



ARTSCAPE

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Harry Phillips

CONCEPT

artists - games design - art & design - employment possibilities

Art-Scape is a social search mobile app which assists company's on finding Free lancer artists to hire for a creative project. Art-Scape is very much inspired by the dating app tinder where the user can like or dislike different profiles based on a few pictures and a short description, on tinder it would be pictures of a person and a description of the same person, however on Art-Scape it will be an artists portfolio and a description about his/her work.

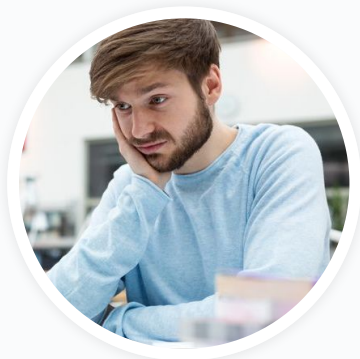
This idea solves the problem of concept artists not being able to sell themselves towards the video game/concept art market, the idea is to have a place where concept artists can come together and talk about their work, giving each other critique on their work and improving their own while looking for someone to hire them.

CUSTOMERS

The target audience or customer in this instance would be Concept artists as well as companies who are also looking for artists to

work for them.

I'd say the size of the market would be relatively large thinking about it because of the vast amount of companies requiring fresh artists for new/upcoming products they want to produce, this also includes other companies outside of the video game profession, such as in hospitals, as doctors use pictures and drawings to help patients with mental health issues



GRAYHAM PENN

PART TIME JOB, FULL TIME ART
STUDENT

21 years old



Enjoy drawing in their free time, he's into currently trending music and keeps up to date with it

Plays video games in his free time, when he can, also is trying to learn guitar

Interested in concept art and designing, is looking for a way to advertise their artwork to the public



JOHNATHON PANE

LEADING CONCEPT ARTIST AT A
LOCAL GAME STUDIO

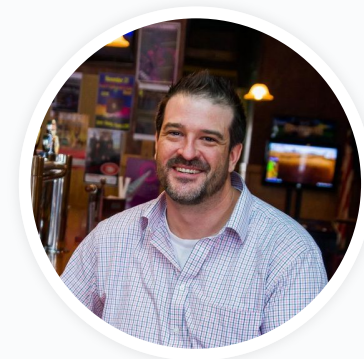
39 years old



Doodling/drawing in his free time when he can

Cycling, football, drawing/concept art for work

Interested in growing the variety of concept artists in his studio, looking for new artists



RICHARD PADDINGTON

OWNS A LOCAL CLUB/BAR

30 years old



Enjoys playing pool and darts

Collects valuable coins and hopes to gain a large collection over time

Interested in having new wall art/murals on the bar wall to attract more customers and become eye catching

Strategy

Marketing methods would include:

- Paying for advertisement on popular social media platforms i.e Facebook, Instagram
Mainly Pinterest as many artists use this website to help with their drawings and inspiration

- Advertising the application at social events or/and at Universities as that is where young artists spry and they will need this application so that they can build up a name for themselves at a early date, ready for the future.
- Advertising the application at events such as Gaming Events (Insomnia, EGX, E3), Art and Craft fairs, Art museums, etc

COMPETITORS



ETSY

<https://www.etsy.com>

What they're missing

They are missing a way for the customer to contact a future employer, when they are able to find someone who is interested in their work.

From looking at their website I could not find any other problems with what they are missing, making Etsy probably one of the most dangerous rivals against our company.



PINTEREST

<https://www.pinterest.co.uk/>

What they're missing

Pinterest is missing the option for one user to be able to contact another, unless one of them has posted an image including said details, this would make it hard for employers and employees to contact one another when both may be interested in collaborating.

Pinterest has one way of profit, there is a Business account people can upgrade to, allowing for users to have analytics and ads to their pages, this would help advertise their work, other than this, Pinterest is free and you get the main use out of it as being free, I believe Pinterest has no good reason to why people should upgrade to a business account as the free version is as good.

Other than this, Pinterest is a high competitor in the art business



INSTAGRAM

<https://www.instagram.com/?hl=en>

What they're missing

Instagram is solely an app based product, they do have a website platform for their app however it's format and layout is the same as their app, but scaled to fit the users screen.

I believe this is what they're missing, a better, more improved website that'll allow users to customise their profile and present their images differently, I think it would give them more popularity as other big social media platforms have regularly used websites such as Facebook and Twitter.

Strategy

I believe our product is better as it provides a new and improved feeling towards how artists can share and advertise their work to a wider audience.

The product itself is a great idea, as it allows artists to upload their artwork with no worries of it be destroyed as many physical pieces would, the user will be able to build an online portfolio of all of their work they would like to present to others as well as sell if they are interested in it.

Our application Artscape will allow users to create a profile which they will be allowed to customise to their preference, as well as view other peoples profiles once they match, or like another persons page. Their profile will hold contact details as well as their portfolio of work, also a messaging system so that individuals can contact one another about their work as well as employment options, if the topic arises in discussion.

The price of the application is fair, as it is free to start off with, however customers can upgrade to a subscription based payment which will allow user to have adverts removed from their application, as well as add other features to the app, more customisation, etc..

Our company will be based in an office building for now, including the servers and equipment that will keep the application live and running so that there is no faults in the usability of it. The office will hold staff who will be on call ready for customer support regarding any issues with their account or the app itself, feedback is key, especially for a new application, as the customers are the ones using the app, not our company, any ideas or improvements they think of, the management and development team will consider.

COMPATIBILITY

HARRY PHILLIPS

FINANCE 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, 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.

MITCHELL NEWMAN

HEAD OF MARKETING

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 into other apps being used to advertise small artists in order to get new ideas and 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.

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.

HAYDEN HURLEY

USER INTERFACE (U.I.) SPECIALIST

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 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.

5

Passion

6

Resilience

5

Communication

6

Planning

8

Network

*WE'RE 60% COMPATIBLE WITH THIS
IDEA*

CONTENTS



Staff/Administrator

The people who run the application from an office building with servers holding the account data.



Work Office/Server Rooms

Where to find us on the map, in the real world, for example, where all the mail would be sent to, where to host our start up servers and staff



Electricity

The office will need a vast amount of electricity/amount of cabling due to the servers requiring the power, as well as the office equipment, i.e. Computers, a server dedicated to them as well.



Accountant

Keeping track of ongoing subscriptions as well as transactions that would make the company grow



Phone line/Internet

The office building will require access to phone lines as well as the internet so that they can monitor the progress of our application.

The phone line will be needed for answering customers queries and feedback on the application, mainly any issues they would have with it, so that we can amend said issues.



Facebook, Twitter, Instagram

The company will need use for these social media applications to promote our own application itself, this will improve the awareness of our app as well as our reach towards our customers/audience as we can reply to their queries via these sites.



Insurance

The cost for insuring the safety of the company if it becomes endangered due to malicious activity or due to financial issues.

This also includes insurance for the office building itself as well as other insurance on any products/items that benefit the productivity of the application.



Advertisement

The application will need advertisement for it to be recognised to the audience and in doing so will bring more customers to use the app, which in time would bring in profit.



Stationary, Computers, Printers, etc

These items will be necessary for staff to use in the work place as it will help them get their jobs done, for example the



Splash Adverts, Flyers, Leaflets

Splash adverts, Flyers, Leaflets and other means of advertisement will be required, as it will raise the awareness of the application and bring forth new customers and opportunities to the company.



Food and Drinks

Food and drink is required to up keep the staff to a good functioning state so that they are always on call for any task/problem that may face them in the workplace



Website

The application will have a website, however it will not be fully functioning like the application, it would be another form of advertising the app. The user can look up information of the app via the website as well as contact details to the office for any technical support

Who

My role in the company (Financial Manager) will provide the financial insight for how the company shall thrive via earning profits and making the next move to increase said profits without setting back the productivity of the company. There will also be a financial adviser as well as supporting me and my ideas but also querying them so that they are correct, it is good to have a second opinion on ideas.

The staff hired will have the necessary training provided to them, if they have no experience before hand however, we as a company are

What

Equipment needed would be the basic office supplies such as desks, tables, chairs, stationary items (pens, pencils, paper), etc. Also there will be a water dispenser for the staff as well as a small cafeteria or table for some snacks to sustain them throughout the day.

The company will have a website setup for the public to view and inspect as it will contain details about our application as well as the companies contact details so that they would be able to contact a member of staff for any technical problems or feedback involving the

Where

The company will first be based in an office building where the start up servers will be held, this will be the main base of operations for the company for now, as the plan for the future will be to branch out to a bigger office/studio base allowing for growth in the company.

The office will be based in probably in a city as it will have access to all the necessary utilities and will be convenient for staff to access, due to the transport in said area, the office will also be situated around other useful buildings that would satisfy staff needs such as restaurants/cafes

mainly looking for staff who have the

training already so that extra costs are not spent on training for too long. This would mainly be for office work, such as answering phone calls from customers and any companies who would be interested in merging or collaborating together to earn profit.

Some technical experts will be needed to be hired, especially for the up keep and maintenance for the hardware and software of the company, for example a few highly skilled programmers will be needed to format and create the application where as there will need to be an artist to create the overall design of the app so that it will be eye catching and has a look which is current with society nowadays, this would also relate to the marketing team as it is their job for how the application itself is portrayed in the media and to the public. Technicians will be needed for the maintenance of the servers as well as the computers in the office and main office of the building.

application.

Phone lines as well as internet access will need to be provided and made a priority, this is so that the company can be available at anytime during the day, this will increase the customer support ratings as well as accessibility to the company itself, more importantly the servers themselves will require internet to work as well as the product itself, so maintaining the internet connectivity is a priority.

so on their break they may grab some food or a coffee.

However being in a city will increase the cost of the building meaning the company will need to have a steady income of money from a few sources, i.e. kick starter projects, loans and grants provided by the public/government.

Additional information

The main source of getting all of these needed assets for the company is using the start up fund as an investment into the company, also investing into the idea of a kick starter program to which people who are interested in the idea of our product can donate money for it to become reality.

Also asking for support from major companies who would be interested in the application becoming a thing can invest in the production of it becoming a possibility, these companies who would be donating towards our own company will be given a free business account on the application so that they would be able to find new employees for their business and it will give more freelance artists to come forward and download the app, knowing that there are professional companies and people looking for them.

Another source would be the staffs own investment, using their own money to get some of the utilities, however none of the large main assets such as the servers/office building itself as that would be too much money to spend, only acquire the small things such as office utilities and perhaps a website to start.

CASH

Making money

Our application will make money by giving the customer an option to upgrade to a student/artist account or a business account:

The artist account is mainly for customers who would like to start to build a large portfolio of their work, as well as widen their search for employers, this account will have numerous of special features the standard free version of the application would have, such as a larger portfolio size for images/art, the option to increase their search area for other local artists and local companies. The artist account subscription will be £4.99 a month and will be until the management team decide otherwise

The business account will be solely used by companies who require artists to be hired frequently or/and by businesses who are looking for employees with artistic skills, the features that this account will have would be, access to analytics and statistics based on how many artists are currently in their local area, business owners will be allowed to customise their account to the highest, allowing them to include details such as contact, address, company name, etc. The price for this account will be £7.99 per month, however companies which helped during the startup faze of the company will be given their first month free.

Spending money

The company are planning to spend the money on many assets and equipment that will get the company up and running for when the app is finally developed and ready to be made public for the customers usage.

The main assets that will be needed to be bought are the servers, the office building itself which will be payed monthly, the software and hardware to produce and maintain the application, staff and directors will be needed to be hired as well as supplying food and water for their needs.

Also insurance, legal and accounting will cost a hefty amount, depending on who the company decides to collaborate and merge with while in the start up process, as well as in the future.

Staff will be needed to be trained for answering calls, going off to do simple tasks as well as filing and sorting out documents, so that will cost money to give them the knowledge to do so.

Utilities are a main asset as well, this would include, gas, water but mainly electricity, the servers themselves use up a hefty amount of electricity to keep running, as well as other items that will be in the office, for example computers, printers, lights, security doors, monitors, etc.

Money will also be spent on advertising our product to the public, this would entail using social media platforms, setting up popup adverts to appear on certain websites and other applications the customer may have downloaded, also into flyers and leaflets that would be found at local and popular events. i.e. Insomnia. Or even at local art universities

Money would be spent on Insurance as well, this would be so that the company would be safe from any legal/financial issues as well as any damage towards the company itself, however this would be solely based on the situation or problem that would arise.

Funding

The start up funding can be required from creating a "Kick Starter" project, this project is solely based on the public's support as they would donate money to the start up of the company, the amount of money we would get from the public will be solely based off of their interests as well as how well we as a company advertise our product, making it appeal to the customer so that they will be willing to donate to produce the application.

Advertising for our start up fund/kick starter program will take place on social media sites such as Facebook and Twitter, as well as advertising the kick starter at locations where interested audiences may be at, for example, Universities, Arts and Craft Fairs/events, Gaming Tournaments/Events (Insomnia Gaming, EGX, E3)



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