

Creative Business Project

Project Proposal

In this piece of work, I will attempt to explain the idea behind my Creative Business Project's proposal. I am aware this will be a slightly different approach to most and am therefore very excited to receive any type feedback to direct me towards an improved project.

With this proposal and later on, final project, I would like to marry two differing concepts I strongly believe in with as goal to create a platform or hub for people with disabilities. Both music and helping differently abled people are very important to me as they have been present in my life since I was very young. There are countless studies showing that music is extremely helpful with general cognitive development, speech, mental disabilities, auditory/visual disabilities, autism, schizophrenia and the list goes on. There is a common misconception that differently abled people do not have the ability to do an abundance of activities, even with legendary examples such as Ray Charles, Stevie Wonder, Paul Stanley or Beethoven. Having a brother with disabilities, I have had a firsthand view of the misconceptions and preconceptions.

After spending time researching platforms, teachers and reading on the subject, I found out that there was an obvious whole in the market when it comes to helping out through music by teaching music. Finding teachers or instructors for the different abilities was nearly impossible when just searching the internet, therefore, I would like to make it easier for parents, friends or students themselves to be included in this world of music.

My idea is to create a website similar to the platform Yelp, but directed to students with disabilities for teacher that specialise in them. The website's temporary name will be 'creaids'. In the same way Yelp allows business owners to efficiently display their company to possible customers, creaids would allow teachers and students to find what they are looking for. For example, a visually-impaired student wanting to find a guitar teacher would be able to go on this website and easily find differing teachers appropriate for them.

The platform would be set up in a way that it would have time to grow, initially focussing on 3 to 5 disabilities and then broadening depending on the success and demand. There would also be a possibility to evolve into an application down the line. The 3 to 5 'special needs' chosen will have their own sub-tab or category to ensure the platform is straightforward and easy to use. I will be reaching out to multiple organisations, therapists and professionals in order to understand what to focus on, what is needed and how to go about it.

Price wise, the current idea is for the account creation to be free on the website. The way creaids would make money is through advertisement which is the main source of income for a majority of the online platforms. Similarly to Yelp, there would be a way to create differing subscriptions for the businesses which would then be following the freemium business project. In Appendix A, I have added how Yelp divides their subscriptions. Although I am comparing creaids to Yelp, I plan on researching various platforms all over the world.

As previously mentioned, there is a whole in the market as I have researched this idea or anything similar and have not come across anything like this. This also means that there are no direct competitors which is why I will be researching both websites and applications, as well as creating and running my own research by directly communicating with various groups of people as well as organisations that work with differently abled people. Due to the fact that I am originally from

Belgium, I will be speaking to various organisations I have previously communicated with as well as different people and places in the United Kingdom.

In conclusion, I believe I have a strong understanding of the subject, especially with the minimum research I have done. I firstly needed to understand if this idea would fit the brief before investigating the integrity of the idea. I am aware it is very different from a record label, marketing company or event business; however, due to the passion I hold for creadds, I feel like I could deliver a strong final product.

Appendix A

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