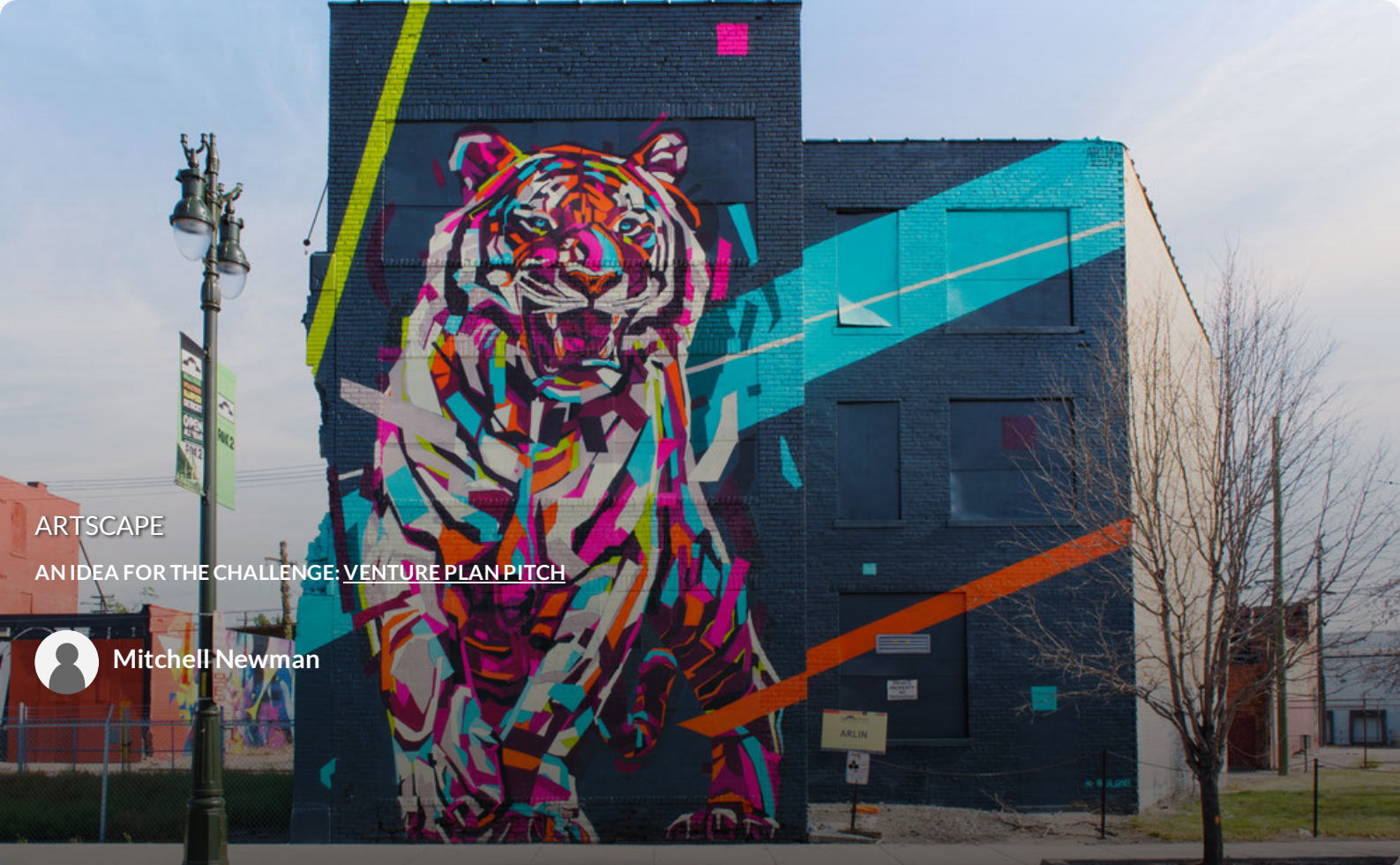




ARTSCAPE

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Mitchell Newman

CONCEPT

Artscape

Art-Scape is an online app that helps develop new up and coming Artists whilst assisting businesses looking to improve their street cred with a new paint job ranging from graffiti to murals.

Art-Scape is an app on both Android and Ios for up and coming artists looking to sell commission work from businesses and from the public the main goal we have is to integrate a more colourful form of advertising and help artists use their unique skills to help them make a career out of what they love doing. however there is two options when you login to the App selling or buying which means that this App is not only for Artists but for Businesses as well whether your a new business or a successful big business looking to improve on advertising i can guarantee you'll find the style of art your looking for just by swiping through our broad range of Artists.



CUSTOMERS

Our Target customers are business owners, students and freelance artists looking to either buy the Artists talent to advertise their business by doing work somewhere around their building promoting them or their product, or even just a mural in their business to brighten the place up in a exciting way. it is also used by artists who want to promote their work on our our app for potential buyers.



BUSINESS OWNER

30+ years old



Has worked hard to get where he is
His hobby is working because he loves what he does



STUDENT

18 - 25 years old



Just graduated looking to find a creative outlet and a way to make money
enjoys drawing using digital medias



FREELANCE ARTIST

21- 30 years old



Has a interest in Photography and Painting Landscapes
prefers using traditional techniques to get work done

Strategy

We will Market our product through Instagram by making a profile and using creative hashtags when uploading images of our clients work, we will also make a YouTube channel and make short videos of our clients creating their art work by using time lapses so the viewer can see every step. We will also create a Facebook page to advertise our page to get noticed with all platforms of social media as the user can link their other social media accounts directly to our app.

COMPETITORS



INSTAGRAM

What they're missing

Instagram is missing a way to post on their news feed (not story) a way to contact people to see if they want any work done. Such as a writing tool to



ETSY

What they're missing

Etsy's platform is too expansive and gives so many options its hard to narrow down the item or person you are looking for especially if you want



PATREON

What they're missing

Its hard to get noticed straight away, due to the fact that the user has to pay to receive these bonuses it would not be worth making a Patreon

write a post with hashtags and if people are looking for specific work to be done and search the hashtag they can then see the post which will then lead them to their profile.

commission work done and need to contact a specific person because you like their style.

Etsy also charges the user by how many items they have up for sale, this is challenging if your just starting to sell stuff on your profile and looking to make money, the user would actually lose money if they don't get noticed for a few months and can discourage them, thus losing a customer.

account unless the creative already has a following on YouTube for example if you are a new upcoming artist it would be very difficult to benefit from Patreon.

Strategy

We are better because with all of these websites you would constantly get random things getting posted on your timeline which is not what you want if you are running a business page, with our app you can have it for free or pay a monthly subscription to get no adds and your work is the first to come up on the buyers timeline if they have searched common hashtags relating to your page.

Our tinder like display allows the user to quickly swipe through artists to ensure they get who they want and it also allows the user to stop certain styles from coming up on their feed if they swipe left and if you swipe right on the artist more artist styles similar will come up on the users feed.

COMPATIBILITY

MITCHELL NEWMAN MARKETING SUPERVISOR

I am the head of marketing for Artscape and come up with new advertising strategies that will boost the users on our App.

I also do a lot of research in to other apps being used to advertise small artists in order to get new ideas and

HARRY PHILLIPS FINANCAL MANAGER

I am one of the finance managers for Artscape, it is my job to sustain the financial health of the company/organisation.

My typical duties would include myself to review financial reports,

HAYDEN HURLEY USER INTERFACE SPECIALIST

I am the user interface specialist (UI) on the Art-Scape team, my job is to design the look and make sure it blends well with the experience of the Art-Scape app, The look of art scape is my main priority as the user interface specialist where the user experience

keep our app current with the new and upcoming artists, not to make our app obsolete.

i am also trying to come up with weird and wacky ways to advertise our app through our clients such as using their skills for commission to get our client interested in our app as well as spreading the word in a creative way ranging from a huge mural to a graffiti party bus.

monitor accounts, to prepare activity reports as well as financial forecasts.

My job is to also investigate ways to improve profitability, and to analyse markets for business opportunities, such as expansion, mergers and acquisitions. For example an expansion when the company builds up enough profit, to have an office somewhere else in the country to increase the range of our product as well as awareness of it.

specialist sorts out how we want the app to feel . I also work closely with the user experience specialist to insure that that the app conveys a friendly yet professional experience.

PERED WILLIAMS

OBJECTIVES AND SERVICES SPECIALIST

My role in art-scape is to make sure that our business meets all of the objectives and goals that we have set. My role is to set objectives for the app and make sure that we complete these objectives for example our service will start as an app but in the future we will be creating a website to expand our service to other platforms and it is my job to make sure that complete the objectives by the deadline that we have set. My other role is to introduce customers to our product and why they need it.

9

Passion

I love having the opportunity of running my own business because you can control

8

Resilience

I believe that I stick to my tasks frequently, I try to get them done

6

Communication

I feel like i can get my point across whilst communicating my ideas, however i do tend

6

Planning

I believe I keep on top of things to a degree, until other more important tasks come up and then I

8

Network

I feel like my family and friends would support my idea and support

WE'RE 74% COMPATIBLE WITH THIS IDEA

CONTENTS



Instagram

Advertising



Etsy

Advertising



YouTube

Advertising for Business/Clients



Finance

Someone to keep the app running smoothly



Patreon

Advertising/ extra money



Office

To develop new ideas and to have discussions



electricity

For our office



Water

For our office

Who

We will have to employ someone to make the app and to keep the app up to date with new features to keep it relevant for our subscribers.

We as a team will be able to do a lot of advertising our selves to due to the fact that we have to contact our clients to do art work for us, as well as being able to do the social media

What

-We will need a Patreon page to get extra income as well as extra advertising.

-We will need an Youtube to document our progress with advertising such as our clients making artwork for a mural advertising our business if we advertise the process on You Tube we

Where

We are going to have a Small office to confer about future ideas and developments for our app with our programmer to find a direction for our app to go in.

Also we will use the space to think of new advertising ideas and also as a place to start off our You Tube videos to introduce everyone and to show

aspect of the app our selves such as making a Patreon, Instagram and YouTube.

will get even more interest about our app.

early sketches of our murals before we paint them.

-We will make a instagram to advertise small edits from our YouTube videos.

-We will also provide paint brushes and paint for our clients to use whilst painting our mural.

CASH

Making money

Our app will make money through a monthly £4.99 subscription to have no adds, however the seller will benefit the most from the premium subscription which is £7.99 a month. The benefit of having a premium subscription is that your work will show up first on the customers feed providing that they have search for the relevant hashtag to the seller's work.

Also, you have access to see who has viewed your profile such as businesses, however if you're a customer the benefit of premium is that you can see more artists from far away. The first month is free to use the app to give our customers a taste of the App.

Spending money

We are going to need to spend money on clients such as to paint murals on buildings to get them interested in using our app and for our app to spread through word of mouth amongst other artists.

We will also need to spend money on a person to develop the app as well as someone to keep the app up to date with software and to bring out new features to keep our app interesting and relevant to our users so they do not feel like they are wasting their money.

We will also need to pay for electricity, water and rent for our headquarters to discuss new ideas and develop new features with our App developer to tell how we can progress and what we can do next.

Funding

To get start up funding we will apply for a loan from the bank, and pay the loan back in instalments as our business slowly grows.



This idea was created using [Simply Do](#)