



# DanReality

DANCE TO GROW

DanReality

**Dance to deeper  
insights and growth**  
Presented by: SABIR JAN

# EnerGiZer!!

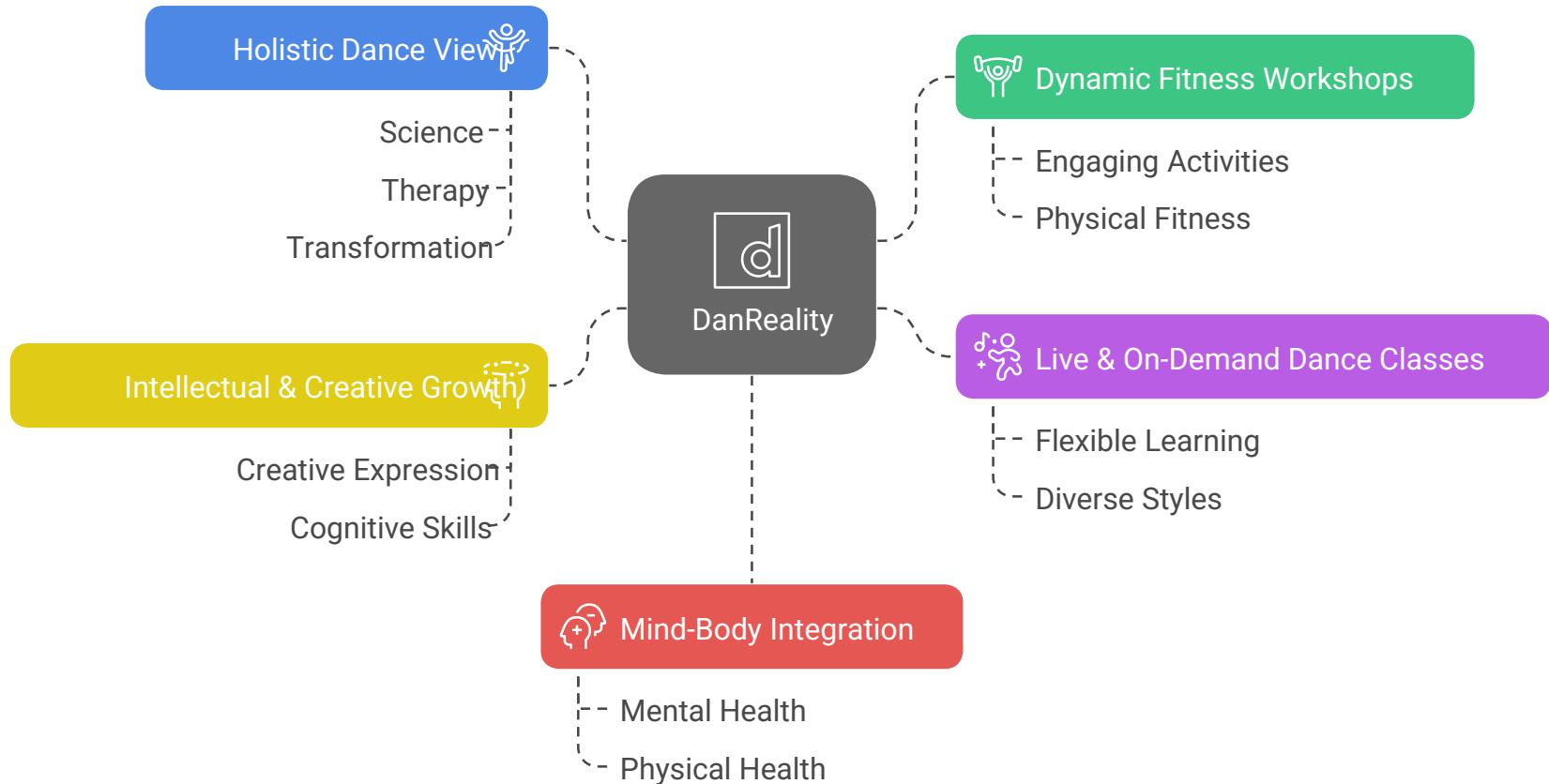


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# Vision and Mission



## DanReality's Unique Selling Proposition



# Meet the Founders & Team



Twin Co-Founders

Sabir Jan (Right) – CEO, Lead Choreographer, Music Analyst

Shakir Jan (Left) – Co-founder, Choreographer, Workshop Facilitator

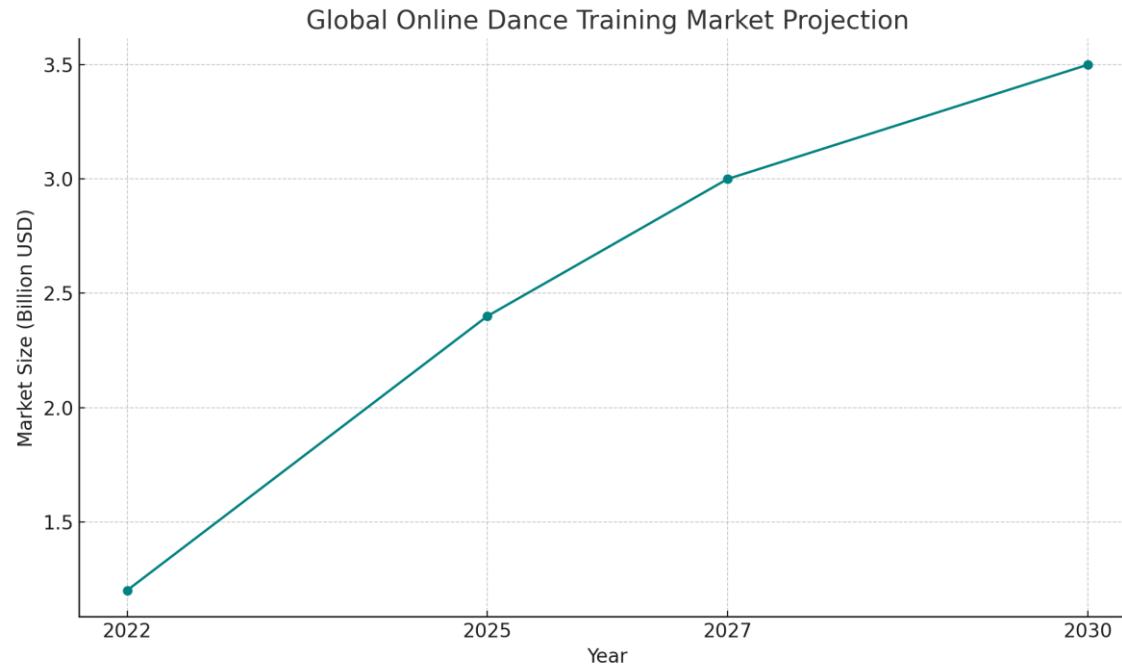
Aditi – Dance Therapist

8+ years of experience in movement therapy & mental wellness

Faizan Ahmed – Tech Lead

5 years in digital platforms & online dance studio setup

# Industry Overview

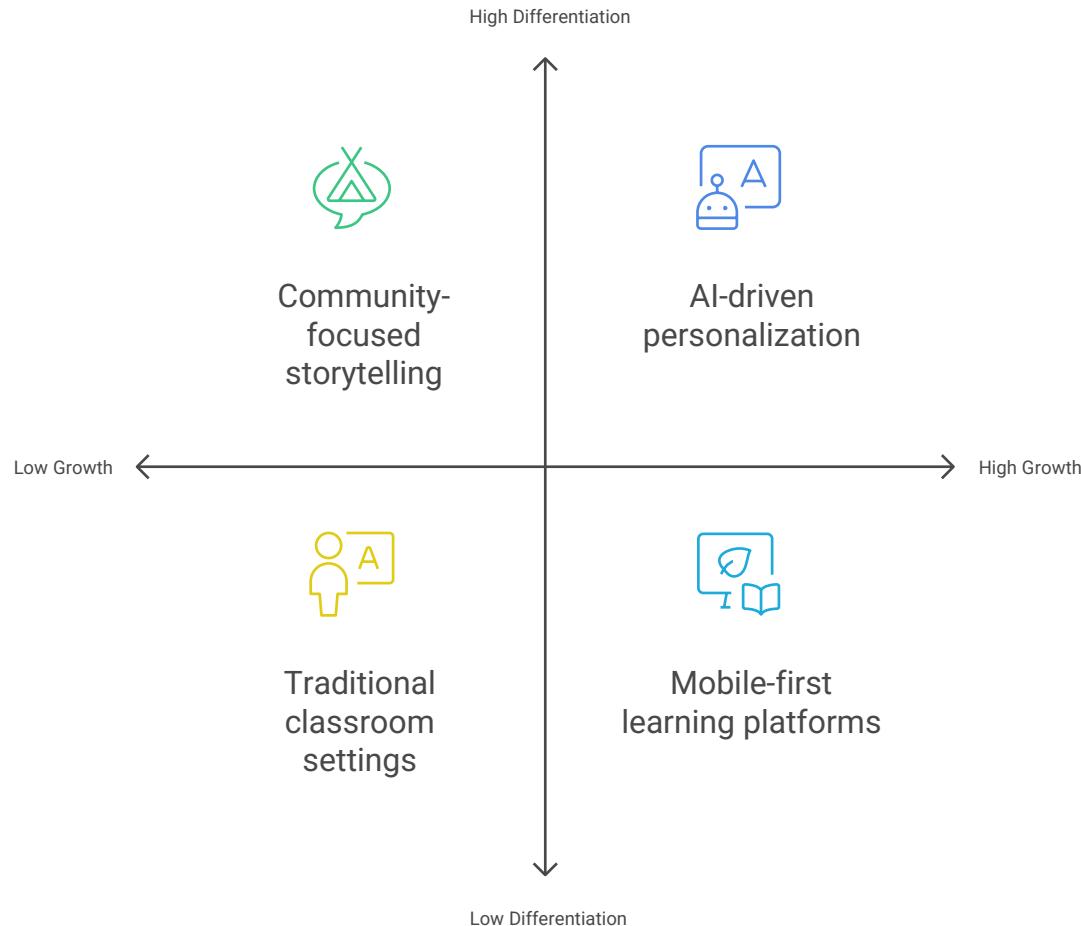


Online dance training market valued at \$1.2B (2022)

Projected to reach \$3.5B by 2030 (CAGR ~14.3%)

Growing demand for virtual learning & wellness-focused programs

# Industry Insights



# Target Market

Children/Teens (0-19)

Young Adults (20-24)

Adults (25-55)

Seniors (56+)

Focus regions: India, Pakistan, UK, Canada,  
Germany and Singapore

# Market Opportunity



12-week dance therapy shown to reduce depression ( $p < 0.05$ )

+

No competitor offers storytelling integration

# **Competitive Edge**

Music from Middle East & cultural themes

Live sessions with expert feedback

Mental wellness + confidence = our core

# **Services Provided**

2-week Live Workshop after sign-up

Dance Styles: Hip-hop, Jazz, Breakdance,  
Freestyle

Storytelling embedded in sessions

Monthly choreography contest for users

# Customer Profile

Typical Buyer: Adults 25–55,  
English/Urdu/Hindi speakers

Sellers: Mostly women (73%), avg. age 28,  
diverse backgrounds

# SWOT Analysis

- Strengths: Full-stack team, cultural flavor, therapy focus
- Weaknesses: First-time collaboration, limited funds
- Opportunities: Niche concept, high engagement potential
- Threats: Fast-mover competitors might replicate idea

# Goals

- Financial: Break-even Year 1
- Market Awareness: Launch campaigns in 8 countries
- Growth: 10,000+ active users by Year 2

# Digital Toolkit

- Zoom – Live sessions
- Vimeo – Recorded classes
- Canva – Branding
- Meta Ads – Outreach

# Marketing Budget

- Instagram – \$200
- Google Ads – \$250
- Influencers – \$300
- Local Workshops – \$150

# Outsourcing

- Web Developer – \$1,000 (setup)
- PR Consultant – \$700/month
- Dance Instructors – Variable

# Startup Expenses

- Website: \$2,000
- Marketing: \$2,000
- Workshop Setup: \$1,500
- Legal & Misc: \$500

# Thank You



Join the Movement



DanReality: Dance, Heal, Connect



Contact us: Insta: @janbroz78

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