

MA Music Business (Level 7)
Creative Business Project
BMTY7006
Discipline Tutor: Steve Cole



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

ICG ARTS

I C GREATNESS ARTS ADVOCACY

BUSINESS PLAN

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

Student Name: Emmanuella Idris
Student Number: 1910409

Non-Disclosure Agreement

Date: 28th AUGUST 2020]

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and

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Signed and Delivered as a Deed by: [name of Recipient] in the presence of:

Signature

Signature of witness

Name of witness

Address of witness

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Signature of witness

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(2020)

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

I C GREATNESS

We are a performance art, entertainment corporation that aims to create avenues for the 'underdog' to reach towards and achieve their creative goals on the foundation of the word of God. Providing work opportunities for the Christian Creative to work consistently within the entertainment industry without having to compromise on their beliefs. Building financial literacy, to equip Christians with the ability to monetize their creativity, eradicating the culture of mediocrity within the Christian creative industry. We believe that education is key and starts from home, from the christian community, that is the church.

I C Greatness Arts Advocacy aims to:

CULTIVATING, NURTURING, ADVOCATING ARTISTIC GREATNESS

Business Objectives

- **Short Term Goal:**
 - Established Teaching Agency
 - Established C Greatness Management, minimum of 4 artists on our books. Building relationships to begin sourcing out jobs for the Christian Creatives before the end of the first year.

- **Mid Term Goal:**

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

- **Long Term Goal:**

- I C Greatness Creative Agency Centre - building purchased and sourced out for Christian and uplifting events, for people to work and reach towards their greatness.
- The Greatness Festival - Immersive Production & Live 3 day Christian Conference.

Financial Summary

1. **I C GREATNESS ARTS ADVOCACY** will be offering 4 services which are projected to yield a 1st year turnover of £32,690.
2. **I C GREATNESS ARTS ADVOCACY** will be taking a loan of £50,000 from the bank - possibly the Corona Virus Bounce Back Loan. Although this loan is free for one year, we have put in place a contingency of £100 repayment to save up for the repayment of the loan.
3. By the end of the 1st year, the business is expected to comfortably positive in its cash flow
4. Despite the repayment plan for the loan, the business is expected to be in positive cash flows by the end of the first year. - Cash inflows are greater than outflows by £3,408.
5. I do not have personal funds for the business due to the lockdown from the Corona Virus pandemic. Hence will be taking advantage of the loan incentive provided by the British Government.
6. As a backup plan, ICG Arts Advocacy will always maximise every investment opportunity to ensure consistent financial stability of the business.

Elevator Pitch

I C GREATNESS ARTS AGENCY is a subsidiary of NEXT LEVELS VENTURES Limited. We stand in the gap for Christian Creatives, helping them to reach and realise their artistic greatness through educational development programmes, sourcing and creating job opportunities. The name 'I C Greatness Arts' came from the inspiration of bible scriptures, some of the significant ones being:



*'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)

'The Lord said to Moses, "I now make a covenant with the people of Israel. In their presence, I will do great things such as have never been done anywhere on earth among any of the nations. All the people will see what great things I, the Lord, can do because I am going to do an awesome thing for you.'

Exodus 34:10 (GNT)

(Bible Gateway passage: Exodus 34:10 - Good News Translation, 2020)

'I C Greatness Arts' helps to encapsulate the vision that we believe that God has called on the lives of every believer. To do 'great things', the use of the personal pronoun 'I' was to personalise the communication of encouragement that Christians have with God. As a reminder that God sees your greatness and God says: "I C Greatness". The use of the letter 'C' as opposed to the word 'see' was again to give the name a unique, urban feel. The 'C' also being interchangeable with relevant creative aspects beginning with that letter. For example, 'I **C**reate Greatness' or 'I **C**horeograph Greatness' etcetera. To add a personability to our identity as an entertainment corporation. The name is accompanied with our objectives as well as our strapline "Giving YOU a round of applause" This expresses one of the key aspects to the companies' ethos, which comes down to achieving excellent results through support, community and encouragement. Our name and all that the company as a whole represents gives the consumers both the creative artists and client companies a new standard of creative excellence that uplifts and brings hope through Christ. We were initially considering the name ISG Arts Advocacy (the ISG standing for I Support Greatness), but concluded upon ICG Arts Advocacy as it had a distinctive rhythmic nuance to it that would attract our customers' interests.

Who We Are

Emmanuella Idris

CEO/FOUNDER OF I C GREATNESS ARTS ADVOCACY

Emmanuella Idris founded **I C GREATNESS ARTS ADVOCACY** in 2018 after rededicating her life to Christ in 2015. Graduated with a First Class Bachelor's degree from Middlesex University studying Dance Performance, she ventured full force into the creative industry in dance theatre productions such as Uchenna Dance's 'Head Wrap Diaries' 2017 (*The Head Wrap Diaries - Uchenna Dance*, 2020) and lead worship minister, mentor, music director, vocal coach in her local church. Completing a Masters degree in Music Business at Tileyard Education. As a business owner within the creative industry, her experiences in her career thus far have allowed her to acquire and develop skills in Project Management and Planning, Delegation and time management, problem-solving, networking, leadership, communication and negotiation skills; marketing and customer service.

Having the opportunity to gain creative industry experience in both the church and the secular world. When auditioning for dance and music jobs outside of the church, she began to be faced with some of the challenges that come with being a Christian Dancer and Musician in a predominantly carnal industry. The ideology that the Bible solely promotes a lifestyle of modesty and discretion, while the creative industry promotes a secular, loud, vulgar and provocative lifestyle, hence having no significant place of value in the church. Paired with the notion that there is a lack of financial stability within the creative industry. She saw this as a divinely led opportunity to create a new narrative. Emmanuella was able to persevere and thrive as a creative, by keeping her faith at the forefront of everything she has accomplished, guiding her creative pursuits, which has proved to be pivotal to her achievements. This company creates the platform to support, uplift established and emerging creative artists in doing the same. Giving the world at large the opportunity to find and/or build upon their faith in Jesus Christ.

Mercy Okutubo

CONTENT CREATOR/ DIGITAL MEDIA COORDINATOR/ TALENT SCOUT

Studying Business Management at the University of Warwick, Mercy Okutubo is a pioneering force for creativity in the company. Founder and creator of Christian Directory 'All Things Christians'. Where her hard work and diligence to God's work has seen her platform receive thousands of viewerships within the space of a month. Manages and delegates the operations of I C Greatness Arts digital media sites and the creative collaborations within our platform. Having strong proficiencies in social media advertising.



Products & Services (What)

I C GREATNESS ARTS provides a variety of services, all stemmed from our business aims:

CULTIVATING, NURTURING

I C GREATNESS ARTS ADVOCACY offers services to **CULTIVATE** and **NURTURE** greatness within Christian creatives. Helping others see the giftings within themselves that they may not have been aware of before:

Mentorship in Creative Development

We provide 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). Offering them the opportunity to grow to greatness with 1-to-1 and group creative tutorials in any creative industry they are interested in. From graphics design, to public speaking, creative writing, to dance and music. Some of the specific projects we have launched include:

- *I C Greatness Music Bootcamp*, working with local and church choirs, to master a performance song for a specific event, working on specific group music activities, such as within a choir, harmonising, vocal blending, pitching, musical ear, vocal tone and dynamics; performance quality, stage presence, choreography, themes. Within a band, playing by ear, tonic sulfa directing, taking directions from fellow band members, giving direction to other band members. This bootcamp aims to push recipients to step out of their comfort zone and prepare them for future positions of leadership.
- *Learning From Greatness to Be Great (LFG)* system, where the more established Christian creative within the young persons' area of interest would mentor the emerging the Christian Creative, to have a better understanding of what the industry looks like navigating personal beliefs in environments that may sometimes be contrary to it.

Educational strand of the services that we offer provides Aspiring Christian Artists with the know-how of the foundational aspects to their creative craft. Allowing them to attain the biblical perspective for an extra uplifting aspect to their process of growth in educational development within the creative industry. I C GREATNESS ARTS provide a variety of different educational programmes which services:

- Music
- Dance
- Drama/Theatre
- Other creative careers of interest: Evaluative surveys are taken at the end of the end of each programme. - To find out how our services can be improved.

- 'What's the 'WHY'? Programme: Developing an Understanding as to WHY God has called Christians to be set apart within the creative industry.

Music Training/Development Programmes:

- Aspiring Musician/Band Training

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

- Music Lessons - eg. ICG Vocal Coaching (see Vocal lesson plan in Artefact 1 below), Instrument Lessons

Music/Entertainment Industry Insights maintaining the Christian Ethos

- Performance Opportunities - Artist performance portfolio, Band performance portfolio of experience.

In the current climate of covid-19 and observing the governmental guidelines. The company uses the various social media platforms to promote Christian Artists as an equivalent to clients seeing talents live. I C GREATNESS ARTS AGENCY operating a service as a talent agency supplying Christian singers, dancers, models for a variety of clients and events. Having a subsidiary department within the agency to not just supply the talents themselves but also a venue booking service. Having residential centres all across London, sourcing the venue for Teachers and Creatives that are in the agency to provide and receive developmental training and other creative departments such as a music studio. Photography studio, dance studio, music/writing rooms and theatre space with a stage.

Dance Training/Development Programmes:

- Dance Lessons

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.

- Performance Opportunities - Dance Artist Performance portfolio

eg. ICG Dance Collective, This is a Collective of established or emerging Christian Dancers that come together to minister at a variety of different Christian events and festivals (honourarium offered to cover cost and fees).

Artefact 1 - Vocal Lesson Plan

Lesson Plan:

Vocal Warm Up

- Cheek Massage (circles)
- Jaw rubdown (Ears to chin - using thumb)
- Jaw massage (using the thumbs behind the ear, small circles)
- Larynx rubdown

- Exaggerated Mouth shapes (Vowel Sounds)
- Rotate the head (Clockwise, anticlockwise, No shake, Yes shake)
- Lip Rolls
- Fire Works
- Chewing Cow
- Boiled Kettle
- Laughing Gas
- Cough it Up

Floor Vocal Exercise (Diaphragm Activation)

Breathing

- Inhale for 4 (stomach inflated - Diaphragm muscle is engaged)
- Exhale for 4 with (mmm.... sound - feel vibrating sensation at the mouth - Diaphragm muscle slowly disengaged)
- Inhale for 4
- Exhale for 4 (mmm... to ahhh...)

Resonance

- Inhale - Hey! - Sensations at the Chest (Diaphragm engages sharp and short)
- Inhale - Woop! Sensation at the Head (Diaphragm engages slightly long but still short)
- Scales: 1. 1,2,1. 1,2,3,2,1. 1,2,3,4,5,4,3,2,1. Modulating keys up to the general reach and then modulating keys

Diagnostic Scales Test

Diction

Ice Breaker

Ask Learner How their day was or what they did on the weekend or to say their name and something interesting about themselves.

(Set Melody in the octave scale - word given in the ice breaker learner interaction)

Delivering exercises in a rhythm to using clapping, click, beatboxing and movement to keep learners again as and when required.

Call and Response

C: What you saying

R: What you saying

C: If You Don't Know

R: Get To Know

C: Have you Got the beat?

R: We Got The Beat

Group Exercise

Beat Slap Clap, Beatbox
 Introduce yourself and musical skills
 Harmonics (3 part/4 part)

Content

'If You Don't Know Get To Know'

- What do the learners want to do?
- What have the learners been doing?
- What would the learner need to achieve this?
- How can I as a Christian Music Tutor help them to achieve greatness in what they want to achieve? - Thinking about the I C Greatness Christian Values.

I C GREATNESS ARTS also

offers **ADVOCATING ARTISTIC GREATNESS THROUGH**

CHRIST where services

including:

- Booking Agency
- A&R
- Management

ADVOCATING ARTISTIC GREATNESS

Some of the upcoming ventures of The Company include:

I C Greatness Arts Record Label

C Greatness Management

I C Greatness Arts Entertainment Agency

- Singing
- Dance
- Theatre
- Performance Art

The Greatness Festival - Annual Immersive Theatre

- Consumers Needs & Preferences
- Collaboration between the different creative disciplines to take the audience on an intimate, immersive, explorative journey that gives an understanding of and promotes the gospel of Jesus Christ.
- Live Performance
- Live Workshops
- London Location: PRINTWORKS 3-day daytime event
- Sponsored by a variety of Christian charitable organizations.

What solution is I C Greatness Arts going to create for the consumers?

- Talent Agency
- The Consumer is: Christian Creatives; Creatives, Millennials, Christians
- Pioneered by a women of colour

- Music Agency/ subsidiary Music Label
- Dance Agency
- Performing Arts Teaching Agency
- Performing Arts/ Creative Arts Agency, finding and sourcing job opportunities within the Christian communities. Researching the business organisations that already uphold a christian ethos to their branding to build exclusive partnerships within their entertainment sector and services promotions. Artefact 2 below shows an example of what the contractual agreement that is given to creative practitioners prior to working with the company looks like.

Artefact 2 - Creative Practitioner Agency Contract



CREATIVE' AGREEMENT

Prepared for [Creative Practitioner]

Created by [ICG Arts Advocacy]

I C GREATNESS is an agency that represents Musicians, Dancers, Lighting and Sound Production, Models, Singers, Choreographers, Photographers, Videographers, Graphic Designers & Artists. We are an agency intended to represent a number of talented Christian Creatives, to do our best to find you the most suitable work on a short term to long term basis.

The agency's reputation depends on the professionalism and the maintenance of a consistent Godly standard of work for everyone involved, hence we ask that you are a Christian creative appear professional, remembering that you are Christ ambassadors first upholding good character, and the highest level of diligence,



discipline and integrity in addition to representing I C GREATNESS.

I C GREATNESS agrees to pay creatives on receipt of an invoice which includes the job reference number, bank details (account number & sort code) as soon as the client payment has cleared in our account.

Please read the following terms and conditions and contact the office if any queries occur before signing. Fill out and complete as much of the personal details form as soon as possible to info@icgreatnessarts.com.

1. I acknowledge that I C GREATNESS is a Christian Creative agency that holds and maintains Christian values as an ethos built on the word of God which is the Bible.
2. When representing I C GREATNESS I agree to maintain a professional decorum as Christ ambassadors at all times and not to commit actions that may harm the reputation of the agency.
3. I agree never to discuss contractual obligations with any other agency and agree never to give out any job/casting/audition information to any 3rd party including friends, fellow creatives and social networking sites.
4. I agree always to give I C GREATNESS reasonable notice as to any other employment and availability. Also advise the agency of any change of personal information.
5. I agree when provisionally booked for a job (this will count as a pencil booking) my verbal or email acceptance of this entitles I C GREATNESS to negotiate and advocate the booking on my behalf. I agree not to accept any work during the provisional period unless I receive notification from I C GREATNESS that the job has been postponed or cancelled. I understand failure to comply with the above will cause negative implications for all parties and result in termination from the agency.
6. Some jobs may require me to be DBS checked. I agree to send my up-to-date DBS to info@icgreatnessart.com upon me applying for the specific job.
7. I agree when confirmed verbally, through social media messaging or via

electronic mail for a job through I C GREATNESS my verbal or digital acceptance of the confirmation is binding and I am fully obligated to undertake the job on the confirmed date for the confirmed fee. I understand I will be liable for any costs that may arise should for any reason without limitation not complete my obligations of the job.

8. I agree to pay a commission of 15% when employment is contracted through I C GREATNESS. I agree to pay all Tax and National Insurance myself and have issued a tax reference number to I C GREATNESS. When an agreed amount of payment is issued, the method and amount is strictly confidential and must not be discussed with the client or other third parties. This also includes fellow I C GREATNESS creative agency workers.
9. I agree when undertaking work from I C GREATNESS that bad timekeeping, inefficiency in communication, excessively negative behaviours attitude may result in immediate termination from the job and the agency. I also accept if the creative director feels I am unsuitable for performance I will be paid rehearsal, pre-production fees only and may be terminated from the job.
10. I agree I am fully liable and responsible for your own safety when work is contracted through I C GREATNESS and understand that I C GREATNESS cannot accept any responsibility for loss of property, injury, loss of future earnings or not limited to death.
11. I agree to I C GREATNESS, I C GREATNESS ARTS and FOR CHRISTIAN CREATIVES to distributing and using any of my promotional material to market to any potential employers. I also agree for I C GREATNESS web design team to use my images, video clips and relevant liking information to build a profile within www.icgreatnessarts.com.
12. I agree to abide by the above terms and conditions of this contract and understand that failure to adhere may result in my termination from the agency.

IN WITNESS WHEREOF, each of the Parties has executed this Contractual Agreement, both Parties by its duly authorized officer, as of the day and year set forth below.



[I C Greatness Arts Advocacy]**EMMANUELLA****IDRIS****MISS**

_____	_____	_____
[First name]	[Last name]	[Title]

[Creative Artist]

_____	_____	_____
[First name]	[Last name]	[Title]

The Market (Who)

We carefully considered the choice of target marketing as discussed in chapter twelve of *Marketing Strategy & Competitive Positioning* (Hooley, Saunders and Piercy, 1998). I C GREATNESS ARTS AGENCY services are aimed towards the high-end clients and entertainment brands and businesses that want to invest in high quality talents to promote their individual brands and services. Additionally, aiming our services towards the Christian Creative and/or Artist, who would like to work consistently within the entertainment industry.

What do we mean when we say a ‘Christian Creative and/or Artist’?

We describe a ‘Christian Creative’ to be an individual that is pursuing or currently has a career within the entertainment sector. An individual that holds, values the Bible and its narration of the life of Jesus Christ as an anchor to their beliefs.

Creative/Artistic Careers Include:

- Musician
- Singer/Rapper/Spoken Word
- Writers
- Dancer
- Actress
- Model
- Photographer
- Artist
- Graphic Designer
- Videographer
- Production (Music, Lighting Designer/Engineers, Sound Designer/Engineers)

Target Audience:

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

Our aim is to maximize the personal portfolio of the team, by using the relationships built with religious institutions; schools and other organisations as leverage for the integrity of the business. To ensure that there is a continual building of rapport with established entertainment industry heads and provide services that give the 'talents' the opportunity to build community, accountability and encouragement with fellow creatives who are like-minded in their belief systems.

Project Overview

We made the decision to conduct research in this area, as our team wanted to continue to build I C GREATNESS on a foundation of excellence and the Bible. This research allowed us to develop an awareness of the feasibility of this pursuit in building a successful, substantial career for the Christian Creative.

For several years, the christian faith and the creative entertainment industry have proved to be two areas that have struggled to walk hand in hand. A culture of fear of uncertainty fuelling the presumptuous mind of the church to demonize secular entertainment in its entirety; leading to many talented creatives, that began in the christian church, leaving it to be free from all the supposed restrictions and the irrationalities (Salter, 2017). Gabriel Salter wrote in their article *Why Christians Fear Secular Entertainment* that replacing unhealthy fear of the secular world with healthy caution would create a solution to this issue (Salter, 2017). The education of some of the internal questions that a christian creative should consider asking themselves when considering working full-time within the creative industry, based on the scripture from Mark 8:36-38:

It is worth nothing for you to have the whole world if you yourself are lost. You could never pay enough to buy back your life. People today are so sinful. They have not been faithful to God. As you live among them, don't be ashamed of me and my teaching. If that happens, I will be ashamed of you when I come with the glory of my Father and the holy angels."

Mark 8:36-38 (ERV)

(Bible Gateway passage: Mark 8:36-38 - Easy-to-Read Version, 2020)

- 'Does this job allow the glory of the Lord Jesus Christ to be seen in myself, or others?'
- 'Does this job contradict my faith, to the extent that I no longer turn to God as for the answers to my problems and clarifying my enquiries?'

- 'Am I willing to sacrifice menial carnality that may be pleasurable but does help me get to my end goal?'

In order for revenue to be made, a significant amount of people within the creative industry have sustained themselves through multiple streams of income. Networking being crucial to a career within the music industry, particularly in the early stages of one's career. The current age, diversifying the ways in which we can network: Through social media, creative events, striking conversations, following connections up as well as giving and receiving through collaborations (Majewski et al., 2020).

"Gospel music is ever-changing. It's always evolving. What I heard 10 years ago is different in the church now, but it's still called gospel music. You can't put it in a box,"

Steven Ford, Grammy, Dove and Stellar award-winning musician, composer, arranger and gospel producer
(Guess, 2018).

Gospel music has had a significant impact on the music industry we see and listen to today. Bearing its glory, through its continual adaptation to the culture and the community within the people; that have used it as a form of cathartic expression from its initial regimented traditional hymnals. The introduction to the Praise and Worship movement pioneered by Judith McAllister and Ron Kenoly within the black church. With the evolution of hybrid genres in recent years displaying more of an overt example of collaboration triggering innovation, even between the gospel to secular music, where we presently see genres such as gospel-jazz, neo-gospel, gospel hip-hop, gospel rock and so on (Guess, 2018).

In recent years, there has been a significant increase in the receptivity of Christian Music with the general music consumer. 2012 seeing a 3.10% increase in Christian Music sells on music streaming platforms such as Spotify and Apple Music (Gaille, 2017).

There has been a significant demonstration made up of several agents, each of whom may cater to different types of venue. The question that was provoked in thought was this: Is there a place for a Christian Organisation such as this?

In the research process, we came across an organisation called 'The Gospel Coalition'

I believe there is a market for I C Greatness arts as after undergoing a survey with a variety of Christian Creatives, it was found that the majority of them felt that having a hub for all of them to receive, share resources, monetarily would be beneficial. (see in appendix - construct a survey).

We conducted an interview with Mimi Ajala of *Mimi Ajala Ministries* discussing the perceived notion of mediocrity and ministry paired with excellence and vanity. Mimi discusses the importance of professionalism when in pursuit of anything business related. Consistently pushing towards the goal and particularly when pursuing a business that is faith inspired or

led, that one should “keep checking in with God”. It is crucial to start and don’t stop. Mimi Ajala celebrated the 10 year anniversary of her ministry, the question of how she was able to build the team that is now established today. To our surprise, she expressed that her team fluctuated (“Mimi Ajala: Modesty vs Mediocrity | Excellence vs Vanity - Building A Ministry in Business”, 2020).

“Your team only take is as seriously as you take it”

- Mimi Ajala

Ajala also mentions that her ministry underwent rebranding, transitioning from Bright Serenity in 2006 to Mimi Ajala Ministries in 2019. She highlighted how crucial it is to take time with God and consistently staying connected to him in prayer in spite of the circumstances to remind you of your ‘Why’.

“Taking it back to the heart”

- Mimi Ajala

(“Mimi Ajala: Modesty vs Mediocrity | Excellence vs Vanity - Building A Ministry in Business”, 2020)

“People don’t believe in visions they believe in people.”

- Mimi Ajala

(“Mimi Ajala: Modesty vs Mediocrity | Excellence vs Vanity - Building A Ministry in Business”, 2020)

Charles Specht discusses in his article *7 Reasons Why The Pursuit of Excellence is Better Than Settling for Mediocrity* about the importance of striving towards excellence as Christians, emphasising the example of what that excellence looks like in the miracles that Jesus performed (Specht, 2020). *Introducing The Creative Industries. From The Theory to Practice* delves into the importance of building connections with others in the pursuit of establishing a business within the creative industry (Davies and Sigthorsson, 2013).

In an episode of *At the Yard*, Wizdom Layne discusses his experience of navigating his christian faith with hip-hop music influences in the gospel-hip hop crew GreenJade. He recalls his experience of being the first to ‘break the mould’ within the UK christian music scene, speaking to a young person who witnessed some of the bands performances and expressed how inspirational it was. Triggering a belief in the possibilities when one is consistent in sending out a message that is integral to you, the gospel to hip hop collaboration was also inspiring the likes of Zion Noise and Dwayne Trumf (Tileyard Educations & Music Jobs, 2019). Gospel Hip-Hop venturing more into mainstream music with the likes of Kanye West, Chance the Rapper, Stormzy and female rapper Wande (BBC World Service - The Documentary, Gospel meets hip-hop, Wande: Why now is the time for gospel hip-hop, 2020).

What are Christian Values?

A value or ethic is a principle or standard about what is important in one's life. Therefore, Christian values are the principles that a follower of Jesus Christ holds as important—the principles of life that Jesus taught.

Christian values don't change over time. They are consistent from generation to generation since their foundation is found in God's Word, the Bible.

"All Scripture is God-breathed and is useful for teaching, rebuking, correcting and training in righteousness, so that the servant of God may be thoroughly equipped for every good work."
2 Timothy 3:16-17

A List of Christian Values

The values Jesus Christ taught in the New Testament can be summed up in two thoughts—love God and love others. Here is a sampling of values that are presented in the Word of God:

Generosity – This is the core Christian value of being kind and unselfish, particularly with our money and time.

"The generous will themselves be blessed, for they share their food with the poor."
Proverbs 22:9 (NIV)
(Bible Gateway passage: Proverbs 22:9 - New International Version, 2020)

Courage– The value is characterized by boldness and confidence. It's the opposite of fear.

"Have I not commanded you? Be strong and courageous. Do not be afraid; do not be discouraged, for the Lord your God will be with you wherever you go."
Joshua 1:9 (NIV)
(Bible Gateway passage: Joshua 1:9 - New International Version, 2020)

Love – Love is a fundamental characteristic of who God is and it's a value that is to describe His children as well.

"We love because God first loved us."
1 John 4:19 (ERV)
(Bible Gateway passage: 1 John 4:19 - Easy-to-Read Version, 2020)

Respect – A Christian value is to be conscious that God has created all people in His image. As a response, we show respect to all.

"Show proper respect to everyone, love the family of believers, fear God, honor the emperor."
1 Peter 2:17 (NIV)

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

Hope – The value of hope is confident expectation. It's a firm assurance in God.

"There is surely a future hope for you, and your hope will not be cut off."

Proverbs 23:18 (NIV)

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

Peace – There are many aspects of this Christian value mentioned in the Bible. It refers to rest and tranquility and ultimately, peace is a gift from God.

"Let us therefore make every effort to do what leads to peace and to mutual edification."

Romans 14:19 (NIV)

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

Christian Values — Applying the Values

A Christian is someone whose behavior and heart reflects Jesus Christ. That is the definition of a Christian. Applying Christian values in all aspects of life should be the intention of every follower of Jesus Christ. Hence the reasoning behind the Paul the Apostle says:

"Whatever you have learned or received or heard from me, or seen in me—put it into practice. And the God of peace will be with you"

Philippians 4:9 (NIV)

(Bible Gateway passage: Philippians 4:9 - New International Version, 2020)

As we read God's Word, the Bible, we know God better and understand His purpose for us in the world. We learn the values He holds dear and we grow to love those values too. The Holy Spirit works through us to spread God's love through good works, leading others to eternal life through Jesus Christ.

God is very clear in His Word how to apply each of the Christian values He holds dear. One way Christians can tell if they hold to the values God holds dear, is how they treat others.

"Love must be sincere. Hate what is evil; cling to what is good. Be devoted to one another in love. Honor one another above yourselves"

Romans 12:9-10 (NIV)

(Bible Gateway passage: Romans 12:9-10 - New International Version, 2020)

The Bible says, "Those who give to the poor will lack nothing, but those who close their eyes to them receive many curses" (Proverbs 28:27). Poverty is uncomfortable and sometimes it's easier to look away. It's easier to pretend we didn't see the lack—lack of hope, lack of worth.

Just like this verse says, we close our eyes to the oppressed. Oftentimes, we don't value generosity.

Jesus looked people in need directly in the eyes. **He saw them.** As their creator, a *creative*, He loved them. He didn't turn His eyes away from poverty or illness. He stopped and gave people hope. He wasn't motivated by what people in need could offer Him. He had genuine love for them and wanted to help meet their needs—physical, emotional and spiritual. He acted with compassion.

Christians are called to do the same; we are called to look people in the eye and help meet the needs we see. As Jesus said, "You shall love the Lord your God with all your heart and with all your soul and with all your mind. This is the great and first commandment. And a second is like it: You shall love your neighbor as yourself." (*Christian Values List - Compassion International*, 2020).

Market Research

In order to maximise the return for our customers that use our services, both the business and the talents' alike. We conducted some market research In order to attain insight into the needs of our target audience, asking people that identify as Christian Creatives what the process has looked like thus far for them in the navigation of their faith with their career within the entertainment industry. Using the following questions (See original survey formatting in Appendix A):

Artefact 3 - Survey

What you need as a Christian Creative

Question Title

1. Would you characterize yourself as a practising Christian?

Yes

No

Question Title

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)

Question Title

3. What are your core values as a Christian artist/creative?

Question Title

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).

Question Title

5. How much does your faith feature in your work?

A great deal
 A lot
 A moderate amount
 A little
 None at all

Question Title

6. Have you ever turned down work within your creative field because of your faith?

Yes
 No

Question Title

7. What would you consider to be 'compromising to your faith' in a job?

Question Title

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

Question Title

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

Question Title

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?

Quantitative Findings:

- 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 out 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%

The survey findings showed that Christian Creatives would appreciate the opportunity to be sourced out for jobs where they don't have to compromise on their faith. The questions of the survey collected a variety of quantitative data and qualitative data. Which allowed us to collate trends in answers as well as here some of the thoughts and opinions of participants for specific questions.

Question 3 tagged 'What are your core values as a Christian artist/ creatives?

We found that the most common answer was Integrity and being or living a Christ-like lifestyle, this was an instance that we took note of, as this question allowed participants to share their personal opinion and or give an answer that they desired to. Additionally the survey was anonymous so it may be suggested that the data collected is unbiased, as it gave the participants the opportunity to answer honestly without judgement.

Findings gave us more assurance that the heart of this company coincides with a lot of the values of the Christian creatives that completed the survey.

It was surprising to observe that almost 50% of participants had turned down jobs because they compromised with their faith. Although the findings gathered work in correlation to the company, it is important to acknowledge that the survey purely relied upon word of mouth through the teams personal relationships with people to follow-up and ensure completion. It was completed by a total of 38 participants. Findings may be suggested to be insufficient in the representation of the Christian Creatives community as a whole, biased to the pool of people that had a form of relationship with the team.

The question of who has been able to thrive as a Christian creative thus far, was one that was brought up. People's spiritual life tends to be a personal one. The evidence of those held viewpoints is usually through an individual's character and value system. Survey can be seen in Appendix A and B.

Methodology

In the development of this project; a variety of methodologies were explored:

- The 4 Stage Inbound Marketing Methodology. This involves drawing people to Attract, Convert, Close, Delight (Kelly, 2020) - See Figure 1.
- The 7 Ps of Marketing Jerome E. McCarthy (1960) - The Artists' Assets Maximisation
- Music Industry vs Music Ministry

The best way to turn strangers into customers and promoters of your business.



Figure 1. Inbound Marketing Methodology (Kelly, 2020)

The principle of marketing being driving profitable customer action; placing a product in a marketplace; making people aware of it; driving the people to purchase the product.

The question that was also posed was how the topic of God and faith should be approached within the music. As within the music industry, there have been diverse perspectives and approaches taken that could be analysed further.

E Jerome McCarthy 1960s proposed the idea of the 7Ps Product, Price, Place, Promotion, People, Processes, Physical Evidence.

The topic of British Gospel Acts for 2020 and the Music Industry vs Music Ministry in an online article for Keep The Faith the UK's Black and multi-ethnic Christian magazine; describing ministry as the 'why' and the industry as the 'how' suggesting that the two aspects work hand-in-hand. Understanding the importance of maintaining the balance between the music ministry and music industry is crucial to the growth and development of the specific music strand (Wybrow, 2019).

Studies show that people that listen to Christian music have improved listeners' mental health and well-being (Bradshaw et al., 2014).

Collaborating with Music & Media Partnership, based at Tileyard; for the single and album release. After a discussion with CEO Rick Blaskey, we found the importance of creating music that brings hope and is uplifting. In hopes that this collaboration would elevate our artists' likelihoods of success within the music synchronisation sector (About Us – The Music & Media Partnership, 2020).

Marketing Strategy

With the aim to provide work for the Christian Creative, an unique aspect of our marketing strategy is to reach out to local churches, to do physical presentations of who I C Greatness Art. However, because of the limitations that appeared during covid. Partnering with charitable establishments such as churches and other religious institutions such as Christian Creative Network and Collaborating with other Creatives Artists to build contact lists giving opportunity to network.

- Social Networks and Viral Marketing.
Utilizing 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
- Internet Marketing.
- Email Marketing. - Attaching a membership feature to our website design, where customers receive a concession if they join our mailing list (Harrison, 2017).

Direct Selling

D2C (direct to consumer) model, because by selling music direct to the fan (and in effect acting as both artist AND retailer), the content owner owns the fan data as well. For the first time, this allows for a direct artist-to-fan relationship that is both controllable and fully transparent in contrast to the use of streaming services (Davy, Ferrone and Pacifico, 2020).

Point-of-Purchase (POP) Marketing

- Co-Branding, Affinity, and Cause Marketing.
- Conversational Marketing - Through Word of Mouth
- Branding

Artefact 4 - Logo 1, Logo 2, Logo 3



Figure 2. Logo 1

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 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.



Figure 3. Logo 2 (prototype)



Figure 4. Logo 3 (prototype)

As displayed in Logo 2 and 3 above, we explored having two variations of the same stylized image logo. Logo 2, showing the outline of the hand in black and white with an ignited 'Greatness' written within the eye in colour. While Logo 3 showing the hand in a dark brown colour while an ignited 'Greatness' written within the eye. The use of an animated hand and eye was used as a means of demonstrating 'creativity'. Having the prototype made, allows us to demonstrate the diversity that we are aiming towards within our branding. The sense of the ability to 'see' and attain 'greatness' is not determined by one's race, but more the ability to put the work into craft to see personal investments reap significant return. The coloured, Logo 3 giving the branding more of an approachability to within the black community. In the climate of the Black Lives Matter movement, highlighted in the news for the unjust loss of life of people of colour. It has also emphasised the importance of paving the way as not only a Christian Creative but also a Black Christian Creative. Being a voice for change, in excellence, and supporting others reach their creative greatness on a foundation built on the word of God.

C GREATNESS MANAGEMENT - Talent Marketing: Band Rebranding

C Greatness Management (pronounced 'See Greatness Management') Is working with an up-coming band called: 'The Messengers'. The project involves the rebranding of a novice church teenaged choir and band to a commercial, professional band. The process of rebranding is the process of being achieved on an estimated timeline of one year. Debuting their single 'I Got It Made' an original gospel-rap-hip hop track at the end of September 2020.

Artefact 4 - Timeline

C GREATNESS MANAGEMENT - 'The Messengers' - CLIENT: World Mission Agency, Winners Chapel London

PHASE 1 (1 year ahead of release):

- A&R - Single written and performed with a live band - Beta-Testing
- Feedback and relative improvements via live audience feedback.
- Marketing and Branding Plan discussed with team - New Name, Demographic etc.

PHASE 2 (2 months ahead of release):

- Marketing and Branding Plan finalised with the team
- Promotional Aspects - Photoshoot, Music Video, Website, Social Media Content
- Distribution - Tunecore (TuneCore, 2020).- Spotify, Apple Music, TikTok, YouTube Music

PHASE 3 (3 weeks ahead of release):

- Virtual Choir format video, recorded by individual band members
- Reproduction of Single
- Video editing: Teaser, Full Virtual Video, for Facebook and Instagram stories and posts (resized/ tailored specifically)
- Mixing and Mastering of Single

PHASE 4 (2 weeks ahead of release):

- Generating Link for pre-save
- Band Members promote fans to sign up to pre-save the single
- Release 30 second video teaser on Instagram, Facebook & Twitter

PHASE 5 (1 week to release)

- Video Countdown released via Social Media - Instagram/Facebook - 5 days to release
- Song Release
- Tastemakers promotion - Dancers making trendy choreography to the song via tiktok, Unplugged version of the song released via social media.

Opportunity Analysis

Whilst I C GREATNESS ARTS ADVOCACY is developing and clarifying on ideas in the ways in which we will operate the business. Highlighting some areas that should be considered with a SWOT analysis, detailing our strengths, weaknesses, opportunities and threats.

	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
	Subsidiary of a		Building up	

	long-standing limited company - leverage.		Team through partnerships and collaborations	
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Competitors

A significant amount of research was done into the performing arts agencies within the UK as well as research into some of the gospel creatives that have been able to achieve substantial success within their field.

CEO Emmanuella having the opportunity to be represented by one of the top dance agencies in the UK, Love Rudeye it became a very evident place to start as an imprint as to how to successfully run an agency.



Figure 5 - (Love Rudeye | *The UK's number 1 professional dance agency*, 2020).

The agency is led by the original founder, world-renowned choreographer, agent and performing arts expert, Stuart Bishop who along with the head of casting Serena Sutherland has assembled a dynamic team of creative individuals and choreographic experts. From casting TV shows, music videos and commercials on a daily basis to creating shows, tours and international campaigns for the world's biggest brands, companies and artists, we pride ourselves on providing the most professional and disciplined dancers to our clients, who love what they do and who themselves are dedicated to making sure each job is completed successfully (Love Rudeye | *The UK's number 1 professional dance agency*, 2020).



Figure 6 - (*Tileyard Impact - Tileyard, 2020*)



Figure 7 - (*Amplified Arts Academy – A performing arts academy for young people aged 4 to 21, based in London, UK, 2019*).

Tileyard Impact is the work experience programme from the Tileyard studios, taking young people from local estates, schools and colleges and introducing them to real work creative industry projects. This increases their experience and networks while introducing them to the creative environment (*Tileyard Impact - Tileyard, 2020*). Tileyard Impact also facilitates and works in collaboration with Hillsong Church's Amplified Arts Academy (*Amplified Arts Academy – A performing arts academy for young people aged 4 to 21, based in London, UK, 2019*).

Other Competitors Include:

- The Christian Creative Network (Network, 2020)
- Talentbanq - Live Booking Agency (*Homepage - Talentbanq, 2020*)
- The Gospel Coalition - Gospel resource (*The Gospel Coalition (TGC), 2020*)
- Morphe Arts - Supports early career Arts professionals. We encourage critical engagement between Christian faith and contemporary art (*Morphe Arts, 2020*).
- Masterworks - Christian creatives festival (US) (*MasterWorks, 2020*)

- 'It's Our Culture' supporting creatives. (Culture, 2020)

.In *Music: The Business* Harrison identifies that there has been several mergers in the live agency marketplace with a tendency towards larger, global companies, incorporating not only music and live gigs but also film, literary and global agencies. This helps to suggest that I C Greatness Arts Advocacy establishing a footing as a multidisciplinary agency from the beginning stages as a company could only prove to be a significantly profitable venture (Harrison, 2017).

Operations & Logistics

In the process of development of the logistics and operations. Creating self-funding or self-sufficiency with the creative industry is something we at I C Greatness Arts Advocacy would want to bolster. There was a strong consideration to register I C Greatness as charity because of the support that we aim to create particularly within the christian community. However, because of the importance of creating an avenue of capital we have outlined the financial forecast of required areas below.

Costs & Pricing Strategies

Partnering with Church and Christian Creatives Directories and Charities, that specifically have an aim to provide support for the christian community. Additionally with personal savings set apart. Our pricing rates are within a similar margin to our competitors. We have discounted our services to incentivise them for new customers.

Financial Forecast: Sales & Costs Forecast

Vocal Coaching 1-2-1

Sales Price - How much do we charge for customers for private one-to-one?

£35.00 p/h

- Personal Tailoring of Lesson Plan to suit the customers' needs.
- Free 30 minute Consultation
- Travel Costs

Management

£300.00 (£30.00 p/h)

Sales Price - How much an artist/Christian Creative will be paid to minister live at:

- Christian Event
- Business Engagement
- Schools

Also considering 15% commission taken off through the Agency.

£200.00 (£20.00p/h)

Cost Price: How much does it cost to produce the service itself:

- Production: Song Recording/ Mixing/Mastering
- Distribution

Promotion

£400.00

Sales Price - How much do we charge for our Christian Creatives to be used in in external company promotion and advertising?

Cost Price - How much does it cost to promote out artists

- Production: Band Introduction, Music Video Advert Clips
- Music Video, Filming and Editing costs
- Venue for Music Video
- Photoshoot (Venue/ Christian Photographer)
- Logo
- Rehearsals: Travel

Teaching Agency

£60.00 (p/h)

Group Bookings (Choirs/Dance Crews/Creative Workshops 3-30 participants)

Creative Bootcamp - Based on Client Brief

Sourcing our Teachers from different creative disciplines to teach/ Music direct/Production

Manage on Behalf of the company.

Sale Price: How much are we selling the service that our teachers are providing

£30.00

Cost Price: How much is the company going to pay the person that we are sending to represent the business?

- Travel Expenses Reimbursed (pay by mileage/ transport ticket)

Virtual Lessons - Group (50% Discount)

SALES ASSUMPTIONS

1. Service breakdown

	Service 1	Service 2	Service 3	Service 4
Service name	Vocal Coaching 1-2-1	Management	Promotion	Teaching Agency
Sale price (per unit)	£35.00	£300.00	£400.00	£60.00
Cost price (per unit)	£25.00	£200.00	£200.00	£30.00
Gross Margin (per unit)	40%	50%	100%	100%

2. Number of sales per month

Month	Service 1	Service 2	Service 3	Service 4	Total sales volumes per month	Average sales volumes per day*
1	3		1	12	16	1
2	4	1	1	20	26	1
3	4		1	40	45	2
4	4	1		40	45	2
5	6		1	40	47	2
6	5	1		40	46	2
7	6		1	40	47	2
8	6	1		40	47	2
9	6		1	40	47	2
10	6	1		40	47	2
11	6		1	40	47	2
12	6	1		40	47	2

Sales (£)

Month	Service 1	Service 2	Service 3	Service 4	Total sales volumes per month	Average sales volumes per day*
1	£105.00	£0.00	£400.00	£720.00	£1,225.00	£40.83
2	£140.00	£300.00	£400.00	£1,200.00	£2,040.00	£68.00
3	£140.00	£0.00	£400.00	£2,400.00	£2,940.00	£98.00
4	£140.00	£300.00	£0.00	£2,400.00	£2,840.00	£94.67
5	£210.00	£0.00	£400.00	£2,400.00	£3,010.00	£100.33
6	£175.00	£300.00	£0.00	£2,400.00	£2,875.00	£95.83
7	£210.00	£0.00	£400.00	£2,400.00	£3,010.00	£100.33
8	£210.00	£300.00	£0.00	£2,400.00	£2,910.00	£97.00
9	£210.00	£0.00	£400.00	£2,400.00	£3,010.00	£100.33
10	£210.00	£300.00	£0.00	£2,400.00	£2,910.00	£97.00
11	£210.00	£0.00	£400.00	£2,400.00	£3,010.00	£100.33
12	£210.00	£300.00	£0.00	£2,400.00	£2,910.00	£97.00

Cost of sales

Month	Service 1	Service 2	Service 3	Service 4	Total sales volumes per month	Average sales volumes per day*
1	£75.00	£0.00	£200.00	£360.00	£635.00	£21.17
2	£100.00	£200.00	£200.00	£600.00	£1,100.00	£36.67
3	£100.00	£0.00	£200.00	£1,200.00	£1,500.00	£50.00
4	£100.00	£200.00	£0.00	£1,200.00	£1,500.00	£50.00
5	£150.00	£0.00	£200.00	£1,200.00	£1,550.00	£51.67
6	£125.00	£200.00	£0.00	£1,200.00	£1,525.00	£50.83
7	£150.00	£0.00	£200.00	£1,200.00	£1,550.00	£51.67
8	£150.00	£200.00	£0.00	£1,200.00	£1,550.00	£51.67
9	£150.00	£0.00	£200.00	£1,200.00	£1,550.00	£51.67
10	£150.00	£200.00	£0.00	£1,200.00	£1,550.00	£51.67
11	£150.00	£0.00	£200.00	£1,200.00	£1,550.00	£51.67
12	£150.00	£200.00	£0.00	£1,200.00	£1,550.00	£51.67

Personal Survival Budget

Personal Income	Description	Monthly Net income (£)	Annual Net Income (£)
Employment (net income)	Teaching Agency	24	288
Benefits payments	Student Loan	0	0
Self-Employment	Vocal Coaching/Dance Teaching	10	120
Total income across all sources:		34	408

Personal expenses	Description	Monthly net expenses	Annual net expenses
Rent or mortgage payments		£507	£6,084
Council tax		£126	£1,512
Utilities		£100	£1,200
Phone and internet		£33	£396
TV Licence		£50	£600
Personal and property insurance		£12	£144
Grocery shopping		£43	£516
Transport costs		£20	£240
Car tax and insurance		£0	£0
Subscriptions		£6	£72
Clothing		£5	£60
Leisure and entertainment		£5	£60

Money put into savings		£2	£24
Donation		£10	£120
Total expenses across all areas:		£919	£11,028
Balance:		-£885	-£10,620

Cash Flow Forecast

September	£
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Cash in-flows	Description	Start point	1	2	3	4	5	6	7	8	9	10	11	12	Total
Total anticipated sales		0	1,225	2,040	2,940	2,840	3,010	2,875	3,010	2,910	3,010	2,910	3,010	2,910	32,690
Value of your Start Up Loan	For Creative Equipment (e.g Music Instrument)	50,000	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	50,000
Other sources of cash or equity		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Existing assets for business purposes		2,400	0	0	0	0	0	0	0	0	0	0	0	0	0
Total cash in-flows		52,400	1,225	2,040	2,940	2,840	3,010	2,875	3,010	2,910	3,010	2,910	3,010	2,910	85,090

Cash out-flows	Description	Start point	1	2	3	4	5	6	7	8	9	10	11	12	Total
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Total anticipated cost of sales		0	635	1,100	1,500	1,500	1,550	1,525	1,550	1,550	1,550	1,550	1,550	1,550	17,110
Existing assets for business purposes	Home Recording Studio	2,400	100	100	100	100	100	100	100	100	100	100	100	100	3,600
Rent or premises costs	Jhumat House, Barking, Essex, IG11 8BB	0	140	140	140	140	140	140	140	140	140	140	140	140	1,680
Business rates for your business premises	Barking & Dagenham	0	76	76	76	76	76	76	76	76	76	76	76	76	912
Utilities (gas, electricity, water)	Part cost included in premises costs	0	30	30	30	30	30	30	30	30	30	30	30	30	360
Insurance	Equity - Public Liability	0	5	5	5	5	5	5	5	5	5	5	5	5	60
Telephone and internet	Personal Mobile Phone	0	20	20	20	20	20	20	20	20	20	20	20	20	240
Marketing and advertising expenses	Web Design, Domain Name, Host Website & Digital Marketing, Logo	80	10	10	10	10	10	10	10	10	10	10	10	10	200
Vehicle running costs		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Equipment purchase or leasing	Creative Industry Softwares, Logic Pro, Laptop, Studio Microphone, Bass Guitar, etc.	40,000	0	0	0	0	0	0	0	0	0	0	0	0	40,000
Postage, printing, stationery		0	5	5	5	5	5	5	5	5	5	5	5	5	60
Transport and delivery		0	0	0	0	0	0	0	0	0	0	0	0	0	0
Professional fees (legal, accounting etc.)	Accounting	0	70	70	70	70	70	70	70	70	70	70	70	70	840
Your salary (if PSB is in deficit)*		n/a	885	885	885	885	885	885	885	885	885	885	885	885	10,620
Your salary (over and above your PSB needs)*		n/a	400	400	400	400	400	400	400	400	400	400	400	400	4,800
Staff costs	n/a Factored into the cost of sales	n/a	0	0	0	0	0	0	0	0	0	0	0	0	0
Start Up Loan monthly repayment -		n/a	100	100	100	100	100	100	100	100	100	100	100	100	1,200

First Loan															
Total cash out-flows	42,480	2,476	2,941	3,341	3,341	3,391	3,366	3,391	3,391	3,391	3,391	3,391	3,391	3,391	81,682

Back-Up Plan

- If the products/services were not sold - providing a way to avoid/ combat that if that was to occur.

As a contingency plan to the I C Greatness Agency and Management company not receiving the return as initially anticipated. We also have assets within the Artist Development sector, offering 1-to-1 and group lessons to young people and creative enthusiasts in order to keep money coming into the company.

In the budget designated for this project, we have considered some of the setbacks that the current times that we are in are forcing us to acknowledge.

Investment into cryptocurrency with blockchain wallets, carried out for us by a trading company. This would help the business to constantly maintain a positive cashflow.

Reflective Analysis

Introduction

The task that I was required to complete was to develop a creative business project to pitch my company that would be established within the creative industries. When I was making the decision of what my project would be, I decided upon pitching I C GREATNESS ARTS ADVOCACY because it was a business venture that I was looking to pursue. Through studying Music Business at Tileyard Education and my background with church youth work, music ministry and dance. The consideration of practicalizing the project was initially quite a daunting task. However from conversations with Harry Leckstein, who connected me with Wizdom Layne, director of Tileyard Impact; and Steve Cole, academic tutor. The possibilities of pursuit became more feasible.

Learning Outcomes

The module objectives asked for a proposal to be presented on a subject area that is supported by evidence. In the pursuit of the project, I observed that a significant amount of my research began with me acknowledging the nuances and instances between the two elements of faith and creativity, and interpreting the effect it had on external variables. Gathering findings from conversations with fellow christian creatives and conducting interviews with some of the 'success stories' of those within the christian ministry and the secular world. Beginning my research from a qualitative perspective, allowed for the contextual or extraneous variables to be considered directly. Due to the climate of covid-19 most of the interviews conducted were done either via zoom video meetings or via phone call. It was reassuring, however, that the qualitative data and the quantitative data, attained through a survey, gathered findings that coincided with each other. For me, the question of need is important when building a business. *'Is there a need that I C Greatness Arts Advocacy can meet?'* Was a recurring thought for me. There was a strong hope that if findings to support there being a need my company can meet, then further investments would be able to be made into it to build its brand. Transforming it from a passion project to an organisation that people have bought into and produces profit.

Exploring the Creative Industry and Faith

Initially I intended to maximize on the marketing tool of 'doing something new first'. However, after beginning to do further research for this project; and personal music career ventures; I realised that there are a significant number of organisations already providing support and a platform for creatives. Even further, platforms providing these things for Christian creatives. This forced me to ask the question: *'Does this make my idea of I C Greatness Arts Advocacy redundant?'*. The answer I concluded upon was no. Because in my research, I C Greatness Arts is the first company to an Agency that puts a significant amount of a variety of Christian creatives from different fields, sourcing out their services all from one hub. Providing educational programmes as well as paid working opportunities. Additionally, I received an epiphany that even if there are other companies doing what I am doing; it should just encourage me that it is possible; but there is still a responsibility I have to use my voice to add a different perspective to what has already been achieved in my unique way.

When I was doing research into the different established platforms within the area of a Christian entertainment corporation. I noticed a trend, where in which most companies that were doing something similar were registered as charities. That was an area I initially wasn't considering, as there were thoughts that it may take away the opportunity for revenue for the company and for the company to pay myself and my team. Further research showed that I could consider registering the company as a CIC, a community interest company/corporation.

Research and Asset Development

In order to get a better understanding as to what is required to run an established company. I thought it best to conduct a variety of interviews and have meetings with those that have either established or ran businesses solely within the creative industry or within Christian ministry. My meeting with Wizdo gave me an insight into the collaborative opportunities between Christian values and creative opportunities and also the importance of equipping the younger generation with the know-how to be able to thrive within the competitive creative industry. I was able to implement a project doing just that in the rebranding of a teens choir. Taking them from 'The Teens Church Choir' to 'The Messengers' that I engage with as a youth worker. Single-handedly engaging the teenagers in music development programmes run by my company and through networking opportunities at Tileyard, giving them the opportunity to record and release their song for professional release and equipping me with the know-how of taking certain opportunities when they come. Similarly with my desire to also become a recording artist.

Obstacles & Restriction

In the process of writing my business plan and doing my market research. One of the obstacles that I faced was defining who my target audience was. The need that I had been able to identify through personal experience; of what I felt was missing from the creative industry; was for fulfilling the needs of the 'Christian Creative' within the entertainment industry in the survey. The first question asked the participants if they would identify themselves as 'practising Christians', where they were to respond with a 'yes' or 'no'. From the feedback received, this question then provoked some participants to ask themselves internally: *'If I answer 'no', then am I still required to complete the rest of the survey?'*. Some participants had direct access to me to ask or clarify on any information they needed clarification on. But for those that may have also had that internalised question in their mind and didn't have me to confer with, may have been less inclined to complete the entire survey or even continue past question one. Another question that some ask was, what careers come under being a 'Christian creative', as well as, to what extent the proposed Christian Agency would accommodate for the for the variety of different denominations of Christianity and what would be put in place to manage the different aspects of the Christian Faith.

When collecting the quantitative data from the survey, the 2nd question also posed to create a few restrictions for participants. Upon feedback, it was mentioned that some Christians may not identify with either of the two mentioned Christian denominations and a pure controlled answer of 'yes' and not may not fully express the true intent of the question, which was to find out what denomination of the faith people belonged to. I felt it was a valid point so I went on to edit that question to include the 5 main denominations of Christianity, then added 'other' at the bottom, which then gave the participant the option to give their own preference in denomination if it didn't fall under any of the other options I gave. However it may be suggested that adding extra options to the survey while it had already been distributed may affect the integrity of results. To mitigate that, the survey making platform hid the yes and no responses for further participants. But results from the initial response options were still available for me to access.

In the climate of COVID-19 and the world in such a tumultuous time, experiencing mental blocks and I struggled finding the motivation to complete my final project. To the extent that the premise behind the project took a long time to come together.

Conclusion

The Christian Faith and the journey in its navigation within the secular world, will always be a nuanced one; where personal experience can have a direct impact on why one decided to follow Jesus in the first place. Even within its nuances, there is a direct reference to the cause of action that one should take per time in the word of God. If following the precepts of the life of Jesus in its entirety, the Bible creates a blueprint to how a christian creative can thrive within the secular creative industry and within any aspect of their lives. But it comes down to whether one is willing to consistently read it and call on the holy spirit to 'decode' the cause of action and take steps in that faith for God's miraculous hand to be seen in the life of the believer, in the greatness they saw for themselves and consciously took steps to make them a reality, just as Jesus did. In summary the project gave me the ability to see that having a portfolio of work behind you is leverage and that It is not required for me to rush starting an agency business without first building relationships with others and an integrity, verifiability behind my name and my work, building rapport with others in collaboration and creative partnerships. It's okay not to have all the answers at once, but the ability to take time to plan and articulate thoughts is crucial for personal development.

Appendix A

What you need as a Christian Creative

⊕ PAGE TITLE

1. Would you characterize yourself as a practising Christian?

☐ Yes

☐ No

2. Some people think of themselves as evangelical or born again Christians. Do you ever think of yourself in either of these ways?

☐ 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 | ☐ Non-denominational |
| ☐ Presbyterians | ☐ Anglican |
| ☐ Methodists | ☐ Adventist |
| ☐ Pentecostal/ Charismatics | ☐ Catholic |
| ☐ Independent | |
| ☐ 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?

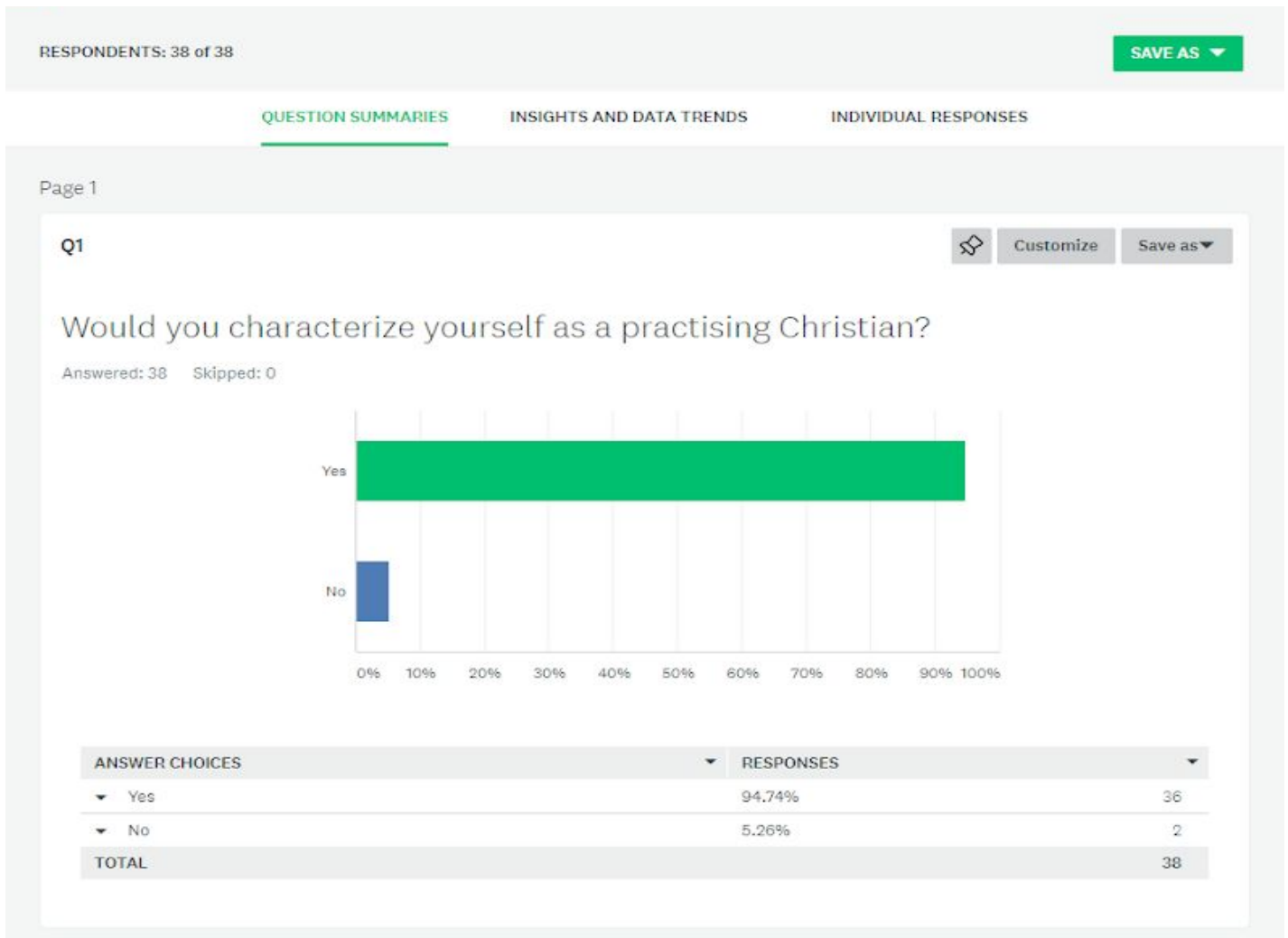
9. What is missing for you within the creative industry? and is that influenced or led by your faith?

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?

Done

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Appendix B



Q2

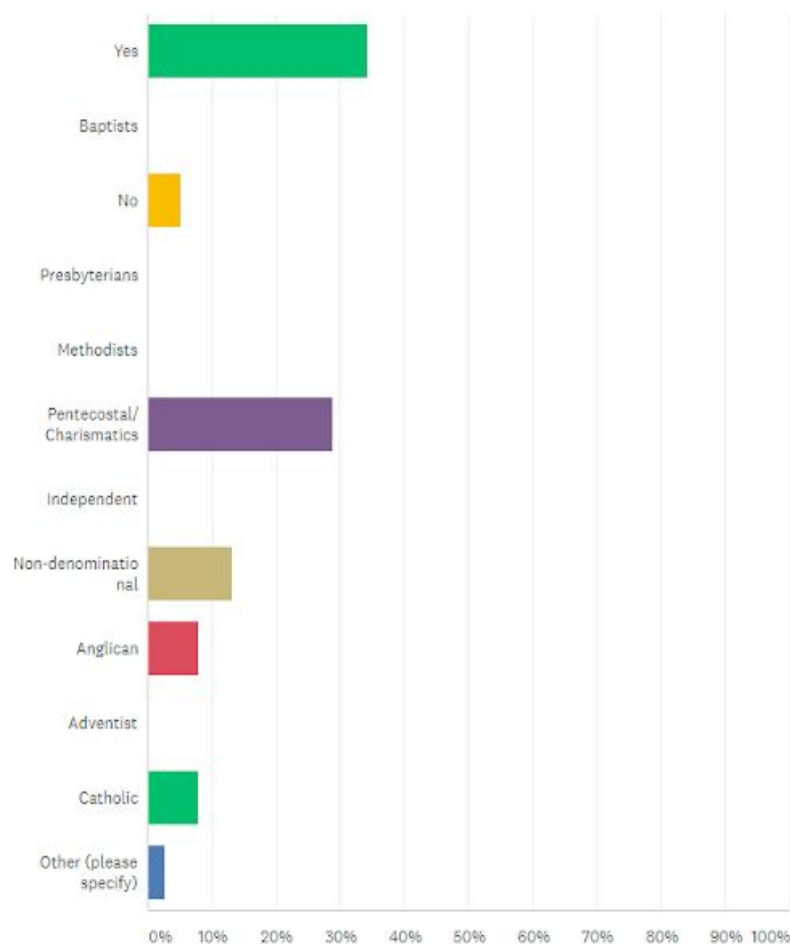


Customize

Save as ▼

Some people think of themselves as evangelical or born again Christians. Which out of the listed below would you fall under?

Answered: 38 Skipped: 0

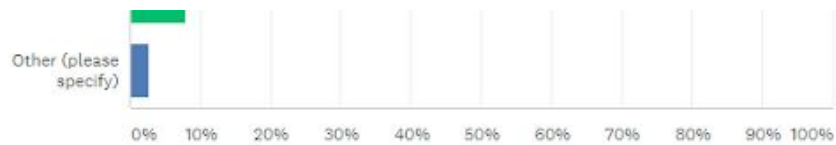


ANSWER CHOICES



RESPONSES





ANSWER CHOICES	RESPONSES
▼ Yes	34.21% 13
▼ Baptists	0.00% 0
▼ No	5.26% 2
▼ Presbyterians	0.00% 0
▼ Methodists	0.00% 0
▼ Pentecostal/ Charismatics	28.95% 11
▼ Independent	0.00% 0
▼ Non-denominational	13.16% 5
▼ Anglican	7.89% 3
▼ Adventist	0.00% 0
▼ Catholic	7.89% 3
▼ Other (please specify) Responses	2.63% 1
TOTAL	38

Q3



Save as ▼

What are your core values as a Christian artist/creative?

Answered: 37 Skipped: 1

RESPONSES (37)

WORD CLOUD

TAGS (0)



Sentiments: OFF



Apply to selected ▼

Filter by tag ▼

Search responses



Showing 37 responses



Truth, Fairness, Support

8/27/2020 12:12 AM

[View respondent's answers](#)
[Add tags ▼](#)


Stay humble, strive for greatness so that it can be attributed to God, and try to represent Jesus and his way of life.

Q3



Save as ▾

What are your core values as a Christian artist/creative?

Answered: 37 Skipped: 1

RESPONSES (37)

WORD CLOUD

TAGS (0)



Sentiments: OFF



Apply to selected ▾

Filter by tag ▾

Search responses



Showing 37 responses



Truth, Fairness, Support

8/27/2020 12:12 AM

[View respondent's answers](#)

[Add tags ▾](#)



Stay humble, strive for greatness so that it can be attributed to God, and try to represent Jesus and his way of life.

8/26/2020 2:36 PM

[View respondent's answers](#)

[Add tags ▾](#)



To bring together a community of young people led by faith and to inspire these young people!

8/24/2020 8:18 AM

[View respondent's answers](#)

[Add tags ▾](#)



Try to be like Christ each day The bible is the word of God, and should be sufficient (Although that is a lot easier said than done, really) Love your neighbour as yourself, and God with all your being. Find your life's purpose God designed you to be creative, and to be in relationship. Learn from the trinitarian relationship in relation to your art.

8/23/2020 3:52 PM

[View respondent's answers](#)

[Add tags ▾](#)

Q4



Save as ▾

Are your creative pursuits as a Christian your mainstream of income? If yes,

Q4



Save as ▼

Are your creative pursuits as a Christian your mainstream of income? If yes, please specify the specific field you are in (eg. Yes, Photographer).

Answered: 36 Skipped: 2

RESPONSES (36)

WORD CLOUD

TAGS (0)



Sentiments: OFF



Apply to selected ▼

Filter by tag ▼

Search responses



Showing 36 responses



No

8/27/2020 12:12 AM

[View respondent's answers](#)[Add tags ▼](#)

No

8/26/2020 2:36 PM

[View respondent's answers](#)[Add tags ▼](#)

No

8/24/2020 8:18 AM

[View respondent's answers](#)[Add tags ▼](#)

My creative pursuits are (Interdisciplinary Artist, primarily through music and dance based practices) my main form of income. I work as a freelance artist. My faith always influences this, but isn't always meant to be at the forefront. So I don't really make an income from being a Christian, I make an income from making art.

8/23/2020 3:52 PM

[View respondent's answers](#)[Add tags ▼](#)

Q5



Customize

Save as ▼

How much does your faith feature in your work?

Answered: 38 Skipped: 0

A great deal



Q5

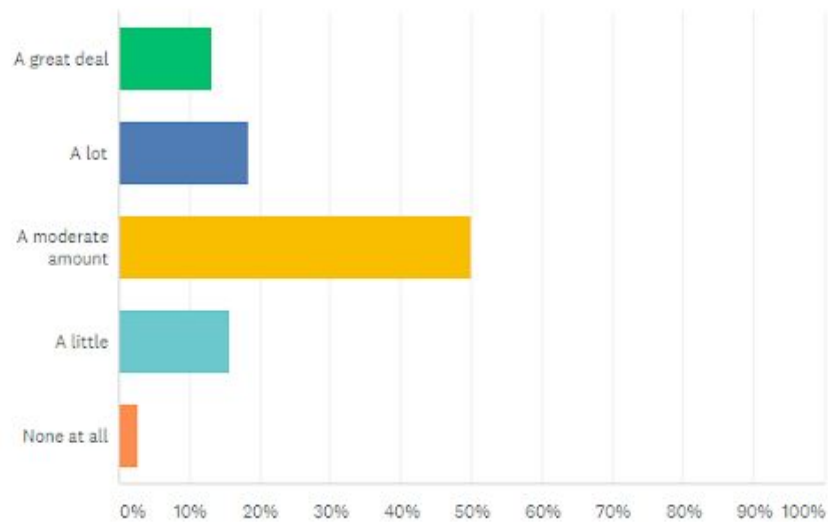


Customize

Save as ▼

How much does your faith feature in your work?

Answered: 38 Skipped: 0



ANSWER CHOICES ▼	RESPONSES ▼	
▼ A great deal	13.16%	5
▼ A lot	18.42%	7
▼ A moderate amount	50.00%	19
▼ A little	15.79%	6
▼ None at all	2.63%	1
TOTAL		38

Q6

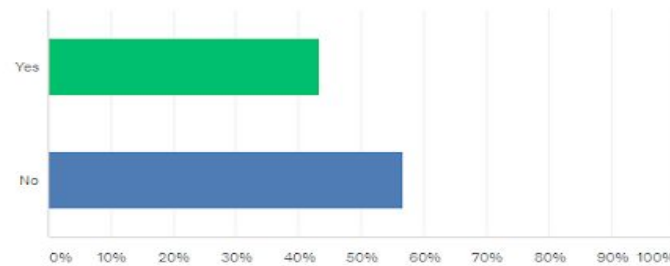


Customize

Save as ▼

Have you ever turned down work within your creative field because of your faith?

Answered: 37 Skipped: 1



ANSWER CHOICES ▼

RESPONSES ▼

▼ Yes

43.24%

16

▼ No

56.76%

21

TOTAL

37

Q7



Save as ▼

What would you consider to be 'compromising to your faith' in a job?

Answered: 38 Skipped: 0

RESPONSES (38)

WORD CLOUD

TAGS (0)



Sentiments: OFF



Apply to selected ▼

Filter by tag ▼

Search responses



Showing 38 responses



Expecting me to lie or promote LGBT

Q7

 Save as ▼

What would you consider to be 'compromising to your faith' in a job?

Answered: 38 Skipped: 0

RESPONSES (38) WORD CLOUD TAGS (0)

 Sentiments: OFF 
☐ Apply to selected ▼ Filter by tag ▼

 Search responses  

Showing 38 responses

☐ Expecting me to lie or promote LGBT
8/27/2020 12:12 AM

[View respondent's answers](#) [Add tags ▼](#)
☐ A job that advocates morals/lifestyles that are contradictory to Christian ones
8/26/2020 2:36 PM

[View respondent's answers](#) [Add tags ▼](#)
☐ Nakedness
8/24/2020 8:18 AM

[View respondent's answers](#) [Add tags ▼](#)
☐ Something which puts the purity of Gods desire at risk. I struggle with this question however, as it pushes me to say an answer like 'doing something which is contradictory to the word of God' // putting the job above God's Love. I think the issue is a bit more complex.
8/23/2020 3:52 PM

[View respondent's answers](#) [Add tags ▼](#)

Q8

 Save as ▼

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

Answered: 36 Skipped: 2

RESPONSES (36) WORD CLOUD TAGS (0)

 Sentiments: OFF 

Q8



Save as ▾

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

Answered: 36 Skipped: 2

RESPONSES (36) WORD CLOUD TAGS (0)

Sentiments: OFF



Apply to selected ▾

Filter by tag ▾

Search responses



Showing 36 responses



A pursuit of excellent

8/27/2020 12:12 AM

[View respondent's answers](#)

[Add tags ▾](#)



Being able to use my talent in a way that Glorify's God, or attracts people to want to know more about Christ

8/26/2020 2:36 PM

[View respondent's answers](#)

[Add tags ▾](#)



Impacting the community

8/24/2020 8:18 AM

[View respondent's answers](#)

[Add tags ▾](#)



I think you have to think about greatness from two angles: 1) The Christian 2) The creative As a creative, of course there is a different between someone who is good and someone who is great... a good artist can be fit for great things though. As a Christian, i'd say that's someone who made it to the finish line, and brought some people along the way. Probably a combination of the two would help me form my answer.

8/23/2020 3:52 PM

[View respondent's answers](#)

[Add tags ▾](#)

Q9



Save as ▾

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

Answered: 35 Skipped: 3

RESPONSES (35) WORD CLOUD TAGS (0)

Sentiments: OFF

Q9

Save as

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

Answered: 35 Skipped: 3

RESPONSES (35)

WORD CLOUD

TAGS (0)

Sentiments: OFF

☐ Apply to selected
 Filter by tag
 Search responses

Showing 35 responses

☐ 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.
8/26/2020 2:36 PM [View respondent's answers](#) [Add tags](#)

☐ More Black leaders, personal
8/24/2020 8:18 AM [View respondent's answers](#) [Add tags](#)

☐ That's a big question. I just think things will always be missing, and so I ask what am I doing. I want to make work that has better processes.
8/23/2020 3:52 PM [View respondent's answers](#) [Add tags](#)

☐ content that's void of immoral undertones
8/22/2020 10:50 PM [View respondent's answers](#) [Add tags](#)

Q10

Save as

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?

Answered: 37 Skipped: 1

RESPONSES (37)

WORD CLOUD

TAGS (0)

Sentiments: OFF

Q10

Save as ▼

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?

Answered: 37 Skipped: 1

RESPONSES (37)

WORD CLOUD

TAGS (0)

Sentiments: OFF



Apply to selected ▼

Filter by tag ▼

Search responses



Showing 37 responses



No - my creative endeavours are more of a passion project than a means of sustenance.

8/27/2020 12:12 AM

[View respondent's answers](#)

[Add tags ▼](#)



Yes

8/26/2020 2:36 PM

[View respondent's answers](#)

[Add tags ▼](#)



Yes

8/24/2020 8:18 AM

[View respondent's answers](#)

[Add tags ▼](#)



Yeah I'd probably do that.

8/23/2020 3:52 PM

[View respondent's answers](#)

[Add tags ▼](#)

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