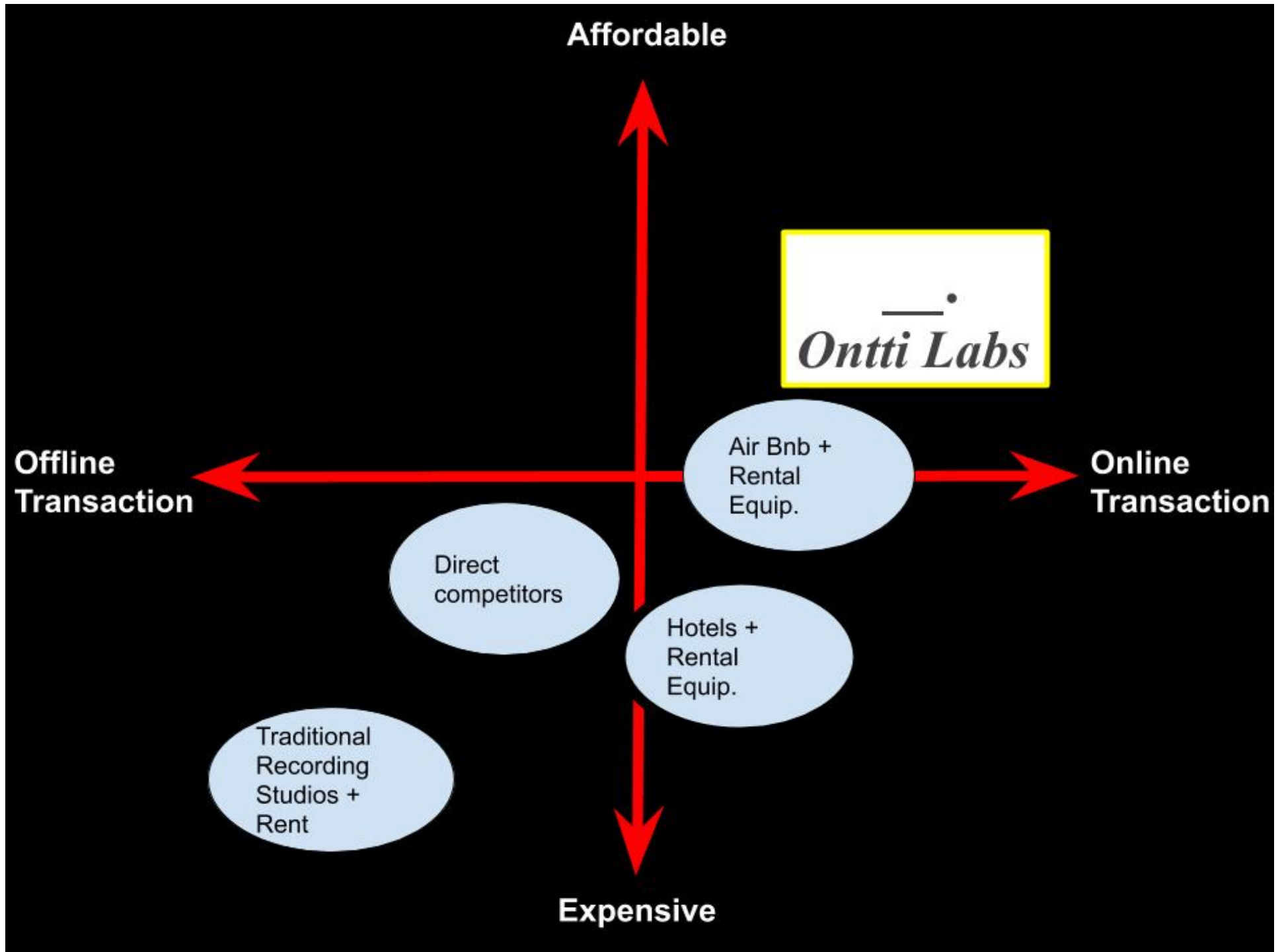
Air Bnb +  
Rental  
Equip.

Direct  
competitors

Hotels +  
Rental  
Equip.

Traditional  
Recording  
Studios +  
Rent

Expensive

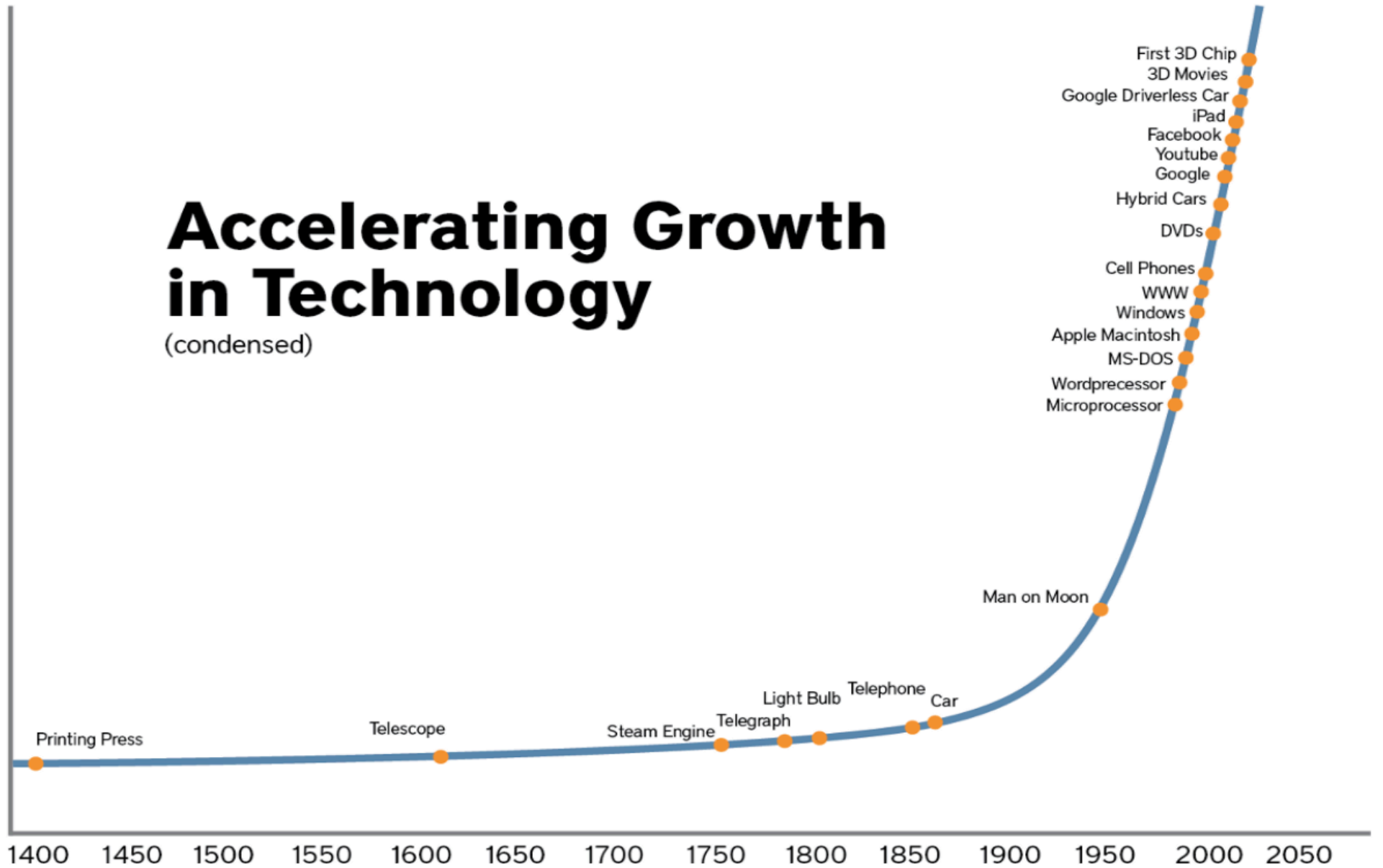


# MAJOR TRENDS



# Accelerating Growth in Technology

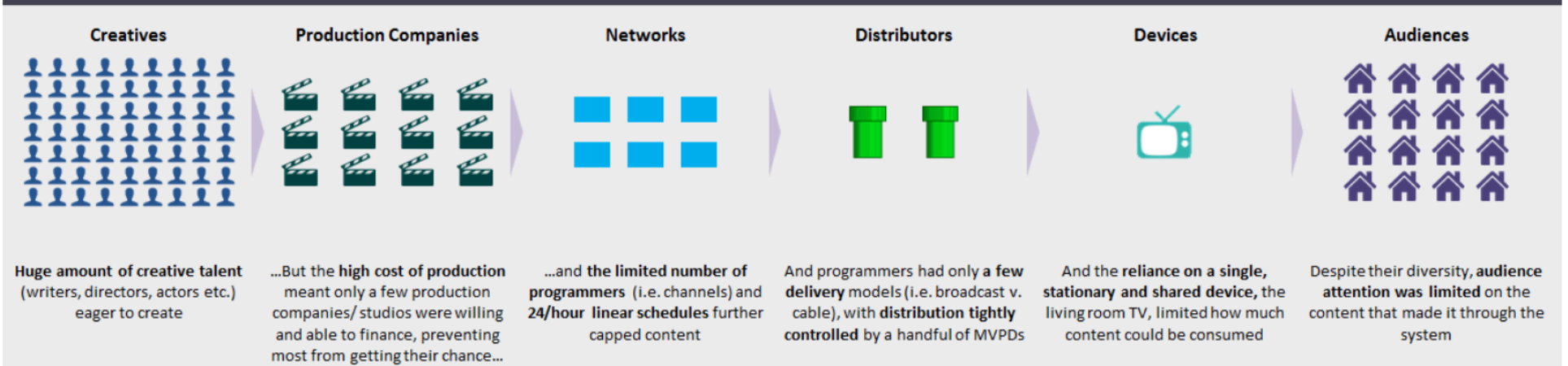
(condensed)





## Historical Entertainment Value Chain

(Television Example, Illustrative)

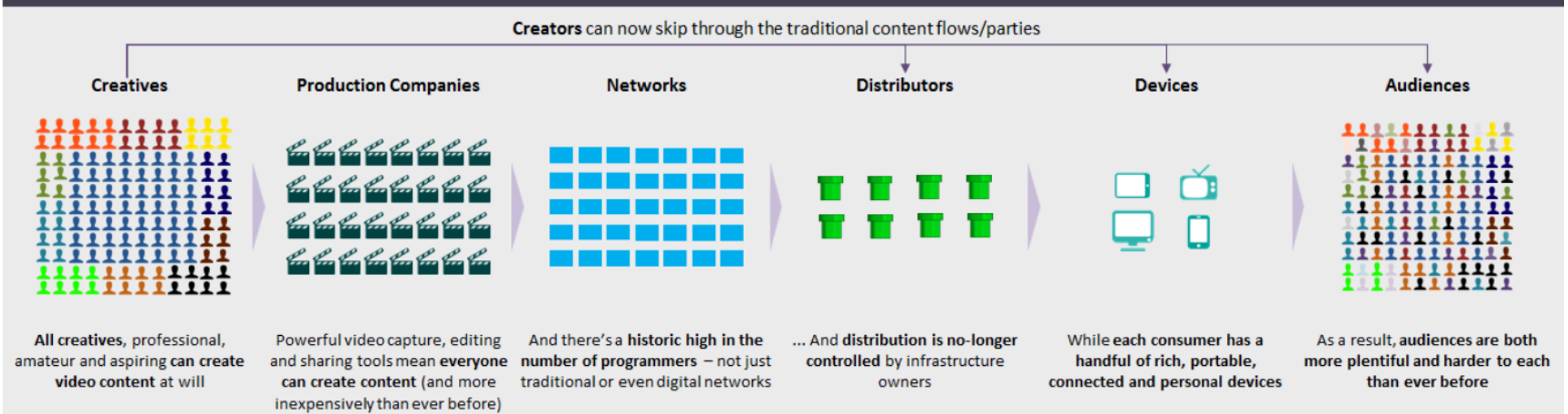


MEDIA REDEF

Author's analysis | @tweettal & @BallMatthew

## Modern Entertainment Value Chain

(Television Example, Illustrative)



MEDIA REDEF

Author's analysis | @tweettal & @BallMatthew





Fairlight MFX3 (1996)

# TOP SONGWRITERS CONSTANT TREND





**STRATEGIC  
PARTNERSHIPS**



**SIMILAR GLOBAL REACH \* GOAL**  
**SIMILAR CUSTOMER BASE**

A photograph of a person from behind, looking out at a large crowd of people at a Sofar event. The crowd is seated on wooden benches and is illuminated by warm, string lights. The Sofar logo is overlaid in the center of the image.

*Sofar*

**BRINGING THE MAGIC BACK TO LIVE MUSIC**

Secret gigs in 200+ cities all around the world



**MARKETING PLAN**



**“Be the first to record in space!!”**

**\*year 2022**



**Sign up:**

***Ontittled.com***



**“Be the first to record in space!!”**

**\*year 2022**

*Ontti Labs*

X



**Sign up:**

***Ontittled.com***

**“Be the first to record in space!!”**

**\*year 2022**

*Ontti Labs*

X

  
**BLUE ORIGIN**

amazon

amazon

**Sign up:**

***Ontittled.com***

# GROWTH ON PROJECT:



**-IT'S IMPORTANT TO  
COMMIT TO THE  
PROCESS AND BE  
AWARE OF ALL  
MOVING PARTS**

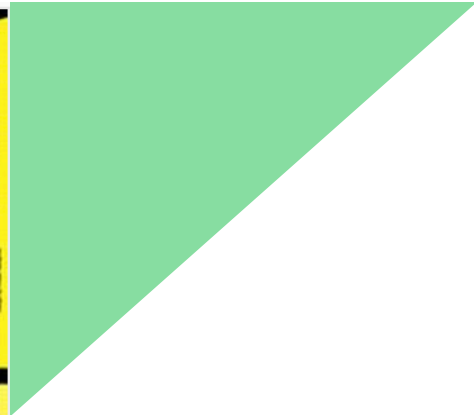
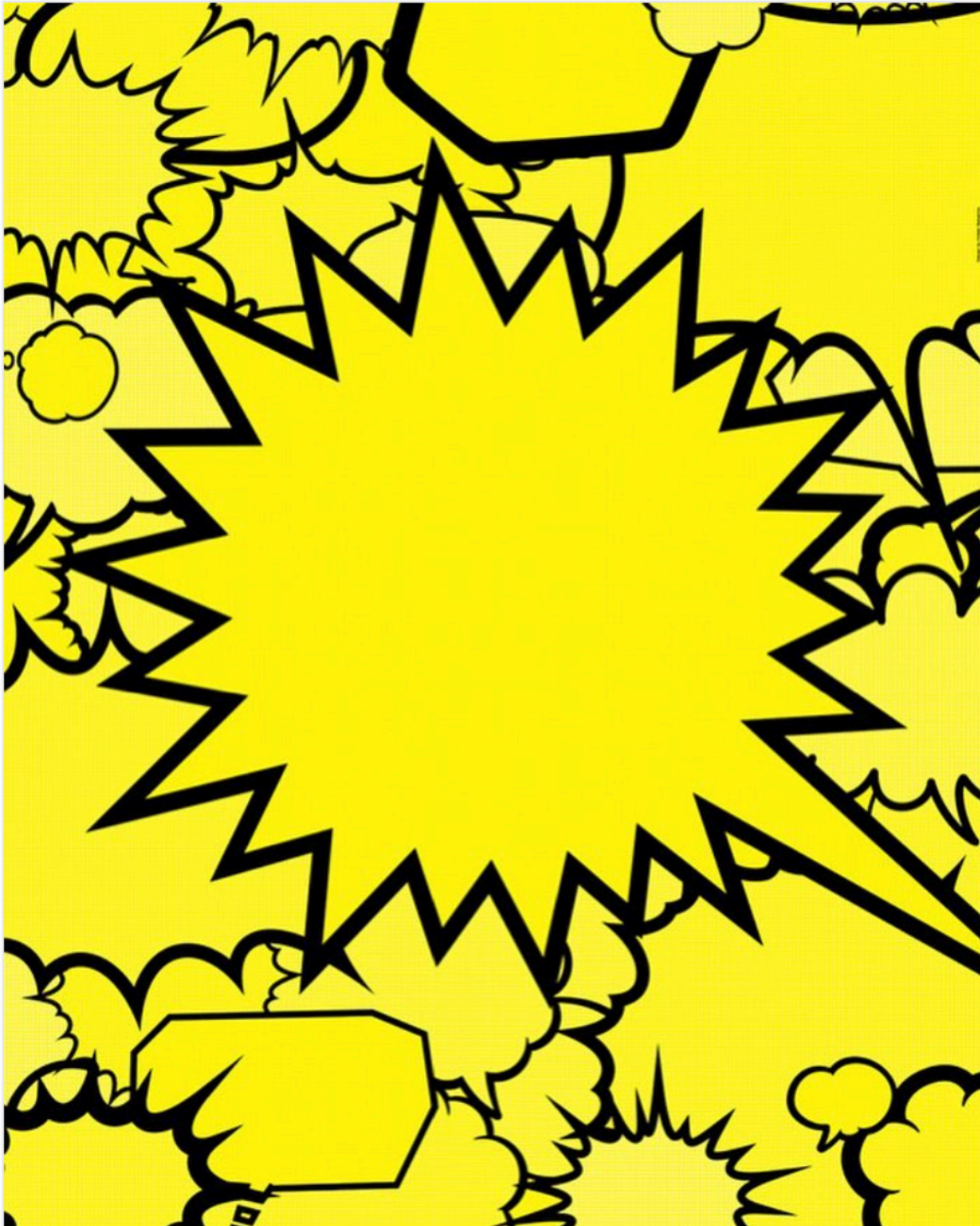




**-PLANNING AND  
STRATEGIZING FOR A  
SEAMLESS PRODUCT  
TAKES SKILL AND  
HARD WORK**

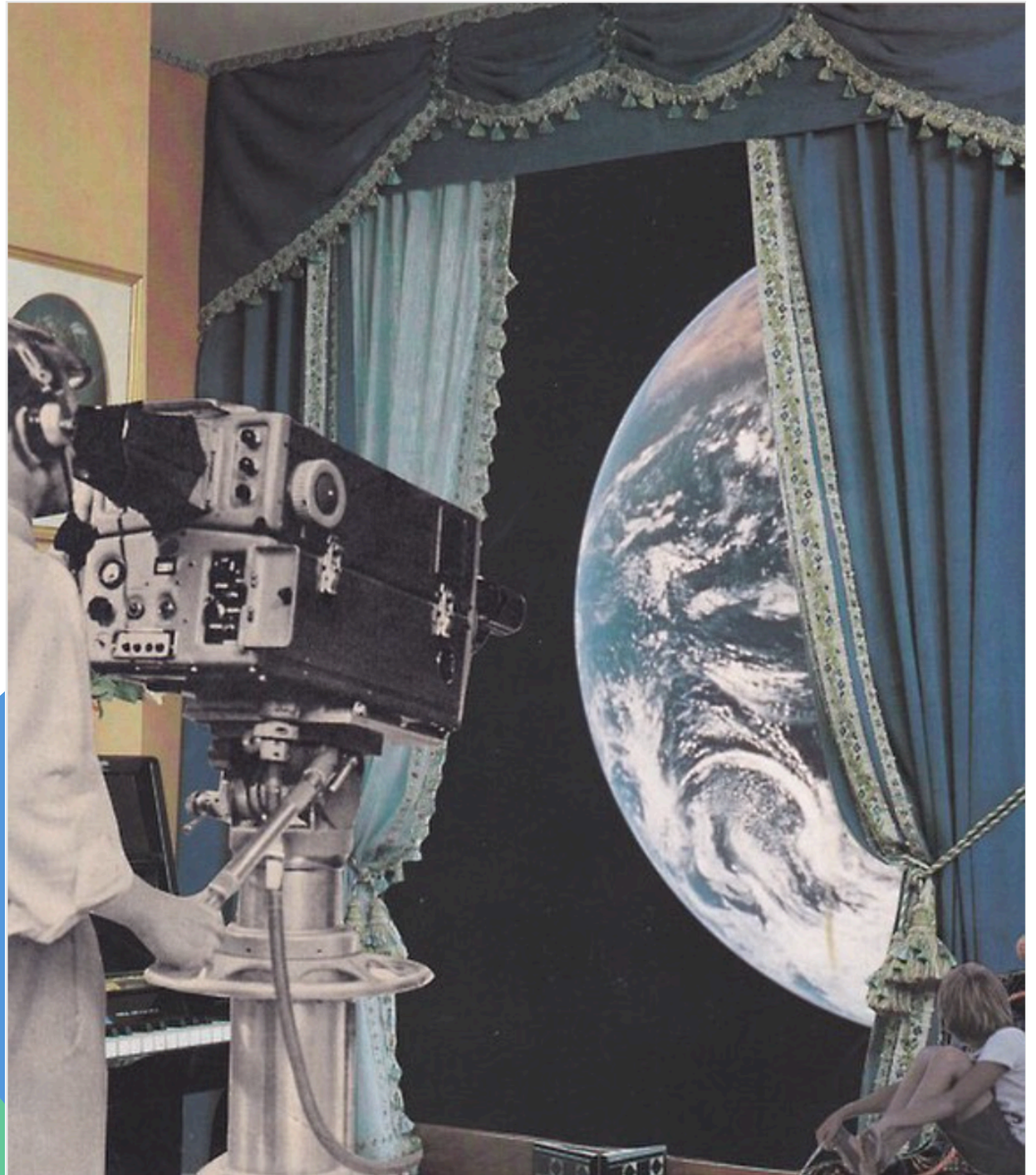


**-FOUNDATION IS  
KEY FOR  
LONGEVITY**



**-FOCUS**

**-STUDY THE  
MARKET WHILE  
EXECUTING**





# **ALSO LEARNED:**

**-FINANCIAL PROCEDURES**

**-INDUSTRY INSIGHTS**

**-FUTURE OPPORTUNITIES**

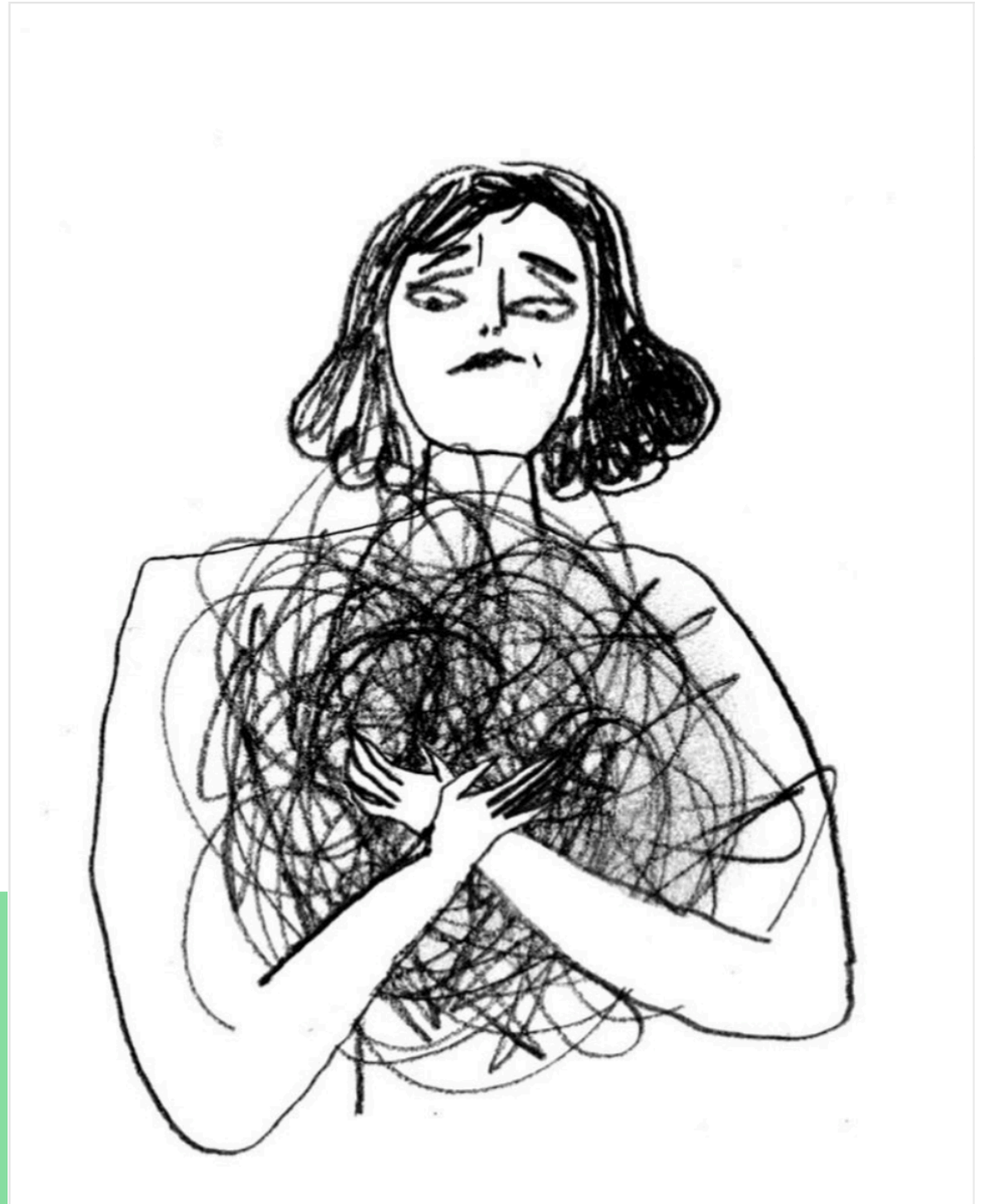
**-MARKET DISCOVERY**



# **OBSTACLES DURING PROJECT:**



**-OVERLOAD OF  
IDEAS SLOWED  
THE EXECUTION**



**-GOT AHEAD A  
FEW STEPS OF  
THE PROCESS**



**NEXT STEPS:**



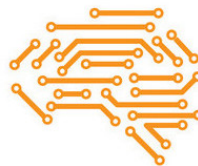
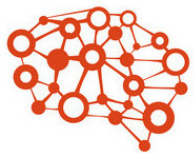
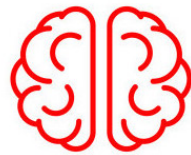


**BUILD A DREAM TEAM**

# BUILD A DREAM TEAM

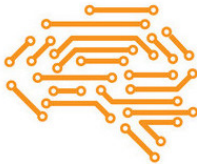
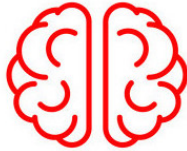


# BUILD A DREAM TEAM





# BUILD A DREAM TEAM

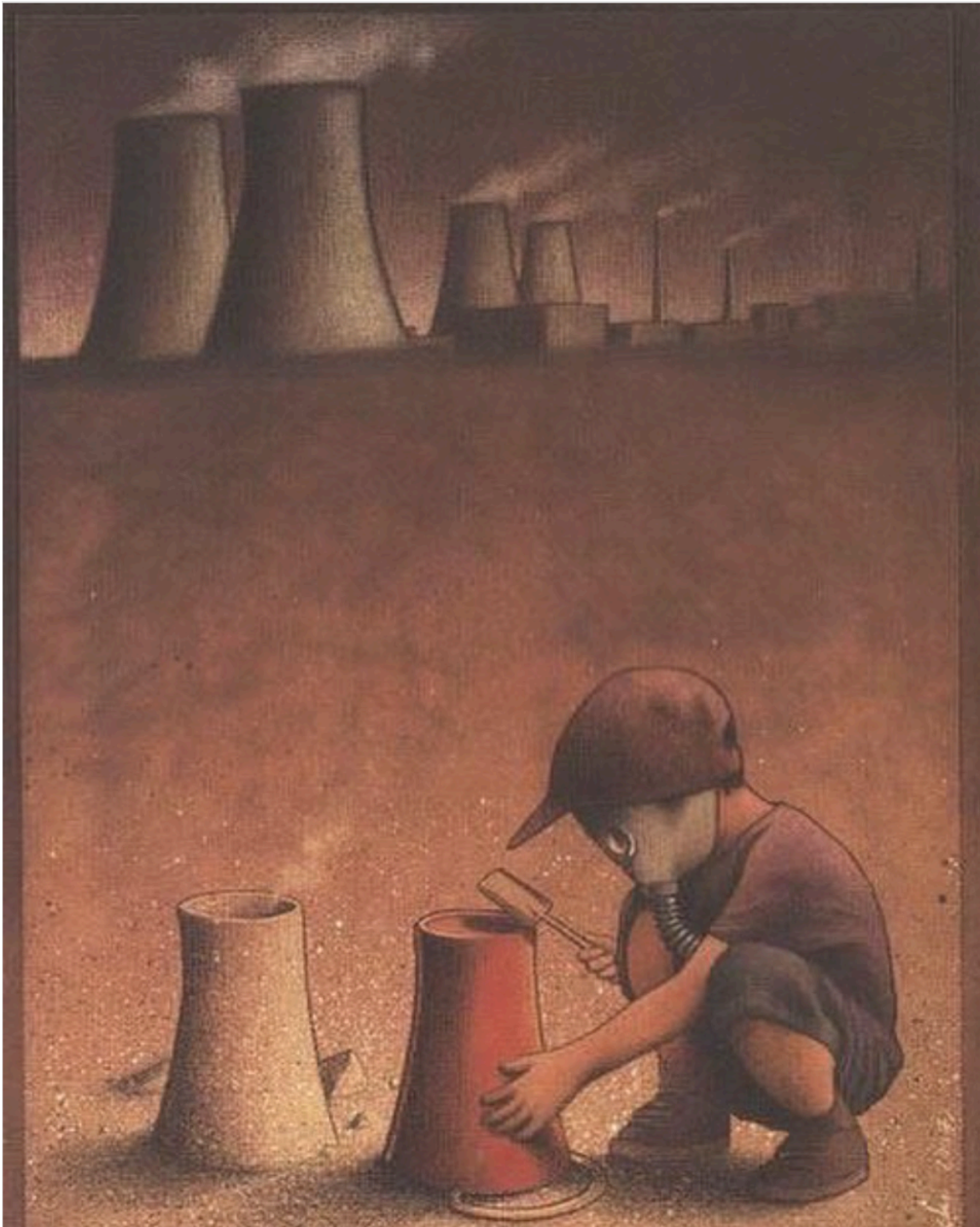


# **IN THE NEXT 6 MONTHS:**

**-IMPLEMENT THE BOOKING SOFTWARE  
ON THE WEBSITE**

**-TARGET ADS TO SIGN SPECIFIC HOSTS  
IN SPAIN, LONDON, PUERTO RICO,  
NEW YORK AND LOS ANGELES**





**... AND FOR  
ALWAYS TO BE  
MINDFUL AND  
AWARE**



**THANK YOU!**

