

## Boost Audio Systems

### Business Concept

Our mission is to provide individuals or organizations with professional, affordable, high quality, portable sound systems that will enable groups like cheer and dance teams or events to be successful in uncertain environments with changing electrical and audio setups. These systems are completely self contained and can operate and hook up any desired form of audio media desired.

We have seen firsthand the frustrating and congested scenarios that teams, both high school and at the collegiate level, face when attending camps, performances, and competitions as well as everyday practice. At these events there can be several teams and most always they are put in the same small area such as a basketball gym to warm up and practice. Every single team has their own boom box or little wall stereo that they need to plug in, so not only is everyone fighting for space to practice, but they are also fighting for outlets and/or stereo time. Teams also rarely have a spot to practice at their own school that is just for them, so they are scheduled in the basketball gym or volleyball gym after hours which may or may not have readily available electrical and audio setups, and if they do, they require more than just inserting a CD or plugging in an I-pod to operate.

Teams currently utilize battery operated boom boxes for traveling and a wall stereo for practice. These systems are not easy to haul around and are unreliable because they either have a short battery life and poor sound quality or they require an outlet that is not always available. These systems cannot sustain the level of sound as well as the quality of sound required by our market. Their systems even when plugged into the wall cannot achieve the level and quality of sound that our systems can. Cheer and Dance teams need good quality sound because they need to hear their timing and marks within the music, if they are performing the crowd as well as the team benefit from quality and volume. The music also needs to reach large areas with higher volume levels. If the music is distorted or low volume then they are not benefiting from the long hours of practice.

With this system, not only would teams have the peace of mind knowing that their music is going to work and that they have their own system that they practice with everywhere they go, but they can go off and practice wherever they want without having to take consideration to where is the closest outlet or if enough batteries were packed. Our system is simple, we took the portability and ease of a roller suitcase and combined it with the quality components and high performance of a car stereo. This system is a 12 volt system that can run for many hours without recharging. A small charger has been wired right into the system to remove the hassle of charging. The stereo has a normal car stereo deck that can handle any form of RW or MP3 CD, I-pod or MP3 player, AM/FM, and even XM radio if the team so chooses. This system is as loud and produces the same high quality, high volume sound that a car would, minus the vehicle. Our Beta version of this concept has worked continuously for the University of Wyoming cheer and dance team for the last year without any problems. With our system customers can customize every aspect of the system, from the types and sizes of speakers to the brand and quality of the deck. Suitcases can be custom tailored to match team colors and any assortment of 12 volt

accessories can be added from cell phone and I-pod chargers to neon lights if a team really wanted to make it a center piece.

In this specific market there are no known competitors. The prototype that we have built has already had a few inquiries into how people can get one by other cheer and dance teams and many others at events like BBQ's and tailgating or game events. We would like to target cheer and dance teams at high school and collegiate levels at first. This is a market that we know in depth and have been a part of for many years. The market could also include private dance studios and traveling dance teams. We can see this company expanding into sales to individuals who entertain outdoors such as in a parks or tailgating. We can also see our design changing to include microphone hookups and loudspeakers to satisfy people looking for mobile public address (PA) systems. Marketing would be largely word of mouth through teams using our product at competitions and camps. We would also push direct sales through our website and through any dance/ cheer related tradeshow and direct mailings.

**Team Biography:**

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