A new type of studio

In this class we are learning to be prime movers or pioneers by inventing new ideas and new products perhaps. We were assigned in groups and in our group, there are 3 people, all men; Atli Már (on the left), Ragnar (in the mittle) and Vilhjálmur (the third one).

Our first project was to filter out 100-120 ideas and find 3 ideas we were extremely interested in. Our 3 ideas were;
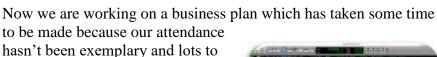

- A lobster restaurant based in Höfn
- A recording studio
- A country farm hotel

These three ideas were all very special to us, but in the end we choose the Recording studio but changed the aspect of the idea. We were not going to do a typical studio, we were going to do a product for recording labels. The product itself is a software which lets you re-mix and re-design old tracks (songs). You can change the volume, add new effects such as echo, delay, a new equalizer, compress sounds and insert new recordings from the internet or from your own computer.

Now we are working on a business plan which has taken some time to be made because our attendance hasn't been exemplary and lots to do