

Youtube marketing channel

(For a side business)



Key Partners

Stakeholders in the production and their duties


The exploited

- **Writers** - responsible for voice over, shot placement, and on-screen graphics displayed throughout video
- **Technical Crew** - handle setting up lights, cameras and set design to convey the best looking content
- **Talent** - demonstrates expertise, performing several techniques that can be repeated in order to achieve desired outcome.

Metal working tools

Key Resources



A man with grey hair and sunglasses, wearing a white jacket over a t-shirt, stands in a workshop filled with vintage car parts. He is looking up and to the right, with his right arm raised. The workshop is filled with wooden shelves and racks holding various car parts, including wheels, engines, and other mechanical components. The word "AUTO." is visible on a wooden beam on the left. The lighting is warm and the overall atmosphere is one of a well-used, cluttered workshop.

Facilities aka The Shop

The Production Set

Creating a setting that is familiar and consistent, as if inviting viewers into a hangout

Value Propositions

- **Scheduled releases** - keeping a consistent schedule builds familiarity and conditions all stakeholders to be accountable.
- **Audience** - As viewership grows a demand for content will increase and it's important to manage the work load by splitting projects into many pieces and utilizing small tutorials that can be much easier/faster to complete as serviceable content.
- **Having fun** - Our main goal is to have fun doing what we love and not stressing the small stuff. Taking our time initially to interact with our niche audience will build a loose and engaging community.

Create a marketing tool
for potential side work

Why even do it?

Having a presence
online is beneficial

Interactive Portfolio

A powerful tool to show potential clients is the ability to craft and design on the fly. Showing technical and creative ability can help a client visualize what they would want to achieve in their own project.



You're a rockstar - now
show the world

Why would we expose ourselves?

Transparency

We make it and show YOU how we did it



Our Mission



Provide to the public a visual appealing presentation of creative projects that showcase the mastery of metal fabrication and design. Our intention is to teach others valuable skills while also achieving a deeper understanding of our expertise along the way.

Stakeholders

Key Personnel

The People Involved

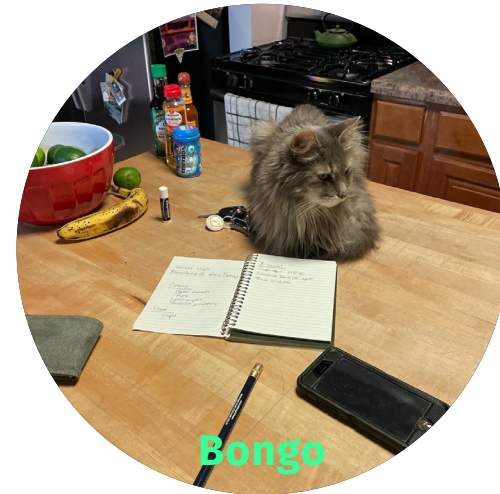
Major Players



Talent/Instructor



Writer/Director/
Editor

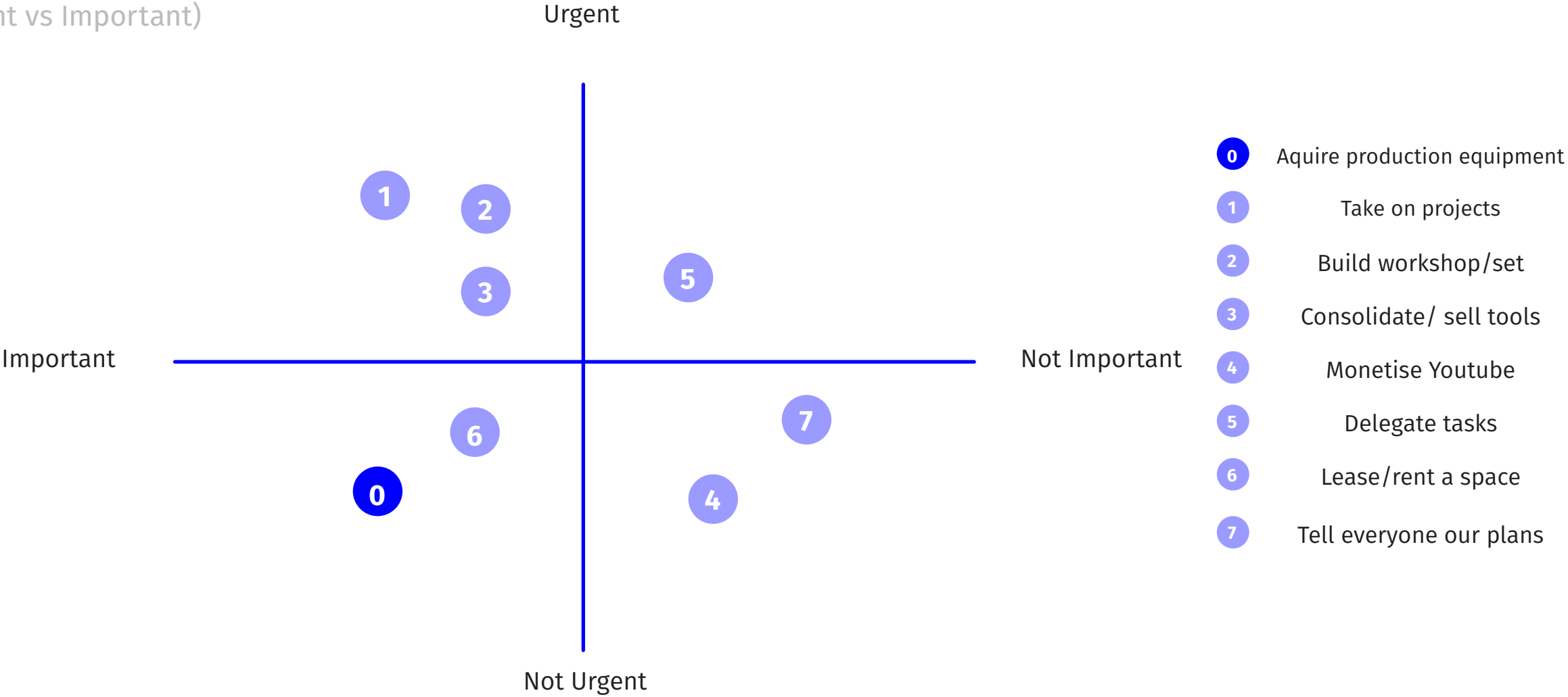


Mascot

Where do we begin?

How we determine what is necessary as a startup

The Eisenhower Box
(Urgent vs Important)



Video Equipment

Necessary for production

- Cameras - GoPro style for B-roll footage and consumer level film/video camera that can record in 4K
- Lights - Minimum requirements would be Key light for the front of the shot and backlighting for the subject. In the future additional lights can be added to provide hues and support to the background and subject.
- Stands - for the lights
- Editing computer - laptop for color correction on the fly, editing tower for cutting and uploading to youtube, instagram, odysee etc.

Tools for fabrication
projects

- **Workbench** - centerpiece of the set, setting for every thumbnail
- **Welding Tools** - TIG welder, helmet, clamps etc...
- **Power tools** - sanders, grinders, power drills etc...
- **Tools** - socket wrenches, saws, pliers etc...
- **Heavy machines** - big stationary machines used for shaping, grinding and piercing metal for specific use
- **Safety Equipment** - harnessing, extinguishers, eye protective gear, noise reduction etc...

Into the lab.
What we want to use.

Long term wants for the set

Custom Logo Sign

Eventually get branding
that can be mounted in the
background

Find a rental space

rental space that can house
equipment, locked, calm
environment nearby

More nice stuff

Expand shop and acquire
more machines to streamline
processes

Have a glorious day!

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