

**Ask SCORE for Business Advice**

“Ask SCORE” Column

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**New Business Presents Business Opportunity by Tina Dettman-Bielefeldt**

A SCORE client has developed a business that will help other entrepreneurs start their own business. Working with SCORE counselors in Marinette, a branch of the Green Bay SCORE Chapter, Scott Pristel of Peshtigo has launched Self-DJ ([www.self-DJ.com](http://www.self-DJ.com)), a portable touch screen jukebox.

“Self-DJ provides an opportunity for aspiring business owners,” Pristel explained. “The technology lets anyone act as a DJ or host karaoke. The investment is low and it pays for itself quickly.”

Pristel’s business evolved as he worked with SCORE Counselors Bob Fraik and Fritz Jaeger, both with vast business experience. Fraik and Jaeger met with Pristel eleven times in the past four months.

“They liked the concept but pointed out that it was not easily manufactured. They were also concerned with the lack of mobility, a feature needed by my prospective customer,” Pristel noted. “They told me that the touch screen jukebox needed to be more high tech, more portable, easier to setup, have more features and be easier to manufacture.”

Fraik and Jaeger felt that the real business was not selling the jukebox as much as selling the entrepreneurial opportunity it created. Changes in the product were made accordingly.

The original jukebox was transformed from a bulky 80 pounds to a high tech creation weighing less than 35 pounds in a rack case with dual computers, waterproof 19” LCD touch screen with both jukebox and karaoke software. Self-DJ can be set up in five minutes and is easily manufactured.

Pristel says that the new product enables an entrepreneur to make money in a unique service business. As a former radio DJ and computer software engineer, Pristel was doing DJ’ing on the side when he found himself with more bookings than he could handle. In response, he developed the Self-DJ concept rather than turning away business. It was a natural evolution for him.

In 1990, Pristel started a computer business. Since then the business has gone from retail computer sales, to consulting and software development, and now to Self-DJ. Recognizing that change in technology is constant, Pristel has used his creativity, tenacity, and experience to continually redefine his business. With Self-DJ, he has a global vision.

“I see the Self-DJ business as one of the fastest growing business opportunities in the country. Self-DJ provides jobs in time of need for a very small investment while tapping into the huge \$600 billion entertainment market, and rapidly growing mobile music market projected to be \$64 billion by 2012,” he stated.

As the product hits the market, Pristel is quick to credit the SCORE counselors. “They challenged me completely; to define my product, customer, business, and then completely redesign my product in such a way as to create a fun, low cost business opportunity for others. And they helped me do it in just four months.”

If you'd like to learn more, contact the Green Bay Chapter of SCORE. Visit [www.greenbayscore.org](http://www.greenbayscore.org) or call Cindy Gokey at 920-496-8930 for information.

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