

*Dance to deeper insights and growth*

Be part Of **DanReality**

Presented by

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## Vision (Mission)

Living in this modern era, our youth is facing different major problems such as poor mental health that paves way for depression, loneliness, drug abuse, obesity, negative self image and on top of all the disorders of invisible social media.

***We believe that a good mental health is vital for a sound life***

**We are determined to bring a positive change by putting forward the amazing notion of Thinking with the Dancing Brain.**

USP statement:

DanReality offers dynamic fitness workshops along with live and on demand online dance classes for curious minds to develop excellent intellectual and physical creative awareness.

unlike STEEZY, CLI studios, Dancio or DancePlug who are looking at dancing in itself as their key sole subject, we are about to bring a holistic picture of dance as a scientific discipline which has a strong potential to change millions of lives by improving their self-esteem and this very achievement comes through the mind-body integration that is dance.

## My Team

TEAM MEMBERS	PRIMARY RESPONSIBILITY
SABIR JAN	Founder & CEO Dance captain Music analyst and costume design work with choreographers
SHAKIR JAN	CoFounder Contribute in choreography and valuable help in workshops Studies choreography of various genres

ADITI	Dance therapist Lead role in mental health workshops Art of story-telling expert
FAIZAN AHMED	Techie: troubleshoot virtual class environment set-up online class platform Digital marketing and social media marketing

## Section Two: Market Analysis

### Overview

This industry includes online dance studios that primarily offer instructional classes focused on providing knowledge and skills related to dance, physical and mental health.

## Challenges

### **Live sessions**

Talking of live sessions there could be connectivity errors, audio and video issues, and glitches. Communication is one of the key issues that instructors tend to encounter during online classes. Because the clients and instructors are no longer working together in-person, corrections are more difficult to make.

### **Pre-recorded sessions**

Looking to be less engaging or boring

Some steps looking impossible to do

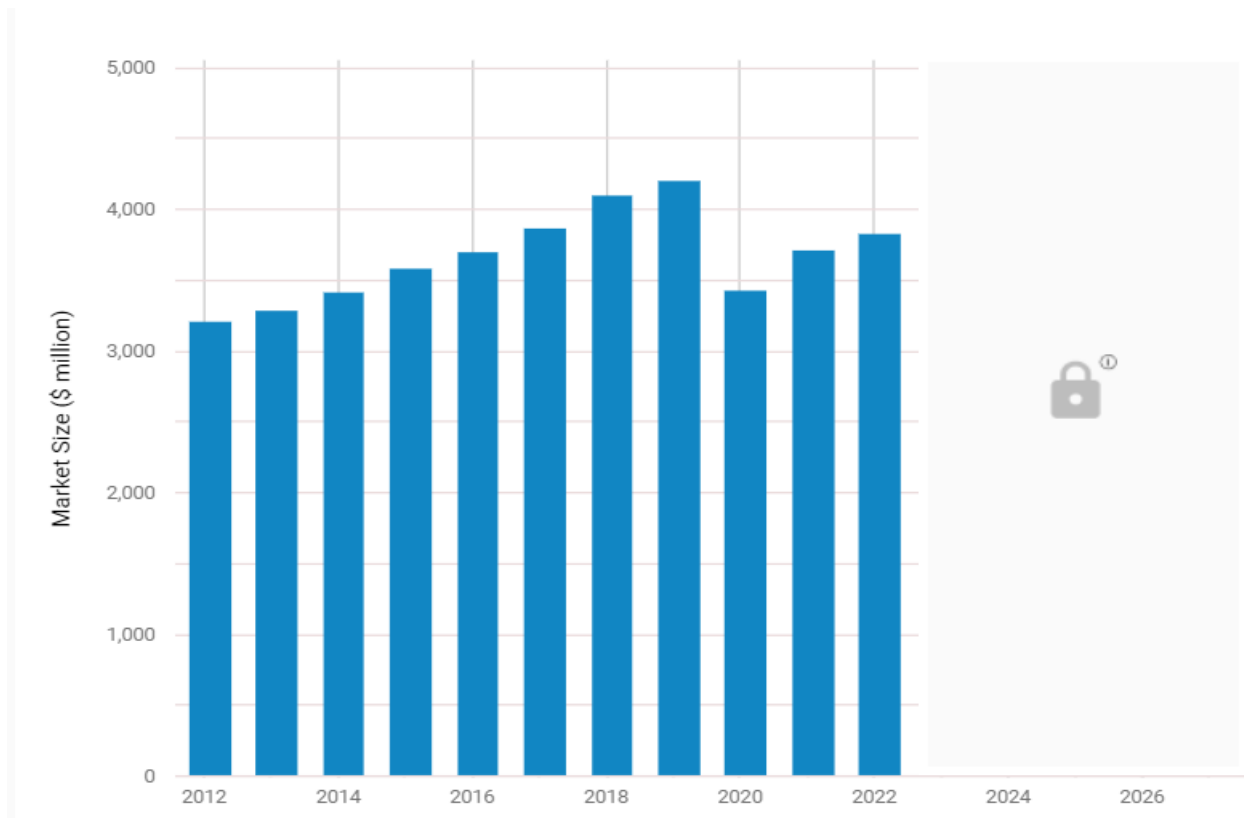
Lack of motivation in users

Poor video quality - Not the right angle, poor lighting or general video quality

Style of instructors that is not fitting for majority of the users

## Size of industry

The trend of increasing number of dance studios going online has really made this industry go wide in recent decade. Many studios also have a presence on Twitter and Facebook so parents and dancers can keep up-to-date on the latest developments via social media.



## Insights on the growth potential of online dance industry

The market size, measured by revenue, of the Dance Studios industry is \$3.8bn in 2022.

The market size of the Dance Studios industry is expected to increase 3% in 2022.

The primary negative factors affecting this industry are high competition and low barriers to entry.

Average industry growth 2021-2026(prediction):

The online Dance Studios industry is expected to strengthen over the five years to 2027, with projected to increase at an annualized rate of 0.7% to reach \$5.2 billion. The industry will likely benefit from rising consumer spending as the economy continues to gain strength after a period of high uncertainty caused by the corona virus pandemic. As a result of a stronger

economy, consumers are expected to boost spending on discretionary activities, such as dance classes.

## **TARGET MARKET**

With our business being online we have an endless reach across the globe and we have pinpointed 4 categories that our ideal customers

Children/Teens (19 yrs. and under)

Our plan is to have special classes designed specifically for the younger people.

College Students/Young Adults (20-24 yrs)

Single and Married Adults (25-55 yrs)

Seniors/Retired (56+ yrs)

## **Market Opportunities**

- 1- 12 weeks of dance training has been found to be effective on the depression levels of the subjects participating in the research as the training group ( $p < 0.05$ ). The depression level of males and females before training has meaningfully decreased after the session . We will provide expert and trained coaches who will monitor our customers providing them relief which is not done in any prevailing online dance studios.
- 2- We have a complete determination of setting storytelling in dance as a vital part of the dance sessions as this will give our customers the sense of connectedness and meaning in which their bodies can convey meaning, intent and interpretation so as to perform a narrative or a journey. Again here we will have a competitive edge as we don't have a competitor here.
- 3- Looking at the monthly plans of our competitors as STEEZY has it for \$20/month, CLI standing at \$16 a month, Operation tap at \$25 and others all above \$15. We are starting at a monthly plan of \$12 which is going to give us an edge in the market.

References:

<https://digscholarship.unco.edu/cgi/viewcontent.cgi?article=1192&context=theses>

### **Market Saturations**

Hiphop and Jazz dance styles are in focus of almost all of our competitors and it would make little sense to pursue buyers on promising these dance styles.

## **Section Three: Competition Analysis**

### **Unfulfilled Niches**

- 1- Selecting music is a critical process for dance studios. Music helps to define style and shape attitude. As of now most music selected in competitive platforms is western and hip-hop. We would love our customers to further vibe to middle eastern music which has rich notes for emotional expression.
- 2- Live sessions have been almost ignored in trending online dance studios. We are going to build on this and develop engaging live sessions where our customers will enjoy face-to-face interactions/workshops where they will learn from us and perform live before us to boost their confidence. Moreover, they will have the privilege to freely share their issues and queries if any.

## **Section Four: Services Provided**

### **Primary Offerings**

- 1- Just after subscription we will provide our customers with two weeks live workshop where our experts will guide them about the intricate connection of dance with physical, mental and emotional health.
- 2- Our dance packages will include but not limited to major dance styles(hip-hop,jazz,breakdance,freestyle,new choreography designed by our team) and on top of all as creativity and awareness will be appreciated so we would select the best choreography each month from one of our customer and add it too.
- 3- The art of story-telling will go side by side with the dance classes our customers will be taking as we believe dance is not just random body movements, it has a theme and we will be expressing it through this amazing performing arts.

### **Potential Offerings**

## **Section Five: Your Customers**

### **Typical Buyer**

Single and married adults between the ages of 25 and 55

Most users are expected from countries:

INDIA, UKRAINE,AUSTRALIA,SINGAPORE,ITALY,CANADA,KUWAIT,GERMANY,  
PAKISTAN

Communication preferences: English, urdu/hindi for pakistan and india

### Typical seller

The average age of an employed Dancer is 28 years old.

The most common ethnicity of Dancers is White (49.8%), followed by Hispanic or Latino (24.2%) and Black or African American (12.5%)

73.4% of all Dancers are women, while 26.6% are men

## Section Six: SWOT Analysis

### Strengths

- 1- Having a team covering all aspects of choreography, music, therapy and technology it really gives us a competitive edge over the alternatives.
- 2- Our new concept of the art of emotionalism, story-telling, workshops, flavor of middle eastern music and rich cultural addition to choreography clarifies the creative force in the build-up that is hard to resist for our potential customers.
- 3- Having a team that has considerable experience in their fields e.g Aditi has over 8+ years of experience in therapy, faizan has worked in an online dance studio before for 5 years and I have self-experience of taking workshops when I

was in Europe for exhibition is something really helpful and valuable.

### Weaknesses

- 1- It is our first time joining hands coming from different backgrounds so it will take some time to understand each other and run smoothly.
- 2- We have management gaps as we are to hire world class choreographers moving forward for which we have to first attract investors to lend us that financial authority to get started formally.

### Opportunities

- 1- Having ideas and insights that are far from existence in our global competitors we have an amazing opportunity to bend online dance community and create a new exciting blend of niche that will be healthy, robust and justifying to dance.
- 2- We can really upscale the global revenue of dance industry by attracting record costumers as our concept ties with prevailing modern problems e.g depression, loneliness and drug abuse etc.

### Threats

- 1- While in the process any of our competitors can realize the gaps pinpointed by us and with the pre-formed base of their clients can really prosper making an entrance barrier for us.
- 2-

## Section Seven: Goals

Financial Goal

Market Awareness Goal

Growth Goal

Digital Tools

Tool Name	Cost to Operate	Primary Purpose

Advertising Budget

Outlet	Purpose	Budget

Outsourcing

Professional	Purpose	Budget

Section Eight: Financial Analysis

StartUp expenses

Item	Purpose	Cost