

KSh 3M Live Streaming Business: Smart Starter Strategy

My Recommendation: Start with CAMERAS + LAPTOP, Partner for Audio

Why This Approach Works:

1. **Most venues already have sound systems** - you just need to tap into them
2. **Audio partnerships are cheaper** - rent/collaborate instead of buying
3. **Your core competency is video** - focus your budget on cameras and streaming
4. **Faster market entry** - less equipment to master initially
5. **Lower risk** - smaller initial investment in audio equipment

Phase 1: Essential Video + Computing Setup (KSh 2.576M)

Computing Core (KSh 400,000)

Equipment	Model	Price (KSh)	Where to Buy	Specs for Streaming
Streaming Laptop	Dell G15 Gaming or HP Pavilion Gaming	180,000	Digital Store Kenya, Gadget World	i7, 16GB RAM, RTX 3050+
Backup Laptop	Lenovo IdeaPad (refurbished)	85,000	Computer shops, CBD	i5, 8GB RAM minimum
External Storage	2TB External SSD	25,000	Computer shops	4K video storage
USB Hubs & Dongles	USB-C hubs, adapters	15,000	Electronics stores	Multiple camera inputs
Software Licenses	OBS Studio (free) + Wirecast	35,000	Online	Professional streaming
Internet Backup	4G/5G router + data bundles	60,000	Safaricom/Airtel	Reliable connectivity

Camera System (KSh 1,576,000)

Equipment	Model	Qty	Unit Price	Total	Purpose
Main Cameras	Canon EOS R50 + RF 24-105mm	2	185,000	370,000	Primary angles
Wide Angle Camera	Sony FX30 + 16-35mm	1	220,000	220,000	Ceremony wide shots
Detail Camera	Blackmagic Pocket 4K	1	125,000	125,000	Close-ups, details
Video Switcher	ATEM Mini Pro	1	135,000	135,000	Live switching + streaming
Tally Light System	Wireless IP Tally (Cuebi/DIY)	4	15,000	60,000	Camera operator feedback
Tripods	Manfrotto BeFree (3x) + Fluid Head (1x)	4	35,000	140,000	Stable shots
Memory Cards	Fast SD cards (128GB each)	8	8,000	64,000	Recording storage
Grey/White Balance Cards	18% Grey + White/Black card set	2	8,000	16,000	Color accuracy/white balance
Batteries	Extra batteries for all cameras	-	45,000	45,000	Extended shooting
Cables & Accessories	HDMI, USB-C, cleaning kits	-	85,000	85,000	Connectivity
Camera Cases	Protective cases for transport	-	60,000	60,000	Equipment protection
Monitoring	7" external monitor	2	65,000	130,000	Director/operator view

Basic Audio Interface (KSh 300,000)

Equipment	Purpose	Price (KSh)	Notes
Audio Interface	Focusrite Scarlett 4i4	45,000	Venue audio input
Wireless Lapel Mics	Deity Connect (2-pack)	85,000	Bride/groom mics
Handheld Recorder	Zoom H5	35,000	Backup audio
Monitoring Headphones	Audio-Technica ATH-M40x	25,000	Audio monitoring
Audio Cables	XLR, 3.5mm, adapters	35,000	Venue connections
Portable Speakers	JBL Charge 5 (for playback)	25,000	Client review
Audio Accessories	Windscreens, stands	25,000	Professional setup
Venue Audio Tap Kit	Mixers, splitters	25,000	Connect to venue systems

Power & Transport (KSh 300,000)

Item	Description	Price (KSh)
Portable Power	Jackery Explorer 1000	45,000
Power Banks	High-capacity USB-C power banks	35,000
Extension Cables	Heavy-duty, 100m total	25,000
Equipment Cases	Waterproof transport cases	85,000
Vehicle Setup	Monthly van rental budget	40,000
Insurance	Equipment insurance (annual)	70,000

Audio Strategy: Partnership Over Purchase

Option 1: Venue Audio Partnership

- Most wedding venues have sound systems
- Negotiate direct feed from their mixer
- Cost: KSh 0-10,000 per event
- Your equipment: Just audio interface + cables

Option 2: Audio Rental Partnership

- Partner with local AV companies like Neevy Entertainment
- Rent specific equipment per event
- Cost: KSh 15,000-30,000 per event
- No maintenance or storage costs

Option 3: Collaborator Model

- Partner with sound engineers
- They provide audio, you provide video
- Split revenue 70/30 (you/them)
- Builds relationships for future growth

Recommended Suppliers (Updated 2025)

Laptops & Computing:

1. Digital Store Kenya - Westlands
 - Good selection of gaming laptops

- Dell, HP, Lenovo in stock
- Phone: +254 111 043 000

2. **Gadget World** - Multiple locations

- HP, Dell, Lenovo, Apple PCs
- Brand-new with latest processors
- Good warranty support

Cameras & Video Equipment:

1. **Cameras Africa** - Westlands

- Canon, Sony, Blackmagic authorized
- Professional video equipment
- Best for camera purchases

2. **Cellular Kenya** - Multiple locations

- Competitive camera pricing
- Good selection of lenses
- Same-day delivery available

Audio Partnerships:

1. **Neevy Entertainment** - Trusted AV company in Nairobi

- Equipment rental and partnerships
- Professional audio solutions

2. **Local AV Rental Companies** - Check PigiaMe for specialized providers

Revenue Model (Leaner Approach)

Wedding Livestreaming Packages:

Basic Package (KSh 80,000)

- 2-camera setup
- 4-hour streaming
- Venue audio connection
- Basic graphics/titles

Premium Package (KSh 120,000)

- 3-camera setup
- 6-hour streaming
- Professional audio mixing
- Custom graphics + replay highlights

Deluxe Package (KSh 180,000)

- 4-camera setup
- Full-day coverage
- Multi-platform streaming
- Edited highlights video

Monthly Targets (Conservative):

- 3 weddings/month @ KSh 120,000 average = KSh 360,000
- 2 corporate events/month @ KSh 150,000 = KSh 300,000
- Total Monthly Revenue: KSh 660,000
- Annual Revenue: KSh 7.92M

Operating Costs:

- Audio rentals: KSh 60,000/month
- Transport: KSh 40,000/month
- Marketing: KSh 30,000/month
- Maintenance: KSh 20,000/month
- Total Monthly Costs: KSh 150,000

Net Monthly Profit: KSh 510,000

Annual Net Profit: KSh 6.12M

ROI: 204% on KSh 3M investment

Equipment Purchase Timeline

Week 1-2: Core Computing

- Buy streaming laptop + backup laptop
- Set up software (OBS Studio, streaming accounts)

- Test streaming capabilities

Week 3-4: Camera System

- Purchase 2 main cameras + switcher
- Buy tripods and basic accessories
- Practice multi-camera setup

Week 5-6: Audio Interface

- Buy basic audio equipment
- Test venue audio connections
- Partner with local AV companies

Week 7-8: Final Setup

- Buy cases, power systems
 - Complete practice runs
 - Launch marketing campaign
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Competitive Advantages of This Approach

Lower Startup Risk:

- **60% less initial investment in audio**
- **Faster learning curve** - focus on video mastery
- **Partnerships provide credibility** with established AV companies

Scalability:

- **Easy to add audio equipment later** from profits
- **Established venue relationships** make expansion easier
- **Partner network** helps with referrals

Market Positioning:

- **"Video Specialists"** - clear market positioning
 - **Professional partnerships** - not trying to do everything alone
 - **Higher profit margins** - focus on your expertise
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Year 2 Expansion Strategy

Audio Equipment Purchase (From Year 1 Profits):

- **Professional mixing console:** KSh 500,000
- **Wireless microphone systems:** KSh 400,000
- **Monitor speakers:** KSh 200,000
- **Audio recording equipment:** KSh 300,000

By Year 2, you'll have:

- **Established client base** with 50+ successful events
 - **Venue partnerships** for easier bookings
 - **Technical expertise** in video production
 - **Capital for audio equipment** from profits
 - **Market reputation** as video specialists
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Why This Beats the "Everything at Once" Approach

1. **Faster market entry** - 4 weeks vs 12 weeks
2. **Lower risk** - test market demand first
3. **Better cash flow** - immediate revenue generation
4. **Focused expertise** - master video before audio
5. **Partnership benefits** - industry connections
6. **Equipment quality** - better video gear vs mediocre everything

Start with what you can do exceptionally well (video), then expand into audio once you've proven the market and built relationships.

This approach gets you earning within 30 days instead of 90 days, with lower risk and higher profit margins.