

# Bach Bros Studio

**Empowering Researchers;  
Educating the Public**

An innovative education and media production company built on the unique brand of child founders Ariel (11) and Ellis (8), who interview world-class professors to simplify complex academic research for global audiences.

**[www.BachBrosStudio.com](http://www.BachBrosStudio.com)**



Presentation @ Harvard Kennedy School

# Problems Identified

## Solving Three Systemic Failures

01

### Researchers

Invest significant effort in world-changing work but lack a simple, accessible channel for wide public dissemination.

02

### Students & Parents

Desperate for high-impact, unique extracurricular activities that allow students to stand out in hyper-competitive academic applications.

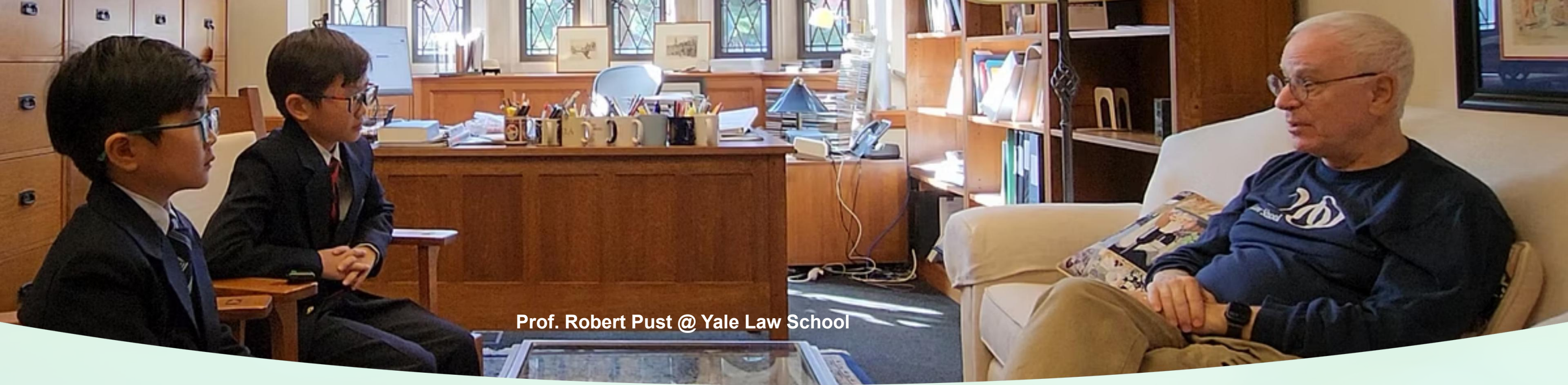
03

### Content Creators

60% of Gen Z and Gen Alpha list "Content Creator" or "Social Media Influencer" as their #1 career aspiration but lack access to professional, reliable, and affordable studio space, equipment, and production time.







Prof. Robert Pust @ Yale Law School

# Our Integrated Solution



## For Researchers & Public

Child-led interviews simplify complex topics, providing massive viral exposure for researchers, while offering credible, easy-to-access, and simplified knowledge to the public.



## For Students & Parents

Premium Matching Service pairs students with prominent professors for documented, high-quality interviews providing unparalleled resume material.



## For Content Creators

Addressing high demand of content creators, professional studio rental guarantees quality while generating recurring revenue as our financial anchor.



# Financial Anchor: Studio Rental

Our New York City studio features seven soundproof rooms, meeting massive market demand:

Content Creator is the #1 career aspiration among Gen Z and Gen Alpha.

**\$107K**

**Net Profit Per Month**

Based on conservative 50% occupancy rate

**76.8%**

**Profit Margin**

Exceptionally high margin for service business

**1.5**

**Months to ROI**

Rapid return on \$162,416 initial investment



📌 **Breakeven Point:** Only **12.3%** occupancy (310 hours) needed, guaranteeing immediate financial stability and low operational risk.

# Brand & Access Monetization

## High-Growth Revenue Streams

### Speaking Fees

Premium fee structure for seminars and keynote speeches, capitalizing on the non-replicable resonance of "kids talking to kids."

- Current rate: \$500 per seminar
- Projected: 10 seminars per month
- Annualized revenue: \$60,000



### Student-to-Professor Matching

High-value service solving two desperate problems simultaneously. Parents pay premium for guaranteed, high-quality resume content.

- Fee: \$50 per student interview
- Projected: 10 students per week
- Annualized revenue: \$26,000

### Content/Media Revenue

Original content serves as supplemental income, fully funded by Studio Rental net profit of \$1.28 million annually.

- Year 1: \$75,000
- Year 3: \$500,000



Oberoi International School, Mumbai, India



# Aggressive Scalability Strategy



## Studio Replication

Standardized 7-room, \$6k/room equipment package with established procedures. Proven profitable model replicable in any media hub worldwide: Los Angeles, London, Shanghai, Dubai.



## Global Content & Matching

Core mission designed as "global franchise" of content creation. Establish recording operations in any city to pair local researchers and children in any language.



## Brand Leveraging

Early traction validates business model: 30 completed interviews, speaking at prominent universities worldwide, UNICEF ambassadors, major conference invitations.



Lome Government School, Lome, Togo

# Our Unique and Defensible Advantage

"While any adult can deliver motivational content, our peers see themselves in us, lending an authenticity to our message that drives significant demand and high value."

## The Founders

Ariel (11) and Ellis (8) provide an unparalleled competitive edge as successful youth content creators. Their peers see themselves in them, lending authenticity to their message that drives significant demand for paid speaking engagements.

Ariel: 7th Grade Student, Competitive Tennis and Chess Player.

Ellis: 5th Grade Student, Competitive Fencer and Chess Player.

Both enjoys reading, soccer, and playing the piano and trumpet.



**Ariel & Ellis Bach, Co-Founders**



# Global Traction & Validation

## Proven Market Demand

We have already delivered speaking engagements at prominent universities and conferences across multiple continents, demonstrating the universal appeal of our message.



## Academic Interviews

Completed 30+ interviews with professors at Harvard, Yale, Princeton, Oxford, Cambridge, and many others.



## Speaking Invitations

10+ paid speaking engagements at various schools, universities, conferences, and organizations worldwide (USA, India, Indonesia, South Korea, Sierra Leone, and Togo).



## Recognition

Official ambassadors to UNICEF validates our mission and impact

Official vendor at New York City Department of Education



Presentation on Early Childhood Education  
UNICEF Annual Gala



# Investment Opportunity

# \$500,000

Total funding required to establish the financial anchor and scale globally

1

## Studio Investment

\$400,000 allocated to Studio Purchase and Set Design, directly establishing the financial anchor

2

## Operations & Growth

\$100,000 for content production, marketing, and scaling high-growth revenue streams

## Success is Structured In

Bach Bros Studio is a validated, multi-faceted business designed to capitalize on the unique, non-replicable brand of its founders. By securing a high-margin, scalable Studio Rental operation as its financial anchor, we've built confidence of financial stability into our foundation, guaranteeing capacity to achieve rapid multi-city expansion and global educational impact.

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