

## **Metal Master – Colorado Enterprise Fund (CEF) Formatted Business Plan**

### **1. Business Overview**

Metal Master is a home-based digital education business providing metal-style guitar instruction through a mobile and web application. The platform integrates video lessons, interactive Guitar Pro-compatible tablature, AI-generated tone presets, jam tracks, achievements, and skill tracking. The application is nearly complete (~90%), with engineering fully finished. Remaining tasks include content production and final polish before launch.

### **2. Mission Statement**

To deliver the most engaging, modern, metal-focused guitar learning experience available, combining powerful software with professional instruction.

### **3. Ownership & Management**

Owner: Ryan Burbank

Ownership: 100%

Business Structure: Sole Proprietorship (transitioning to LLC)

Location: Home-Based Studio in Colorado

### **4. Products & Services**

- Metal guitar lesson videos
- Interactive tablature with beat-sync, looping, speed control, and multi-track mixer
- AI tone preset generator
- Jam tracks and riff-of-the-day system
- Practice tracking, achievements, and technique scoring

### **5. Market Analysis**

Target Customers: Metal guitarists ages 15–45, beginners through advanced players.

Market Size: 40+ million U.S. guitarists.

Competitive Advantage: No major competitor focuses exclusively on metal or combines interactive tab + AI tone tools in a unified platform.

### **6. Marketing Strategy**

- TikTok, Instagram, and YouTube Shorts content
- Partnerships with metal influencers
- Email list built via free lessons and riffs
- Paid online ads and targeted funnels

### **7. Operations**

Business operates from a dedicated home studio. No commercial lease is required. Remaining operations involve recording lessons, editing content, and maintaining the digital platform.

### **8. Financial Plan**

Revenue Model:

- Monthly Subscription: \$9.99–\$14.99
- Annual Membership: \$99
- Paid Lesson Packs

Funding Request: \$50,000–\$75,000

Use of Funds:

- Studio equipment & recording gear
- Guitar amps, pedals, audio hardware
- Acoustic treatment

- Editing software
- Marketing
- Operating runway (3–6 months)

## **9. Financial Projections**

Subscriber Growth Revenue:

- 300 subscribers → ~\$3,000/month
- 1,000 subscribers → ~\$10,000/month
- 3,000 subscribers → ~\$30,000/month

## **10. Risk Analysis**

- Low technical risk (app built)
- Moderate content production risk (loan covers equipment)
- Recurring revenue ensures stable repayment ability

## **11. Summary**

Metal Master is fully engineered, uniquely positioned, and ready for launch with minimal remaining investment. The loan will directly enable completion, marketing, and monetization within 60–90 days.