The Hula Binder Platform Proposal

A Digital Tool to Support Your Hālau's Growth

Prepared for: **Kumu Nalani Keale**

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Aloha e Kumu Nalani,

Mahalo nui for taking the time to review this proposal. As one of your haumāna, I've witnessed firsthand the dedication and aloha you bring to teaching our sacred traditions. This platform is designed to support—never replace—the essential work you do in passing on our cultural practices.

The Hula Binder platform aims to handle the administrative burden of running a hālau, allowing you to focus more time and energy on what matters most: teaching hula, preserving our cultural heritage, and nurturing the spiritual growth of your haumāna.

The Challenge

Running a hālau involves much more than teaching. Kumu hula must manage student records, track attendance, communicate with haumāna and parents, organize events, maintain hula and oli documentation, coordinate costumes and props, and handle financial administration—all while maintaining the cultural integrity and spiritual foundation of the practice.

Currently, these tasks are often managed through a combination of paper records, spreadsheets, Facebook group messages and email threads. This fragmented approach takes valuable time away from teaching and can lead to important details being overlooked.

Our Solution

The Hula Binder platform is a dedicated digital management system designed specifically for hālau. It consolidates all administrative tasks into one secure, easy-to-use platform that can be customized to reflect your hālau's unique identity and teaching approach.

Key Features

- **Haumāna Management:** Comprehensive profiles, progress tracking, online registration forms, and online tuition payments (via Stripe)
- **Attendance & Engagement:** Digital check-in, participation tracking, and retention insights
- **Class Documentation:** Organize mele, oli, choreography notes, and cultural teachings
- **Communication Hub:** Direct messaging with students and parents, event announcements, and photo sharing
- **Video and Audio Library:** Secure storage for instructional videos and performances as well as songs with controlled access
- **Event Coordination:** Competition prep, costume tracking, performance scheduling
- **Custom Branding:** Your hālau's colors, logo, and identity throughout the platform

Cultural Considerations

This platform is built with deep respect for Hawaiian cultural protocols. Features include:

- **Privacy Controls:** You determine what content is shared and with whom
- **Intellectual Property Protection:** Safeguards for your original choreography and teachings
- **Genealogy & Lineage Documentation:** Track and honor the lineage of your teachings
- **Hawaiian Language Support:** Proper display of diacriticals ('okina and kahakō) throughout

Content Protection & Security

Protecting your original choreography, mele, and cultural teachings is paramount. The Hula Binder platform integrates with video services that provide robust privacy controls:

- **Domain-Level Privacy:** Videos are ONLY accessible through your Hula Binder platform, not through direct links or sharing. This prevents unauthorized distribution of your cultural content.
- **Access Control Integration:** Video permissions sync with student accounts - only current, paid haumāna can view instructional content. When a student leaves or their subscription lapses, access is automatically revoked.
- **Password Protection:** Additional password protection available for especially sensitive content like traditional mele or specialized oli.
- **No Public Listing:** Videos never appear in search results or public listings on video platforms.
- **Download Prevention:** Videos stream only - students cannot download files for unauthorized redistribution.
- **Intellectual Property Protection:** Your original choreography and teachings remain protected from unauthorized copying or commercial use.

Why This Matters for Hula: Your hālau's choreography, mele, and oli represent years of cultural knowledge and creative work. Vimeo's domain-level privacy ensures your content remains within your hālau's control, ensuring for protecting both the cultural integrity of your teachings and your competitive advantage as a kumu hula.

Live Streaming Capabilities (Optional)

For hālau wanting to expand their reach and offer remote participation, live streaming through Vimeo Advanced provides professional-grade broadcasting capabilities:

- **Real-Time Classes:** Stream live instruction to students who can't attend in person
- **Virtual Workshops:** Host special workshops and reach a broader audience
- **Hybrid Events:** Combine in-person and remote participation for competitions and performances
- **Interactive Engagement:** Live Q&A, polls, and chat keep remote participants connected
- **Registration Management:** Track attendees and send automated reminders
- **Automatic Recording:** All live streams are saved for on-demand viewing
- **Professional Quality:** Stream in up to 1080p HD with adaptive bitrate for smooth playback
- **Up to 100 Attendees:** Perfect for class sizes and community events

What's Included with Vimeo Advanced ($65/month)

Vimeo Advanced is a professional-grade platform that includes everything you need for live streaming and video management. This subscription is billed directly by Vimeo and includes:

- Live streaming capability (up to 1080p HD)
- 500 video storage capacity
- Unlimited bandwidth for viewers
- Webinar hosting (up to 100 attendees per event)
- Live Q&A, polls, and chat functionality
- Attendee registration and management
- Branded event invites and reminder emails
- Automatic recording of all live streams
- Stream health monitoring and analytics
- Password protection and privacy controls
- Advanced video analytics and viewer insights
- Priority customer support from Vimeo

The Hula Binder platform seamlessly integrates with your Vimeo Advanced account, embedding live streams and recordings directly into your hālau's portal with proper access controls for your students.

Benefits for Your Hālau

- **Save Time:** Reduce administrative work by 5-10 hours per week
- **Improve Student Retention:** Better communication and engagement tracking helps identify at-risk students early
- **Preserve Your Legacy:** Systematically document your teachings and choreography for future generations
- **Streamline Competition Prep:** Keep everyone organized and on track leading up to events
- **Professional Image:** A branded platform enhances your hālau's credibility and professionalism
- **Automate Tuition Collection:** Online payment processing eliminates manual payment tracking, late payment follow-ups, and cash handling. Haumāna and parents of keiki can set up recurring payments, and you receive automated notifications for successful transactions.

Investment & Pricing

I've designed a flexible pricing structure that keeps costs predictable and sustainable. The platform subscription is separate from video hosting, so you only pay for what you need.

Why Separate Video from Core Platform?

This approach offers significant advantages:

- **Lower entry cost:** Start with just the management tools if you don't need video hosting
- **Flexibility**: Use your existing Vimeo account if you prefer
- **Transparent pricing:** Pay for the storage and bandwidth you actually use
- **Platform sustainability:** Fair pricing ensures I can provide excellent long-term support and continuous improvements

Important Security Note: All video options include domain-level privacy protection. This ensures your cultural content and choreography are only accessible through your Hula Binder platform, protecting your intellectual property and maintaining the sanctity of your teachings.

Online Registration & Payment Processing

All platform tiers include online registration forms and tuition payment processing through Stripe. This powerful feature allows haumāna and parents to register their keiki and pay tuition directly through your Hula Binder portal, eliminating manual payment tracking and reducing administrative burden.

Payment Processing Fees: Standard Stripe rates apply (2.9% + $0.30 per transaction) passed through at cost with no markup. You keep 100% of your tuition revenue after Stripe's standard processing fees.

Example: If you collect $100 in tuition, Stripe charges $3.20 (2.9% + $0.30), and you receive $96.80. Haumea Technologies takes no additional fee on your tuition payments.

Core Platform Tiers (No Video Included)

- **Hālau Starter ($85/month or $867/year):** Up to 30 students, student management, online registration & payment processing (Stripe fees apply), attendance tracking, curriculum documentation, parent messaging, event calendar, email support (48-hour response)
- **Hālau Professional ($140/month or $1,428/year):** Up to 100 students, everything in Starter (including online registration & payment processing), plus parent portal, advanced analytics, competition prep tools, custom branding, priority email support (24-hour response), monthly office hours access
- **Hālau Enterprise ($250/month or $2,550/year):** Unlimited students, multiple locations, everything in Professional (including online registration & payment processing), plus API access, priority support (4-hour response), monthly office hours, quarterly success review

Video Add-On Options

Choose the Vimeo plan that best fits your needs:

- **Vimeo Starter with Domain Privacy ($12/month):** Connect your Vimeo Starter account - includes domain-level privacy restrictions so videos are ONLY viewable through the Hula Binder platform. Provides true content protection for your cultural teachings and choreography. Suitable for hālau with up to 60 videos. No live streaming capability. This is the recommended minimum for private content.
- **Vimeo Advanced Integration ($65/month) - RECOMMENDED FOR MOST HĀLAU:** Full live streaming capability including webinars, virtual events, live Q&A, polls, chat, attendee registration (up to 100 attendees per event), PLUS 500 video storage capacity with unlimited bandwidth. This is the best value option combining live streaming with ample video storage. Billed directly by Vimeo.

Note: Live streaming enables real-time instruction, special workshops, and virtual events. Recorded streams are automatically saved to your Vimeo account for on-demand viewing by students who couldn't attend live.

Additional Services

- **Premium Onboarding Package: $300 one-time** (personal training, custom setup, data migration assistance). Standard documentation-based setup included at no charge. *Founding partners receive a 50% discount ($150).*
- **Advanced Data Migration: $200 one-time** (for complex data transfers beyond standard CSV imports)
- **Payment Setup Service: $200 one-time** Comprehensive payment integration setup including Stripe configuration, payment workflows, and testing. Projected 40% adoption = $2,800/year additional revenue.
- **Extra Storage/Bandwidth:** Available as needed

Example Pricing Scenarios

Small hālau (15 students, minimal video):

Starter ($85) + Vimeo Starter with Domain Privacy ($12) = $97/month total

Total: $97/month

Or $989/year with 15% annual discount

Medium hālau (60 students, regular video):

Professional ($140) + Vimeo Starter ($12) = $152/month total

Total: $152/month

Or $1,550/year with 15% annual discount

Large multi-location hālau with live streaming (200+ students, up to 500 videos) - MOST POPULAR:
Enterprise ($250) + Vimeo Advanced ($65) = $315/month total
Total: $315/month
Or $3,213/year with 15% annual discount

Note: All pricing scenarios show monthly costs. Save 15% by paying annually. Annual payment also includes priority consideration for new features and extended support during platform updates.

Hālau Size	Platform Tier	Video Option	Live Streaming?	Monthly Cost
Small (up to 30 students)	Starter $85/month	Vimeo Starter $12/month	No	$97/month
Medium (up to 100 students)	Professional $140/month	Vimeo Starter $12/month	No	$152/month
Medium (up to 100 students)	Professional $140/month	Vimeo Advanced $65/month	Yes	$205/month
Large Multi-location (unlimited students)	Enterprise $250/month	Vimeo Advanced $65/month ★ RECOMMENDED ★	Yes	$315/month

Choosing the Right Video Option

Choose Vimeo Starter ($12/month) if:
- You're just starting out with minimal video needs (up to 60 videos)
- You need domain-level privacy protection for your content
- You don't need live streaming capabilities
- You want the lowest entry cost

Choose Vimeo Advanced (RECOMMENDED FOR MOST HĀLAU) if:
- You want to offer live streaming classes and workshops
- You need interactive features (Q&A, polls, chat)
- You want professional broadcasting capabilities
- 500 videos storage is sufficient for your needs
- You want the best value - live streaming + ample storage at the lowest price

Annual Payment Discount

Save 15% by paying annually instead of monthly. Annual pricing: Starter ($765/year), Professional ($1,275/year), Enterprise ($2,295/year). Annual subscribers also receive priority consideration for new features and extended support during major platform updates.

Founding Partner Benefits

As a founding hālau partner, you'll receive:

- 50% discount on Premium Onboarding Package ($150 instead of $300)
- **Direct influence on feature roadmap** — your feedback shapes the platform's future

Annual payment required — Founding partners commit to annual subscription (15% discount included), ensuring sustainable partnership and platform development

Implementation & Support

Professional setup and ongoing support included with every tier:

- **Standard Setup:** Included with all tiers - documentation, video tutorials, and email setup assistance
- **Premium Onboarding Package ($300, or $150 for founding partners):** One-on-one setup session, custom branding configuration, data migration assistance, and personalized training
- **Data Migration Assistance:** Support for transferring your existing student records and documentation
- **Custom Branding Setup:** Your hālau's colors, logo, and identity throughout the platform
- **Priority Email Support:** Direct access to me for questions and troubleshooting
- **Monthly Office Hours:** Join group Q&A sessions with other hālau partners
- **Training Resources:** Comprehensive documentation and videos for your haumāna and their families

Support Response Times by Tier:

- **Starter Tier:** Email support with 48-hour response time, access to documentation and video tutorials
- **Professional Tier:** Priority email support with 24-hour response time, monthly office hours access, advanced troubleshooting
- **Enterprise Tier:** Priority email support with 4-hour response time, monthly office hours access, quarterly success review, dedicated support during competitions and major events

Next Steps

I would be honored to have your hālau as a founding partner. Here's how we can move forward:

1. **Initial Discussion:** Let's meet to discuss your specific needs and answer any questions (30-45 minutes)
2. **Platform Demo:** I'll walk you through the features and show how it can be customized for your hālau
3. **Feedback & Refinement:** We'll adjust features based on your experience and suggestions

Closing Thoughts

This platform was born from my own experience as your haumāna and my desire to give back to our hula community. I've seen how much time and energy you pour into every aspect of running the hālau, and I believe technology can support—never replace—the sacred work you do.

My goal is to create a tool that honors our traditions while making your life easier. Your wisdom, guidance, and feedback will be invaluable in shaping this platform not just for your hālau, but for the entire hula community.

Mahalo piha for your consideration. I look forward to discussing how we can work together.

Me ka ha'aha'a,

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