Recording Studio Business Plan

River Room

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Executive summary

River Room is a proposed Dublin recording studio serving independent artists and small commercial audio clients. One tracking room and a separate mix suite offer engineered sessions, supervised dry hire and remote mixing. Base financing supports cash runway but net losses persist in all three years; the downside needs approximately EUR 227000 additional finance to preserve a EUR 30000 floor. Cash survival does not establish a sustainable return. Launch is conditional on acoustic feasibility, a compliant lease, tested demand and committed finance. No founder credentials, bookings or funding are verified. Financial forecasts cover January 2027 to December 2029 in EUR.

Base forecast: year one revenue EUR 137,959, EBITDA EUR -14,613, minimum monthly cash EUR 53,036. These are estimates, not historical results.

Business details

Proposed Irish private limited company, trading as River Room. Seek a 100–130 square metre commercial unit around Dublin 8, with transit access and no shared party wall to noise-sensitive residential space. No unit, incorporation or lease is secured. The owner manages sales, schedules and audio delivery; one part-time employee engineer provides delivery capacity.

Business concept and objectives

Provide reliable recording and editing for small releases and spoken-word work, with explicit deliverables and two included revision rounds. The first-year objective is evidence of repeat demand at viable prices before expansion. Protect cash above the reserve floor; do not proceed if downside runway cannot be financed.

Business model canvas

Partners: equipment dealers, freelance mastering engineers and accountant. Activities: booking, recording, mixing, backup and delivery. Resources: acoustic rooms, microphones, DAW, paid engineers. Value: predictable session preparation and clear turnaround. Relationships: project briefs and recurring client reviews. Channels: referrals, search and venue networks. Customers: independent musicians and audio producers. Costs: salaries, occupancy and equipment. Revenue: delivered recording, dry hire and mixing hours.

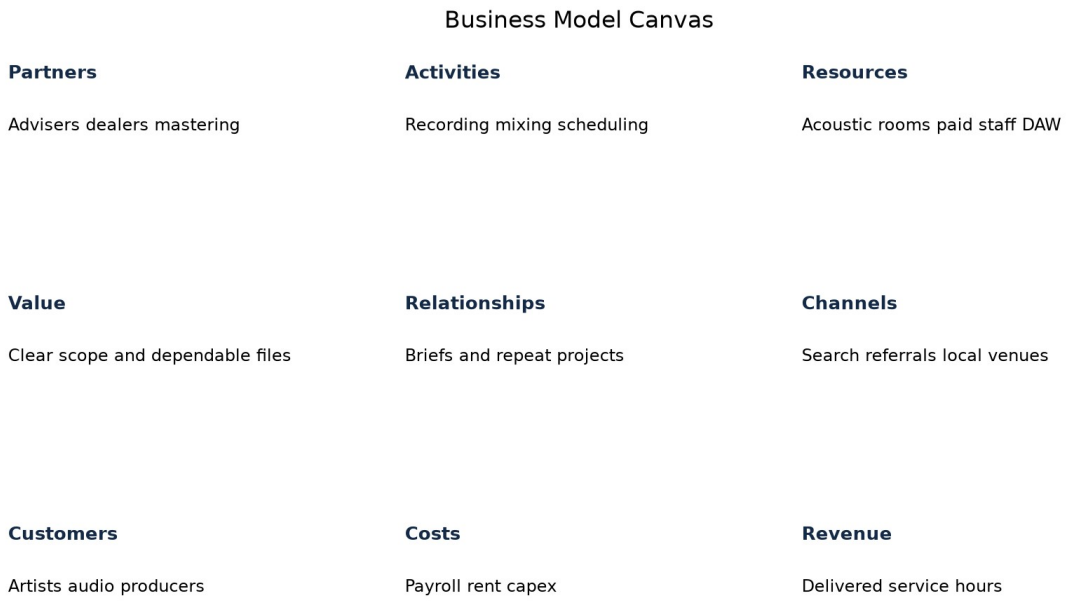


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

SWOT and longer term goals

Strengths are a compact paid team and transparent time-based scope. Weaknesses are an unproven brand, limited room volume and shared engineering capacity. Opportunities are repeat EP sessions and recurring podcast editing. Threats are home recording, established studios, noise restrictions and cancellations. Longer-term equipment expansion needs paid utilization evidence rather than speculative upgrades.

TOWS strategy matrix

SO: convert engineered sessions into recurring mix projects. ST: use preparation and backup discipline to compete against cheap home setups. WO: obtain permissioned demonstration work and references before large marketing spend. WT: stage fitout commitments, cap unsecured credit and retain a no-lease option if acoustic testing fails.

TOWS actions

SO Build repeat recording to mix workflow	**ST** Compete through preparation and backups
WO Validate portfolio with paid pilots	**WT** Stage commitments retain cash

Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Owner and management

The owner has responsibility for pricing, sales, scheduling, cash and technical quality. The engineer reports to the owner and owns session preparation and backups. External accountant, acoustic consultant and legal adviser support the owner without employee reporting relationships. Staffing assumptions are paid; the owner is not a free labour input.

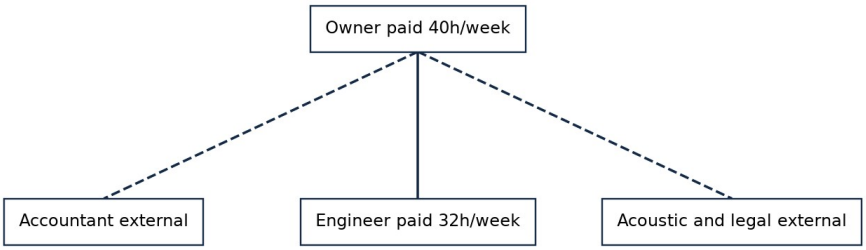


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Owner and key personnel profiles

No founder biography or verified qualifications has been provided. Before finance, assemble an audio portfolio, engineering references, management experience and a conflict-of-interest register. Hire the engineer through a practical session test covering gain staging, file naming, backups, client handling and hearing safety. Do not present a proposed skill as proven.

Target customers

Primary clients are Dublin-based independent musicians planning singles and EPs with modest budgets. Secondary clients are small agencies, podcasters and voice talent who need controlled sound and dependable files. Dry hire is limited to competent approved external engineers. Large orchestral sessions and live audience events are outside the premises scope.

Segmentation targeting and positioning

Segment by workflow and willingness to pay: independent releases, repeat commercial spoken word and external producer dry hire. Target repeat small projects and professional audio buyers rather than price-only hobby sessions. Position as a compact, preparation-led studio with clear scope, secure delivery and realistic engineering availability.

Value proposition canvas

Jobs: record performances and finish release-ready audio. Pains: overruns, unclear revisions, unavailable engineers and lost files. Gains: reliable deliverables and predictable spending. Products: engineered tracking, dry hire and remote mixing. Pain relievers: advance briefs, prepared templates, backup copies and agreed revision limits. Gain creators: consistent project files and repeat-session continuity.

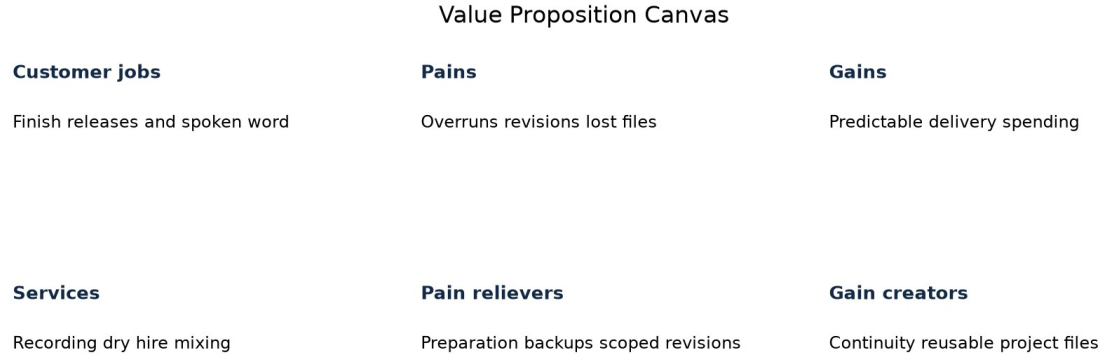


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Market size and trends

No defensible local revenue TAM has been identified. Define TAM as paid recording and postproduction spending by Irish music and spoken-word buyers in 2027; SAM is buyers able to use Dublin sessions or remote mixing. SOM is the capacity-constrained forecast, not a measured market share. A demand validation funnel of 30 interviews, 10 paid pilots and 5 repeat commitments is a launch research target, not observed traction.



Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

PESTLE analysis

Political: local enterprise supports may help but no grant is assumed. Economic: high occupancy and wages make utilization critical. Social: artists value trust and sound examples, but demand is unmeasured. Technological: home DAWs reduce entry barriers; secure backups and specialist room quality are the response. Legal: planning, employment and copyright contracts apply. Environmental: sound leakage and electronic waste need controls.

Dublin studio PESTLE

Political	Economic	Social
Support possible; no grant assumed	Fixed rent and paid labour require repeat demand	Trust and sound samples drive selection
Technological	**Legal**	**Environmental**
Home DAWs substitute; backup reliability matters	Planning employment and rights contracts	Noise isolation and equipment waste

Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Local demand and evidence

Published competitor offers establish that Dublin has an operating studio category, not that River Room has sufficient demand. Clinic rates distinguish room and engineer fees, showing why bundled comparison must be careful. Before lease, obtain 30 buyer interviews and ten paid trials using a rented compliant studio, measuring actual hours, revision load, contribution and repeat intent.

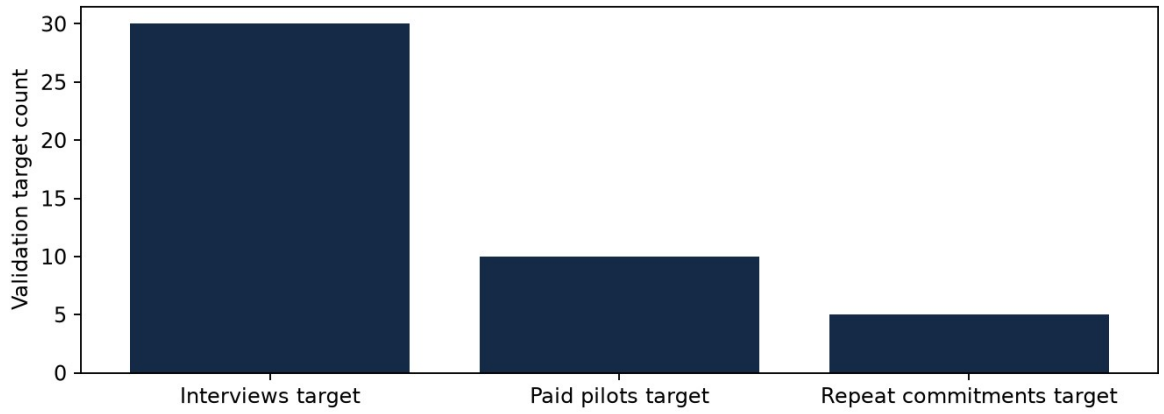


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Competitors and positioning

The Clinic in Dublin 3 offers published unsigned and commercial day rates. Darklands Audio operates in the city centre and offers recording, mixing and mastering. Home studios substitute for basic production. River Room should win through scope clarity, preparation and repeat workflow rather than claiming superior sound without independent examples.

Porter five forces

Rivalry is high because established Dublin studios and home production compete for discretionary budgets. Buyer power is high for mobile independent artists; require agreed scope. Supplier power is moderate for branded equipment and specialist repairs; use interchangeable essentials. Substitutes are high from home DAWs; focus on acoustic recording and accountable delivery. Entry threat is moderate because software is accessible but acoustic premises and reliable staff require capital.

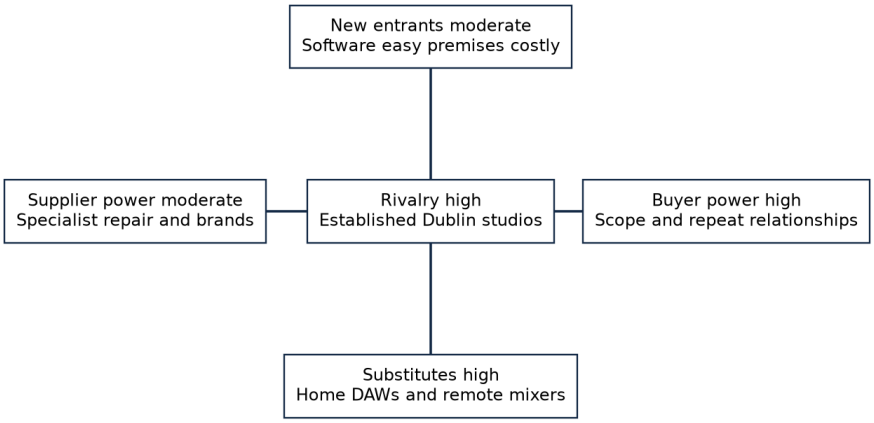


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Strategy canvas

Illustrative strategic priorities are scope clarity, file security, personal continuity, acoustic capability and price accessibility. These scores express management priorities, not researched competitor ratings. Compare real offers using room size, engineer inclusion, revision allowance, cancellation terms and turnaround before publishing competitive claims.

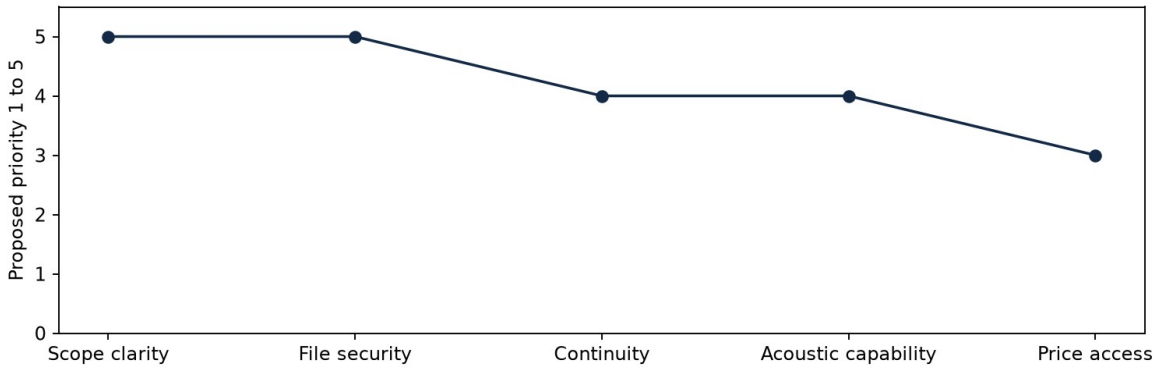


Figure source: River Room planning framework, 2027 launch assumptions. No observed customer data.

Location and premises

Select an accessible ground-floor unit with loading access, ventilation and adequate electrical circuits. A 2600 EUR monthly rent is an unquoted estimate, treated VAT exempt in the model. Obtain landlord consent, permitted-use confirmation, acoustic isolation design, accessibility and fire advice before a lease. A deposit of three months is a refundable asset.

Equipment and resource plan

Budget 35000 EUR net for acoustic fitout and 50000 EUR net for equipment and computers. The latter allowance covers interface and monitors 12000, microphones and stands 12000, computers and storage 8000, instruments and headphones 10000, cabling and contingency 8000. Book depreciation uses 120 months for fitout and 60 months for equipment; replacement of 8000 EUR net occurs in month 25. All budgets require written quotes.

Service and product strategy

The service menu is engineered recording at 70 EUR net/hour, dry room hire at 35 EUR net/hour and remote mixing at 55 EUR net/hour. Proposed minimum recording booking is four hours. Quotes specify recording time, setup, editing, deliverable format, revisions and a capped completion date. Mixing is billed by scoped hours, not unlimited revisions.

Pricing and booking economics

VAT at 23 percent implies customer prices of 86.10 EUR, 43.05 EUR and 67.65 EUR per hour respectively if that treatment is confirmed. Recording consumes 1.15 engineering hours per billable hour; dry hire requires 0.10 support hours. Consumables are 2 EUR per delivered service hour. Salaries are fixed and included below contribution rather than disguised as free labour.

Competitor price comparison

Clinic unsigned total is 450 EUR/day ex VAT including room and engineer; commercial total is 700 EUR/day. River Room eight-hour engineered illustration is 560 EUR ex VAT. Day length, equipment, revision and session arrangements may differ; these are reference comparisons rather than like-for-like quotes. Darklands minimum hourly booking is two hours; no current rate is assumed here.

Brand and customer experience

Use a plain visual identity and permissioned before-and-after samples. Provide an accessible briefing process, arrival instructions, session plan and a written end-of-session summary. No celebrity affiliations or endorsements are claimed. Customer experience is measured through repeat booking, rework and on-time delivery.

Sales channels and process

Sales flow: enquiry, technical brief, availability check, quote, agreement, session, review and final files. Invoice on delivery with seven-day base collection lag. Advance deposits are not forecast because future booking evidence is absent; if adopted, track them as liabilities until service or valid forfeiture. Dry hire approval protects equipment and room access.

Launch marketing

Preopening allowance includes 2000 EUR launch marketing, 2000 professional and acoustic due diligence, 1500 company setup and training, and 1500 initial website, test sessions and operating setup. This is part of 7000 EUR startup expense, not an additional spend. Use local venue relationships and permissioned samples. No messaging or advertising has been executed.

Retention and ongoing sales

Budget 450 EUR monthly marketing. Ask satisfied clients for permissioned testimonials and schedule follow-up releases. Track cost per qualified brief and repeat contribution, not social reach alone. Decline low-margin unlimited-revision packages and discounts that consume scarce engineering time.

Daily operations and suppliers

Open by appointment within a 220-hour monthly Room A calendar. Room B has 160 physical mix hours, but both rooms share paid staff. Recording gets priority after dry hire support, leaving residual engineering hours for mixing. Secure files on working storage, local backup and encrypted offsite copy; test restoration weekly. Maintain microphone logs and session fault records.

Sustainability practices

Repair equipment before replacement, meter electricity and use efficient ventilation without sacrificing acoustic isolation. Segregate electronic waste through licensed collection. Avoid exaggerated carbon claims; no baseline is measured. Neighbour noise compliance is a launch condition and a daily operating issue.

Staffing and training

Owner works 40 paid hours/week, with 40 percent allocated to admin and sales. Engineer works 32 paid hours/week at 24 EUR gross/hour, with 15 percent admin. A 14 percent annual leave, public holiday, sickness and training deduction reduces delivery hours. Combined available delivery capacity is about 191 hours/month before recording setup and dry hire support; verify payroll status and roster legality.

Staff skills and fair work

Pay owner 3500 EUR gross/month and employee engineer according to contracted hours. Employer oncost allowance is 15 percent, covering planning estimates of PRSI and pension obligations; obtain exact payroll advice before hiring. Review the 2027 minimum wage. Provide rest periods, hearing protection, lifting training, accessible work practices and explicit anti-harassment rules.

Legal and insurance requirements

Before launch confirm company registration, tax/VAT registration, permitted use, fire and access requirements, employer duties, commercial insurance and equipment cover. Contracts cover copyright ownership, artist consent, revisions, cancellation, damage and privacy. No permission, policy or licence is approved. Seek accountant advice on close-company taxation and employment status.

Opening roadmap

Month minus four: buyer interviews and trial sessions. Month minus three: acoustic and permitted-use checks plus quotes. Month minus two: confirm finance and sign a conditional lease only after feasibility. Month minus one: fitout, equipment testing and booking systems. January 2027 is an illustrative opening date, subject to gates; downside delay is two extra months of carrying costs.

Startup costs and funding

Finance combines proposed owner equity of 150000 EUR and a 50000 EUR loan. Neither source is secured. Startup cash uses include capex, VAT cash, recoverable deposit, preopening expenses and loan fee. VAT credits are carried forward without a cash refund assumption. Additional funding needs remain visible rather than automatically balanced.

Funding or use	EUR
Equity proposed	150000
Loan proposed	50000
Fitout net	35000
Equipment net	50000
Capex VAT	19550
Rental deposit	7800
Preopening incl VAT	8610
Loan fee	1000
Opening cash	78040

Itemized startup costs

Itemized startup schedule is linked to the workbook. Fitout, equipment and expense budgets are unquoted allowances. Deposit remains a balance-sheet asset. Loan fee and preopening costs reduce retained earnings; capital purchases depreciate. Keep a cash floor of 30000 EUR as a financing requirement rather than an expense.

Owner personal survival budget

The owner receives gross salary in the operating model. Personal survival planning assumes 2200 EUR monthly rent, food, travel and household commitments as an illustrative private budget; personal tax and actual household needs are not calculated. Validate take-home pay and maintain six months of personal reserve outside the company equity commitment.

Financing terms and security

Proposed debt carries 7 percent annual interest, equal principal across 60 repayment months after three operating months of grace, and a 2 percent upfront arrangement fee. Security, covenants and guarantees remain unagreed. Interest uses opening debt and principal is capped at debt outstanding. No refinancing or automatic rescue financing is forecast.

Revenue forecast and capacity

Mature unconstrained demand assumptions are 150 recording hours, 50 dry hours and 60 mix hours/month. Base starts at 55 percent and ramps over nine months. Cancellations lose 5 percent of reserved slots without fee revenue. Actual delivered hours are constrained by room calendars and paid engineer capacity. Mixing is curtailed as recording demand absorbs staff; the chart shows forecast hours rather than observed bookings.

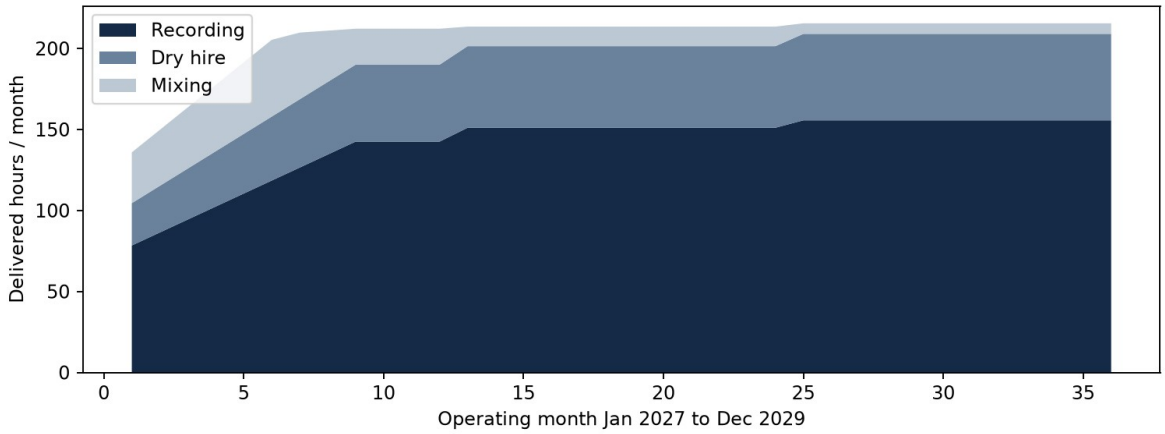


Figure source: model-results.json v1.0 Base forecast, EUR and hours, January 2027 to December 2029.

Costs and projected profit

Operating costs include owner and engineer pay, employer oncost, rent, utilities, software, insurance, marketing, admin, maintenance and per-hour consumables. Wages increase 3 percent annually and prices 2.5 percent. Do not remove owner salary to improve apparent margins. Book depreciation differs from tax allowances; fitout has no assumed tax deduction.

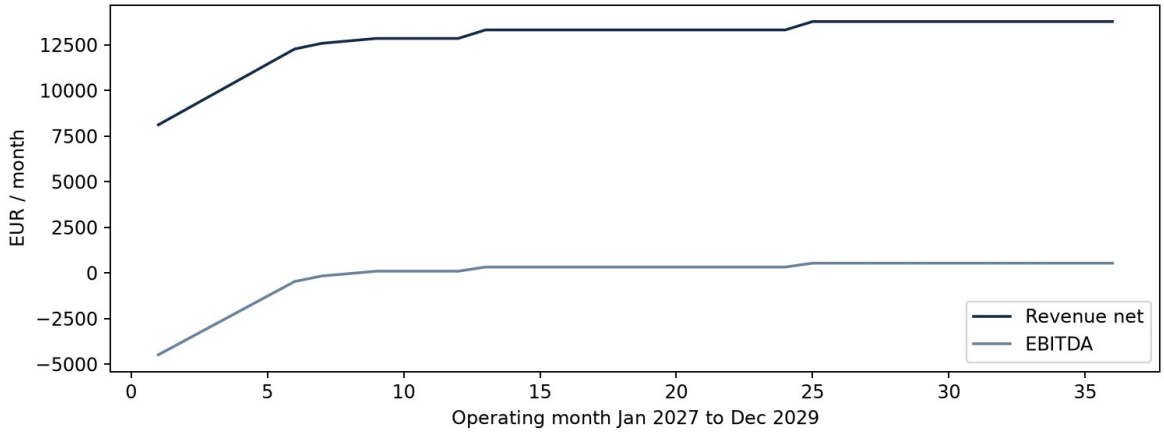


Figure source: model-results.json v1.0 Base forecast, EUR and hours, January 2027 to December 2029.

Profit and loss forecast

The three-year profit forecast is a planning estimate with zero dividends. Tax provision applies 12.5 percent to positive taxable trading income after loss carryforwards, using eight-year equipment tax allowances; no startup relief is assumed. Actual tax filing and close-company treatment must be confirmed. Losses are disclosed rather than suppressed.

EUR forecast	2027	2028	2029
Revenue net	137,959	159,890	165,401
EBITDA	-14,613	3,954	6,504
Net profit	-31,438	-12,200	-10,550

Cash flow and financial position

Cash reflects gross customer invoices and gross supplier invoices, with capped collection and payment timing. VAT settles positive prior balances every second month; excess input VAT stays recoverable. Tax pays prior accrued liability annually as a conservative simplification, to be replaced by statutory payment dates. Negative cash represents unmet finance, never an arranged overdraft.

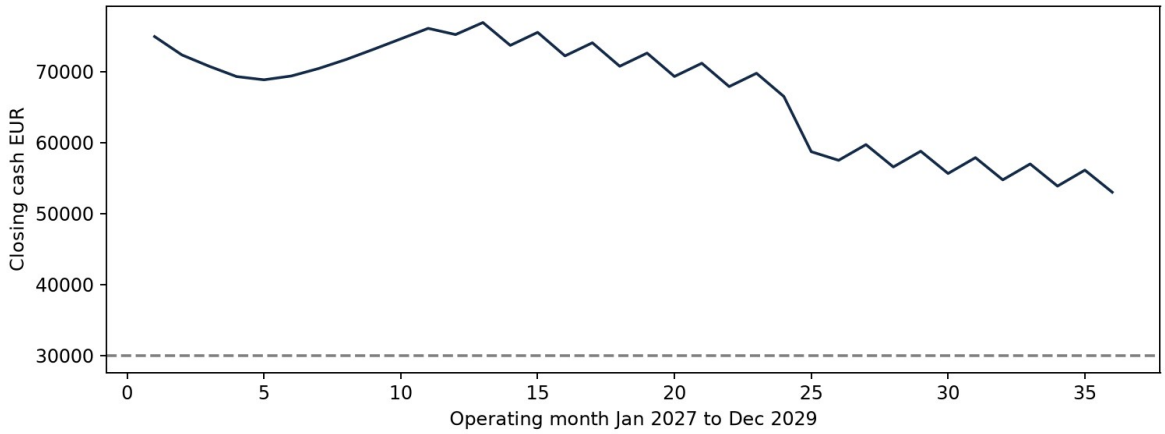


Figure source: model-results.json v1.0 Base forecast, EUR and hours, January 2027 to December 2029.

Cash flow forecast months one to six

First six months show opening reserve consumption during demand ramp. Payments include salaries from month one, supplier costs, interest and principal after grace. The attached workbook provides the full monthly schedule and reconciles opening cash plus movement to closing cash.

Cash flow forecast months seven to twelve

Months seven to twelve show the capacity-constrained ramp and continuing debt service. Annual opening cash is January opening cash, net movement sums all twelve months and closing cash is December closing cash. Cash surpluses remain in the business; no discretionary distribution is forecast.

Financial position summary

Financial position comprises cash, trade receivables, recoverable VAT, rental deposit and gross PPE less accumulated depreciation. Liabilities are trade payables, VAT, tax and debt. Equity comprises committed proposed capital in the scenario and accumulated earnings. All 36 months reconcile without a plug.

EUR forecast	2027	2028	2029
Opening cash	78,040	75,237	66,511
Net cash movement	-2,803	-8,726	-13,475
Closing cash	75,237	66,511	53,036
Total assets incl cash	158,227	136,135	115,692
Total liabilities	47,665	37,773	27,881
Total equity	110,562	98,362	87,812

Break even and scenarios

Break-even must be evaluated against delivery mix and staff capacity rather than a generic revenue target. Contribution after 2 EUR consumables is 68 EUR per recording hour, 33 EUR dry and 53 EUR mix before fixed payroll and overhead. Base versus downside and upside values are frozen snapshots with a freshness flag checking every editable numeric input, including zeros. Edited inputs require refresh from retained JavaScript before rebuilding Word.

Captured case v1.0	Year 1 revenue	Year 1 EBITDA	Minimum cash
Base	137,959	-14,613	53,036
Downside	73,513	-92,572	-196,795
Upside	177,731	23,599	83,775

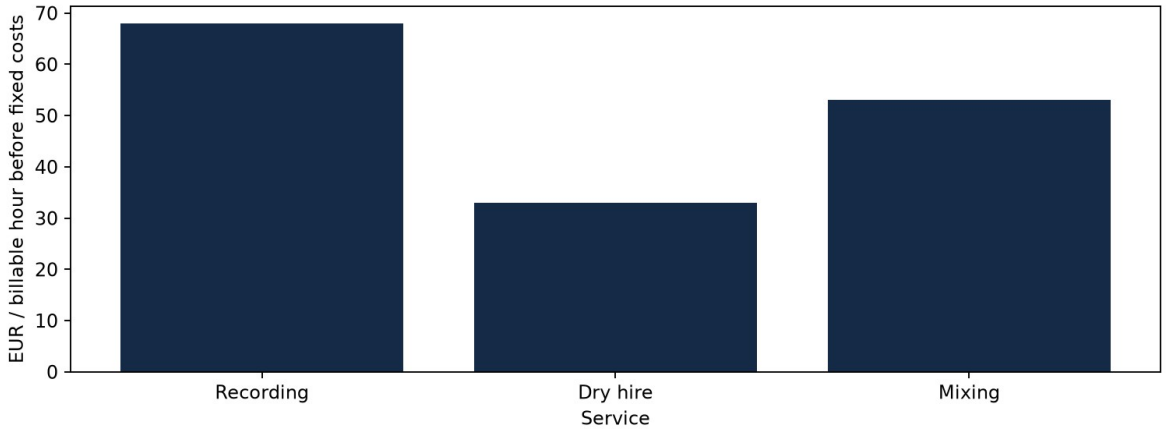


Figure source: model-results.json v1.0 Base forecast, EUR and hours, January 2027 to December 2029.

Risks and management actions

Highest risks are unproven demand, acoustic failure, cash depletion, engineering absence and late payment. Owner reviews qualified pipeline and cash weekly, utilization and rework monthly. Stop fitout commitments if permissions fail; reduce discretionary marketing before payroll obligations; do not promise work beyond paid capacity. Seek an additional funded reserve or revise launch scale if downside cash falls below zero.

Research and evidence

Research is dated 3 October 2026. Source list below separates official tax, employment and planning guidance from competitor offers. No local sales survey, rent quote or independently sized TAM is available. The model is reconstructed from the room-capacity, cancellation and derived-labour ideas in the supplied recording-studio reference, not imported.

S1 Revenue standard VAT. Accessed 3 October 2026. Standard rate 23 percent; studio treatment and rent election require accountant confirmation. https://www.revenue.ie/en/vat/vat-rates/what-are-vat-rates/standard-rate-vat.aspx

S2 Revenue corporation tax. Accessed 3 October 2026. Trading rate 12.5 percent. Close company and owner remuneration treatment need professional review. https://www.revenue.ie/en/companies-and-charities/corporation-tax-for-companies/corporation-tax/basis-of-charge.aspx

S3 Revenue capital allowances. Accessed 3 October 2026. Plant and machinery allowance 12.5 percent over eight years. Fitout qualification unconfirmed; excluded from model tax allowance. https://www.revenue.ie/en/companies-and-charities/corporation-tax-for-companies/corporation-tax/capital-allowances-and-deductions.aspx

S4 Government minimum wage. Accessed 3 October 2026. 2026 national minimum wage 14.15 EUR from January. Model engineer wage 24 EUR; recheck before 2027 hiring. https://www.gov.ie/en/department-of-finance/speeches/statement-by-minister-donohoe-on-budget-2026/

S5 Workplace Relations Commission working hours. Accessed 3 October 2026. Average maximum employee working week 48 hours; daily rest and breaks apply. https://www.workplacerelations.ie/en/what_you_should_know/hours-and-wages/working_hours/

S6 Dublin City planning permission. Accessed 3 October 2026. Significant changes of use require planning permission; address-specific acoustic, fire and access assessment needed. https://www.dublincity.ie/planning-and-land-use/make-planning-application/apply-planning-permission

S7 The Clinic published rates. Accessed 3 October 2026. Unsigned room 200 EUR/day plus engineer 250 EUR/day ex VAT. Commercial room 350 plus engineer 350 EUR/day ex VAT. Mix separate; first dry hire assistant additional. https://www.theclinicrecordingstudios.com/contact

S8 Darklands Audio. Accessed 3 October 2026. Professional recording mixing and mastering in Dublin city centre; published minimum hourly booking two hours. No demand data inferred. https://darklandsaudio.com/

Quotes and assumptions

Obtain signed rent and acoustic fitout quotations, an equipment bill of materials, employer PRSI/pension rates, insurance terms, finance term sheet and written tax advice. All current prices, volume, lead times, cost budgets and funding are planning assumptions. Confirm buyer willingness to pay through paid pilots before lease.

Model guide and completion

Use Inputs case selector 1–3; blue numeric cells are editable. Active blank drivers show unavailable errors and inactive blanks flag snapshot staleness. Review Operations, Statements, Annual and Startup before relying on Dashboard. Changes made in Excel must be transferred into retained build_model.mjs before rebuilding scenarios and this Word plan. Final acceptance requires funded downside runway, valid premises and paid demand evidence.