# DAFYDD SMITH MANNAKEY

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH

Dafydd Smith

## CONCEPT

figure | animation | children

MannKey is a more hands on way of animation aimed for children.  Mannakey is a real world figure that can be moved and posed and any movements will be mirrored to the screen to make any character come to life.

We will visit schools across Wales leading an animation after school club where children can come and use the MannaKeys to create storys where the sky is the limit.

We will also be selling the Mannakeys privately to animators who wish to make animation easier and in not a little more fun.

## CUSTOMERS

The main customers for Mannakey will be children in school who are interested in animation and want to start creating stories.

We would provide the service in the form of after school clubs that take place throughout Wales and possibly the entire of the UK in the future.

We will also be selling Mannakeys to individuals who are interested in the product, we could sell and ship them across the world.

## HARVEY THE HEADMASTER

HEADMASTER OF A SCHOOL

35 years old

**Harvey likes to make sure his school is running as best as possible and that the children are happy, he tries to get them interesting in new and fun things**

**Harvey enjoys tech and will jump on new technology as soon as possible.**

**Harvey understands the importance of allowing freedom in children and allowing them to express themself.**

## MARK AND SYNDEY

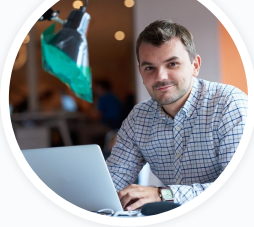
OFFICE JOB AND ARTIST

35+ years old

**Mark and Sydney want what is absolutely best for their child and want them to be able to use their imagination to express themself**

**Sydney, being an artist wants to pass on her creativity down to her children without forcing them, Mannakey is a fun way to ease into the creative world.**

**Mark, not enjoying his office job, doesnt want his children to have the same future as he does, he tries to get his children to do fun things which could become a future.**



## ANDY THE ANIMATOR

ANIMATOR

20+ years old

**Andy enjoys animating and showing the world his creations.**

**Andy loves tech, and has a keen interest in new technology and how it will help him**

**Andy can be sometimes be lazy, and not work his best. Mannakey could help respark his love for animation when he feels like not doing anything.**

### Strategy

MannaKey will be promoted on Youtube, Facebook and instagram, using these platforms we can use ad filtering, making sure we advertise on creative and school related posts.

This will help focus our advertising on those who we are targeting with the Mannakey

# COMPETITORS

## QUMARION

https://www.clip-studio.com/clip_site/tool/items/quma_plan

### What they're missing

The main issue with the Qumarion is that even though you can pose the figure, its very rigid and robotic looking, with only back and forth movements, causing the animation to be very limited in what you can achieve.

Another issue with theirs is that the figure, only works with their software, meaning if someone wants to use this product, they will have to learn a new software from scratch, instead of using one they currently know

## AUTODESK, BLENDER, MAXON

https://www.autodesk.co.uk/ https://www.maxon.net/en-gb/ https://www.blender.org/

### What they're missing

Although you can create well within these softwares, there is always room for improvement.

None of these companies so far provide a real life figure to help with animations or to make them easier.

However there is always a chance that they could do this in the future.

## KIDS ARTS ACADEMY

https://kidsartsacademy.co.uk/project/after-school-animation-clubs/

### What they're missing

Kids Arts Academy does create animations however they are very simple and the quality of the childs play-dough skills limits the quality of the final animation.

With mannakey the figure can be any model at all. Using it will mean that you are not limited with what you can produce, the sky is the limit.

### Strategy

Mannakey will do everything possible to assure the best quality for not only individual users, but allow children in clubs to create some good quality animations that they can enjoy making and show off to their friends.

Mannakey is the only company that provides the kind of service to allow real industry standard equipment to be used by children aspiring to create as many stories as they choose.

We are also the only company like this in Wales which will give us a great head start into providing the service to the whole UK

## COMPATIBILITY

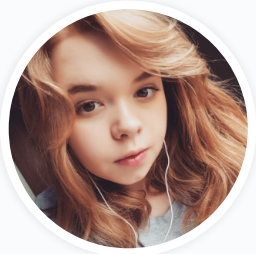
### DAFYDD SMITH

FINANCE

Dafydd generated all of the finance section of the business.

He allowed us to prepare for everything that we will need starting of this business and plans for any months if we don't do well financially.

He keeps track of all of the money and makes sure that we are on track with the cash flow prediction.



### JORDAN DAVIES

CREATIVE DIRECTOR

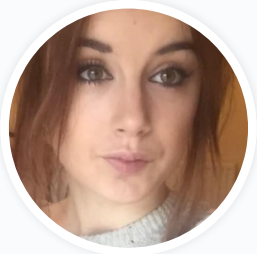
Jordan is the Creative Director of the project, and will make sure that the Mannakeys are as we promised and the business is ran the way we first envisioned.

### BEN RICHARDS

MARKETING DIRECTOR

Ben was in charge of making sure our product will succesfully reach the market and people will get their hands on a Mannakey.

Ben also did all of the advertising and planned how we would advertise on different online platforms successfully



### CAROL EVANS

MARKETING SUPERVISOR AND CREATIVE ASSISTANT

Carol was working with Ben on the marketing and generating the swot.

She also worked with Jordan on making sure that the Mannakey business was heading in the right direction.

### BIBIN LUKOSE

SM (SOURCE MATERIALS) MANAGER

Bibin is in charge of sourcing the materials for the product. Making sure we can make what we hope to make.

We will be in charge of all of the storage and how the products are actually made

| 7 | 9 | 7 | 4 | 9 |
|---|---|---|---|---|
| **Passion** | **Resilience** | **Communication** | **Planning** | **Network** |

## *WE'RE 72% COMPATIBLE WITH THIS IDEA*

# CONTENTS

### Training

All of the people involved will need Level 1 Health and Safety and Level 1 children safeguarding

### Twitter, Facebook and Youtube

These are the main platforms that we will be advertising on, to make sure that out product reaches people

### Accountant

Finance will keep track of all of the income and outcome, making sure we are on track to make a profit.

### Polystyrene, Fibre Glass and Gyroscopes

These are the main chunk of what we need to create the Mannakey

### Car

We will need a vehicle to enable us to get to different areas of the country

### Club leaders

These will be the people that actually travel to and from the schools to host the after school club

### Website

The website will be used to taking bookings and orders.

### Mannakey Prouction/Storage

This is where the Mannakeys will be produced and stored

### Mannakeys/Software

We will need to have the Mannakeys and Laptops with software on ready for when we go to the schools

## Who

We will need people to go and run the after school clubs and make sure that things go smoothly. These people will definitely need health & safety and Safeguarding Training.

We will also need someone in charge of the marketing and advertising, to make sure that people are aware of our service and what we produce.

We also need someone for finance, to make sure that we are on track and we are not losing money.

## What

For MannaKey to work we will need the materials to make the actual Mannakey. This will mainly include Polystyrene, fibre glass and gyroscopes.

We will also need a website in order to take orders and bookings.

We would also need a car in order to take the club leaders to the school.

## Where

We will not need an office or studio. The only place that we will need is a production and storage building. Where the Mannakeys can be produced and stored until needed

# CASH

## Making money

The main income is from private sales of the Mannakey. However that will not be the focus of the business. We will focus more on the after school clubs as i have predicted that they will overtake private sales if we gain more bookings per month, which should be possible.

One thing that helps us make just a little extra is being VAT registered. We will be registered from the start as i have predicted we will be able to claim back VAT around £5,000 from the resources used to create the mannakey.

However being VAT registered does mean that we have to charge 20% more to customers, making our prices a little less competitive. However in the long run, i think this will be a good decision.

In total. Within a year we will be making:

After School Clubs - £4,140

Private Sales - £56,650

Kickstarter - £10,000

Claiming VAT back - £4,712

Making our total Income - £75,605

## Spending money

The costs of running the buisness per year goes as such

Mannakeys - £2,500

Packaging + Postage - £600

Session leader Payments - £3,500

Travel - £900

Website - £240

Advertising - £2,200

Training - £210

School Charges - £1,200

Vat Charges - £12,158

Making our total costs - £44,513

This makes our total profit £31,092

| | 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 | 4,14 |
| 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 | 56,6 |
| Kickstarter | 10,000 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10,0 |
| Vat Claim Back | 601 | 82 | 204 | 326 | 244 | 366 | 407 | 244 | 326 | 488 | 611 | 814 | 4,71 |
| 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 | 75,6 |
| | | | | | | | | | | | | | |
| 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 | 12,7 |
| Labor | 1,350 | 180 | 450 | 720 | 540 | 810 | 900 | 540 | 720 | 1,080 | 1,350 | 1,800 | 10,4 |
| Packaging | 4 | 11 | 18 | 28 | 21 | 32 | 35 | 21 | 28 | 42 | 53 | 70 | 361 |
| Session Leader Payment | 400 | 228 | 228 | 228 | 342 | 342 | 342 | 228 | 342 | 342 | 342 | 228 | 3,59 |
| Travel | 60 | 60 | 60 | 60 | 90 | 90 | 90 | 60 | 90 | 90 | 90 | 60 | 900 |
| Website (Squarespace) | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 240 |
| Insta and Facebook Advertising | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 20 | 240 |
| Youtube Advertisment | 2,160 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,16 |
| Postage | 2 | 7 | 12 | 20 | 15 | 22 | 25 | 15 | 20 | 29 | 37 | 49 | 252 |
| Training | 210 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 210 |
| School Charges | 80 | 80 | 80 | 80 | 120 | 120 | 120 | 80 | 120 | 120 | 120 | 80 | 1,20 |
| Vat Charges | 140 | 366 | 598 | 934 | 750 | 1,080 | 1,190 | 720 | 970 | 1,410 | 1,740 | 2,260 | 12,1 |
| 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 | 44,5 |
| | | | | | | | | | | | | | |
| 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 | 31,0 |
| | | | | | | | | | | | | | |
| Bank | | | | | | | | | | | | | |
| Balances | | | | | | | | | | | | | |

## Funding

We will be relying on kick starter for most of our funding in the beginning of the year.

We will offer reward tiers on kickstarter offering;

*£1 - "Tip Jar"  £20 - "We will keep you updated with early demos/videos of the Mannakeys in development"*

*£375 - "You will receive the very first versions of the MannaKeys as soon as they launch at a HUGE discounted price!"*

*£450 - "You will receive the very first versions of the MannaKeys as soon as they launch at a discounted price! As well as many hours of tutorials on how to best make use of your mannakey"*

*£500 - "You will receive the very first versions of the MannaKeys as soon as they launch STILL with a discounted price! As well as many hours of tutorials on how to b*est make use of your mannakey. ALSO a free lesson with one of us (either virtual or in real life)!

SIMPLY DO IDEAS

**This idea was created using Simply Do**