



**IS THERE A PLACE FOR THE CHRISTIAN CREATIVE TO THRIVE
WITHIN THE SECULAR CREATIVE INDUSTRY?**

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CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

I C GREATNESS ARTS ADVOCACY

The Mission

Rooting for the 'Underdog' like Christ did

Providing work opportunities for the Christian Creative to work consistently within the entertainment industry without having to compromise on their beliefs.



CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

I C GREATNESS ARTS ADVOCACY

'I'll make you a **great nation and bless you. I'll make you famous; you'll be a blessing. I'll bless those who bless you; those who curse you I'll curse. All the families of the Earth will be blessed through you.'**

Genesis 12:2 – 3 (MSG)

(Bible Gateway passage: Genesis 12:2–3 – The Message, 2020)

'The Lord said to Abram, after Lot had separated from him, "Lift up your eyes and look from the place where you are, northward and southward and eastward and westward, for all the land that you **see I will give to you and to your offspring forever.'**

Genesis 13:14–15 (ESV)

(Bible Gateway passage: Genesis 13:14–15 – English Standard Version, 2020)

'I am telling you the truth: those who believe in me will do what I do—yes, they will do even **greater things because I am going to the Father.'**

John 14:12 (GNT)

(Bible Gateway passage: John 14:12 – Good News Translation, 2020)



CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

SHORT TERM

- Established Teaching Agency
- Established C Greatness Management.

LONG TERM

- I C Greatness Creative Agency Centre
- The Greatness Festival

MID-TERM

- Educational Programme running interally in Schools and Religious Institutions.
- The Greatness Festival (R&D)

*We see greatness
because God saw
it first & He
says...*

I C GREATNESS

- Projected to yield a 1st year turnover of £32,690.
- Bounce Back Loan – £50,000 (£100 repayment to save up for the repayment of the loan.)
- By the end of the 1st year, the business is expected to comfortably positive in its cash flow
- Cash inflows are greater than outflows by £3,408.
- Backup Plan – maximise on every investment opportunity to ensure consistent financial stability of the business.



Financial Summary

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The I C GREATNESS Team
The I C GREATNESS Team
The I C GREATNESS Team



EMMANUELLA
IDRIS
CEO/FOUNDER



MERCY OKUTUBO
CONTENT CREATOR/
DIGITAL MEDIA
COORDINATOR/
TALENT SCOUT

MENTORSHIP IN CREATIVE DEVELOPMENT

- Providing training and mentorship for young people between the ages of 13-20 years old and respective creative groups (1-80 people between the ages of 21-75 years old).

MUSIC TRAINING/DEVELOPMENT PROGRAMMES

- Developing church musicians and bands to the professional and industry expectations to have and maintain a career. Offering lessons in the basics of band etiquette, 1-to-1 playing and shadowing experiences with established musicians.
- Vocal Coaching & Music Lessons

DANCE TRAINING/DEVELOPMENT PROGRAMMES

- Collaborating with established Christian dance practitioners, Dance teaching practitioners that respect and are willing to adhere to the Christian values. Music/Entertainment Industry Insights maintaining the Christian Ethos.
- Dance Collective
- Dance Lessons & Performance Opportunities

ADVOCATING ARTISTIC GREATNESS

I C GREATNESS ARTS RECORD LABEL

C GREATNESS MANAGEMENT

- A&R
- Artist Development

I C GREATNESS AGENCY/ ENTERTAINMENT AGENCY

- Booking Agency
- Dance Collective
- Dance Lessons & Performance Opportunities

THE GREATNESS FESTIVAL

- Immersive Theatre Production
- Multidisciplinary collaboration
- Live Performances and workshops (PRINTWORKS 3-day daytime event)

What do we mean by a 'Christian Creative'?

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SOUND DESIGNER
MUSICIAN PRODUCER ACTRESS SINGER
DANCER VIDEOGRAPHER

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WRITER MODEL PHOTOGRAPHER
GRAPHICS DESIGNER RAPPER

SOUND ENGINEERS
ARTIST SPOKEN WORD ARTIST
LIGHTING DESIGNER

The Market

The Market

The Market

The Market

DEMOGRAPHICS & SEGMENTATION

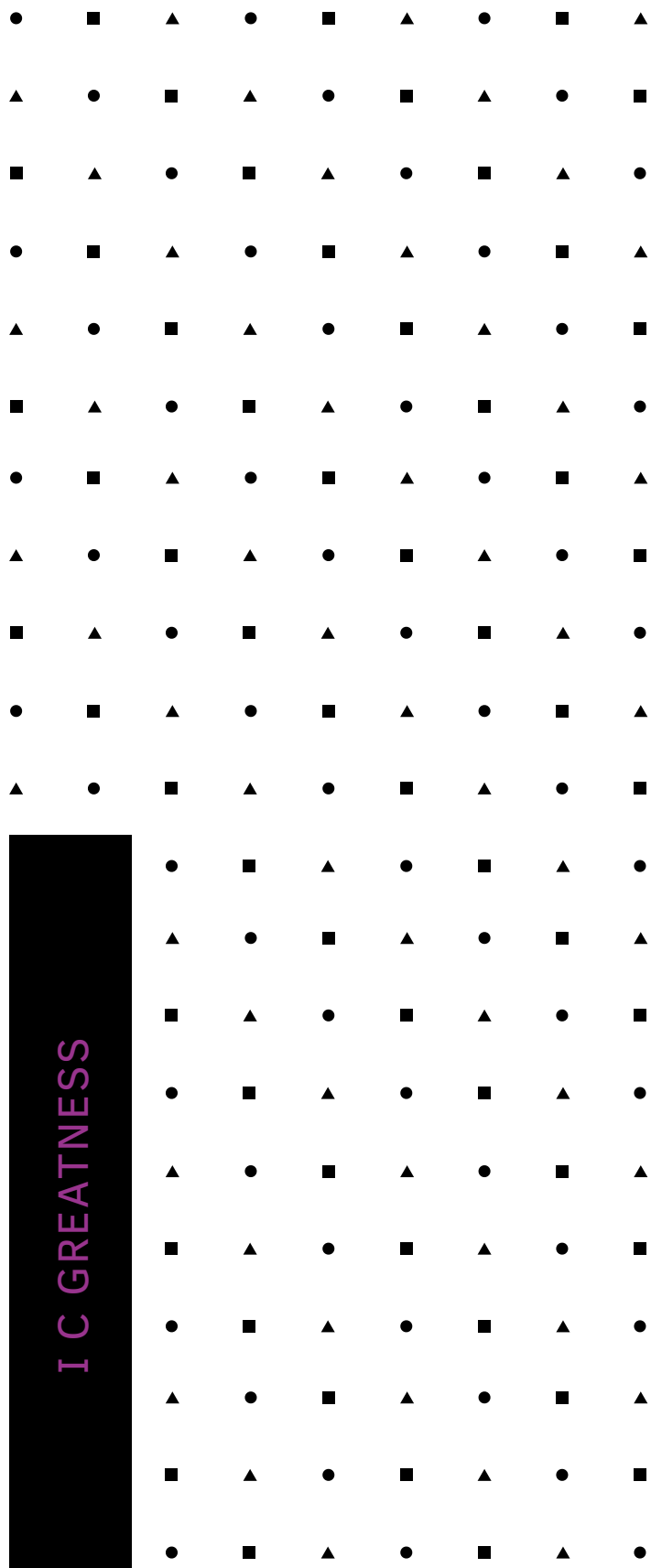
- Age 16–35 (with flexibility to exceptions)
- Christians brand and organisations
- Creative enthusiasts
- Christians
- Religious Institutes
- Schools and Educational Institutes
- UK Based

MARKET NEED

Conducted Market Research – Quantitative and Qualitative Data – Survey 'What Christian Creatives Need'

BARRIERS TO ENTRY

Opportunity Analysis



Project Overview

Power in Collaboration

Build I C GREATNESS on a foundation of excellence and the Bible. .

replacing unhealthy fear of the secular world with
healthy caution would create a solution to this issue (Salter, 2017).

root word of 'creativity', is 'to create'. God showed creativity in the uniqueness
of humanity. We are creations – creativity is an integral part of us.
(Creativity: History of the Word(#CreativeChronicles series), 2015)

**Creative collaboration helping to
enhance the integrity of the message for
the individual expressing it.**

(Tileyard Educations & Music Jobs, 2019)

Our Values

Christian Values



Generosity

Proverbs 22:9 (NIV)

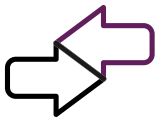
(Bible Gateway passage: Proverbs 22:9 – New International Version, 2020)



Courage

Joshua 1:9 (NIV)

(Bible Gateway passage: Joshua 1:9 – New International Version, 2020)



Love

1 John 4:19 (ERV)

(Bible Gateway passage: 1 John 4:19 – Easy-to-Read Version, 2020)



Respect

1 Peter 2:17 (NIV)

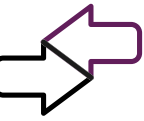
(Bible Gateway passage: 1 Peter 2:17 – New International Version, 2020)



Hope

Proverbs 23:18 (NIV)

(Bible Gateway passage: Proverbs 23:18 – New International Version, 2020)



Peace

Romans 14:19 (NIV)

(Bible Gateway passage: Romans 14:19 – New International Version, 2020)

Marketing Research

SURVEY: 'WHAT CHRISTIAN CREATIVES NEED'

- 1. Would you characterize yourself as a practising Christian? Yes No
- 2. Some people think of themselves as evangelical or born again Christians. Which out of the listed below would you fall under? Baptists, Presbyterians, Methodists, Pentecostal/Charismatics, Independent, Non-denominational, Anglican, Adventist, Catholic, Other (please specify)
- 3. What are your core values as a Christian artist/creative?
- 4. Are your creative pursuits as a Christian your mainstream of income? If yes, please specify the specific field you are in (eg. Yes, Photographer).
- 5. How much does your faith feature in your work? A great deal, A lot, A moderate amount A little, None at all
- 6. Have you ever turned down work within your creative field because of your faith? Yes No
- 7. What would you consider to be 'compromising to your faith' in a job?
- 8. What is your definition of 'greatness' as a Christian Creative?
- 9. What is missing for you within the creative industry? and is that influenced or led by your faith?
- 10. As a Christian Creative, if there was a Christian entertainment agency that was able to provide you with equitably paid work that didn't 'compromise your faith', would you want to join their books?

Marketing Research Findings

QUANTATIVE DATA

- Question 1: Would you characterize yourself as a practising Christian?

Yes - 94.74% No - 5.26%

- Question 2: Some people think of themselves as evangelical or born again Christians. Which of the listed below would you fall under? Yes - 34.21%

Baptist - 0.00%

No - 5.26%

Presbyterians - 0.00%

Methodist - 0.00%

Pentecostal/Charismatics - 13.16%

Independent - 0.00%

Non-denominational - 13.16%

Anglican - 7.89%

Adventist - 0.00%

Catholic - 7.89%

Other - 2.63%

- Question 5: How much does your faith feature in your work?

A great deal - 13.16%

A lot - 18.42%

A moderate amount - 50.00%

A little - 15.79%

None at all - 2.63%

- Question 6: Have you ever turned down work within your creative field because of your faith?

Yes - 43.24% No - 56.76%

MARKET RESEARCH – QUALITATIVE DATA

QUESTION 8

What is your definition of
'greatness' as a Christian
Creative?

“

Greatness is doing something that God has put in you to the best of your ability and with the spirit of excellence

“

Actively and professionally creating art and earning a living off of it.

“

Operating like Christ in your field in all aspects not just your craft but character too.

MARKET RESEARCH – QUALITITATIVE DATA

QUESTION 9

What is missing for you within the creative industry? and is that influenced or led by your faith?

“

-Honesty -Integrity - Accountability All in terms of finance, professional relationships, and creative output. I'd say my desire to see these in the creative industry is influenced by my faith.

“

things will always be missing, and so I ask what am I doing. I want to make work that has better processes.

“

A real sense of community is lacking. It's so competitive that everyone is out for their own gain. Additionally, in dance specifically girls are 'forced' to portray a certain aesthetic and style of dance that is sexualised. The range of jobs for female dancers isn't very wide.

MARKET RESEARCH – QUALITITATIVE DATA

QUESTION 10

As a Christian Creative, if there was a Christian entertainment agency that was able to provide you with equitably paid work that didn't 'compromise your faith', would you want to join their books?

“

Yes

“

depends on what other benefits is offered.

“

I don't see why not however there are many types of Christians and what I would may see as compromising, might not be compromising to others to how would that work? And would the agency be a nonprofit, which are questions I would ask. And as a Christian I would have to see if the agency is leading souls to Jesus or is it just a bunch of people who thought it would be a nice idea?

- **BEING CHRIST-LIKE IS SOMETHING MAJORITY OF CHRISTIANS ASPIRE TOWARDS**
- **EXCELLENCE IS A GOAL**
- **THERE IS SPACE FOR A CHRISTIAN AGENCY**
- **FAITH & CREATIVITY NOT ALWAYS LINKED**

MARKETING STRATEGY

MARKETING STRATEGY

SOCIAL MEDIA & VIRAL MARKETING

- Popular hashtags and creating unique creative sketching promoting christian values.
- Maximizing tastemaker contacts of the company to continue to build the following of the company.

PAID MEDIA ADVERTISING

Maximising on YT video advertising to promote our services in addition to website advertising (Harrison, 2017).

METHODOLOGY

- The 4 Stage Inbound Marketing Methodology. This involves drawing people to Attract, Convert, Close, Delight (Kelly, 2020)
- The 7 Ps of Marketing Jerome E. Mccarthy (1960) – The Artists' Assets Maximisation

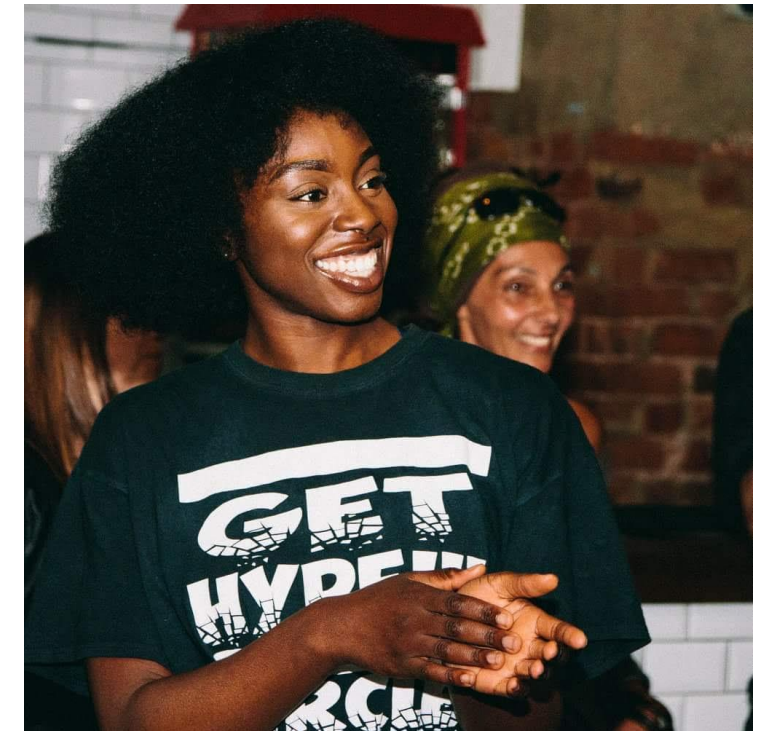
- DIRECT SELLING
- Point-of-Purchase (POP) Marketing

Branding

ICG ARTS

CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

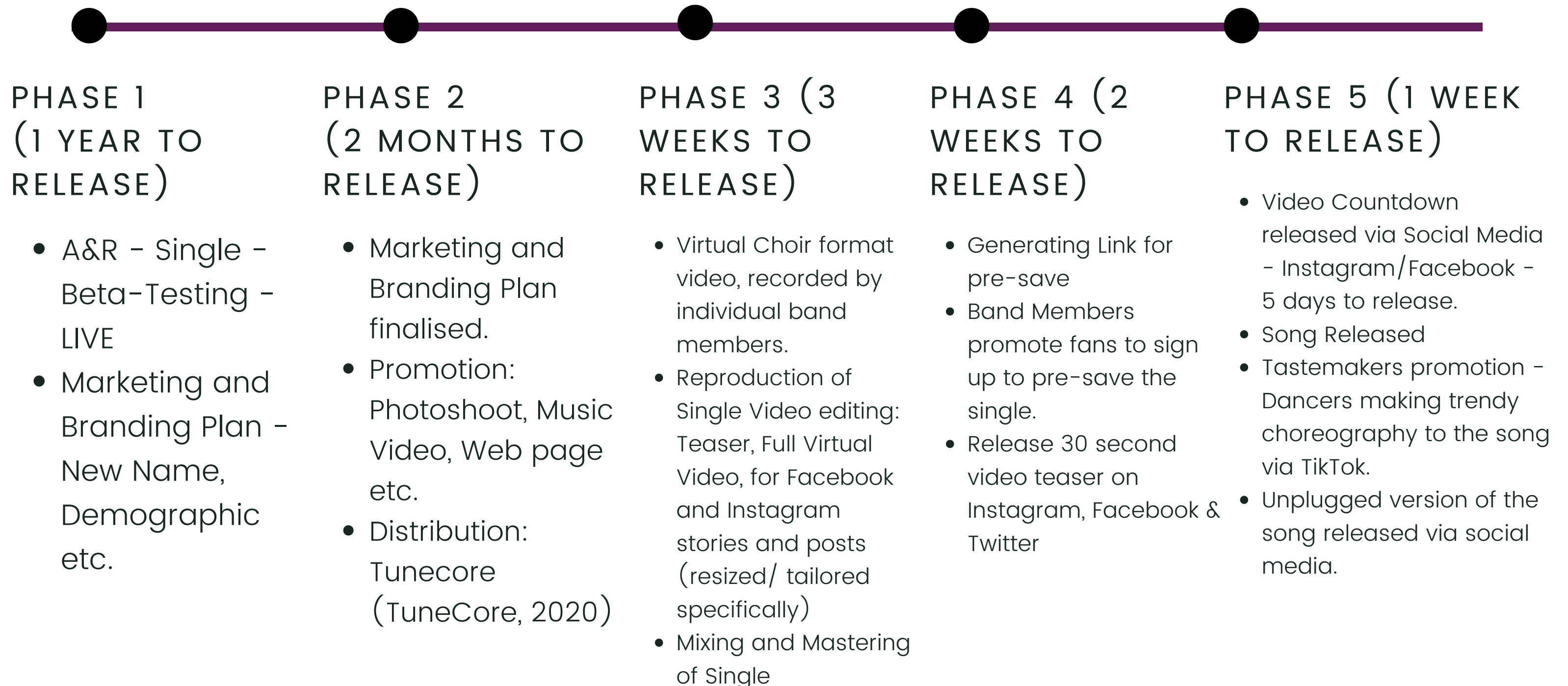
After receiving feedback from consumers and various business mentors, it was advised that we should consider creating more of an image-based logo and consideration in the addition of the 'I C GREATNESS' being written out in full, rather than just the letters. So we have been in the process of developing a prototype image logo that will accompany the written logo that we have already begun to use.



C GREATNESS MANAGEMENT – Talent

Marketing: Band Re-branding

Timeline



C GREATNESS MANAGEMENT

C GREATNESS MANAGEMENT

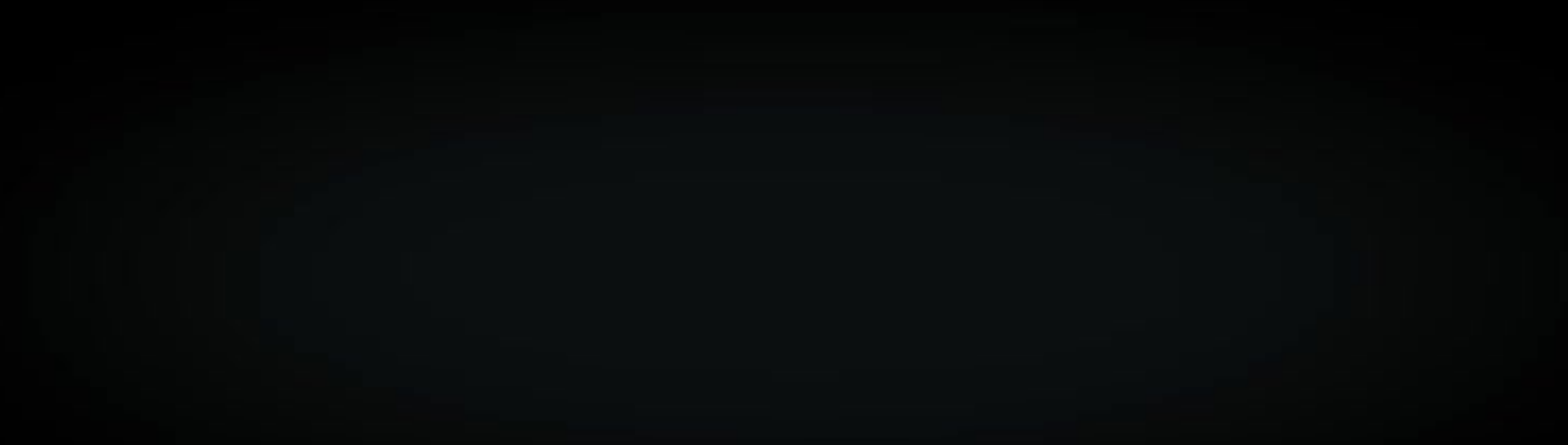
C GREATNESS MANAGEMENT

C GREATNESS MANAGEMENT

Teaser Video:
The Messengers



C GREATNESS MANAGEMENT



Opportunity Analysis

SWOT ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Multidisciplinary experience team. Vocal Coaching, Musician, Dancer.Consumer Interest	Growing team.	Insights into the running of an organisation within the creative industry Through Mentorship	Bigger companies may try to poach ideas
Unique Selling Point: 'Christian Creative Agency'Black-owned business	Little experience running an entertainment organisation	Growth in the UK Christian Creative scene.Building relationships with other christian companies.	Brands may choose to work with another company because of the portfolio of work
Subsidiary of a long-standing limited company - leverage.	First Christian Entertainment Agency in the UK, no point of reference.	Building up Team through partnerships and collaborations	

Competitors

ASSESSING THE LANDSCAPE



(Tileyard Impact – Tileyard, 2020)



(Love Rudeye | The UK's
number 1 professional dance
agency, 2020).



(Amplified Arts Academy – A
performing arts academy for
young people aged 4 to 21,
based in London, UK, 2019)



Financial Forecast: Sales & Cost Forecast

VOCAL COACHING 1-2-1 MANAGEMENT

- Sales Price – How much do we charge for customers for private one-to-one? £35.00 p/h
- Cost Price – How much is the company going to pay the person that we are sending to represent the business? £25.00 p/h

PROMOTION

- Sales Price – How much are we sourcing out Christian Creatives for external company promotion and advertising? £400.00
- Cost Price – How much does it cost to promote out artists? £200.00

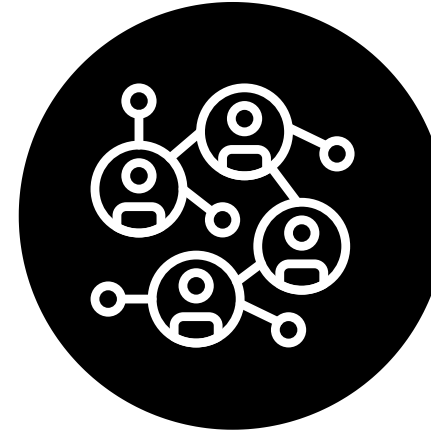
- Sales Price – How much an artist/Christian Creative will be paid to minister at live events: Group – £300.00 Individual – £100.00 (inclusive of the 15% agency commission)
- Cost Price: How much does it cost to produce the service itself: £200.00 (£20.00p/h)

TEACHING AGENCY

- Sale Price: How much are we selling the service that our teachers are providing? £60.00 (p/h)
- Cost Price: How much is the company going to pay the person that we are sending to represent the business? £30.00 (Virtual Lessons – Group (50% Discount))



BENEFITS OF OUR SERVICE



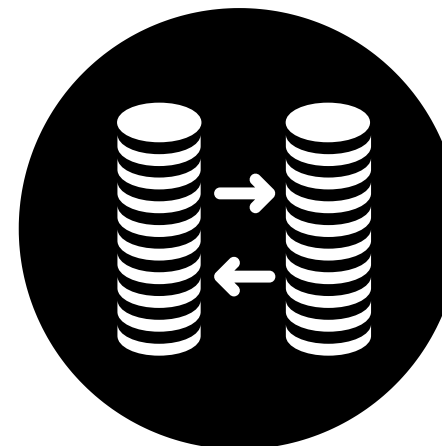
Networking



Encouragement



Faith



Paid Work for the
Creative

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**Contact
Us**

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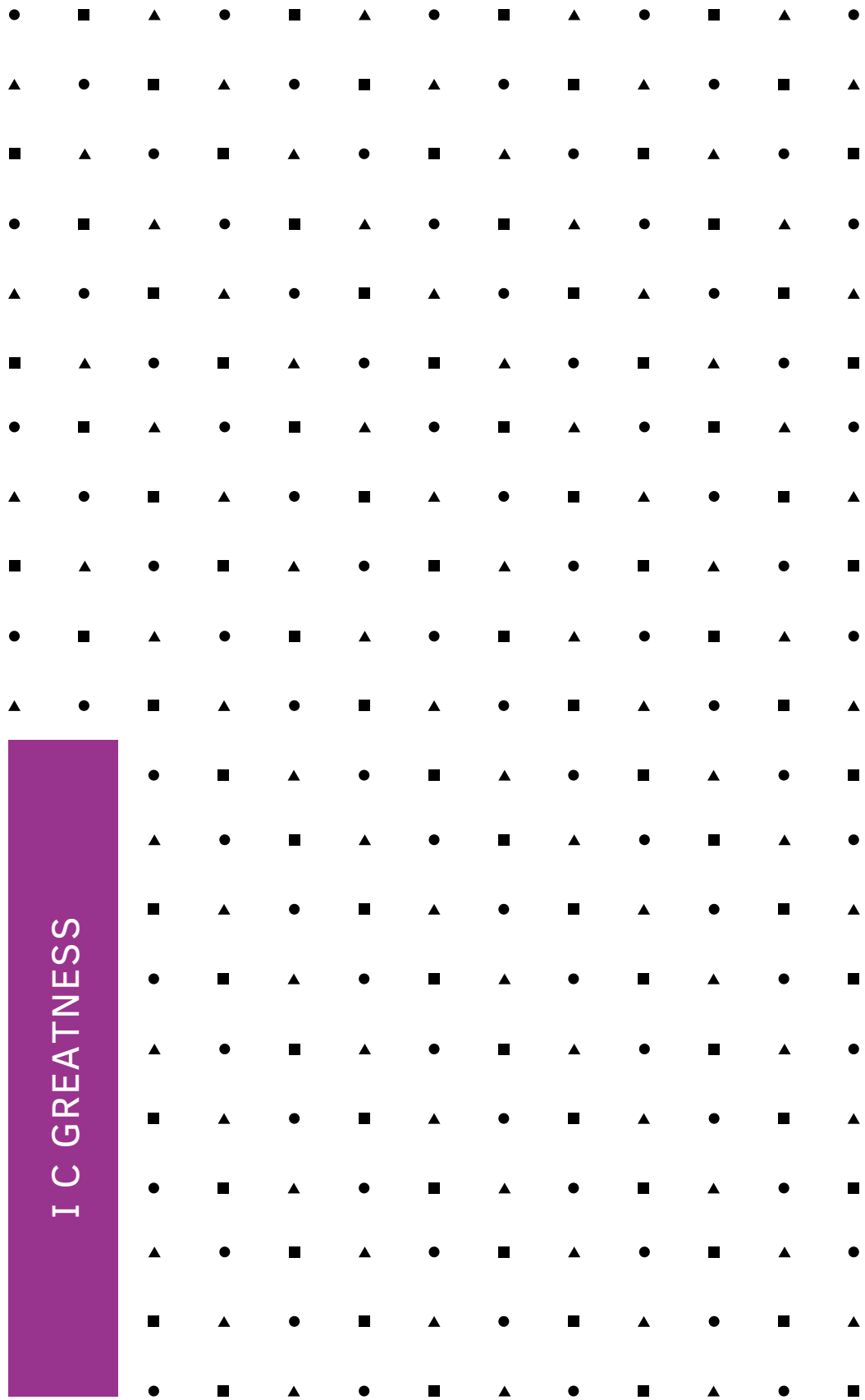
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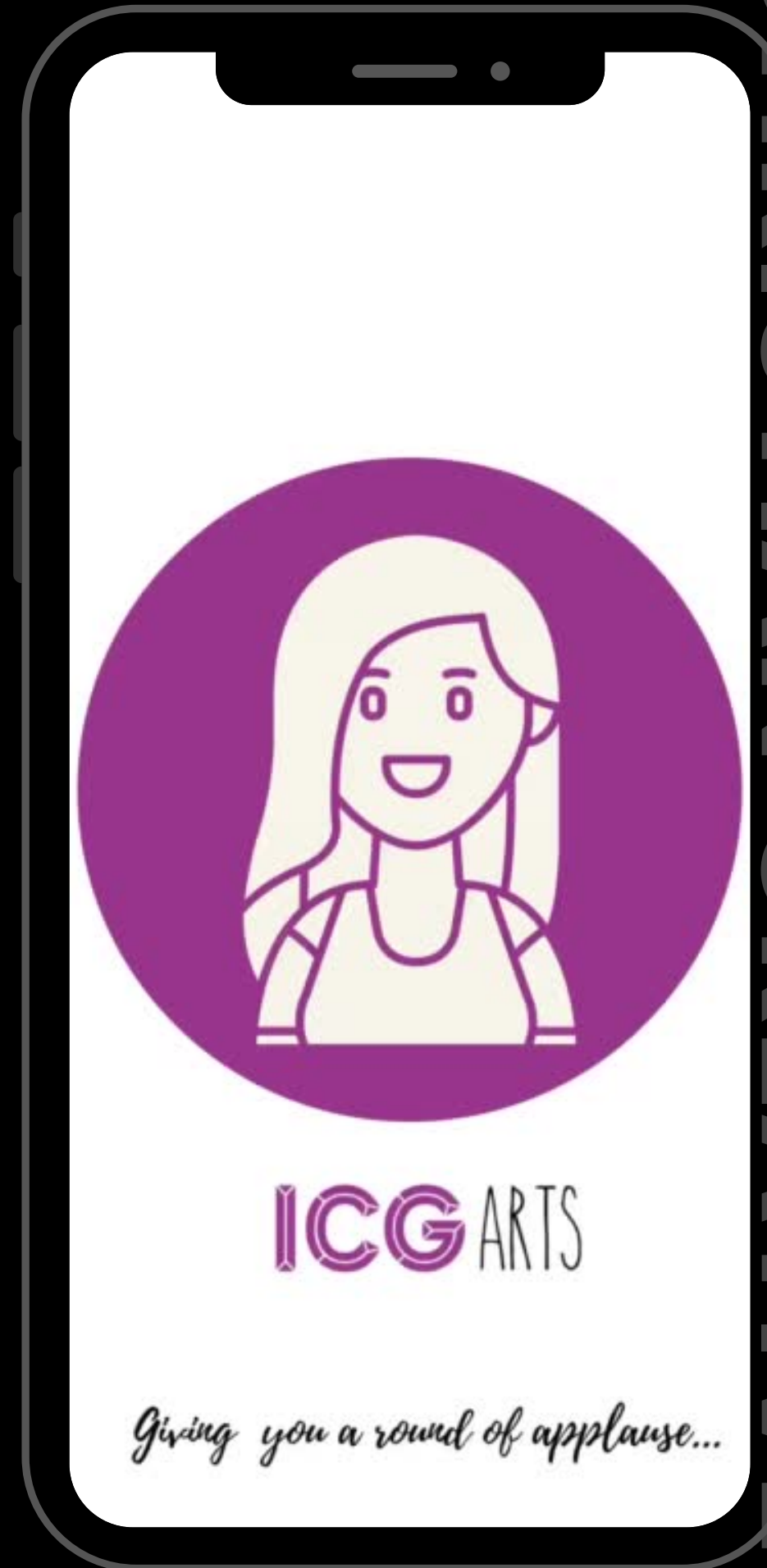
Thank you!

Feel free to ask us questions if you have any.

Standing In the Gap for Christian Creatives



I C GREATNESS ARTS
ADVOCACY
FOR CHRISTIAN
CREATIVES



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