



SAVONIA

THESIS – BACHELOR'S DEGREE PROGRAMME

CULTURE

TWERCADEMY

A DANCE BASED ONLINE BUSINESS

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Field of Study Culture	
Degree Programme Degree Programme in Dance Pedagogy	
Author Montserrat Del Rosario Villarroel Cartes	
Title of Thesis Twercademy: A dance based online business	
Date 10.04.2021	Pages/Appendices 34
Clients Organization/ Partners	
<p>Abstract</p> <p>The relevance of this thesis is the author's personal journey with the company she created which is called Twercademy. It's based on her personal experience and learnings from classes and independent research through the internet. Twercademy represents an online dance service for different types of preferences that want to learn and make progress in twerking. The primary objective of the thesis is to educate the different steps that are needed to complete an online business of any kind. On this particular occasion, the thesis opens the subject of a dance-oriented business. More precisely, twerk dance-oriented business. The thesis can be read as an easy and informational guide on how to build and maintain an online-based business.</p> <p>The idea of having an online business originated back in April 2020. As a result, the author participated in a summer course that was online business-oriented. Later on, Twercademy's first launch was made in December 2020. In the upcoming chapters, the author will go into detail about the issues involved in starting an online business.</p> <p>To conclude, making an online dance business is not as complicated as many dance artists may believe. The plan and the vision are major fundamental keys for starting I business. With the author's personal experience and view, she opens up the different possibilities that are available nowadays. There are many ways for a dance teacher to be implemented in the online industry. Not to forget the benefits of networking and finding new ways of communicating with more people around the world, especially finding new students or colleagues. This helps to gain a more diverse expansion with social, technical, pedagogical, and humanistic skills.</p>	
<p>Keywords Twerk, movement, online business, dance style, dance, dance online .</p>	

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1 INTRODUCTION

Twerking is originally a dance style that has its origins in West Africa. Studies have shown that it has a long history that goes back to the 1800s. (Monahan 2013) The main implementation of twerking is to achieve a controlled pelvis accented movement. It is supported by several muscles surrounding that area. Taking also into account the important role that the core and thighs also have. (Neporent 2013) Also, West Indian dances like whining or 'bubbling' are popular in different types of dance styles such as Soca, Dancehall, and other Caribbean genres; the moves that are presented in these dances have the feature of activating the waist isolation, the quality of the movement is originally from Central Africa. In the traditional Ndombolo dance there is the feature of Whining. This can also be found in the majority of the caribbean dance as also Latin dances. It is very popular in the Congolese Soukous and Makolongulu genre. These dance are often misunderstood because they seem very provocative. For example, the act of celebration, happiness, and worship to God is seen in the Mapouka dance. Since the Atlantic Slave Trade, there is still remains of Central and West African dances and they can still be seen among descendants throughout the African diaspora. (Pratt 2019) We live in times where nothing can stop technology and the internet from evolving. Times have changed on a larger scale for the dance industry and its content. After the difficult times that Covid-19 had brought to the world, there were desperate needs to have a plan B for dance classes to continue.

The first choices that came in hand were the possibility of online classes or instructional dance videos. This made a huge impact on how dance teachers had to organize and create new structures and forms for the classes. Having in mind that now students have to gain more discipline and independence on their own. Understandably, one of the main features that motivate and give energy in dance classes is the physical atmosphere and joy that is shared in groups. Community spirit is something that had to be revalued in dance classes. Since Covid-19 dance teachers have struggled to find solutions to substitute live classes. However, one of the easiest alternatives that were available for almost everyone was the creation of virtual classes. This has shown that dance teachers are always ready to adapt to any given situation. As teachers, it is our job to find solutions for the problems and create from them something new. Eventually, we will have to take the risk so we can adapt to the changes that the world presents. The thesis guides to the steps that are needed before launching any type of dance business idea. This includes the actions that have to be made as to the emotional and psychological determination that comes with it. I will also share thoughts on, how to keep the business stable and grow as time goes by. As an example, the thesis presents the journey and story of an online twerk dance company called Twercademy. Delving into the subject on how to teach and get results by having measured the right ways on how students can learn and take action through a video. Many factors are going to affect the changes in few elements that were normal in physical classes and that now are applied in virtual classes.

Opening the idea from a positive perspective on building an e-commerce business. Every situation and experience is individually different, even though the journey that will be shared in the upcoming

chapters will help to broaden new perspectives about creating a dance business, not to forget, bringing into consideration the possibilities and ideas that can be created with the rights tools and received help. Even though the author of the thesis is working as an entrepreneur, this does not mean that there was no help offered or available. Reaching out to people through the internet can bring the pieces of advice needed and the work can be more effortless.

2 ONLINE BUSINESS

Online business, which can also be called electronic commerce or internet commerce, is mostly explained as the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Also called an online business, is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. (Shopify 2020)

Over the years the amount of entrepreneurs that have moved or created their business towards the online world has increased to a larger number. People are finding it more sustainable and easier to work from a computer than having the shop itself located somewhere to people's reach. (Joseph 2020) There are still businesses that have their own location from where they sell but have recently created an online page for the business to expand. It is believed that true expansion happens through the internet. In the following chapters, I will go through the different elements that builds up a business and make it complete. I will share and open in detail information about having a business plan, brand strategy, marketing, bookkeeping, and website domain. These elements are necessary for the company to be complete because they very well support each other. Without one, there wouldn't be the other. By figuring out the knowledge behind these elements you will get to know your company better.

I will set as an example for this project a dance-based business that will be linked with the creation of an online business. One of the reasons why building a dance community as an online business is more effortless is because arranging with the legal permits and paying for the necessary tools is less expensive and more flexible when it's online-based instead of renting a brick and mortar. All the expenses are minimized enormously (Joseph 2020).

According to Joseph (2020) by building an Internet business, you can free yourself more conveniently. Having the freedom of using the Internet at any time that you allow yourself to, so you are able to built a personal schedule that suits the best for your choice. You have the choice to decide if you want to work longer hours or just having your company as a side business, If in any case you make the decision to built your company while maintaining a full-time job. The main tool that is needed to start is a computer. You'll have the flexibility to work anywhere, as long as you have access to the Internet you are capable of making all the arrangements needed to get started. The main focus of this project will be online services. This is one type of many ways on how to build on online business. Online services are most likely skills like coaching, writing, influencer marketing, etc. These services are purchased and paid for mostly online purposes. It is possible for customers of any country to easily shop at e-commerce sites –companies are no longer limited by geography or physical accessibility. (Joseph 2020)

2.1 A business plan

The main subject of this chapter is the acknowledgment of own skills. Writing a business plan puts you in a position where you reevaluate your skills and values as an entrepreneur. You have to think about the problem you can fix for your customers, and from there built up the necessary tools. There will be also a variety of factors mentioned in the chapter, that will support the creation of a business plan. There are many ways on how to create a business plan that suits you best. It is easy to find templates already made, that are available for download if needed. (FiverrGuides 2020) One of the first steps to start a business plan is to have an idea. The idea is to build up the skills you know you are good at. Writing your skills down on paper and highlighting which one stands out the most will help you decide what is more profitable at this very moment.

FiverrGuides (2020) reminds that there are many factors to keep in mind when you want to sell your services and guarantee the quality of the skills you are providing. When coming with an idea, you are finding the solution for your customer's problem. You are providing them and answering their questions. With your services you are solving whatever they are trying to achieve or overcome. Based on the knowledge you have, you will provide them solutions for their obstacles. (FiverrGuides 2020)

FiverrGuides (2020) suggest that It is important to be attentive and reasonable with your prices. But also taking into account the fact of the worth of the knowledge and time you are investing into your clients and your business. Make the prices variant and accessible for customers. Later on, the price can be increased as your business grows and customers are pleased with the services. It is required to create online channels to market the services or products that you are selling. It is recommended to use tools such as websites, blogs, email newsletters, and social media accounts. This also builds the possibility to increase the number of people you can reach. (FiverrGuides 2020)

Make it fast and simple for the buyer to purchase with an easy checkout process and the option to accept payment using PayPal, credit card, or weekly/monthly payment installments. It is fundamental to start understanding the target audience you are interacting with. Fundamentally, it's a group of individuals sharing similar characteristics or needs that your online business is aiming to serve. Take notes and resolve the features they have, such as age, income, gender, profession, and technological devices they use to connect. Sorting out these characteristics will help you sort out what services suit them better. (FiverrGuides 2020) An appropriate business plan guides you through every step of your business development and management. You will be using your business plan as a roadmap for structuring, operating, and growing your new business. It's a way to reflect on the key elements of your company. (U.S Small Business Administration 2020)

Hayes (2021) shares that the plan of the company is a written file that details how a company—typically a start-up—defines its objectives and how it should achieve them. A company plan establishes a written road map for the business from a marketing, finance, and operational perspective. The plan of the company are major files that serve to bring investment before a business has developed a proven track record. It is a great form for businesses to meet their objectives in the future. While they are particularly valuable for new businesses, every business should have a business plan. Ideally, the plan is reviewed and updated regularly to determine whether the objectives have been

achieved or whether they have changed and evolved. In some cases, a new business plan is created for an established company that has decided to go in a new direction. (Hayes 2021)

Hayes (2021) explains that a successful plan for the company should describe the majority of expected costs and potential difficult decisions the company will make. Plans of different companies, even amongst competitors in the shared field, are not the same. However, all of the business plans include similar type of content. For example, a measured description and summary of the company. Including the information of the services and products. It makes it very clear of the company's goal and how its going it attempt it. At a minimum, a company can know where it belongs and how can it differentiate with the potential competitors if there is an overall perspective view of the business plan. (Hayes 2021)

According to Hayes (2021), the process towards successfully launching an online business will replenish the outcome if the factors are contemplated. The factors are products, services, market analysis, marketing strategy, financial planning, and budget. (Hayes 2021)

The company can describe the products and services it will offer, and may also include prices, product lifespan, and consumer benefits. Other factors that may appear in this section include production and manufacturing processes, patents that the company may hold, as well as exclusive technology. A company requires familiarity with the industry and its target market. Market analysis will indicate against who you are competing and how the industry is taken into consideration. The anticipated consumer demand can be also outlined for what businesses are trying to sell and how easy or hard it can be to capture market share from established operators. The strategy of the company shares how the company can bring and retain its customer base and what plan it has to achieve more customers. There must be a clear and well perceived distribution channel . It will help to be more specific with advertising and having good marketing campaign plans, not to forget the right media content for the campaigns that will be distributed everywhere. To make it possible for the part that reads the company plan, the company must incorporate its income and expenses, also the plans and vision for the future. Financial statements, balance sheets, and the economical information may already compromise companies that have already been founded. Newly made companies will prefer to take into account targets and will assess for the first years since it starts operating. A suitable business must have a appropriate economical budget plan. Considering the expenses related to having a staff, developing, manufacturing products, marketing the product, and also the additional costs that comes with the company. (Hayes 2021)

The plan for the company is not meant to stay as a stabilized document. As the company builds up and expands, so should the plan for the company. Reviewing and contemplating the documents allows the owner to update it when considering changes in the market field. There is also the chance to see the learnings and growth of the business, what was obtained and what not. (Hayes 2021)

2.2 Brand strategy

In this chapter, we will focus on the main assets for completing the required elements for a brand strategy. Also, taking into account the importance of the company's brand and how it evolves throughout time. The brand strategy is a major key for the personality you give to your company

and it is a helpful reminder of where you are standing now. The company brand has more meaning than it seems. It is not divided only into, slogan, logo, or name. It's the experience itself that customers and prospects distribute with the company's product or service. The brand strategy determines the promise that is made, the personality the company has, and what the company stands for. (Marketingmo 2021)

MarketingMo (2021) encourages that It is important to be yourself when it's about creating your brand's appearance and purpose. There has to be a clear vision of what you stand for and what it is that you believe in. Customers need transparency and vulnerability. It is not about trying to please customers and create the brand as something that you are not, trust the process and always be open for changes. It is also helpful to interact with colleagues and future customers about what works and whatnot. There is a chance that you might find yourself having worthy advice for the development of the company, so take advantage of the many ways you can interact with them via email, survey, or social media channels. (MarketingMo 2021) Have awareness of the pictures or texts you are delivering on your website, social media account, and emails. You can ask yourself first, why you are doing it and how are you going to do it? It's all about the communication you have with customers, either through physical contact, text, or video. This influences a lot about their opinion of your business and how you manage the company. Communication by itself already makes visible the value that the company has towards its customers (MarketingMo 2021). Following up on this topic, we go back to the importance of feedback and opinions of the customer. It's a helpful way to evaluate the differences between you and your competitors. (MarketingMo 2021)

Branding is a process that is successfully completed when you have thoughtfully defined these five key elements: promise, position, personality traits, story, and associations (Gurnani 2016). I will make a review based mostly on the promise, position, and story that are part of building up a brand. There must be an ongoing consistency built into every step, behavior, and form of sending the message to the customers, by adding the identity of your brand into your organization, you will thrive in creating a successful brand strategy (Gurnani 2016). Brand position describes best what your business does, to whom it's meant for, what are the unique values, what is the difference between you and other competitors, and what your customer could obtain by using your services. It is useful to constantly remind your customers about your mission and service purposes. (Gurnani 2016)

Gurnani (2016) shares that the commitment of the brand is one of the most important thing that the organization promises to sell each time. This justifies by delivering the quality service that is promised. To get an idea on what your brand promise will represent, you need to think about what the customers and partners wait from you each time. The story of the brand brings credibility, shapes the face of the service, and lends importancy to the company brand. It also includes an overview of your services. Nowadays people value intimacy and vulnerability. Sharing the story behind the company's journey and unfolding the experiences behind it allows the customers to witness from a wider perspective the work and time that was used to build up the company. (Gurmani 2016)

Specific physical features that make up the brand are known as brand associations. This incorporates the name, logo, colors, images, name, tagline, and so forth. The brand promise and brand traits

should be reflected through the brand association. Your brand association must also support your brand positioning statement. The next step to support the development of the brand is inviting partners and customers to be part of the growth and building of the company. An important feature to succeed is repetition. (Gurmani 2016)

2.3 Marketing

The main content for this chapter is about the different tools that can be used in marketing. Pointing out that marketing is the key that gives recognition and existence to your company. Marketing has helped Twercademy to grow and reach out to a lot of people in the past 5 months. For Twercademy it has been an excellent way to collaborate and share with people. Marketing can have a variety of qualities, it does not have to implement sharing or digital consumption, it can apply to having offers or deals with the products.

American Marketing Association (2017) claims that marketing is the major activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is a disciplinary way to make a company take action in every way to draw in customers and maintain an ongoing relationship with them. (American Marketing Association 2017) Networking with potential or past clients is part of the work too, and may include writing thank you emails, offering inclusive offers, personal guidance or feedback, or gifting products (American Marketing Association 2017). Marketing refers to any activities undertaken by a company to promote the buying or selling of a service. Marketing is an all-purpose way to raise brand awareness, this can easily happen through social media or paid ads on Facebook. By practicing marketing you increase your thought leadership, also your customer value increases. (Higa 2020)

According to the marketing manager Higa (2020), valuable strategies can be created by observing your potential customers' habits on social media. Find out where they spend the most time. Focus mainly on what are the keywords they mostly search for, this information could come in the form of sharing interesting articles related to your industry, posting about your company culture, sharing knowledge, and informative content. It is also convenient to add humor or inspirational content that speaks to them. (Higa 2020)

According to Cyberclick Academy (2021) marketing is also an ongoing "process" that is actively molding and changing, as social media algorithms. Because digital marketing is linked profoundly with technology, You have to keep up with the changes and updates that are presented in today's world. Marketing involves researching, promoting, selling, and distributing your products or services. Having a logical marketing plan is equal to acquiring discipline that focuses on the study of the market and consumer behaviors and it analyzes the commercial management of companies in order to attract, acquire, and retain customers by satisfying their wants and needs and instilling brand loyalty. (Cyberclick Academy 2021)

2.4 Bookkeeping

Bookkeeping is the map for your business. It has the past and upcoming future of the company as long as you keep the records made through the years. It will help to calculate when is the best time to take action. There is a strong belief that bookkeeping is hard. This content will demonstrate the contrary of it by giving examples of how to do bookkeeping without having to hire an accountant. Bookkeeping is the continuous process of counting every financial transaction made by a business company from the opening of the company to the closing of the company. This action is possible to be made by an accountant or it can be done personally by having the right tools to work with. There are also different types of website services where they offer to manage all of the calculations and keep on track with the transactions made. Maller businesses may prefer the use of a basic spreadsheet, like Microsoft Excel. There are easy are ready-made templates for the personal use of bookkeeping. Depending on chosen accounting system that the company use, all of the financial transactions will be recorded on a reliable document system. It is mainly an invoice, a receipt, purchase order, or same kind of business record that proves the occurrence of the transaction. (Carlson 2020) Bookkeeping in a business firm is important, not only because you keep on track of your taxes but also because you can analyze and observe what direction the company is heading. It also helps to evaluate the comparison of each month, year, or even day. Turn into an account that is beneficial to set goals and challenge your business to strive for a certain number. (Carlson 2020)

Carlson (2020) points out that every transfer made is recorded, this has to be calculated and counted together. Some businesses require weekly records. While other companies just need once a year or month, preparing to carry out the taxes. (Carlson 2020)

In a business, the most important major keys to record and write down for bookkeeping are Assets, Liabilities, Equity, Revenue, Expenses, and Costs. According to The Corporate Finance Institute(2021) bookkeeping involves the recording, regularly, of a company's financial transactions. Having the right kind of bookkeeping, businesses are capable to track all information on their files to make right type of operations, investments, and financing decisions. The financial data for companies is managed the right way by bookkeepers. Businesses would not be aware of their financial position at any given moment, if it wasn't for the work of bookkeepers. This statement is important if you are growing your business to a higher rank, but if you have just started it is workable if you manage the bookkeeping. (Corporate Finance Institute 2021)

In short, giving more value and time on maintaining proper records is necessary, once the company has started to function. (Corporate Finance Institute 2021)

2.4.1 Bank account

Having a bank account for your business makes it more professional and easier to segregate the costs from personal life and business. Also, it facilitates the accounting process. There are many plans available depending on the company type that you have. Comparing different banks and discussing with them the benefits your company can gain is essential for your decision-making. For a company to work at its best, it is a necessity to own a business bank account. All the transactions

such as bills, invoices and taxes can be managed within the account. The bank account is the centerpiece of your business operation. It's where the money is stored and transactions made, it's the source for your credit card and mobile payments, and it's where the income from your sales finds a new home. (Nordea 2021) It is recommended to compare different banks and their plans for entrepreneurs. They all have a slight difference in the percentage they charge for the money transaction to happen. Also using their services has a monthly fee. It is important to have all the information they give you clear, you can always ask specific questions if needed and don't sign any contract without having the certainty of what the contract offers. Login into your Mobile Bank and owning a Netbank can be your way of access to your account. There is a majority of services available that you can access and will help you ease your everyday operations. (Nordea 2021)

2.4.2 Billing format

There are many ways you can nowadays send an invoice to your customers. The Internet has made it easier than ever before for us to make transactions in seconds. It has become faster than ever to purchase online, that is why it is recommended to make the billing method as effortless as possible for clients. This topic discusses the benefits of having an online billing system. (The FreshBooks Team 2021)

The FreshBooks Team (2021) analyzed that start-up companies have the possibility to offer their clients a variety of methods on how they can carry out their payments to assist them to fasten the process of paying within their services. Businesses must opt for a payment option that suits for their certain kind of company model and fulfill the necessary needs of their customers. When it's about an online business it is easier for customers to have the freedom to have the payment automatically made through an online payment gateway. Paying online is faster to process and because it is expected to be received in a maximum of 2 business days into the account. It is also a safe way to complete the payments between your clients and you. Everytime your account accepts online payments there is a small transaction fee you have to pay. Take into consideration that you can also compare the different online payment gateways. They all come with a plan, and it varies depending on the purpose of the company and how much it will grow. (The FreshBooks Team 2021)

It is more simple for most people to pay through the internet. In any case, if there happens to be a problem with the payment or it did not go through, it is possible to find a billing template where you can gather your customer's information and add the company's information into the billing format. You can find websites where they help you create a reference number for the invoice. The only difference between a digital payment compared to an invoice that is made into a file is that the digital invoice will be paid immediately once the service was bought compared to the filled invoice it could take up to two weeks. The easier the payment method the more likely customers are to buy the product (Freshbook Team 2021). An Internet business allows for easy transactions. You can set up a secure page on your website where customers can pay for your products by credit card or through an online payment service like PayPal, Paytrail, Bluecommerce, Klarna, and many more. (Joseph 2020)

2.5 Website domain

The objective of this topic is to show the different options there are available for creating a website. There is also mentioned the importance of having a website for the business. There are more benefits than disadvantages. Also, the better the website the more professionalism you show to your future clients, colleagues and competitors. As the owner of Twercademy, owning a website is one of the most valuable things to do for the company. It's like the landing place where customers can always find the company services or products and there are no other landing pages involved. Having a website also shows a more professional side of the business. A website is a home for the business, once it's done and ready to launch you can freely make changes and updates as the company grows and changes direction.

By having a website, it is more likely that the chances of someone finding your business by keywords are more possible, in comparison that you only merchandise your business with only a social media platform. There are more chances to gain visibility by having your own website made for your business. (Fabian 2021) Your website can be as personal as you desire, It's a learning process on how to represent the company at its best. Having a descriptive and easy domain name for the website is an important feature. Adding the same name for every platform makes it easier for customers to find your landing pages. (Fabian 2021) Keep your website up to date. As many times said before, it is crucial to be resilient to the changes that trends and styles are having every month and year. Having also considered the use of mobile phones for everyday tasks or searches, have your website to be optimized for mobile devices. (Fabian 2021)

Following up you can design or find a graphic designer to make a logo for the brand. Fabian(2021) points out that by having a logo, people can distinguish your product and remember your services better by having a logo that represents what you sell.

According to Fabian(2021) the main thing to do first for the website is to decide a name for the domain. After that select a reliable webpage host. Once you know more about optimizing you can use it with your website so it can elaborate your search engine rankings and drive traffic. A host is a server where all its data is stored for the public to access at all times. It is recommended that the host server you use is shared with other sites. Usually, It charges for every month or year. Having a quality website does not mean that its permanently static. Don't limit yourself and be creative with the content you want to create inside your website. Divide the pages into the different aspects that your business represents and wants to share, such as the list of your services and products, a page for your text such as articles or blogs, a history section, a personal section where you explain yourself and your achievements. Overall, have in mind that every page stands by the website's main objective as you edit and organize the pictures, text, and information to the website. (Fabian 2021)

Customers can easily find a way to communicate with you through the contact information that is shared in any "contact" section. Fabian(2021) mentions that the contact section can include email, phone number, or address. Set up to the website the payment system if you want your customers

to purchase immediately after viewing the product. It is simple by going through a e-commerce software or payment processors that are part of third-party software. (Fabian 2021) Many web hosts offer integration with e-commerce programs. Usually, if you hire a web designer they will set up the electronic payment to your website without you having to do much of the work. There is a slight amount of coding within this process of integrating different elements and services to your website so it's advised to hire a professional to work with the website and later on instruct on how to manage it. (Fabian 2021)

WordPress is far the most popular web program to build a website. It is affordable and easy to use, so it is recommended for people who don't have any type of programming experience. (Gunn 2021)

3 STEPS FOR ENTREPRENEURSHIP

In more detail a business owner is capable to create easily a private entrepreneurship. Basically a manageable business type where the entrepreneur can take responsibility of the activities presented in the small business. The responsibility of the business activities can be managed alone or with the support of a colleague or someone with the required skills. The notification of establishment has a variable fee that changes from 60€ to 110€. This is because the cheaper notification of establishment is made online and the expensive one is made by paper. There is no need to have any type of investment beforehand. (Suomi 2019a)

This business type is preferable for people that are not working at the time and are able to pursue for a full-time entrepreneurship or part-time. There is still cons of this business form is the unlimited liability of the company owner. The worst-case scenario that would happen is bankruptcy of the business and the entrepreneur will have to pay the debts with their money. (Calvar 2018) Once the company form is decided, the entrepreneur continues by legally registering the company. Depending on the company form, the registration can be done by the online service or the paper version of it. (Suomi 2019b) The online version can be easily found on their website.

Following on, for the official company name, the company owner will decide the main name and two more names to assist the company. This is to secure and verify that there would not be any kind of disorientation between the other existing businesses, if so, the other names would automatically be approved. It is also possible to later change the company name. As an entrepreneur, it is necessary to share information concerning the main sector of the business and the desired length of the tax period depending on the turnover. (Finnish Patent and Registration Office 2020a)

VAT is the value-added tax. All businesses with sales of products or services that exceed 15,000 euros per accounting within 12 months must register as VAT taxpayers. By having the VAT registered, the company is authorized to also gain back VAT returns, as long as the company entrepreneur keeps on track of the purchases and sales of the company to the tax administration. An easy way to do this is to write down all the transactions made. (Finnish Patent and Registration Office 2020a)

The Finnish Patent and Registration office supports with updated information associating the processing time.

Te-services (2021) recommended that, If you are planning about becoming an entrepreneur as an employment option, take note of the following aspects: Turn your qualification into a marketable product. You can work as an entrepreneur by yourself or with someone. If there is a business involved it can be easier to have a work partner with whom you can divide between each other the assignments. Utilize your professional skills and work experience when you become an entrepreneur. (Te-services 2021) Feel free to ask for advice and guidance on your business from the regional business services in your area. Depending on your current status they will estimate the best suitable layout. (TE-services 2021)

Entrepreneurship insists on gaining profit by taking several risks in the corporate world. This happens by managing the factors that are required. Entrepreneurship has played an important role in

the economic development of the expanding global marketplace (Entrepreneur Handbook Editorial Team 2020).

It is important to develop a diverse skill set, Hayes (2021) points out that there are multiple tools available that will support it. Consuming a varied array of content such as, books, lectures, seminars, podcasts or courses are a great way to expand the knowledge of becoming a responsible and disciplined entrepreneur.

An aspiring entrepreneur is capable of building a business that's purpose is solving problems. Identify what are the issues in your professional area that you are capable to fix. Have in mind, that it takes time to try out different solutions and answers before the final product or service is workable (Hayes 2021). By becoming an entrepreneur multiple traits are gained through the journey. Some qualities are required before. This is because an entrepreneur is linked by someone who takes risks and is not intimidated by failure. For them, failure is not an option, so they continue to work toward success, even when things go wrong. There is this combination of faith and hard work that pushes entrepreneurs to move forwards towards their vision. (Duermyer 2020)

Even if there is a lot of intuition in the working process, entrepreneurs are action-oriented. Having a vision and mission helps to know when and what the end goal is. The vision is the main factor that propels forward the goal. Focus on the essentials that make the business work. When there is a clear plan, stick to it and trust the process. Every day is different, so it may take days or months before seeing profitable results. It is acceptable to take chances during the first few months since the company launched. (Duermyer 2020) Entrepreneurs can create social change. They break tradition with the influence of their inventions that reduce dependence on existing methods and systems, sometimes rendering them obsolete. An entrepreneur is an individual who takes an idea or product and creates a business, a process known as entrepreneurship. (Duermyer 2020)

Duermyer (2020) points out that creating a business requires a lot of work and dedication. Entrepreneurs are highly motivated risk-takers and are willing to sacrifice more than an average employee. Entrepreneurs enter the market because of the passion they have for what they do, they have high expectations with their product to have a positive impact on the market. Entrepreneurs have a remarkable role in today's economy because they create businesses that might employ people and they create products and services that consumers buy. (Duermyer 2020)

3.1 A company type

The New Enterprise Centers (Uusyrittyskeskus) helps people free of charge when they are consulting about having a new business and completing the process of it. They are located all over the county. On their website, you can easily find more comprehensive information about the basics of entrepreneurship. The local state employment offices (TE-services), the Ministry of Economic Affairs and Employment (TEM), and from the Federation of Finnish Enterprises (Yrittäjät) is possible to obtain personal advice through the telephone or internet. (ForeignerTeam 2018)

ForeignerTeam(2018) shares that there are many company types to which you can apply, becoming a private entrepreneur is in general the most easiest, fastest and popular way to start a company. By having this type of structure, you have the possibility to start by having only one person in the company's name. The amount of capital it is not needed to be minimum. Registering a business online only costs 60 euros. Decisions and actions are also taken only by the founder of the business.

Some people might want to start lightly by having a side business, It's seen as more cautious because it does not involve much risk-taking. You have the freedom to have a full-time job and at the same time own a business as a personal project that is contemplated as it evolves. By the time it is having profit and working well, there is the chance to turn it into another legitimate form. (ForeignerTeam 2018)

3.2 Necessary permits

In Finland, there is freedom of trade, which allows people to generally be free to operate a business without a license. However, some industries require by law certain licenses. In these fields, you must apply to the competent authority for authorization before starting operations. (Uusyrityskeskus 2021)

Licenses and permits are often granted for a fixed period of time. The business is started by filing a notice of incorporation. In this application the information needed for it to be completed is easy. Information such as an address, name, personal identification number, role in society, and so on. This allows the company to be registered in the Trade Register. With the same notification, you can register in the registers of the Tax Administration, such as the VAT register. VAT is the value-added tax. All businesses with sales of products or services that exceed 15,000 euros per accounting period (12 months) must register as VAT taxpayers. (Uusyrityskeskus 2021)

By having the VAT registered, the company is authorized to also gain back VAT returns, as long as the company entrepreneur keeps on track of the purchases and sales of the company to the tax administration. An easy way to do this is to write down all the transactions made. (Ukko 2017)The instructions for filling the incorporation form can be found on the YTJ website. The business name for the company can be registered electronically directly in the trade register maintained by the National Board of Patents and Registration. (Ukko 2017)

The costs of electronic registration are low as 60 euros and the registration takes effect from the same day. If, on the other hand, it is a limited partnership, a public limited company, or a limited company, registration can only be done using a paper form which can cost 115 euros. (Ukko 2017)

4 TWERCADEMY

Twercademy is an online coaching service for people to learn the basics of twerking.

Twercademy's purpose is to share wider knowledge about the basic elements of twerking so students can have the chance to understand better how it's performed. In this thesis, I highlight the basic needs for a dance-based online business to function. In this case, I bring Twercademy's purpose and motives forward that are the technical, historical, and pedagogical aspects that are part of Twercademy's teachings. The motive for this is because there is a lack of information about the theory and anatomical understanding of the movement quality. Making these beliefs into a more business-like structure is what I strive for. I'm opening up the possibilities of having a balance between being a creative teacher and owning a business. I will go through my process of making a business plan, having a brand strategy, marketing, building a website, and bookkeeping. I implement my goals and belief into the business plan, brand strategy, and marketing.



FIGURE 1. Twercademy logo (Ivectorizer 2020)

I implemented these elements into Twercademy so it could holistically grow. By having a clearer vision about the direction the business is heading, it is more simple to define and explain what the company of Twercademy is all about. Twercademy consists of bringing content that is presented similar to normal classes, taking into account that everything happened through a video or a live class. It is still possible to bring the basic structure that a dance class contains, including warm-up, technique exercises and even adding choreographies into the teachings. It varies depending on the theme that is ongoing at that moment. Twerk is a dance style that has evolved in a small period.

Nowadays some many details and factors can be added. Twercademy targets teaching in different periods as many styles and variations as possible.

Having a clear structure and style while dealing with online teaching may save time and energy and most likely the student can learn similarly as if he or she would be in a normal dance class.



FIGURE 2. Twercademy photoshoot (Hurtig 2021)

Each class may vary from 30-minutes up to 1 hour. Depending on the class goals there might be a longer warm-up or technique section. It all depends on what the teacher and students are trying to achieve. It varies the level of practice and knowledge students may have with twerking, so twercademy is prepared to offer beginner level classes as average level classes. There is even the possibility to instruct other twerk teachers with personal live classes depending on what their needs are. The initial idea for the exercises to function correctly is the support that each exercise was one after the other. It is considered carefully the sequence of the exercises so there can be a clear vision and a reasonable structure so students can have their senses activated the best way possible.

4.1 Twerk

Twerk is a variation of different styles that were originally brought from the continent of Africa to the United States and just recently to Europe. It is defined as a dance style that's purpose is to control and relax the muscles surrounding the hip basket and pelvic area. Very little is known of its pure history and there is a lot to unravel so the technique and history could be more understood and clear. This dance style can also be called the name *Butty dance* because it has many different cultural and original names in the continent of Africa. (Monahan 2013)

Back to the beginning of this dance style Twerk was originally danced with more purpose and nourishing manifestations such as ceremonies, weddings, and rituals. Up to this day, this dance is still practiced with the same purposes in a few African countries. (Monahan 2013)

Africa's many tribes have developed their unique dances, typically accompanied by vocal and percussive music that varied from tribe to tribe. The dances fell into three main categories: Ritual (religious), Ceremonial, and Griotic (storytelling). Africans brought their dances to North and South America, and the Caribbean Islands as slave labor starting in the 1500s. The dance styles of hundreds of African ethnic groups merged with European dances, forming the extension of the African aesthetic in the Americas. Dance has always been an integral part of daily life in Africa. In the Americas, it helped enslaved Africans connect with their homeland keeping their cultural traditions alive. (Monahan 2013)

One of the earliest ancestors, within the roots of twerking, is a dance called the mapouka, which comes from the Ivory Coast in Africa. This dance at some point even became banned from Ivory Coasts due to its suggestive nature. While twerking isn't a carbon copy of this centuries-old booty-shaking dance, there is a definite familial resemblance. The mapouka is still practiced today, and it is generally a dance that's meant to showcase joy and happiness. (Monahan 2013)

Now we are all bringing it back to this day. Booty dance, known as twerking. Twerking was back in the 80s introduced into the hip-hop culture by way of the New Orleans bounce music scene, which is also where the term twerking comes from. In 1993, there was a song named "Do the jubilee all" which was recorded by Dj Jubilee. In that song he sang "twerk baby, twerk baby, twerk, twerk, twerk. The music video of that song increased the popularity of twerking. (Monahan 2013)

There have been numerous occasions through our cultural history, where booty dance has been eye-catching and woken curiosity among us people.

4.2 Twerk teacher Monse

My journey with twerking started six years ago. I was always very intrigued about dance styles that have more pelvis accented movement quality, so when I reached out the twerking I knew I could not let go of it very easily. I started from scratch and no knowledge at all about this curious dance style. It took me many years to even learn the real history and purpose of twerking. Before twerking I had the opportunity to explore similar styles that had pelvic movements. It is very common to not be good at all at something when you try it for the first time, And this was the case for me when we talked about twerking. I had no control nor perception of how this dance is performed correctly if we could say. As the curious person that I am, I tried different fusions and combinations of dynamics, strengthening, and relaxation exercises for the hips to achieve faster and better results. That's how discovered and nurtured the style that I've developed today. I've always thought that my body type was not meant to be at a professional level in twerking. Out of curiosity, I tried for the Finnish twerk competition organized in 2015. Not surprisingly I was dropped out of the competition immediately.

For some reason, I didn't want to give up on the dance style so I started practicing and developing my skills until the next year of 2016 I won first place in two competitions that were organized that year. Later on, I participated again in 2018 and won the competition again. This was also the time when I was studying Dance pedagogy at Savonia University of Applied Sciences, so my thoughts about technique and the human body had expanded a bit more and it made me realize that there is

a technical base for this particular dance style. And if anybody practices it correctly they can achieve the desired movement. Even though twerking was my main style, I did not want to stick just to that. I wanted to develop my skills in general with all the possible dance styles that were within my reach. I knew that all the information I would absorb from my studies will be to my advantage in every aspect of the dance area. All the teachings and lectures I've gotten from my pedagogical teachers support what I've created up until this day. One personal aspect of myself has also led me to this day, where I've created an online business and it's challenging myself. In every aspect as a dancer and dance teacher.



FIGURE 3. Twercademy teacher Monse (Hurtig 2021)

Later on next year 2019, I participated in the International twerk championship where I earned third place. This competition made me reflect a lot about the position of this dance style today and how it reflects into the public. I started to question at this point what kind of image twerk dance has given to the public eye and who defines it. I understood better why there is an unfairness towards African culture that has nurtured and created this dance style. I was very disappointed with many things this event brought to the table and what they had to offer. I felt that I did not learn or gain anything for my personal growth as a twerk dancer or teacher. Moving forward that year I participated in the Russian twerk championship and earned third place again. This decision was made to particularly challenge myself and get to know better the approaching method Russian dancers had towards twerking.

One of the reasons I enjoy competing is because I can see how far I got with my technique and understanding of body movement. Going to competitions is a way to see if there was progress made during that period or not. Competitions have been a new thing in the twerk industry lately and it will take some time before there will be a solid structure for it.

To summarize, As my main goal, I keep the thought of bringing body awareness to students through twerking. Also, expanding their knowledge on anatomical vocabulary and understanding of

every movement's structure. That way, it simplifies their learning and they have a clear vision of what they are doing.

4.3 Online business of Twercademy

The beginning for Twercademy was very light and simple, It was planned already to release an easy package, so customers could explore more about it and try it out without any pressure. With the first package, the author asked later on for feedback from customers that purchased the package, so there could be a bigger picture with its functionality. Twercademy's first package purpose was all-levels oriented. From people that have never tried twerking before to people that have practiced it for years and wish to improve their technique. The package included three videos that included the elements that I mentioned earlier: warm-up, technique, and choreography. It had a total duration of 45 minutes. One of the many key elements for the package to work was the act of including elements that the customers would value, Including things such as the vocabulary and terms used for each move and exercise. Filming from different angles so customers can see the teacher's actions and movement from each angle. This may help immensely in understanding the function of the body's muscles. Editing and including visuals effects such as, zooming in and zooming out on certain moves. As a dance teacher, it is important to take into account the measurements needed to compensate for a physical live class from an online video. If the purpose is to aim for acceptance from the customer and that the experience is similar to a physical class, there have to be improved chances to succeed.

4.3.1 The business plan of Twercademy

I created and changed Twercademy's business plan a couple of times before it was launched in December 2020. I wasn't sure about where to start and what legal forms I had to acquire. I took action and started writing all the subjects that are involved with online business. All the information you need to start can be found, is on the internet. I started by writing down my vision and mission of the company. Following that, I searched for the legal documents and permits I need for owning a business. I participated in summer 2020 in the course "How to Start an Online Business". The course lasted 11 weeks. Though that time I slowly started to find the structure of what Twercademy is. Right after the course was completed I immerse myself immediately to build the company.

I gave myself a deadline until December 2020. I do not encourage setting such a short period as a goal. Considering that I started with the idea in April 2020 and participated in the summer course in May 2020. The summer course finished in August 2020, which is when I started right away with the planning. My first action was creating the teaching materials for Twercademy. This meant I had to create and plan the content that was going to represent the company. I hired a videographer and we worked one entire weekend shooting materials for the videos. We also took professional pictures for the website and social media. The videographer had editing and marketing skills also, so I got a huge amount of advice about marketing and engaging customers.

Meanwhile, he edited the teaching materials I started focusing on creating the logo and the website. I found qualified professionals throughout the internet and social media who performed with excellence my needs and expectations. While the website was being created I had to start writing the content that I would be sharing on the company's website and social media. In the process of writing, It became more clear for me what I wanted my business to represent. Over time it felt more natural and authentic to share and write for Twercademys website and social media. In November 2020 I got the assistance of my best friend who is studying economics and marketing. With her guidance, we created a client email list platform using an email service called MailChimp. She organized the launch that was going to happen on December the 1st.

4.3.2 Brand strategy of Twercademy

For my company's brand strategy, I teamed up with students of Tampere University of Applied Sciences. Their studies consist of International Business Program, they helped me create a brand strategy and clarify Twercademys website pages. The mission of the branding strategy was to develop the Twercademy brand further, understand what it represents and create a strategy to achieve set long-term goals.

The first step was digging deep into what Twercademy is all about, It's Purpose, Vision, Mission, and Values. This made me revalue once again what Twercade represents and what I want to achieve with it. We realized that there is potential with the brand itself, since companies that are alike, do not have an elaborated brand. Meetings were held, where we went through the motivation behind creating Twercademy, what my customers liked the most and why people went to my classes. It is very essential to ask questions. Next on, we focused on Twercademy's Brand Heart and my personality as the founder. This part of the Brand Strategy act's as a guideline on how to communicate authentically Twercademy's Brand Heart. And to finish the brand evaluation we clarified Twercademy's Value Prop, which is that it provides professionally made courses, exceptional customer service, an open and accepting community that stands for femininity, body positivity, and empowering people to enjoy themselves. Learning about your company's brand is like learning new aspects about yourself. especially if it's a service that is provided personally by you. I've gathered the courage to stand behind my words and actions as an entrepreneur and a dance teacher because I've gained clarity of my values and representation.

4.3.3 Marketing of Twercademy

For my marketing strategy, I collaborated with my best friend who studies at the Haaga-Helia University of Applied Science. She created a schedule for the first launch of the company that was going to be held on December 1st of 2020.

We had several tools including social media posts, especially on Instagram. She also created a newsletter, which is very important once you start a business because you can communicate with your customers, and it's helpful to grow your customer base. We decided to have a launch countdown, which meant that we posted every other day to the Facebook and Instagram accounts with different topics referring to Twercademy. People had the chance to get a certain percentage off

their first purchase if they subscribed to the newsletter before the launch was made. I also contacted some influencers from Instagram to try out Twercademys product and they could review it, make a post about it and make a giveaway competition so Twercademys Instagram gained more visibility.

I had some people on board but I got too busy with many things that I did not have time to concentrate on that. I will surely try that again later in the future. My biggest lesson here was learning how to make a post on Instagram. I have to be clear with my message and what is it, that I want to achieve with the post. Being authentic and vulnerable are things that I want to show to my customers, so I do want that to be reflected in my post and in the work that I do.

I see that people appreciate that. It is essential to be creative, so it is acceptable if the texts are not personal or philosophical each time. The social media posts can be about a coupon discount or a giveaway. That way you can engage people to your account or website and you gain more views. Overall marketing is the topic that interests me the most by far. Learning about marketing fascinates me and I'm eager to continue learning more about different ways of marketing and applying the teachings to my business.

4.3.4 Bookkeeping of Twercademy

I started with no knowledge about booking and accounting. I felt scared and unprepared with the thought of taking care of Twercademys bookkeeping. As a student and novice entrepreneur, I did not have the resources to afford an accountant, so I decided to find as much information as possible about accounting from different sources. I found out that it was not as difficult as many people make it look. You have to write down all the incomes and expenses to a recommended platform, such as Excel. I found from the Internet a template that has already been made for bookkeeping and it's suitable for Excel. All that is needed to do is just add the date and amount. The Excel sheet will automatically update and give an overall view of the total amount. It is possible to every month send a new updated version of the Excel sheet to the tax office through your private account.

For me it was easier to use OP bank services such as OP Kevytyrittävyys. (OP kevytyrittäjä 2021) I became an entrepreneur through their website. The registration is free of charge. OP Kevytyrittäjä only charges 5% from every income that goes through their service. They have templates for invoices and you can send an invoice to anyone with a business ID. I use their cash settlement service whenever I receive Twercademys incomes. (OP kevytyrittäjä 2021) Twercademys's business account is from Nordea. The reason is that my private account is in Nordea. Originally I planned to join OP bank, but they said it would have been complicated to change banks because I am still a student and I have the student loan in my Nordea account. This was for me, one of the most stressful occasions I experienced during the building of Twercademy. Not to mention that I didn't have extra money for the upcoming expenses. After struggling for a couple of weeks with the approval for the business account, the application that I made for the business bank account was accepted. Before banks allow you to have a business account, they have to know what is your business's purpose and a business plan with the required information written. OP kevytyrittäjä is simple to use and they do most of the hard work for you. They even add the 24% tax into your invoices and with

the cash settlement option, I can easily transfer my incomes from my Nordea business account to my OP kevytyrittäjä account. It takes about 2 days until the incomes are back to my business account with the 24% tax paid off. You can assume that by these measurements they also deal with your accounting. (OP kevytyrittäjä 2021)

4.3.5 Website of Twercademy

The website is the main core of a company. I knew from the start that I wanted to own my independent website with no third-party website services. This meant that it had to be built from scratch. I found a company that was willing to work with me. The company consisted of 3 people and they each had their own tasks. I made it very clear that I don't know anything about web services or WordPress and that I needed help with everything. We had several meetings, where we discussed my goals and preferences. It was decided that the website will include more than 5 pages, a shopping cart option, and a newsletter base. I knew from the beginning that my biggest expenses were going to be the website. Especially with the different Software applications, it was a major amount of work for the website creators. The website was created in approximately a 2 month period. I was very satisfied with the results even though there were complicated situations between me and the website creators. I was disappointed because they transferred certain parts of their work duties to my good friend who was taking care of the marketing strategy for the launch at that time. That was not her responsibility.

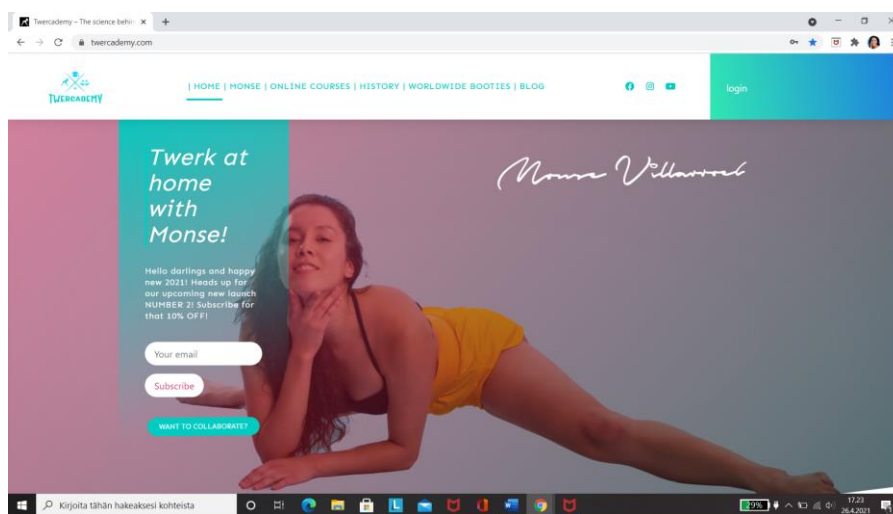


FIGURE 4. Twercademy website landing page (<https://www.twercademy.com> 2021)

I gave an honest opinion and explained that I'm paying them to do that, not my friend. Also, they made me very enthusiastic about how easy it was going to be for me to use the website, but eventually, it turned out that the function of the website was complex. I figured out how it works and there are many things that I have to manually do but it works perfectly. In the future, I will get the website updated and fixed because there are some things that I want to change and make easy for my customers to use. After this experience, I've learned to have better communication with people that I want to collaborate with in the future and be more demanding and clear about my vision.

4.4 The cause for Twercademy

The idea of Twercademy was born right after the situation with Covid-19 escalated and it seemed that there was an enormous uncertainty about the future in dance teaching. I personally didn't have anything against online teaching back then, and after a couple of times of trying it, I found out I managed very well. One of the biggest reasons I also decided to build my own company is to connect and make new contacts through the internet. I believe that nowadays the web and social media are workable tools for communication and building contacts for the future. As a soon graduated dance pedagogy, I have gathered the tools to understand better the anatomy and pedagogy in twerking. It is a very fresh and new dance for the people. The history behind this style is still very unknown to many of us. I haven't come across many professionals that have the same background and tools as me so I decided to give it a try and create something new.

Another reason why I wanted an online business is that it is easier and manageable to keep in touch with people easily and I can reach out to more people. I've always felt that what I have to offer is new and unique so I didn't hesitate so much with the process of it. To understand better how a company works and how to work on the entrepreneur skills I had to learn how to create a business. As a dance teacher and dancer, I did notice that I lacked the basic information about entrepreneurship and how to create a business. I had a strong belief that not suitable to mix art with business and that business is boring and hard.

There was fear of having independence and responsibility by having a business. I did not know that area at all. I joined a summer course in 2020 that lasted 11 weeks. It was called "How to build an online business". The course's purpose was to introduce us to the basics of an online business and how to build one. Each week we had a new topic to learn and discuss. Thanks to that I had an idea of how to start and what is needed to create professionally a brand and a business. Firstly my teacher at that time and the students were unsure of my idea and the content that it had. They found it amusing, that I wanted to create a business about twerking. Once I opened up the topic of twerking and how much impact it has today their thoughts expanded even more and they understood why I can be a successful company if it was done right. By assisting in business courses and gathering information from the web It became more clearer for me that I had to have a plan and a vision of what I will be selling.

4.5 Twercademy's purpose

One of Twercademy's main goals is that students can achieve the movements that are used in twerking correctly. Also, understanding the purpose of each exercise and having body awareness. It is also desired that students could detach from the teachers' learning, so they could trust their own skills and development. This does not mean they won't need Twercademy's teachings or lectures, it more likely, allows students to go further with their goals as twerk students or teachers. As I mentioned earlier, Twercademy has a variety of materials that can help anybody evolve to the level they desire. Twerking is an act of having control and manifesting moves within your willpower. At Twercademy, we want to break down barriers between professional dancers, and the average person who just loves to dance. It is important to us that everyone involved feels welcomed, and can dance in a safe, relaxing environment while improving all the time.

4.5.1 The remarks in the pedagogy of Twercademy

Through the years I've noticed that there is a lack of anatomical and structured vocabulary. Very often it was instructed to move the hips "up" or "down" without any further explanation of what muscle group or action was needed to release. This occurs due to the lack of information that was available for us teachers. It is easier for me to notice the small details about the technique in twerking because I've been studying dance pedagogy for four years. It is impossible not to notice or mention the important details that build a dance move. My point of view and values changed drastically. This does not imply that dance teachers that have not studied pedagogy don't have the same resources, information is available on the internet. It just takes more time and there is a lot of work to do independently.

So I've noticed how some people shared their experience about getting knee or hip pains and injuries during a twerk class. My first thought was that they did not warm up enough. Following up to the fact, that they might have done some twerk moves where they needed more strength on a certain body area but it was compensated by trying to activate the wrong muscle groups. After hearing those experiences I did not want my students to go through something like that or be exposed to a situation where they could get injured in my classes. So I started to create warm-ups, which focus on activating the body holistically. Focuses mainly on the glutes, tights, core, and upper body area. There has to be more than just isolations and side-to-side movements or accents that are usually presented in dance classes to support the following materials that will be presented. There are a lot of twerk steps that need endurance from students so they don't lose the form of it. That's what the holistic warm-up is for, to build endurance and sustainability.

This type of warm-up may have seemed a bit too much because many students are used to having a shorter warm-up in dance classes, but for me, it's very important to have an intention of finding the awareness on the body, and while the body is warming up, the student is finding the connection and activation of the body. It takes a while to perceive the complete relaxation of the pelvis. This is what my teachings and methods are all about. I want to also point out that I don't believe I am the creator of this method and I'm not sure if there is someone else in the world who has understood this method already. I found and explored this method by practicing it, on my own and with my students. The results have been faster and positive, so I include this method in every teaching.

4.5.2 Customer feedback and experience

In this chapter, I will share the feedback and thoughts of my students and people that have tested Twercademy's products. The feedback was received before the launch of Twercademy's first product and after the product was launched. The feedback is based on their personal experience of the teaching and how they overview it. Feedback includes things that can be improved, the content of the material, and the instructor's teaching skills. The feedback providers are all women with an age gap of 23-34 years old. All of them have a different dance background. My main goal with the feedback I get from students and customers is to improve my service. The more feedback I get, the more chances I have to help people with my services because I will understand better what they

need. This also helps me understand better what works for some people and what doesn't. In this section, there will be 5 different experiences and feedback from students and non-students. They will be defined as FEEDBACK and a number after it.

FEEDBACK 1 (2020): Monse is patient teacher that knows how to explain the technique good. She wants us to learn the technique very well. She encourages us every time and has a positive energy. It is impossible to be in a bad mood when she teaches. Monse likes to give us challenges so we can improve ourself as dancers and students.

FEEDBACK 2 (2020): So considering that it was for first-timers, it was a really good idea to share screens and shoot from different directions! The instructions were really clear and fun to see how I paid so much attention to the middle body and technique while you explained. It felt really good in the body after the workouts. It was warm, the places were open and I was happy to continue! The warm-up was interesting and fun. The hardest part was the burpees at the beginning and the easiest thing was to stay involved, which is a big plus! Means it was easy to follow. I would have wanted more music in the background. So overall very successful videos and a good feeling from them! The part where you explain how our hands should be kept in the twerking position was unnecessarily long.

FEEDBACK 3 (2020): Monse makes feel her students that twerking belongs to everyone and its for everyone. She encourages students to dance their own style. Her personality and energy are amazing and lights up the atmosphere in her classes. You will feel welcomed each time you go to her classes.

FEEDBACK 4 (2020): the exercises felt good, there was sweat and the body felt in the "right" places. I might have missed a little more doing, varying the movement, and dancing even if it was just a technical exercise, a little less repetition in one position. The amount of repetition and palpation seemed a little too much in between, but the movements had to be done accurately when there were a lot of instructions. I would have needed a little less repetition and more movement variation or dancing. The instructions were good and nice examples of how to find the feel of the right places on your body. The video was nice and easy to watch while watching and listening. I don't know if information about twerking will be available for coaching, but it would be nice to hear the background of twerking before training, especially if you haven't danced twerking before. Lovely Monse, perky, and clear teaching style.

FEEDBACK 5 (2020): I mainly think from the perspective of my yoga and pilates control background that in the very first warm position from which the movement starts, first, you should instruct the client how to connect the middle body support and shoulder support better, before setting off. I am a person with overactive joints, including wrists. The older I get the less I can be in a hand-feet floor position for long periods. That's why I sometimes had my own breaks in both workouts when my wrists started to hurt. The same repetitions were done in the technique part video for quite some time. This is probably the kind of thing that doesn't bother a beginner at all, but I would have sometimes wished you had moved on faster. It would be a good idea if you could make your own video for those who haven't danced at all and for those who have already danced twerk, dancehall,

etc.? I'm still wondering from a psychological point of view that it would make sense if some video showed different body types and different levels of dancers? It would show how the movement can be a little different for different body types?

5 DISCUSSION AND CONCLUSION

Creating a business was a life-changing experience for me. It has made me more responsible and I've gained more discipline over the past 6 months. It has helped me a lot to take action and make decisions. There is also the need to separate things from one another. You can still be an artistic person with an enormous amount of creativity and you can also learn how to be an independent business owner. The two opposite qualities can go hand in hand if you allow it to happen. If you want to connect with more people or get your message out there, you have to step out of your comfort zone. Creating and maintaining a business is an ongoing learning process. By taking action and evaluating what works and what does not will lead you to make the right decisions. It won't be a steady journey and your economic income won't be self-evident anymore. So you have to be determined about the decisions you will take from then on. I went very deep within my thoughts and imagination to be sure of what I wanted to represent and how I was going to do it. Having in mind that I carry a certain type of responsibility within my own business and this dance style. Not to open up further with the subject but lately, things have been very sensitive within the dance industry, especially with dances that could be misunderstood and people can use the term 'cultural appropriation, just by teaching the dance style. Twerk is one of them. There has been a huge discussion in the twerking scene on who can do what and who are the legitimate people to teach this style.

There is a valid background to this and the protestation for this topic is important and it is an issue in today's problems. It has made me insecure about my skills and knowledge to a point that I questioned myself if I'm the right person to do this or to make a living out of this. Decided to take the risk and trust my voice, no matter who says anything to me about my decisions made for the company, I know the purpose of the company and I will keep on educating myself and others about the cultural knowledge of twerking and not to forget the anatomical base for it and pedagogy. There is no need to know everything at once. It is impossible, it is truly believed that you will learn through every step you take forward with your business. I gained trust the more I dived into the subject of twerking and e-commerce. I had to finally believe in myself that I know what I'm talking about and if I make a mistake then so what. Mistakes will happen eventually no matter how hard you want to avoid them or control them. And, as it was mentioned before, the dance style that it is used for this company is still very unknown to the public. I know I have a responsibility to unveil more of its history and purpose through my career

I concluded that there is also this gap between dancers and dance teachers. No matter the dance style, there is still this habit from many dance schools to export their students to become dance teachers. The only knowledge a dancer at this point can share as an absolute truth is the experience that the student gained from the dance school itself. Now if we apply this base into the twerk teacher community, many twerk teachers are self-taught. The learning that they've earned is mainly from social media platforms. At the time I also started twerking there were no professionals that had the holistic knowledge about this style at all. Or if there were, it was very hard to find. This is because this dance style made its way through social media. And the people teaching it were just good at it themselves. Teaching twerking seemed more like a demonstration of the dance than an instructive lecture. As if only a few people could perform it because they have the skills.

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