



MANNAKEY

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



CAROL EVANS

CONCEPT



A small pose-able figure allowing quick and easy movements for animators. Providing an interface for software to communicate with the doll. This will translate the dolls movements real-time onto the screen essentially a compact motion capture package.

Slogan - Figure that!

TABLE TWELVE

CUSTOMERS

Our target market is for educational establishments specifically targeting to intellectually challenged children to give them a firm base in animation before continuing to further education. The size of the market we are looking at is 21,000 schools in which are primary school aged. Averaging 15-20 children per class we would be asking the education establishment to fund a set fee per student attended.

Our future goal is to take our product globally to the animation industry to bring something new and produce a quicker way of animating.



TOM THE TEACHER
TEACHER

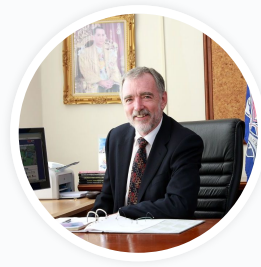
30+ years old



Searching for a new product that can assist his students after school

Hobbies are badminton

Interested in animation as he recently graduated from university with a teaching and 3D computer animation degree.



HARRISON THE HEAD MASTER
HEAD MASTER

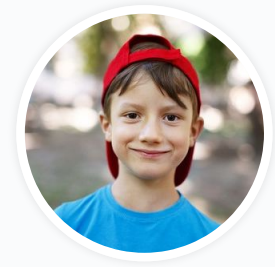
50+ years old



Likes to learn about new opportunities

Sailing and cycling

He has a passion for cooking



PETE THE PUPIL
PUPIL

6+ years old



Has a deep interest in the subject (Animation)

He likes to go to the park

His hobby is running

Strategy

Approach educational establishment with a pitch on what we offer. Includes facts and figures along with package deals, once successful we would hand out posters for them to take home to show their parents. Along with tutorials on our website and other social media such as Facebook, Twitter to show what our product is all about so potential customers can enquire about our product

COMPETITORS



SOFTETHER

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

What they're missing

The product lacks creative customisation.



MOTION CAPTURE

<https://www.theimaginariumstudios.com/>

What they're missing

They don't offer any character creation only Motion Capture services.



3D ANIMATION SOFTWARE

<https://www.autodesk.co.uk/products>

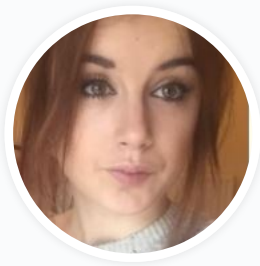
What they're missing

simple to use interface, which makes the production of animation take to long.

Strategy

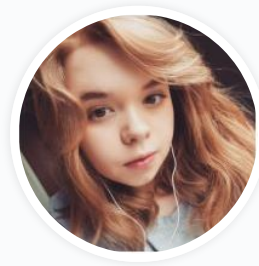
We are the only company in UK that makes a animation aid for educational purposes, Because of this we have a niche in the market. We are cheaper than world wide competitors and we want to specifically target the educational establishments the reason behind this is because we have identified a long term client base which would be much more attractive to investors.

COMPATIBILITY



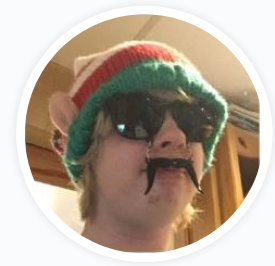
CAROL EVANS
CREATIVE ASSISTANT

My role as a creative assistant will help the company get its final design working as long side the creative director, with my advance knowledge of 3D and 2D software this skill will help create the final product. With having a creative background out designs will be strong and sustainable to take forward for creation.



JORDAN DAVIES
CREATIVE DIRECTOR

With her confidence and communication skills her role as a creative director came from a high knowledge of software and creative background, using the creative skills she will guide myself with clear instruction to take forward and creative designs of the product.



DAFYDD SMITH
FINANCE/3D DEVELOPMENT

With Dafydd's background knowledge of finance from having his own business and experience this skills is what our business needs. Keeping track of the money coming in and out ratio is why out business has a chart of costs for the product, this is a good way to calculate the overall budget of the product.



BEN RICHARDS
MARKETING DIRECTOR

Using his high skill and knowledge of marketing and social media in the business he can promote our item with his skills and draw in the target market and a way to reach out to potential clients. Keeping and eye on the growth and changes of the market he can change and update social media and out website to make sure are target market know what we are all about



BIBIN LUKOSE
SOURCING MATERIALS DIRECTOR

With a previous history of product design, Researching for shipping cost's and what will be best suitable for our product and whether or not it is sustainable, Bibin will be able to find the right materials for out product for the best possibly price.

8

Passion

6

Resilience

6

Communication

7

Planning

9

Network

WE'RE 72% COMPATIBLE WITH THIS IDEA

CONTENTS



Finance



Warehouse



Training

We need finance to fund our project as the capital needed will be high initially.	We would need a fairly small warehouse in order to create and complete the product. Portion of the warehouse will be a computer office which will be developing the software.	We will need to undertake training in order to be able to train and educate pupils.
		
Plastic	High Tech Computers	Flyers and Posters
We would need materiel in order to pursue the creation of the product to get to its final stages.	We would need high tech computers to be able to run the software use to create the animation.	We would need advertising to help get our product known in the UK.

Who	What	Where
As a team we are all from a creative background therefore we lack the knowledge of fiance for this reason we should take on a accountant to help us achieve the best outcome. I also feel we would need to take on a solicitor to help us proceed with the legal requirements we need as a company.	Our company will first of all need a website to be able to advertise our product and for customers to be able to contact us with and enquires they may have. For equipment we will need a high spec computer to be able to run the software we will be using to develop an animation. We wanted to find the best materials for our product to be able to create the the best overall product. We decided as a business that plastic would be the best material to use for our product.	Our main location will be based within school's creating presentations to show the teachers and pupils what our product is all about and to give them more knowledge and understanding of what we would like to achieve as a company. Having an office would be a good space to come together to talk about future development and opening up to a larger market also a space for possible clients to come and meet with us.

Additional information
one of the main early stages before creating the product would be to do research on how we are going to get the materials and sources to create our product. Researching quality and pricing to achieve the best out come for the product.

CASH

Making money

Our company will provide a physical rigged doll created for an education package for a after school club ranging in a variety of difficulties to match age and ability. The package will be displayed and presented to the appropriate staff representing the facility and a decision will be made as to whether or not we would implement our package into their curriculum as either a school time or after school time activity. Depending on the circumstances of our customer we can either charge the school or take a "pay to play" payment from the pupil or guardian. We can work out whether the staff would like a one off purchase or whether the would like sessions based one each individual school.

Our packages range from £450 as a basic introduction using our armature as well as receive one as it would come with the class.

Spending money

We would need to spend money on travel so that we can reach customers all round the UK. As we are dealing with sensors and electronics we would need to educate our customers with a heath and safety course in order to prevent as much injure as possible. We would need to develop and finalise a working rigged doll as well as paring it to software which can read its movements. We will also be spending money on advertising on social media to be able to present our product to a larger audience.

	January	February	March	April	May	June	July	August	September	October	November	December	Total Year 1	
Income	£	£	£	£	£	£	£	£	£	£	£	£	£	£
Sessions Per week	2	2	2	2	3	3	3	2	3	3	3	2		
Sessions Participants Per session	5	6	8	9	10	10	10	10	10	10	10	10		
Sessions Income	150	180	240	270	450	450	450	300	450	450	450	300	4,140	
Private Sales amount	1	3	5	8	6	9	10	6	8	12	15	20		
Private Sales income	550	1,650	2,750	4,400	3,300	4,950	5,500	3,300	4,400	6,600	8,250	11,000	56,600	

Kickstarter	10,000	0	0	0	0	0	0	0	0	0	0	0	10,000
Vat Claim Back	601	82	204	326	244	366	407	244	326	488	611	814	4,710
Total Income	11,302	1,915	3,199	5,004	4,000	5,775	6,367	3,850	5,184	7,550	9,326	12,134	75,600
Costs													
MannaKeys Made	15	2	5	8	6	9	10	6	8	12	15	20	150
Raw Materials	1,650	220	550	880	660	990	1,100	660	880	1,320	1,650	2,200	12,750
Labor	1,350	180	450	720	540	810	900	540	720	1,080	1,350	1,800	10,440
Packaging	4	11	18	28	21	32	35	21	28	42	53	70	361
Session Leader Payment	400	228	228	228	342	342	342	228	342	342	342	228	3,594
Travel	60	60	60	60	90	90	90	60	90	90	90	60	900
Website (Squarespace)	20	20	20	20	20	20	20	20	20	20	20	20	240
Insta and Facebook Advertising	20	20	20	20	20	20	20	20	20	20	20	20	240
Youtube Advertisment	2,160	0	0	0	0	0	0	0	0	0	0	0	2,160
Postage	2	7	12	20	15	22	25	15	20	29	37	49	252
Training	210	0	0	0	0	0	0	0	0	0	0	0	210
School Charges	80	80	80	80	120	120	120	80	120	120	120	80	1,200
Vat Charges	140	366	598	934	750	1,080	1,190	720	970	1,410	1,740	2,260	12,134
Total Expenditure	6,096	1,192	2,036	2,990	2,578	3,526	3,842	2,364	3,210	4,473	5,421	6,787	44,500
Net Cash Flow	5,206	723	1,163	2,014	1,423	2,250	2,526	1,487	1,974	3,077	3,904	5,347	31,050
Bank Balances													

Funding

Kick Start

Welsh Government Funding

