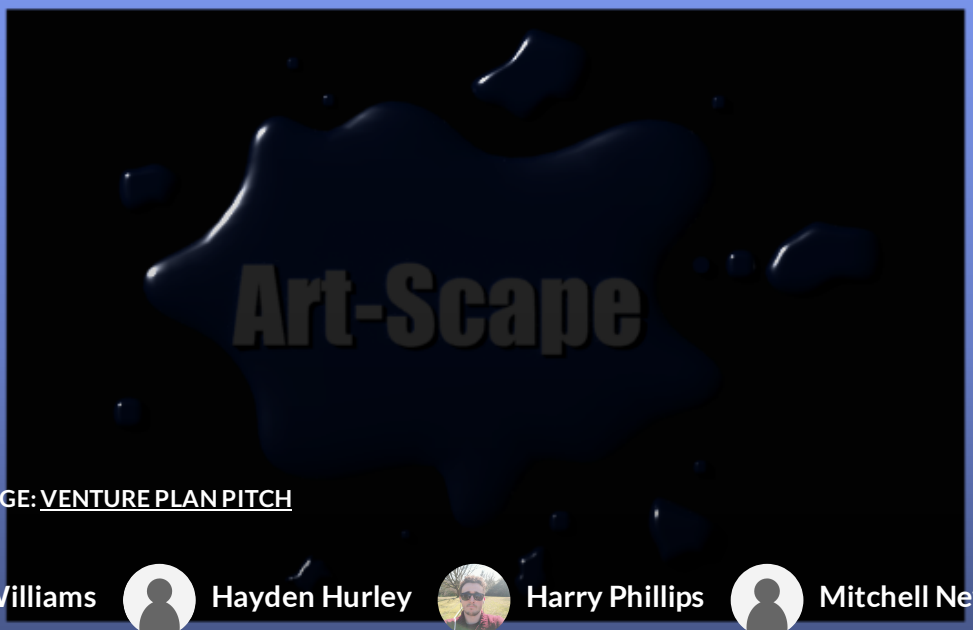


ART SCAPE

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Peredur Owen Williams **Hayden Hurley** **Harry Phillips** **Mitchell Newman**

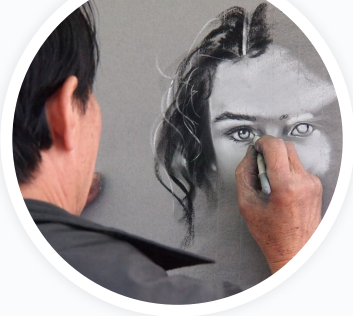
CONCEPT

art swansea wales business graffiti tinder app

Our business idea is an app like tinder for artist and businesses to join, artists will be able to post images of there work and businesses will be able to swipe through different artists and there work and decide if they want that artist to create a piece of work in there business establishment.

CUSTOMERS

Our target customers for the app will be business owners, artists and students both female and male, there ages will range on average from 16 up to 55. the app will be popular mainly to young artists who are trying to get their work out there to get business.



Ashley art
18 to 55+
Art student

Arty Alex
16 to 55+
Artist

Business Blake
25 to 55+
Business owner

Strategy

we will use social media sites like Instagram, Facebook and twitter to promote our app as most of our target customers are likely to have an account on at least one of these sites.

image references:

image1: https://www.botodecoto.com/en/edgar-plans/

image2: https://pixabay.com/en/artist-artistic-art-draw-drawing-1245726/

image3: https://www.kisspng.com/png-businessperson-businessman-647545/

Facebook: https://en-gb.facebook.com/

Twitter: https://twitter.com/i/flow/signup

Instagram: https://www.instagram.com/

COMPETITORS

INSTAGRAM

instagram.com

What they're missing

direct connection between artists and businesses

businesses would find it hard to find local artists as the website is for users across the world.

PINTEREST

https://www.pinterest.co.uk/

What they're missing

the website has artists from all over the world posting their art so it would be hard for a business to find a local artist.

DEVIANTART

https://www.deviantart.com/

What they're missing

the app dose not give a direct link for businesses to get in touch with artists

Strategy

all the websites have users from all across the world which will make it hard for business to find local artists to do some work for them, our app will tell business and artists how far they are from each other. by showing how far businesses and artists are from each other it will allow artists to know how far they will have to travel to the businesses that they are creating a piece for.

Instagram image: https://www.flaticon.com/free-icon/instagram_174855

Pinterest image: https://www.redbytes.in/11-famous-apps-that-started-from-mvp/pinterest-logo/

Deviant Art: https://commons.wikimedia.org/wiki/File:DeviantArt_Logo.svg

COMPATIBILITY

HARRY

FINANCE MANAGER

harry`s role is to sustain the financial health of the company.

harry`s duties are to review financial reports, monitor accounts and to prepare activity reports as well as financial forecasts. His job is also to investigate profitability and to analyse markets for business opportunities such as expansion, mergers and acquisitions. For example and expansion when the company builds up enough profit to have an office somewhere else in the country to increase the range of our product as well as awareness of it

MITCHELL

HEAD OF MARKETING

Mitchell`s role is to come up with new advertising strategies that will boost the users on our app.

Mitchell`s duties are to research in to other apps being used to advertise small artists in order to get new ideas and keep our app current with the new and upcoming artists and not to make our app obsolete.

mitchell is also in charge of coming up with weird and wacky ways to advertise our app through our client research such as using their skills for commission to get our clients interested in our app as well as spreading the word in a creative way ranging from huge murals to a graffiti party bus.

HAYDEN

USER INTERFACE SPECIALIST

Hayden`s role is to design the look and make sure it blends well with the experience of the Art-Scape app.

Hayden also works closely with the user experience specialist to ensure that the app conveys a friendly yet professional experience.

PEREDUR

OBJECTIVES AND SERVICES SPECIALIST

my role in Art-Scape is to make sure that our business meets all of the objectives and goals that we have set.

my role is to set objectives for app and make sure that we complete these objectives for example our service will start as an app but in the future we will be creating a website to expand our services to other platforms and it is my job to make sure that we complete the objective by the deadline that we have set.

my other role is to introduce customers to our product and why they need it.

Passion

maybe in the future i would like to run my business, but at the moment i am still learning the skills for the trade that i want to do.

Resilience

i am able to stick to tasks as long as i enjoy doing it or it is compulsory.

Communication

i will communicate my ideas as long as i think its a good and solid idea.

Planning

my planning can be good when it comes to doing creative and practical mediums, my planning for written tasks are not as good as i usually leave them last minute.

Network

i always have good support from my family and friends and they will push me to do the best i can.

WE'RE 60% COMPATIBLE WITH THIS IDEA

CONTENTS

Twitter, Facebook, Instagram

this will help us advertise our product for free and to reach out to artists and businesses.

PC

we will need computers to create the app and to check and problems or questions that customers might have.

internet and phone

we will need the internet to update our app and to answer any questions that customers might have.

website

in the future we will be creating a website so that customers will be able to access their account on other platforms.

electricity

we will need electricity to power our office.

office

we will need a office as a place to work on new ideas and to setup and maintain our app.

customer service

to take any complaints or questions about our service so that we can improve the service that we are providing.

Who

we will need staff for customer service to make sure that customers are happy with the service that we are providing. In the future when we are expanding are business we will be looking into training new staff to be part of our team to make sure that our business runs smoothly and efficiently.

What

we will need electricity to power our office, we will also need the internet and phone line so that we can update and maintain our app and also to answer any questions or problems that customers might be having with our service. we will have social media profiles for our product so that we can advertise for free and to reach out to artists and businesses.

Where

Our business will need a office in Swansea so that we are close to where are app is catered for. we will use a office to create and maintain our app and also as a place to think of new ideas to expand our business.

Additional information

to start our businesses we will look in to grants that we can get so that can get a office to start our business, as our business expands we will have more money to invest in to new staff and other offices.

CASH

Making money

Our main income will be from subscriptions, the regular subscription for the app will cost £4.99 a month with the first month free for new users and are second subscription will be the premium subscription which will cost £7.99 a month with the first month free. We could also look in to advertisement spaces where other businesses can pay to get their product to be advertised on our app.

Spending money

one of our main priorities would be to buy and office so that we have somewhere to set up the business and run it. We will also have to buy computers to make and maintain the app which means we will also need to pay for electricity and the internet so that we can update the app and answer any questions or issues that customers might have. when we expand our business we will be employing new staff to join our team which will mean they will need training and also wages.

Funding

we could look at what grants the welsh government are offering or we could look in to big ideas wales and what they offer to help businesses to get started.

SIMPLY DO IDEAS

This idea was created using Simply Do