



METHODS FOR TEACHING CONDUCTING TECHNIQUES TO FUTURE MUSIC SPECIALISTS

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Startup objective: To train future specialists in conducting techniques and prepare them to organize student choirs in schools, music schools, colleges and ensembles.



PROBLEM

Traditional teaching methods are often non-interactive, and students have limited opportunities to work with an orchestra in real time.



SOLUTION

Improve education quality using new innovative methods;
Conducting musical works of various genres through innovative approaches;
Develop individual skills by teaching conducting methods and refining the conductor's technical mastery;
Organize choir lessons and train in conducting technical methods.

PRODUCT

Slides Scripts / scenarios
/ diagrams Scores / sheet music



TECHNICAL AND ECONOMIC INDICATORS

Economic indicators

Expected investments:

Total investment amount:

3–5 million KZT

Funding sources: grants, university startups, specific programs, crowdfunding, sponsors (cultural funds, local business)

Payback period: 1.5–2 years

Projected revenue:

Year 1 — 2 million KZT;

Year 2 — 6 million KZT;

Year 3 — 12 million KZT

Project profitability: 25–40%

Technical indicators

Platform: mobile app + website

Technology: VR conducting, interactive choir trainings,

AI vocal analysis,

optimized LMS platform

Initial user base:

150–300 users

User growth:

50% per year

Number of educational programs:

5–7 courses in the first phase

Estimated price:

3,000–6,000 KZT per month

Socio-economic impact

Promote choral art among

students and youth;

Create an active choral community

at the university;

Integrate the choir into university

and city cultural events;

Create jobs (about 3–5 people);

Hold concerts and festivals to

attract audiences.

COMPETITIVENESS

The primary objective of today's society is to prepare market-competitive specialists through quality education;

Pedagogical experience (teaching, instruction) is essential for enhancing an individual's value; increase learners' interest and motivation for knowledge and foster independent creative inquiry.



INTELLECTUAL PROPERTY PROTECTION



TEAM

1. Project leader

— strategic development, team management, and ...
Organizes cooperation with universities, sponsors and cultural funds.

2. Music producer, choir conductor.

Develops educational programs in conducting and vocal arts.

Conducts masterclasses, leads choir rehearsals and concerts.

3. Responsible for platform development (web + mobile app).

Integrates audio analysis, interactive tools and VR conducting.

4. Marketing & PR specialist

— creates advertising strategy, organizes social media content; liaises with mass media.