

# Babysitter's Theater

"Where Every Child Takes Center Stage"

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**BABYSITTER'S  
THEATER**

# Company Description

- Exploring imagination and igniting passion in a supportive theatrical environment.



**BABYSITTER'S  
THEATER**

# Problem

Lack of Theater Programs

- **Only 12% of schools offer drama classes**

"48% of public schools report.  
Budget cuts to arts programs"

# Solution

1. Creative expression through theater and creative writing
2. Skill development
3. Inclusivity
4. Exposure for artistic companies
5. Community engagement



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# Competitive Landscape

- Sports After School programs
- Magnet schools
- Online theater classes



# Advantage

Allows parents to have time to be able to focus on other responsibilities.

Ignites passion within children.

Allows everyone to gain a new perspective of the arts.

Networking and alumni support.



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# The Market Analysis

Target market:

Children ages 6-18

Local communities

Parents who value art education.

According to the U.S. Census Bureau, there are approximately 50 million children aged 5-14 in the U.S. (including your target age range of 6-18).

# Product/Service Model

Theater classes

8 weeks= \$150.00

Creative writing workshops

6 weeks=\$120.00

Workshops

4 weeks= \$100.00

Performance Opportunities

Showcase quarterly= \$50.00

Merch

T shirts, mugs, tote bags,

Range= \$15.00-30.00

Instructional videos

Online acting classes= \$30.00 per video

Subscriptions to all= \$270.00 per student.

# Merch Example



# THE BUSINESS MODEL CANVAS

## KEY PARTNERS

Local schools  
community arts organizations  
local business partners  
nonprofits  
alumni networks

## KEY ACTIVITIES

theater classes and workshops  
productions  
community outreach  
marketing and promotions

## KEY RESOURCES

instructors  
venue  
equipment and materials  
collaborations

## VALUE PROPOSITIONS

creative development  
inclusive and supportive environment  
holistic development

## CUSTOMER RELATIONSHIPS

personalized communication  
events and feedback  
community bonding  
alumni involvement

## CHANNELS

Social media  
email newsletters  
website  
community partnerships

## CUSTOMER SEGMENTS

children ages 6-18  
parents and guardians  
local schools  
local communities

## COST STRUCTURE

Instructor salaries  
venue/rental costs  
marketing and advertisement  
production costs

## REVENUE STREAMS

Tuition fees and classes  
ticket sales  
merchandise  
grants and sponsorships

	Year 1	Year 2	Year 3
Number of customers (or units sold)	150	200	250
Total Revenue	30,000	40,000	55,000
Gross Margin	25,000	34,000	47,000
Operating expenses	20,000	24,000	30,000
Net income	5,000	10,000	17,000

# Market Plan

- Marketing research
- Direct sales like merch/concessions
- Events
- Partnerships
- **Cost: Total Cost Per Customer: \$7 (acquisition) + \$23 (onboarding) + \$165 (operational) + \$75 (retention) = \$270 per student**

# Sales Cycle

- 1.Awareness: Putting our brand in connection to local arts
- 2.Interest: Free workshops for the first week
3. Consideration: Provide curriculum
- 4.Intent: Get people to enroll, send newsletter emails.
5. Evaluation: Q&A sessions with staff children and parents.
6. Purchase: Easy registration system
7. Post purchase engagement: Stay in touch, send emails



# Current Status

Still in startup phase.  
Gaining more clients



# Management Team

Dionna Swinson Founder/CEO

Currently seeking

Management staff

Teaching Artists

Technical Staff

Know anyone interested?



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# What we need

**A grant of 25,000 for the year. This will allow us to put on productions and be able to operate the theater.**

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