

# Violin Shoulder Rest

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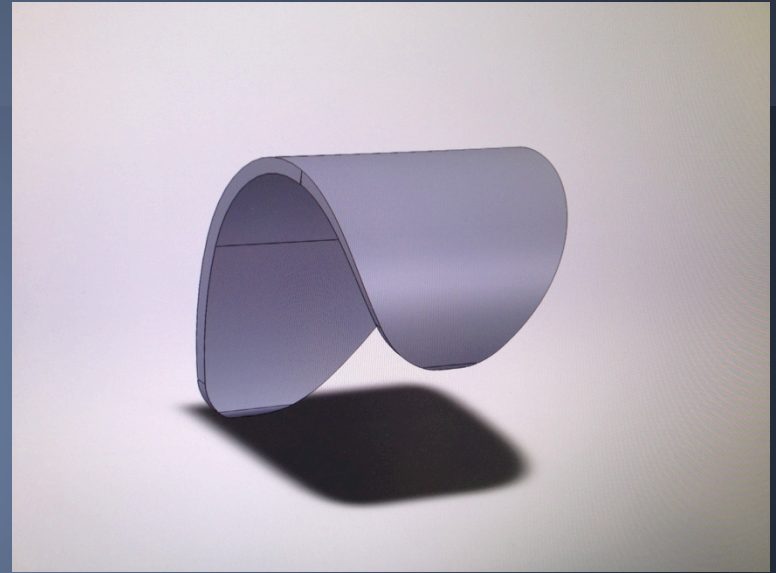
# Current Problems

- slipping
- uncomfortable
- strain
  - Spine
  - Shoulder
  - Wrists



# Our Solution

- Comfortable
  - Ergonomically Friendly
- Ailment eliminating
  - Reduces Need for stresses
- Affordable
  - Made of inexpensive materials
- Sleek and stylish



# Marketing

- Current Market
  - ~200 Million Musician
- Consumer Market
  - 330,000 violins per year in US
- Advertising
  - Lindsey Stirling
  - University Participants
  - More to Come

# Competition

- Slipping
- Discomfort
- Weight
- Causes Pain



# The Business Model Canvas

Designed for:  
Ergonomically Friendly Violin Shoulder Rest

Designed by:

On: dd/mm/yyyy

Iteration #

<b>Key Partners</b> <ul style="list-style-type: none"><li>• Dr. Relue<ul style="list-style-type: none"><li>◦ - Providing insight</li></ul></li><li>• Scott McIntyre<ul style="list-style-type: none"><li>◦ -Project Manager</li></ul></li><li>• Bio-Engineering Upperclassmen<ul style="list-style-type: none"><li>◦ Sharing expertise</li></ul></li><li>•</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>• Materials</li><li>• Testing</li><li>• Means of Production</li><li>• Advertisements</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>• Ergonomically Friendly<ul style="list-style-type: none"><li>◦ allows for longer play time</li><li>◦ Less injury</li><li>◦ Comfort</li></ul></li><li>• Cost Effective</li></ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"><li>• Multiple Relations with numerous musicians<ul style="list-style-type: none"><li>◦ Lindsey Stirling</li><li>◦ UT Students</li></ul></li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>• Violinist</li><li>• Violist</li><li>• Fiddlers</li><li>• Players who play frequently</li></ul>
	<b>Key Resources</b> <ul style="list-style-type: none"><li>• SolidWorks 2014</li><li>• 3D printer</li><li>• Acrylic</li><li>• Polypropylene</li><li>• Silicone</li><li>•</li></ul>		<b>Channels</b> <ul style="list-style-type: none"><li>• Whole Sale</li></ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"><li>• Production</li><li>• Material</li><li>• Advertising</li></ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"><li>• Selling the shoulder rest</li><li>• Stock</li></ul>	

# Investment Opportunities

- Asking for \$900
  - Prototyping
  - Testing
  - Advertising
- How it benefits You
  - Opportunity to launch a revolutionary product on the market