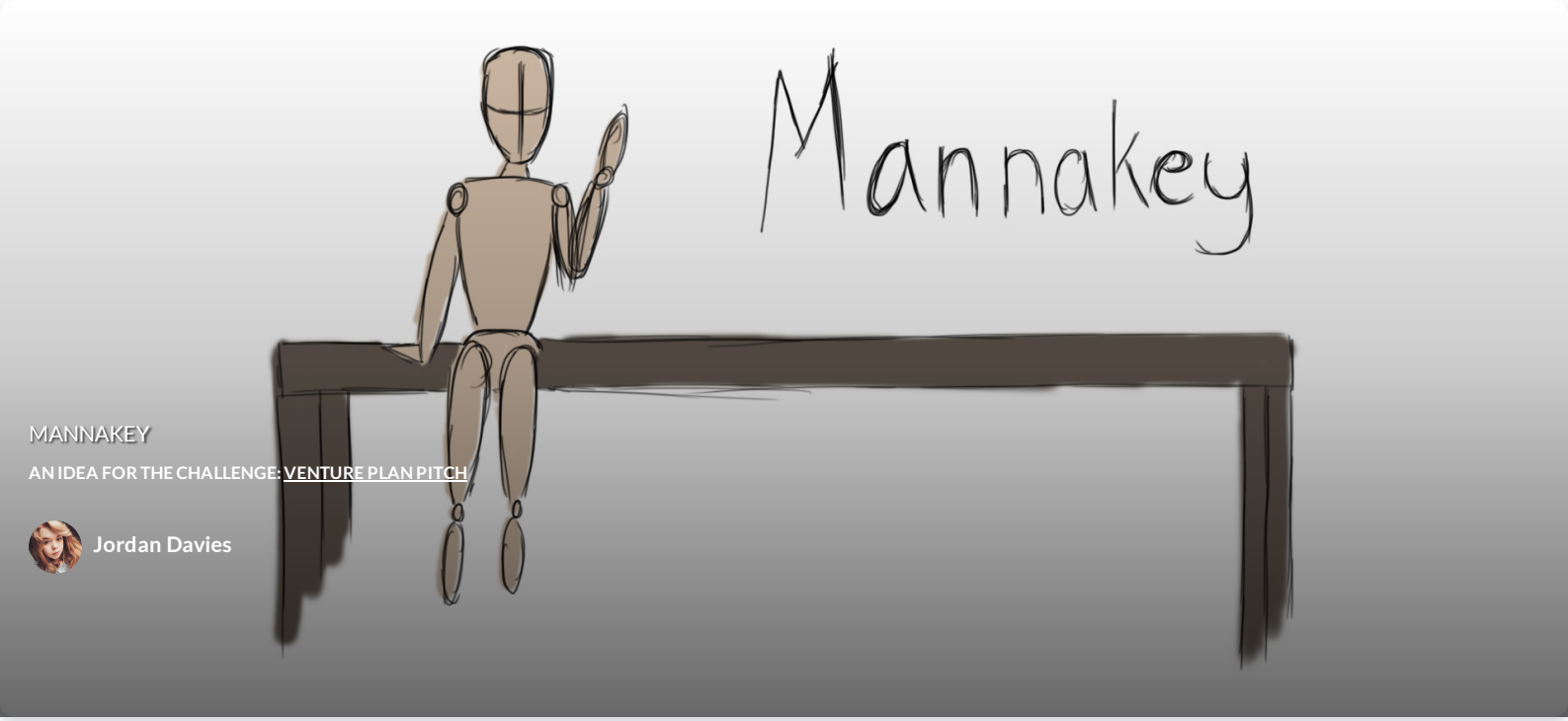


MANNAKEY

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

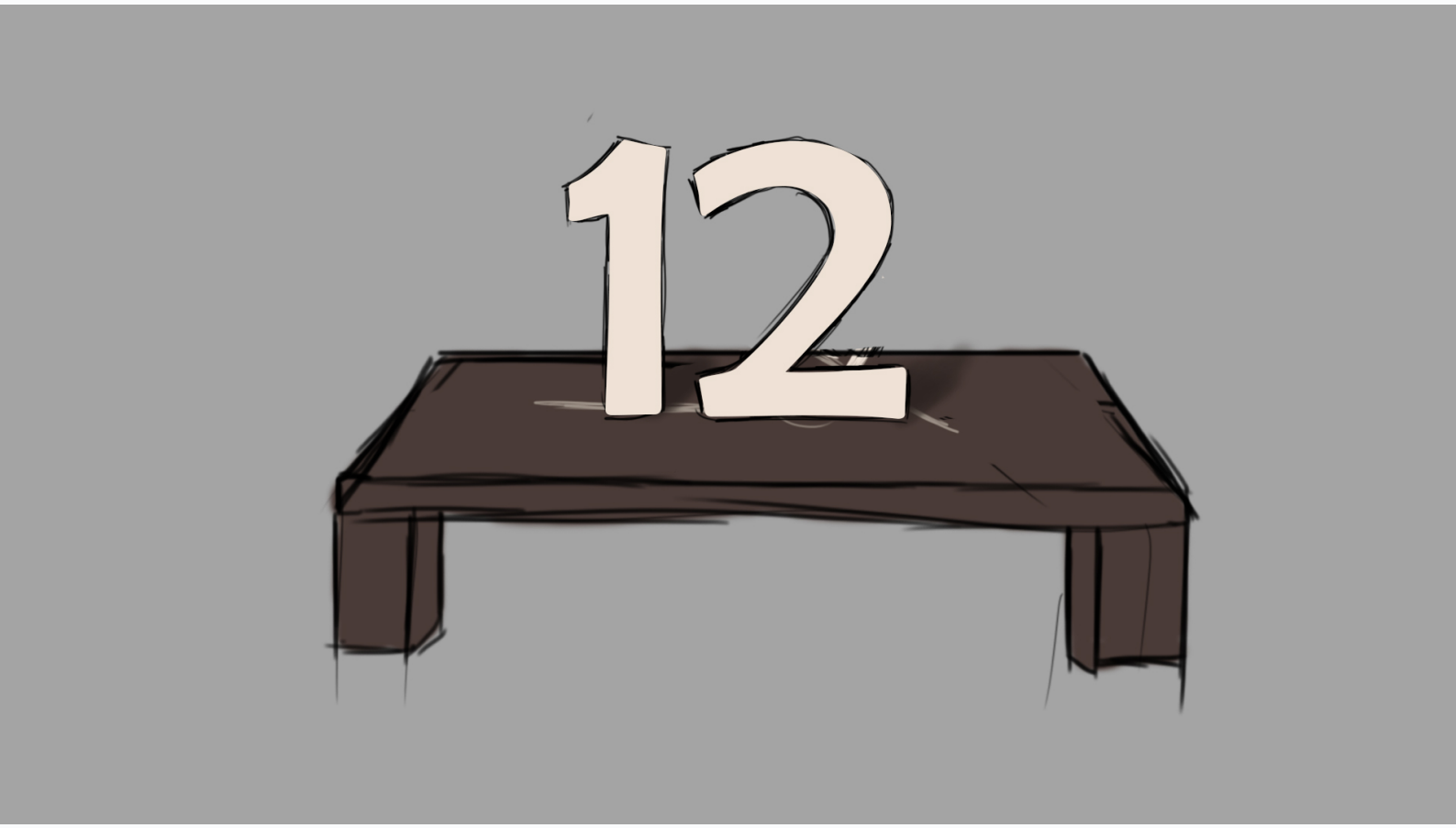
Jordan Davies

CONCEPT

animate | development | rigging | learn | technology | key-frame

A small posable figure, allowing quick and easy movements for animators. Providing an interface of software to communicate to the doll. Using this it can translate the animator's movement on the doll to the screen in real time.

Slogan - Figure That!



CUSTOMERS

The product Mannakey is targeted toward intellectually challenged children in primary schools, as we grow technology has become a large part of our lives and it is influencing children even more to this day. Children who need an extra push when it comes to learning and having a product like this that doesn't rely solely on the knowledge of technology can understand and enjoy this product at a faster pace.

The target market in which we strive to sell to in the future is professional animators, a profession that is run on technology and could use an innovative product such as this. Professionals look for products that can give them the best work at the fastest time. In an industry that is so large, we can help add to that and help grow it with a new innovative product.

We also think of how else we can sell our product, in schools and to those who are just learning the profession.

HARRY THE HEADMASTER

HEADMASTER OF SCHOOL

30+ years old

Wants only the best for their pupils they're always his first thought when it comes to decision making

Is always open to the new and inivitive

Tries to keep up with new technology as it may benefit the pupil as it evolves

TINA THE TEACHER

TEACHER

25+ years old

Wants to be hands on with the children.

Strives for creativity to be experienced in the classroom as much as possible.

Wishes for the children to thoroughly learn and have fun in every activity

PIPPA THE PUPIL

STUDENT

6+ years old

Is intellectually challenged but still wants to learn what everyone else learns in their school experience

Wants to have fun while learning to be more engaged,

Needs a push in order to learn, it may take them longer to understand but that won't stop them from trying but still enjoys new experiences

Strategy

Using the internet as a form of advertising will help push this product out further. Using a social media platform which can then help to build an audience, posting videos of peoples experience from all levels of skill to show who can use this product and how it can help them specifically. Visiting schools and giving presentations on the product to the fellow pupils for them to see the product in use in person as this will help them get more excited about the product and want to be engaged and try it for themselves. Making videos and tutorials to post on both our website and our different forms of social media for all potential customers to see what the product is and how it is used and what it can be used for.

COMPETITORS

SOFTETHER

https://www.clip-studio.com/clip_site/tool/items/quma_plan?fbclid=IwAR2BzINLctpXXq37P-_sCmqwta4BQFBDKMqeZNX6f85nigd9MHtYJmO4e_k

What they're missing

WACOM

https://www.wacom.com/en-us

What they're missing

MAYA, BLENDER ECT.

https://www.autodesk.co.uk/

What they're missing

The personal meaning of who and why they are making this product. As we are targeting children who are intellectually challenged, we strive to sell to children who will learn this new piece of technology but keep their art skills prominent and growing.

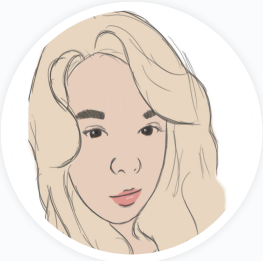
The physical aspect that we use to connect the animator to their model. Using only a pen you can miss the aspect of the traditional artist and lose the connection between you and the art that you're creating.

We strive for our product to bypass the base software method of animating, as it can be difficult to learn and understand with little to no experience. Our product is going to be a piece that can help eliminate the problems with understanding the software and bringing the animator closer to their work and not just look at a screen

Strategy

This product is being made from a personal viewpoint. A subject that we have struggled with and we would like to fix or at least give an ease too. Bringing in a wider audience so that we can get more than just the professional audience involved. We want to bring the animator closer to their work and not just look through a screen and not co-operate with work as much as they could if they were more hands-on and bringing back the aspects of traditional art.

COMPATIBILITY

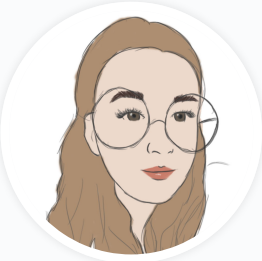


JORDAN DAVIES

CREATIVE DIRECTOR

Coming from an artistic background I can use that towards the creation of the product
as well as how to promote the product to the best we can.

With my artistic opinion in the stages of creating the product to ensure that it can look its best and therefore become more eye-catching for the customer. Also taking part in the promotion of the product, as it is being advertised toward schools I can then help to make the advertising of the product more artistic and not just industrial based. Targeting it towards children that look for the fun in a product.



CAROL EVANS

CREATIVE ASSISTANT

Having an artistic background, Carol can provide a creative opinion throughout the creation of the product.

Using her skills toward the product itself, throughout the designing and to the creation. Also, being hands-on when creating the advertising for the product, knowing what is best when trying to attract different types of customers. Starting with children but then widening the range and create adverts targeted towards the older and more professional customer.

DAFYDD SMITH

FINANCE DIRECTOR

Having his own business he has experience in keeping his fiances on check and knows how to set budgets and forecasting the time from the pre-production to then coming into the first year and so on.

To create a finance table showing our forecast in our budget and how we will spend the money to help our product. Also calculating the money in and money out for the product in the first year to work out what our profit will be and how we can then work toward meeting that.

BIBIN LUKOSE

SOURCING MATERIALS DIRECTOR

With a background in product design Bibin is able to source the materials that suit our product best

BEN RICHARDS

MARKETING DIRECTOR

Using his marketing skills and knowledge of social media and the business in which we are promoting our product toward he can create profiles and evaluate the target market and see what would interest them more in terms of advertising and reaching out personally to possible clients.

Evaluating the market and estimating how it will change in the future can help us keep with the trends and ensure that our product is always an interest to the market and something that is needed in order for them to create better work.

and at the most sufficient cost. Putting in his knowledge of what material is best suited for a certain product he can put that toward the coming up of our product and researching if it is the best material for the product and also whether it is sustainable.

7	8	8	7	8
Passion	**Resilience**	**Communication**	**Planning**	**Network**

WE'RE 76% COMPATIBLE WITH THIS IDEA

CONTENTS

Website

A way to view our product and learn what it's use is and how it can benefit you. Also showing schools and form to view the product before meeting us.

Facebook

A Facebook page can help in widening our audience, social media has grown so much that most people see ads that genuinly interest them and can easily get in touch from the page.

Computers, Software

As the product being made is animated base, the technology will be key to ensuring that we make a fully functional product and also to be able to use it as the consumer would and see the mistakes and how to fix. The same for software that will be needed.

Plastic

The materials needed to create the product will have to be outsourced in order to gain the top quality that we desire to create the best product we can.

Office

In order to communicate to others and to have a space to bring us all together in order to work on the product and sort out meetings aswell as travelling to the clients, it can all be based in the building.

Legal

As we will be lacking in certain areas, the staff will help us in becoming a stronger team that can put an even better product. Such as handeling the legal side of everything that we may not have the best of knowledge in.

Who

As a group, our strongest skill is more art based as we come from an animation background. Members have experience with their own business which helps in aspects such as finances, however where we may lack is in elements such as legal. Something that can be a big part of the product but we don't have much experience in, it would benefit if we took on

staff that are solicitors ensuring that we will get the best outcome. An SEO specialist would be crucial when it comes to putting our product out there

What

In terms of equipment and materials, these things will be greatly needed at the best of quality when creating our product as we want it to be at the top standard. Started off with the better materials will help to achieve an overall better product, something that will be enjoyed by the consumer and wouldn't be taken badly. Creating a website is a must as it will

help others to learn about us and the product. A form of communication that anyone can reach and find, to find a way contact us also can be found using

Where

Our product will mainly be shown through presentations, being able to show the children and teachers in person what our product is and how to use it will be more understandable when being shown by those who have experience in the industry. However, an office space would be needed for us as a way to come together as a team and work

on the product. Whether it is to talk about new ideas on the product and how to improve, also it could be used as a space to present our product to

When it comes to putting our product out there, having a website that can be sourced by the first-page search will benefit us when we are trying to bring in new customers. A higher recognition will help in spreading the word on our product and then build the customer base that we hope to grow further.

find, to find a way contact us also can be found using the website. Knowing what the product is for and where we want to take it can be explained throughout the website.

could be used as a space to present our product to possible clients when they may not have space themselves for us to be able to present.

Additional information

Research would have to be taken in order to find out how to get these elements. Searching for one, the best price for the quality is key in order to be smart about the process of creating this product.

CASH

Making money

Our idea on how to sell the product is to make sure the children get involved with it as we present to the school. The staff of the school seeing the children enjoy the product will influence them more to get the product. We will then be able to discuss how many products they would like to purchase or if they would maybe also want to only keep the product for a certain amount of time for a cheaper price and as long as the product isn't damaged it can be returned after the given time or if they would like to keep it longer they will then have to pay another sum of money for another certain amount of time. If it is decided that the product is to be used during an after-school club then perhaps the method of pay to play may be used for those who attend and that sum would either be paid by the faculty itself or the pupil's parents or guardians.

Spending money

In terms of spending money, we would need to pay for travel as we plan to present to different schools throughout the UK transport will be a key part of where our finance will go. As the product is based entirely around electronics the customers e.g the teachers of the school would have to partake in a health and safety course to ensure that the children will not come to harm when using the product and if they do the teachers would know what course of action to take. Developing the product itself in order for us to test it with software in terms of pairing as well as using it toward its final purpose. Social media advertising will also come at a cost but it is important in order to reach out to a larger audience and bring our product out to the world and not just in our presentations.

January	February	March	April	May	June	July	August	September	October	November	December	Total Year 1
Income	£	£	£	£	£	£	£	£	£	£	£	£
Sessions Per week	2	2	2	2	3	3	3	2	3	3	3	2
Sessions Participants Per session	5	6	8	9	10	10	10	10	10	10	10	10
Sessions Income	150	180	240	270	450	450	450	300	450	450	450	300
Private Sales amount	1	3	5	8	6	9	10	6	8	12	15	20
Private Sales income	550	1,650	2,750	4,400	3,300	4,950	5,500	3,300	4,400	6,600	8,250	11,000
Kickstarter	10,000	0	0	0	0	0	0	0	0	0	0	0
Vat Claim Back	601	82	204	326	244	366	407	244	326	488	611	814
Total Income	11,302	1,915	3,199	5,004	4,000	5,775	6,367	3,850	5,184	7,550	9,326	12,134
Costs												
MannaKeys Made	15	2	5	8	6	9	10	6	8	12	15	20
Raw Materials	1,650	220	550	880	660	990	1,100	660	880	1,320	1,650	2,200
Labor	1,350	180	450	720	540	810	900	540	720	1,080	1,350	1,800
Packaging	4	11	18	28	21	32	35	21	28	42	53	70

Session Leader Payment	400	228	228	228	342	342	342	228	342	342	342	228	3
Travel	60	60	60	60	90	90	90	60	90	90	90	60	9
Website (Squarespace)	20	20	20	20	20	20	20	20	20	20	20	20	2
Insta and Facebook Advertising	20	20	20	20	20	20	20	20	20	20	20	20	2
Youtube Advertisment	2,160	0	0	0	0	0	0	0	0	0	0	0	2
Postage	2	7	12	20	15	22	25	15	20	29	37	49	2
Training	210	0	0	0	0	0	0	0	0	0	0	0	2
School Charges	80	80	80	80	120	120	120	80	120	120	120	80	1
Vat Charges	140	366	598	934	750	1,080	1,190	720	970	1,410	1,740	2,260	1
Total Expenditure	6,096	1,192	2,036	2,990	2,578	3,526	3,842	2,364	3,210	4,473	5,421	6,787	4
Net Cash Flow	5,206	723	1,163	2,014	1,423	2,250	2,526	1,487	1,974	3,077	3,904	5,347	3
Bank Balances													

Funding

We plan on using Kickstarter to gain funding from those who are interested in joining the journey to creating the final product. Depending on how much the person gives they will receive a certain gift from us. The more they pay the better the gift which ranges from demos and videos of the product to receive a physical product in its early stages.

Welsh government funding is key also as we are a small business in Wales, having this form of funding would benefit us in starting off our b

SIMPLY DO IDEAS

This idea was created using Simply Do