



# Client Story: Lakehouse Music Academy



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Juan O' Grady,  
General Manager

Jon Leidersdorff, Owner

Our mission is relevant real  
life music education.

“[The Business  
Development Center  
mentors] were able to make  
recommendations way  
beyond our level of  
understanding... they were  
the light that helped us  
illuminate any pitfalls.”

## COMPANY OVERVIEW:

The Lakehouse Music vision and goal was to offer musicians a complete experience all under one roof. Musicians could take classes at the academy, meet with their band for rehearsal, record their songs in the studio, hold business meetings in the shared office space and sell merchandise at the retail shop. More specifically, the Lakehouse Music Academy was established March 2013 to offer students a fully comprehensive music education experience.

## PRESENTING CHALLENGE:

The best aspect of Lakehouse Music Academy is their flexible model. This allows room for change and evolution based on the students needs. With a firm grip on the academic business model, operational organization was a complicated idea and the main issue facing Lakehouse Music Academy. Being their first venture, the Lakehouse Music team needed help making the intangible, tangible.

## SOLUTION & RESULTS:

The team at the Business Development Center used their experience to easily identify the root of several issues and addressed these pain points with their knowledge of operational solutions. The expertise of the Business Development Center mentors helped Lakehouse Music Academy iron out a budget, prepare for potential obstacles, highlight foreseeable trends and size up standard small business mistakes.

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