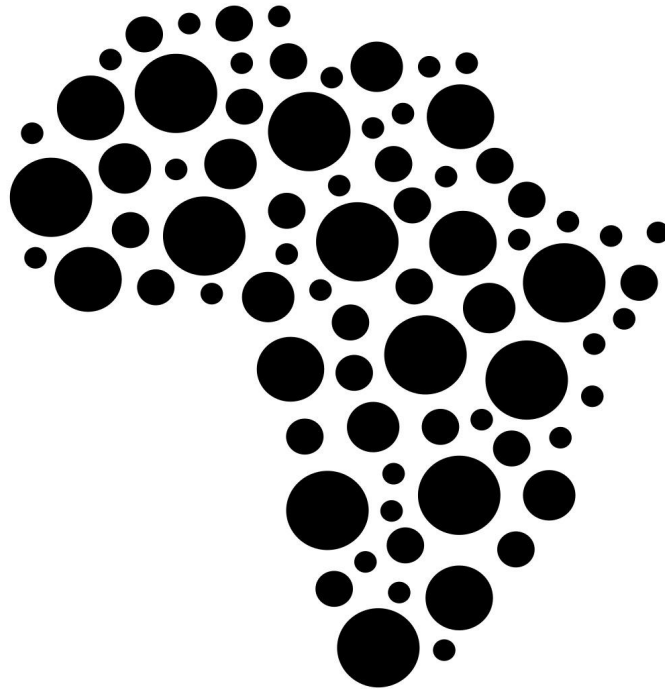


NOIRE IS BEAUTIFUL

The Premier Art Agency for Black Creatives



Student Name: Giza Pajamandy - Smith

Student Number: 2237665

Module Title: Creative Business Project

Assignment Title: Business Plan

Table of contents

1. Executive Summary	3
2. Business Vision	4
2.1 Brand identity	5
3. Our Services	7
4. Market Analysis	11
4.1 Art industry	11
4.2 Music Market	14
4.3 Digital art Market	17
4.4 Key Market trends	19
5. Business Objectives	20
6. Market research	21
7. Market Segmentation.....	24
7.1 Targeting	27
7.2 Positioning	28
8. Sales Strategy	29
8.1 Customer decision process	31
9. Competition analysis	32
10. SWOT analysis	36
11. Pricing Strategy	38
12. Distribution Strategy	39
13. Marketing Plan	40
13.1 Marketing Strategies	41
13.2 Key performance Indicator	43
14. Quality control	44
15. Implementation Plan	45
16. Growth strategy	48
17. Financial Plan	49
18. Conclusion	54
19. Appendix A	56
20. Bibliography	57

1. Executive Summary

Noire Is Beautiful (NiB) is an emerging art agency based in London. We specialize in providing consultancy services offering digital marketing advice to music artists and visual creators while facilitating connections between them to bring their artistic vision to life. Our agency also specializes in the sale of traditional art inspired by Music, and aims to launch its very own NFTs marketplace in the future. With a small yet dedicated team of two professionals, we are committed to offering personalized guidance and creating unforgettable experiences for our clients.

Noire Is Beautiful was founded out of our deep passion for Black culture and the arts. As avid music enthusiasts, we recognized the need for a platform that not only supports aspiring music artists but also celebrates and promotes the rich heritage of Black music and culture

Unlike other general art agencies, we specifically cater to the needs of music artists via consultancy services, while offering unparalleled artist representation to visual creators from the UK and wish to broaden our horizons internationally. This personalized approach not only distinguishes us from competitors but also guarantees that our clients receive exceptional service and utmost satisfaction.

We anticipate generating approximately £30,000 in revenue during our second year of operation, with a gross margin profit of 56%. This revenue will be derived from a combination of our consultancy services, sales of traditional art related to music and Black culture, event curation and management, and artist representation. As an online-based business, we enjoy the advantage of reaching a broader audience and expanding our customer base beyond London. To achieve our financial objectives, we have meticulously planned our expenses and investments. We will allocate resources towards marketing and advertising to enhance brand visibility and attract our target customer segments, including aspiring music artists, art collectors, and Black culture enthusiasts.

2. Business Vision

At Noire is Beautiful, we strive to lead the way in bridging Art, music, visual storytelling, and emerging technologies. We have a bold vision of a future where musicians can fully tap into the power of digital art to create meaningful bonds with their fans. With our tailored consultation services and artist representation solutions, we aim to empower visual artists and propel their creative and financial success in the ever-evolving digital landscape. Our goal is to leave an unforgettable impact on the world of visual media. We specialise in art related to music and offer a platform that not only showcases the talent and creativity of artists but also provides them with the tools and resources to thrive in the digital age.

We are also fully committed to supporting music artists in their creative journey, amplifying their stories, and assisting them in leaving a lasting impact through the power of art. Moreover, our strong motivation is to make art more accessible to the younger generation by connecting traditional and digital art forms on our platform. We are particularly dedicated to supporting predominantly Black artists, ensuring their voices and talents shine brightly in the world of visual storytelling. Noire is Beautiful's mission is to break down barriers, celebrate diversity, and empower the next generation of artists to create a more inclusive and beautiful world.

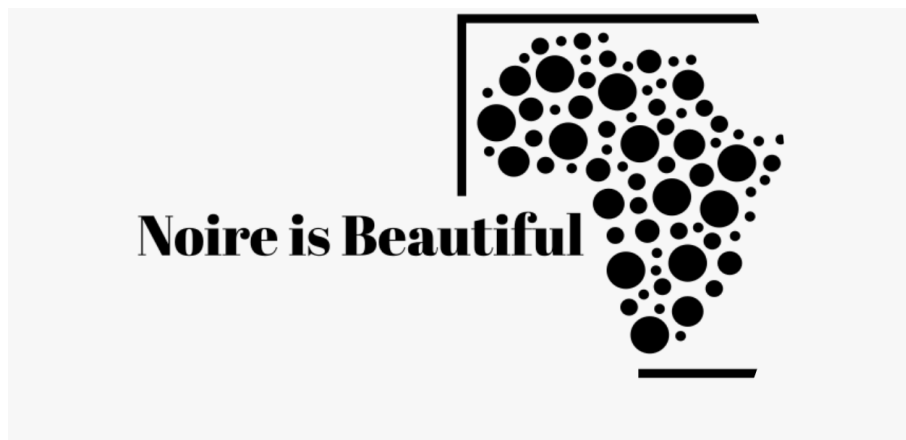


Fig 1 Noire is Beautiful Logo (2023)

NiB's logo is minimalistic but visually engaging. The dots represent Africa, connectivity of the diaspora through Art. Noire is Beautiful is a groundbreaking

platform that celebrates the transformative power of Black art and culture. The logo represents our commitment to showcasing the diverse and interconnected nature of African diaspora art, highlighting the beauty and creativity within the Black community. Our approach is deeply rooted in the ideals of the Black Arts Movement (Tate, 2022) and the call for artists to create new narratives, and challenge stereotypes through their work. Noire Is Beautiful aims to address these challenges by fostering collaborative partnerships between digital artists and music artists.

2.1 Brand Identity



Fig 2 - Kwame Brathwaite self portrait



Fig 3 - Black is Beautiful poster by Kwame Brathwaite

The brand's name "Noire is Beautiful" draws inspiration from the 1960s/1970s movement known as "Black is Beautiful". This movement, pioneered by renowned photographer Kwame Brathwaite, aimed to document and celebrate the beauty and resilience of the Black community during that era (Adesina, 2020)

Following their graduation from the School of Industrial Art (now known as the High School of Art and Design) in Manhattan, Brathwaite and a group of fellow graduates established the African Jazz-Art Society and Studios. AJASS was made up of playwrights, graphic artists, dancers, and fashion designers. Taking inspiration from existing jazz societies, such as the popular Modern Jazz Society,

AJASS aimed to create a vibrant artistic community that celebrated and promoted Black art, culture, and identity (Sayej, 2019).

AJASS members would host well-attended jazz events in the Bronx, New York, featuring renowned artists such as John Coltrane, Lee Morgan, and Philly Joe Jones. In an interview reminiscing about his early photography career, Brathwaite mentioned that they were able to select some of the most talented musicians globally for these shows. Using his earnings from these jazz nights, he purchased his first professional camera and set out on a mission to capture the true essence of Black beauty and empowerment through his photography. The Black is Beautiful movement sprung in the early 60's among the Black Arts and Power Movements as a response to the need for rearticulating and re-visualizing Blackness as beautiful.

Throughout his career, he had the privilege to shoot the Jackson 5, Bob Marley, James Brown, David Bowie, Yoko Ono, John Lennon, Stevie Wonder, Muhammad Ali, and Nelson Mandela among other influential figures.

Similarly, Noire is Beautiful aims to continue the legacy of celebrating Black beauty and culture through art, with a specific focus on the music industry.



Fig 4 Jackson on boat from Goree island 1974 by K Brathwaite



Fig 5 - Righteous Brothers, David Bowie Yoko Ono, John Lennon, Roberta Flack (1975)

3. Our Services

Welcome to Noire is Beautiful, the premier art agency in London. We specialize in connecting music artists with the perfect visual creators, bringing their artistic vision to life. Our goal is to launch an Art marketplace that offers a wide range of traditional and digital art related to Black music and culture. This marketplace will cater to art collectors and Black culture enthusiasts alike. As an upcoming business, we are excited to enter the vibrant art and music industry in London.

At Noire is Beautiful, we are deeply passionate about empowering artists to thrive creatively and financially in the digital era. Digital artists possess the unique skill to craft visually captivating and groundbreaking designs that elevate the music experience. Noire is Beautiful recognizes the immense potential of digital art in enhancing and complementing the musical journey for fans. In particular, NFT-based digital art forms serve as an extension and representation of music itself, offering a multi-sensory encounter for audiences. Our goal at NiB is to provide a platform where musicians can collaborate with talented digital artists to create mesmerizing and immersive experiences that heighten the impact of their music, while also allowing these creations to be traded as Non-fungible tokens.

Noire is Beautiful aims to create digital art that can be transformed into NFTs and sold as limited edition collectibles alongside music releases. Through this integration of art and music, Noire is Beautiful will not only enhance the visual experience for music consumers but also provide a new revenue stream for both artists and musicians.

Our range of services is designed to meet the unique needs of music artists and help them establish a strong visual brand identity. Also we offer visual creators the opportunity to showcase their art and generate an income:

Our services include:

Consulting Services: We offer comprehensive consulting services in various areas of music branding including logo designs, album cover designs, marketing materials, live performance visuals, and NFTs.

Digital Assets Advisory Services: Music artists require a variety of digital assets to enhance their presence. These include single or album art, visualizers, animated videos, lyric videos, artwork, still shots, video content, and logos. We facilitate the creation of high visuals for marketing campaigns. Noire is Beautiful acts as a bridge, connecting music artists to our extensive network of talented visual artists and graphic designers. This collaboration enables the creation of digital artworks such as animated music videos, visualizers, and NFTs that perfectly complement the music artist's style and message. Our team of digital artists works closely with music artists to understand their vision and create visually stunning designs that resonate with their target audience. We provide valuable advice on leveraging digital artwork and NFTs to engage with fans and generate new revenue streams. Our team guides artists on the best practices for marketing and monetizing their creative products in the digital space.

Sales of Traditional and Digital Art: We sell both traditional and digital art pieces through our online platform.

Art Exhibitions and Events: We curate small art exhibitions and immersive events that merge music, visual arts, and emerging technologies. These events provide a platform for music artists to showcase their talent, connect with a broader audience, and foster collaborations and creative exchanges.

Educational Workshops: In the future, Noire is Beautiful aims to facilitate workshops to help music and visual artists transition into the digital art and NFT creation space. We will connect creators with experienced mentors who can provide guidance and knowledge, equipping artists with the skills and resources necessary to thrive in the ever-evolving digital landscape.

Noire Is Beautiful provides an innovative solution to connect and empower Black artists through a collaborative platform and community. Our solution consists of three key components:

An Online Marketplace: We are developing an online marketplace to showcase and sell artwork predominantly from Black visual creators. This platform will cater to music lovers and offer traditional artworks and NFTs in the future.

Talent Agency: We operate as a talent agency, representing and brokering partnerships between Black music artists and visual creators. We specialize in album artwork, visualizers, music videos, and more.

Event Curation and Management: Noire is Beautiful will organize and host events that merge music and art, creating immersive experiences for attendees. These events will include artist talks, panel discussions, and workshops where attendees can learn about the intersection of music and art, as well as the technical aspects of digital art creation.

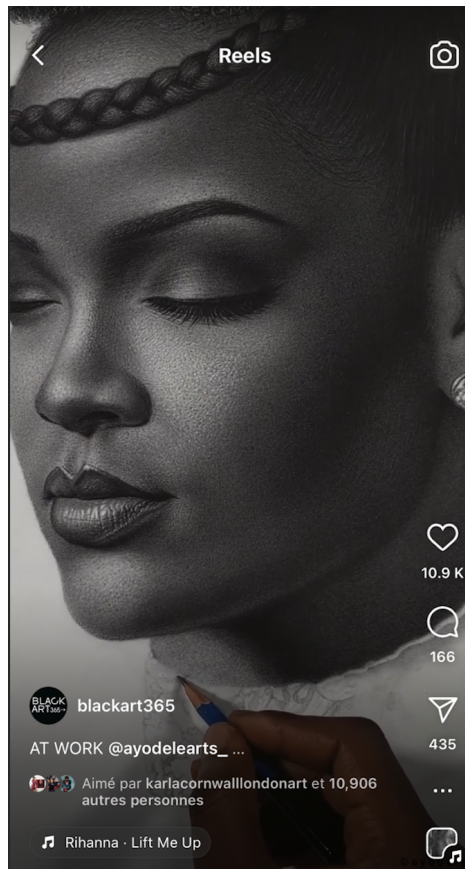


Fig 6- Rihanna portrait by Ayodele - (2023)

By bringing together a diverse community of black creators across artistic disciplines, we stimulate collaboration and increase visibility for often marginalized talents. Our agency model creates new economic opportunities for visual artists by connecting them with musicians and their fanbases. Through our educational initiatives, we cultivate the next generation of great black artists.

Ultimately, Noire Is Beautiful will create a more vibrant, inclusive, and empowered community for black artists to network, develop, showcase their talents, and thrive.

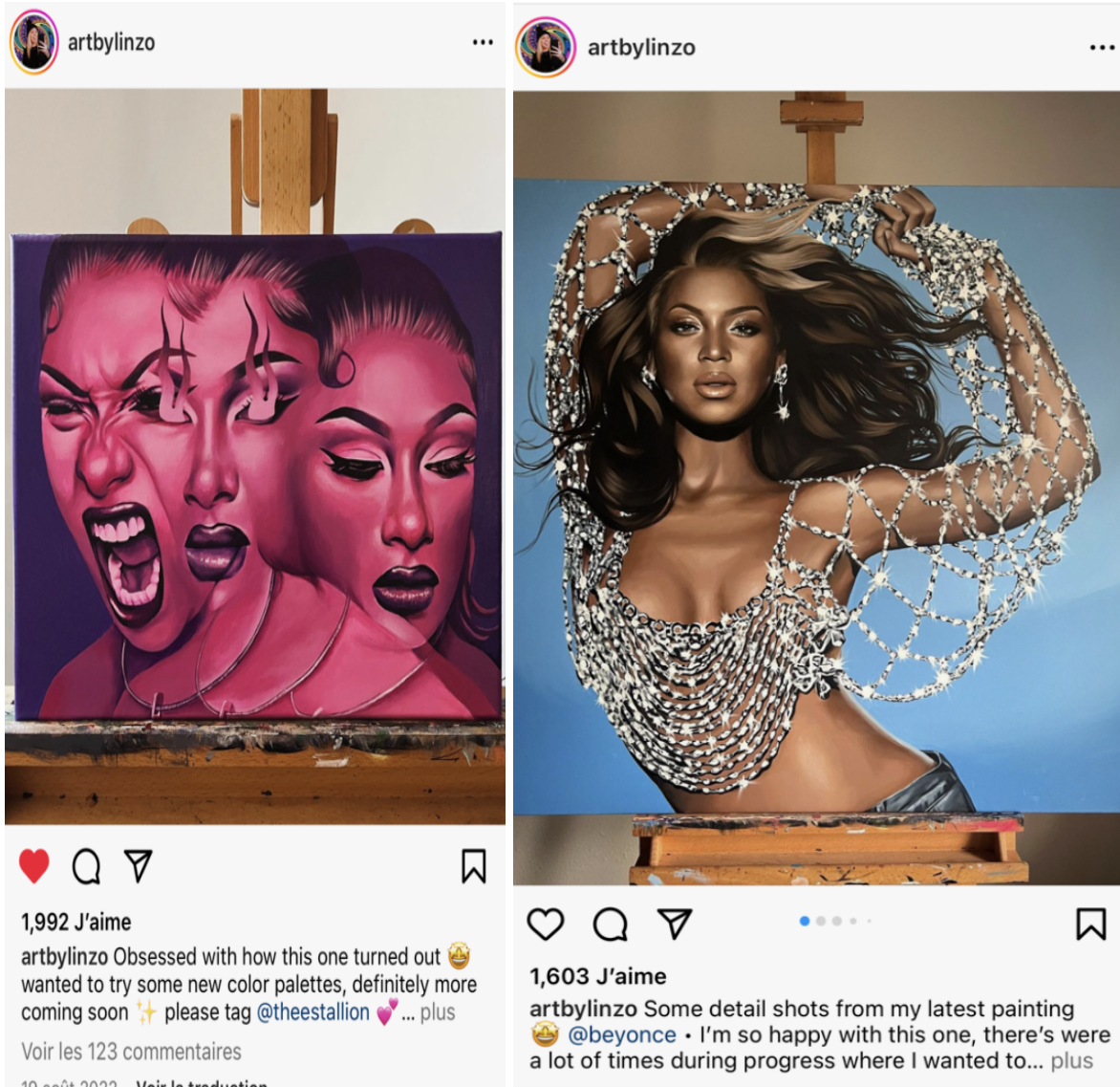


Fig 7 Traditional art example - created by artbylinzo

4. Market Analysis

4.1 Art Industry

Noire Is Beautiful's primary objective is to become the leading platform for discovering art that is inspired by music and crafted predominantly by black artists. *The art industry in the UK has always been a thriving and diverse sector, attracting artists, collectors, and enthusiasts from around the world.* With its rich history and cultural significance, London has become a global hub for art, offering a wide range of artistic expressions and styles. The city is home to numerous

world-renowned art galleries, museums, and cultural events, creating a fertile ground for our business to flourish (Guttridge, 2022)

One of the challenges in the traditional art market is the difficulty for emerging artists to gain recognition and establish a foothold in the industry. In an article published by Artland magazine, Sylvain Levy states *"The most challenging problem facing the art world today may be the conflict between the new global audience of visually fluent people versus the traditional art-world elites. Could a small group of influential people leading the major museums, galleries, auction houses, and art publications continue to define which artists would be celebrated? Avoid the tyranny of consensus. Art should dismantle consensus, not collude towards it. Unfortunately, though, today's values arise from consensus and art is preposterously overvalued* (Levy, 2022).

The traditional art market is often dominated by established artists and well-known galleries, making it challenging for emerging artists to gain visibility and access opportunities. Noire is Beautiful aims to address these challenges by creating a platform that empowers emerging artists from underrepresented backgrounds, specifically focusing on Black artists.

In 2022, global art sales rose by 3% compared to the previous year, reaching an estimated value of \$67.8 billion (£56.08b). This increase has brought the market back to its pre-pandemic level in 2019. The United Kingdom held a significant share of around 18% in the global art market following the USA which held 45%. Meanwhile, within the European Union's collective market, comprising 27 member countries, their contribution accounted for about 12% with France standing out as the leading market in Europe (McAndrew, 2023).

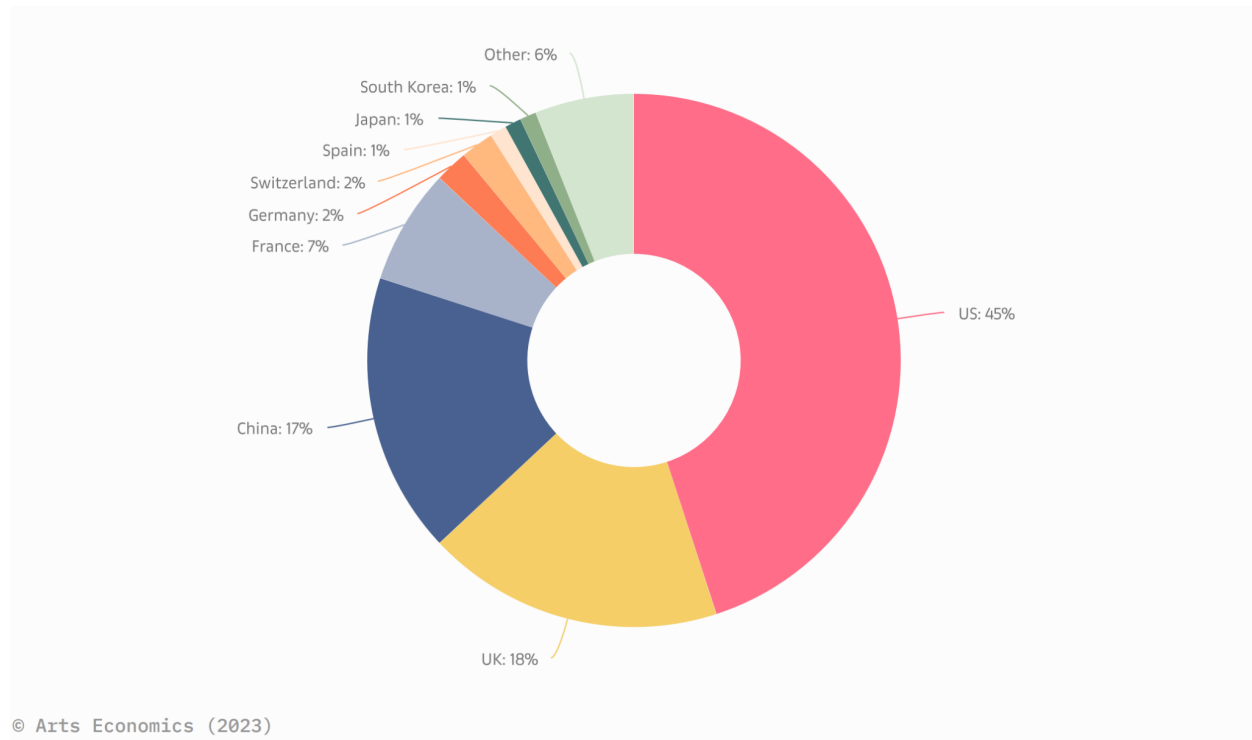


Fig 8 - Global Art Market share by Value in 2022

The art industry's notable problem of underrepresentation and limited opportunities for black artists is a pressing concern that demands attention.

Despite the remarkable legacy and dynamic contributions of black artists throughout history, they frequently encounter obstacles in gaining recognition, accessing resources, and finding platforms to showcase their work to a broader audience. For instance there are less than 10 black owned art galleries in London which support and promote the work of black artists (The Art Newspaper, 2021). This number is disproportionate to the abundance of talented black artists seeking representation.

In the United States, despite holding a significant portion of the global art market at 45%, artwork created by Black American artists only represents 2% (\$3.6 billion), while artwork by Black American female artists comprises merely 0.1% (\$204.3 million). The demand primarily focuses on a select few artists, with the

top five Black American artists at auction accounting for nearly 85% of the total spending in this category. Notably, Jean Michel Basquiat's work alone makes up two-thirds of all auction expenses dedicated to Black American artists (Washington & Lawson, 2022).

4.2 Music Market

According to the IFPI Report 2023, the global music market has grown by 9% in 2022, rising to \$26.2 billion, with streaming platforms playing a crucial role in driving revenue.

The music industry in the United Kingdom is known for its thriving and influential nature. According to a report by BPI in March 2023, revenue from recorded music in the UK increased by 4.7% in 2022, amounting to £1.32bn (\$1.57bn at current exchange rates). Digital marketing assets play a crucial role in promoting music and connecting with audiences for these artists.

Discussing new opportunities for artists and their music. UMG's Chief digital officer Michael Nash states "There are the new frontiers of Web3 and the metaverse. These are longer-term opportunities which are developing over the coming years. Web3 is going to enable new forms of digital collectables, the management and gating of live experiences, the authentication of the super-fan relationship; a lot of very interesting things are going to happen there." (IFPI, 2023)

Digital collectables in the Form of NFTs powered by Blockchain technology provide an innovative way for both musicians and visual creators to monetize their work and establish a direct connection with their fan base.

Web3 allows music artists not only to expand their music but to also create immersive and interactive experiences for their fans through exclusive experiences. This is a really exciting time for artists to explore new avenues for creativity and reach their audiences. NFTs can be used by the artist to create a collection telling a story through visuals and sound, offering fans the opportunity to own unique and limited edition pieces of art. (Forbes, 2019)

The integration of music and digital art in jpeg or gif formats can result in the creation of distinctive artworks that incorporate musical elements. A notable

example is Lostboy NFT, a well-known music collective that combines music and art while emphasizing mental health. Thanks to smart NFTs with multi-format support, NFTs related to music can be displayed differently based on their method of access. For instance, an audio NFT could include a PDF resource containing song lyrics or a personalized message from the musician, which would appear when opened as text-based content (Forbes, 2019).

One of the world's largest art auction houses, Sotheby's, has embraced the world of NFTs and conducted several high-profile auctions featuring music-related NFTs. This trend has opened up new possibilities for artists to showcase and sell their music as unique digital assets. Aespa, a K-Pop Korean girl group signed to Warner Records (Music Week, 2022) has launched their first NFT collection in the Sotheby's metaverse in October 2022 (Sharma, 2022). The digital art collection called “æ girls” was created by world renowned 3D artist Kathryn Blake and launched in three parts consisting of (Crypto Officiel, 2022):

Æ girls NFT Collection Part 1 - Open edition access key for fans and collectors

Æ girls NFT Collection Part 2 – ALTAR: Four fine art executions of each æspa group member in editions of 8.

Æ girls NFT Collection Part 3 – DREAMSPACE: It is the rarest super exclusive 1:1 artwork by Blake Kathryn, capturing the K-POP group members personalities. This single edition NFT will give its holder an all expenses paid trip to Seoul to meet with the Aespa members (Sotheby's Metaverse, 2022)

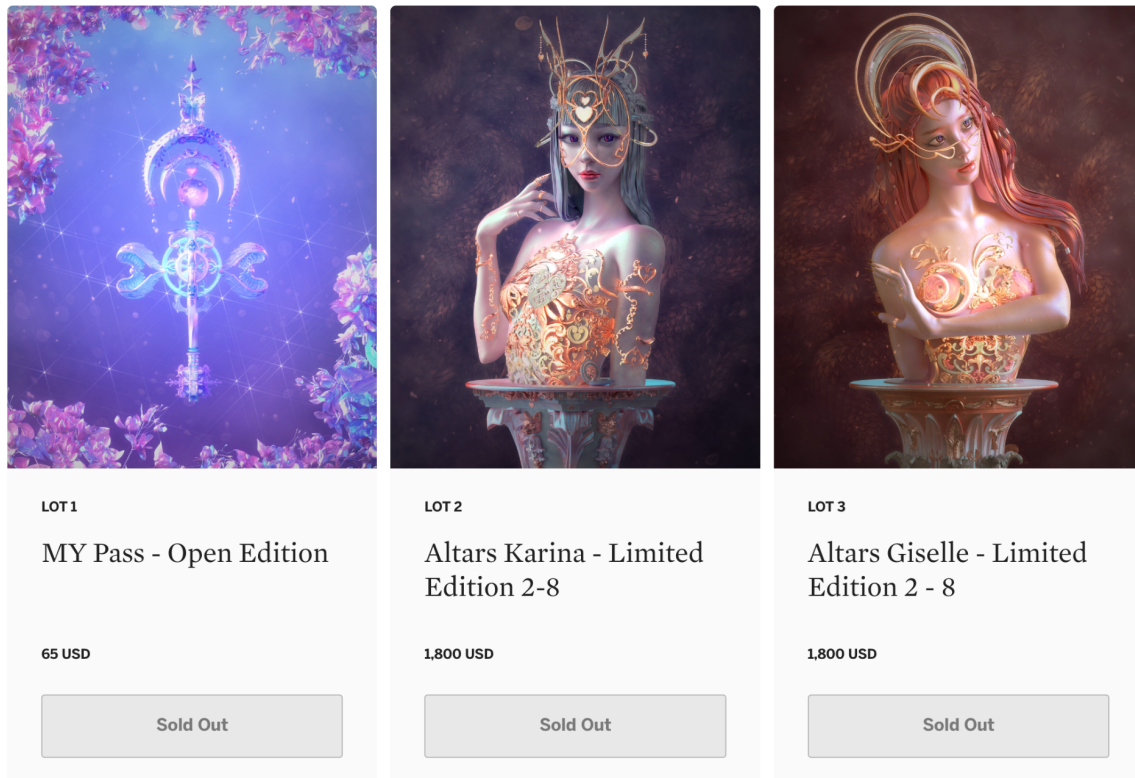


Fig 9 - Ae girls collection - (Sotheby's Metaverse, 2022)

In 2021 Sotheby's made a transition to the world of NFT by collaborating with Mojito, a marketplace that integrates Web3 solutions so brands can increase their sales and build a community with their customers through NFTs. Impressively, the majority of Sotheby's NFT buyers are first-time customers. This incredible achievement has opened up a new customer base and a door to younger generations (Mojito, 2023).

The prospect of integrating art with music through NFTs opens up new avenues for creativity and collaboration, allowing artists to create unique and immersive experiences for their fans. Noire is Beautiful aims to capitalize on the growing trend of NFTs in the music industry by providing a platform for artists to create and sell their music-related NFTs directly to their fans.

Our platform will not focus on the distribution of music as NFTs, but instead on curating and showcasing music-inspired digital artworks. These features will include the ability to attach bonus content, such as lyrics, personalized messages, or exclusive behind-the-scenes footage, to enhance the value and experience of owning an artist's NFT.

This will provide music artists and digital creators with the opportunity to monetize their creative collaborations through direct sales to collectors and fans through royalties. *By bridging the gap between both the art and music industries, Noire Is Beautiful aims to create a unique ecosystem that maximizes the potential of artists and digital creators.*

NiB aims to launch its NFTs platform after three years in business and does not seek external funding at this time for this venture due to the current cryptocurrency volatility and market uncertainty. **(Rosen, 2023)**

4.3 Digital art market

A Recent report from DappGamb1 suggests that the value of NFTs has experienced a decline in 2023, highlighting possible market instability and speculative tendencies (CryptoGlobe, 2023). Economic bubbles occur when the price of an asset greatly exceeds its actual worth, often due to changes in investor behavior. The factors triggering these shifts are subject to ongoing debate. (Sharma, 2022)

A report from dappGamble revealed that 95% of more than 73000 NFT collections had a market cap of 0 ETH, and 79% of all NFT collections have remained unsold, as there is not enough demand to keep up with the supply in what researchers described as a “highly speculative and volatile market” (Rosen, 2023). Several factors caused the NFT market crash that resulted in a significant loss in value, including market oversaturation, the collapse of significant web3-related currency systems such as FTX, TerraUSD and Luna, crypto and NFT scams and global economic inflation. (NFT Evening, 2023)

Despite the volatility of the NFT market, dappGamb1 researchers said that they believed NFTs still had a place in the future. NFTs are worth between \$5 and \$100 but this value can fluctuate greatly depending on the demand and market conditions (NFT Evening, 2023).



The NFT market is dead compared to 2021 and 2022. dappGamb1

Fig 10 - Value of NFTs in 2023 (Dappgamb1 2023)

The overarching consensus on the report published in 2021 following the 2019 report "There is no such thing as Blockchain art" emphasizes the need for education and cross-collaboration between communities to build a blockchain art ecosystem and address the challenges faced by artists and technologists (Fernández et al., 2021). Noire is Beautiful recognizes the need for a curated marketplace specifically for Black creators and the importance of merging technology and art to create an inclusive and sustainable ecosystem in which they can thrive.

In light of the current market conditions and potential volatility in the NFT space, Noire is Beautiful has decided to postpone the launch of its NFT platform. Noire is Beautiful will focus on strengthening its core business model and exploring alternative revenue streams until the NFT market stabilizes.

Noire is Beautiful recognizes that there are several challenges in the NFT market that need to be addressed.

While the current NFT market may be volatile and speculative, Noire is Beautiful believes in the long-term potential of NFTs as a valuable asset in the music industry because of its ability to enhance the fan experience with unique and interactive content.

Noire is Beautiful recognizes the potential risks and challenges associated with the NFT market and will carefully analyze market conditions before launching its NFT platform in 2026.

4.4 Key Market Trends

- **The rise of digital art:** Digital art has gained significant traction in recent years, with artists exploring new mediums and techniques to express their creativity (ArtDiction, 2021). By offering digital art creation and design services, we tap into this growing trend and provide artists with the tools to visualize their artistic vision in the digital realm.
- **Growing interest in Black music and culture:** Black music and culture have had a profound impact on the global music industry. With a focus on traditional and digital art related to Black music and culture, we cater to the growing interest and demand for art that celebrates diversity and inclusivity
- **Event curation and management:** Experiential events have become increasingly popular, providing attendees with immersive and memorable experiences (Balfour, 2023). By offering event curation and management services, we tap into this trend and create unforgettable moments for art and music enthusiasts
- **Art as an investment:** Art has long been considered a valuable investment, with collectors and investors seeking unique and valuable pieces. Our sales of traditional and digital art provide art collectors and enthusiasts with the opportunity to acquire beautiful and meaningful artworks related to Music.

5. Business Objectives

With the increasing popularity of digital platforms and online distribution channels, our decision to operate primarily online, aligns with the evolving trends in the art and music industries. Online platforms provide us with a global reach and the ability to connect with artists and customers beyond geographical boundaries. This approach allows us to tap into a wider market and cater to the needs of a diverse customer base.

Short-term Objectives

- ❖ Increase brand awareness in the London art and music community within the first year of operation by implementing targeted online marketing campaigns and collaborations with local artists and influencers
- ❖ Set up a digital art gallery where clients can view our curated pieces
- ❖ Establish partnerships with at least 5 music artists and 15 visual creators within the first years to expand our network and enhance our artist representation and consultancy services
- ❖ Achieve a customer satisfaction rating of at least 90% within the first year by providing personalized and high-quality visual creation consultancy services to music artists
- ❖ Increase online sales revenue by 20% within the first year through effective digital marketing strategies and optimization of the online distribution channel

Medium-term Objectives

- ❖ Expand our operations to other major cities in the UK and internationally, within the next three years to tap into new markets and increase our customer base
- ❖ Develop strategic partnerships with established international art galleries within the next two years to showcase and sell their traditional african art

pieces on our website to enhance our reputation and attract high-profile customers

- ❖ Implement a loyalty program within the next three years to incentivize repeat purchases and referrals, fostering customer loyalty and increasing customer lifetime value
- ❖ Launch a series of exclusive art and music events within the next five years to create unique and immersive experiences for our target audience, positioning Noire is Beautiful as a leading art agency in the industry

Long-term Objectives

- ❖ Expand our online presence globally and establish partnerships with international music artists and visual creators within the next seven years, becoming a go-to platform for connecting artists worldwide
- ❖ Open a physical art gallery in London within the next 5 years to provide a physical space for art enthusiasts to experience and purchase our curated collection
- ❖ Become a recognized brand in the art and music industry by collaborating with renowned artists and cultural institutions.
- ❖ Create a NFT integrated platform to our website within the next three years to offer digital art collectors the opportunity to buy and sell unique and authenticated artworks from the artists we are working with as well as new talent

6. Market Research

For this business plan, we have conducted two surveys to understand the current trends, demands, and opportunities in the art and music industry. To gather insights from both the music and visual arts sectors, our focus is on surveying a group of 10 music artists and a separate group of 10 visual creators. Our survey focused on the need of these artists and creators in terms of representation and knowledge of the NFT market.

Key Findings

Music artists survey (see appendix A)

- 90% of this music artists heard of NFTs before taking the survey
- 60% are interested in launching music-related content as NFT but 100% could not name an NFT marketplace they could use
- 90% were interested in learning more about NFTs
- 60% of the group defined their genre of music as Hip hop and 66% were aged between 18-24 years old

✓ 12

Would you be interested in learning more about NFTs and how they can benefit music artists?

10 out of 10 people answered this question

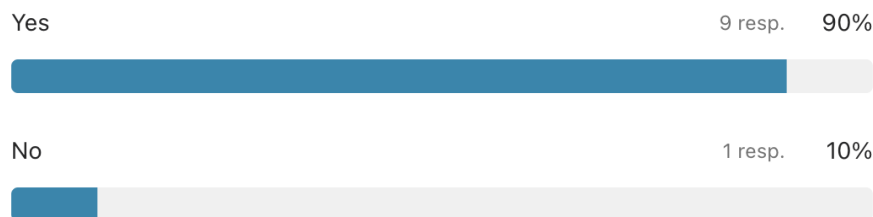


Fig 11 - NiB Survey question 2023

✓ 5

Are you interested in launching your music or related content on NFT marketplaces?

10 out of 10 people answered this question

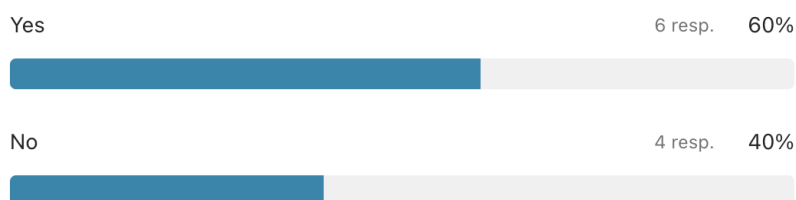


Fig 12 - NiB Survey question 2023

Visual artists survey (See appendix B)

- 50% create both traditional and digital art
- 40% were only working with digital art

- 70% never sold an NFT before
- For the 30% that have sold an NFT before, they use marketplaces such as OpenSea and Nitty Gateway
- 60% of visual creators expressed interest in exploring the NFT market
- further for financial gain and 30% for exposure
- 89% expressed an interest to have representation
- 70% were interested in learning more about the NFT market

What type of artwork do you primarily create?

10 out of 10 answered

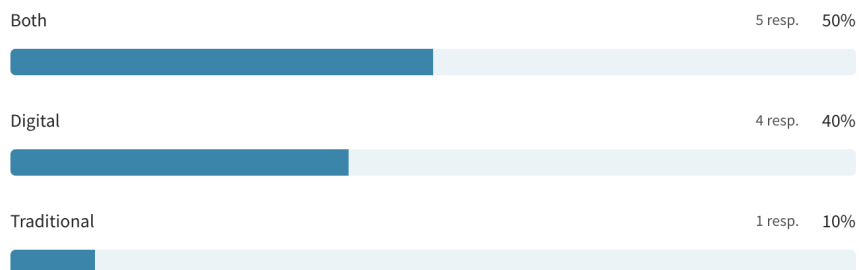


Fig 13 - NiB Survey question 2023

Are you interested in learning more about how to sell your artwork as an NFT?

10 out of 10 answered

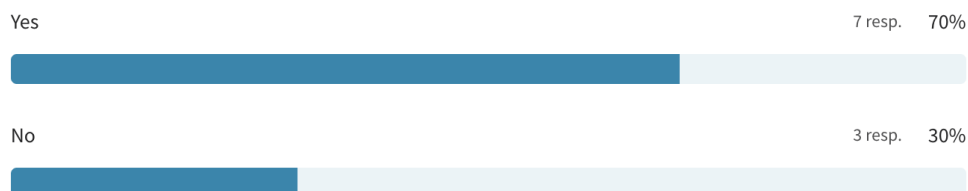


Fig 14 - NiB Survey question 2023

Would you be interested in having representation for your traditional artwork or digital artwork?

9 out of 10 answered



Fig 15 - NiB Survey question 2023

When answering the question about the challenges encountered in selling their artwork online, artists often highlight marketing, promoting their work effectively, and reaching potential buyers.

The survey results indicate that there is a high level of interest and curiosity among both music artists and visual creators in the NFT market however their knowledge and understanding of the market is limited. Based on our market research, it is evident that there is a significant opportunity to provide education and support to both music artists and visual creators in the NFT market.

The survey findings reveal a significant demand among visual creators to seek guidance and enhance their understanding to navigate and engage successfully in this emerging market. This presents an excellent opportunity for Noire is Beautiful to offer representation services, connecting visual creators with music artists who are interested in creating NFTs. Through our expertise, we can provide the necessary support and help both parties thrive in this new landscape of digital art.

7. Market segmentation

Noire Is Beautiful is dedicated to supporting visual creators and independent music artists, as well as record labels and brands that seek to incorporate a culturally authentic perspective into their work. By focusing on the convergence of the art and music markets, Noire Is Beautiful has identified a distinctive niche. The agency's services assist these clients in incorporating visuals that align with

Black music traditions and aesthetics to their work or spaces. This positions Noire Is Beautiful to cater to different segments of the art music industry that values cultural representation in imagery.

The distinctive niche segments which present unique opportunities for growth and differentiation are as follows:

Consultancy services

Segment 1: independent Music Artists

They are typically young adults in their 20s and 30s, residing in London. They have medium-income levels. Independent music artists are looking for guidance and support to bring their artistic vision to life. They are willing to invest in consultancy services and digital art creations to enhance their music career. This segment seeks personalized guidance and expertise to achieve their artistic vision. They require assistance with bringing their musical work to life with storytelling through art and creating a strong brand image with the creations of digital assets such as logos, cover art for singles and albums, and promotional visuals for social media (lyric video, visualiser graphic animated content, etc.). They also need to be educated on the value and potential of NFTs in the art market

Segment 2: Record Labels

This segment includes established record labels, major or independent, that aim to represent and promote Black artists and connect them with a wider audience. Record labels are willing to invest in visual branding and marketing strategies to elevate the artists they work with and attract a larger fan base. Record labels require visually compelling promotional materials and branding strategies that align with the aesthetics and cultural essence of the artists they represent

Segment 3: Creators and Brands

Creators and brands that could be interested in collaborating with Noire Is Beautiful to incorporate culturally authentic visual elements that resonate with

their target into their projects, whether it be a fashion campaign, advertising campaign, or social media content creation.

In today's digital music industry, where visual branding and marketing play a crucial role, Noire is Beautiful emerges as a business poised to capitalize on these evolving trends.

NiB's other focus will be on making a name for itself in the art industry and establishing a great network of artists and art professionals to work with. The company will cater to these niche segments:

Artist representation services

Segment 1: Black Visual Artists

Black visual artists are individuals who specialize in creating visual art related to Black culture. They will have an African and Caribbean background. They are actively seeking opportunities to showcase their work and collaborate with other professionals to establish themselves in the art industry. They are open to investing in consultancy services and event curation that can help them gain visibility and recognition. This segment requires support in promoting their visual art and connecting with a network of industry professionals, galleries, and potential buyers. They seek platforms that can provide them with opportunities to showcase their talent and reach a wider audience.

Online art marketplace

Segment 1: Experienced Art Collectors interested in black culture and music-related art

Art collectors are individuals who have a passion for collecting art and appreciate its value. They have a high-income level and are willing to invest in unique and exclusive pieces. Art collectors that are actively seeking new and distinctive art pieces to add to their collections. They are willing to pay a premium for high-quality traditional and digital art that resonates with their taste and interests. They desire access to a wide range of traditional and digital art related to Black music and culture. They value authenticity, uniqueness, and the ability to connect with the artwork on a deeper level

Segment 2: Art Enthusiasts with a strong interest in Black Culture

Art enthusiasts are individuals who have a strong interest in Black music and culture. They are diverse in age and income level, but for this segmentation, we will focus on those with a medium-income level. Black culture enthusiasts are passionate about supporting and celebrating Black art and culture. They actively seek out art pieces that represent and honor their heritage and are interested in investing in such artwork. They are sometimes first-time buyers seeking affordable art options that align with their interests. This segment seeks art that reflects and celebrates Black music and culture. They value representation, cultural significance, and the ability to connect with the artwork on a personal and emotional level. They wish to access art that is affordable and accessible, but still of high quality and artistic merit.

To tap into these markets and address the challenges present, NiB plans to conduct comprehensive market research to understand the trends, preferences, and demands of these niche segments. This will involve in-depth consumer surveys, analysis of industry reports, and monitoring market trends to ensure that Noire is Beautiful stays ahead of the curve and positions itself as an expert in the field. In the meantime, the company will offer consultancy services and advice to music artists wanting to improve their visual content and launch their NFT collection.

7.1 Targeting

We have chosen to target the following segments: Art Collectors and Enthusiasts with a strong interest in black culture, independent music artists and black visual artists. We have selected these segments because they represent distinct customer personas with specific needs and preferences. Independent music artists require personalized guidance and support to bring their artistic vision to life. Art collectors are actively seeking unique and exclusive art pieces that resonate with their taste and interests. Art enthusiasts are passionate about supporting and celebrating Black art and culture, and they seek artwork that reflects their heritage. By targeting these segments, we can tailor our products and services to meet their specific needs, ensuring a more personalized and meaningful customer experience. Additionally, these segments have different

income levels, allowing us to cater to a diverse range of customers and generate revenue from both medium and high-income individuals.

7.2 Positioning

We position Noire is Beautiful as the premier art agency representing black visual artists and specializing in connecting them with music artists or brands to create unique and culturally significant collaborations. Also, our online platform will be the hub of discovering new art from black visual artists, showcasing their talent and providing a platform for them to gain visibility and recognition. The collections featured in the marketplace will consist of diverse and curated works that embody the beauty and richness of black musicians and culture.

Our focus on Black music and culture sets us apart from other agencies, allowing us to provide a unique and authentic experience for our targeted segments. For independent music artists, we position ourselves as the trusted partner that understands their artistic vision and provides personalized guidance to bring it to life. We offer visual creation consultancy services that cater specifically to their needs, ensuring their music is visually represented in a way that resonates with their audience. We aim to offer guidance to those wishing to launch in the world of NFT art, providing them with the necessary resources and expertise to navigate this emerging market successfully.

For art collectors, we position ourselves as the go-to source for traditional art related to Black music and culture. Our curated collection offers unique and exclusive pieces that reflect the richness and diversity of Black art. We emphasize the cultural significance and authenticity of our artwork, appealing to art collectors who value these qualities. For Black art enthusiasts, we position ourselves as the platform that celebrates and honors their heritage through art. Our collection will showcase the beauty and vibrancy of Black music and culture, allowing enthusiasts to connect with artwork on a personal and emotional level. We highlight the representation and cultural significance of our art, resonating with this segment's desire for meaningful and impactful artwork. Additionally, we aim to establish a platform where art related to music will be available in the form of traditional art with the aim to develop a community of art collectors, music lovers, and cultural enthusiasts who appreciate the intersection of music and visual art.

Our focus on community building will serve as a preparation for the launch of our own NFT platform in three years. This platform will offer customers a wide selection of digital art options. By positioning ourselves in this manner, we aim to attract and engage specific segments, providing them with a personalized value proposition that aligns with their preferences and supports the growth of both our company and the visual artists we represent.

8. Sales Strategy

To optimize sales and achieve our revenue objectives, Noire Is Beautiful will implement a comprehensive multi-channel sales strategy that places emphasis on the following key channels:

Online Marketplace

Online Sales: We will utilize our own e-commerce platform to sell artwork, from the visual artists we represent while harnessing the power of social media platforms for promotional purposes. NiB will collect a 15% commission from each artwork sold through our online sales channel

Auction sales: NiB aims to launch its monthly auction, featuring a curated selection of artwork

Gallery Partnerships: We will establish collaborative relationships with art galleries and exhibition spaces, thereby facilitating the display and sale of our artists' works through exclusive exhibitions and events and also showcase some of their artist work on our website. These partnerships will not only expand our reach but also enhance the visibility and reputation of both Noire is Beautiful and the artists we represent

Interior Design Partnerships: We will form strategic alliances with interior designers and architects to seamlessly integrate our artwork into commercial and residential spaces

Strategic Brand Collaborations: *We will actively pursue partnerships with brands and businesses operating in diverse sectors, which will enable us to co-create exclusive products and limited-edition collections*

Artist representation and consultation

Personalized Experiences: We will offer custom advisory services, ensuring an immersive and tailored journey that comprehends the unique needs and aspirations of each client

Superior Service: Our commitment to quick response times, transparent pricing and terms

Ongoing Communication: Regular updates regarding project collaborations and opportunities will be shared with our clients, providing them with a sense of exclusivity and involvement in the artistic process

Through our online sales platform and extensive social media presence, we will be able to directly engage with art collectors on a global scale. By collaborating with galleries and designers, we will enhance the visibility of our brand and artists, and solidify our market standing. Additionally, strategic collaborations will contribute to further elevating our brand positioning and unlocking fresh sales opportunities.

To drive customer acquisition and retention, we will prioritize the provision of exceptional customer service and the cultivation of strong client relationships. This will be achieved through the implementation of a personalized approach to art advisory services.

By delivering personalized, high-quality experiences and nurturing genuine connections with art collectors, we will be well-positioned to attract new customers, drive repeat sales from existing ones, and cultivate enduring associations.

8.1 Customer Decision Process

In the initial stage of the customer decision process, our targeted segments recognize their need for our services or products. Music artists may realize their need for a visual creator for the purpose of content creation and marketing strategies while art collectors and Black culture enthusiasts might be seeking unique and authentic artwork that reflects their interests and heritage. We understand that these needs are often driven by personal preferences, cultural significance, and the desire for representation. Therefore, we strive to create awareness about our offerings that cater to these needs, emphasizing how our services and products can fulfill them.

Once the need is recognized, customers embark on an information search. They seek information about potential solutions to their needs. We ensure that our online platform is easily accessible and user-friendly, providing comprehensive information about our services and products. We also utilize social media platforms and online marketing strategies to increase our visibility and reach out to our target segments. Our content is designed to educate customers about the value and uniqueness of our offerings, and how they can meet their specific needs.

After gathering information, customers evaluate the alternatives available to them. We understand that our targeted segments have different preferences and needs, and we position our offerings accordingly. For music artists, we emphasize our personalized consultancy services and our ability to connect them with the right visual creators. For art collectors and Black culture enthusiasts, we highlight the authenticity, cultural significance, and exclusivity of our art collection. We aim to position Noire is Beautiful as the best choice for our customers, offering them a unique and tailored experience that other agencies cannot provide.

The purchase decision is the point at which the customer decides to buy from us. This is particularly crucial for customers who buy art online. We understand that purchasing art online involves certain considerations and potential concerns. To address this, we provide detailed descriptions and high-resolution images of our artwork, allowing customers to have a clear understanding of the piece they are interested in. We also offer a flexible and secure online payment system, ensuring that customers can make their purchase with confidence. Additionally,

we provide a hassle-free 30 days return policy, giving customers peace of mind in case they are not fully satisfied with their purchase. We strive to create a seamless and trustworthy online purchasing experience for art enthusiasts.

The post-purchase behavior involves the customer's experience after they have made a purchase. We aim to ensure that our customers are satisfied with their purchase and the overall customer experience. We encourage feedback and reviews, allowing us to understand our customers' experiences better and make necessary improvements. We also maintain regular communication with our customers, providing them with updates about new products or services, and fostering a sense of community. We understand that a positive post-purchase experience can lead to repeat purchases and customer loyalty, and we are committed to providing this to our customers.

Furthermore, we recognize the influence of external factors on consumer decision-making in the online shopping experience. These factors include the quality of our website, user-friendly interface design, customer convenience, and satisfaction. We ensure that our website is visually appealing, easy to navigate, and provides a seamless browsing and purchasing experience. We continuously monitor and enhance our website's functionality to ensure optimal user experience.

9. Competition Analysis

Through a comprehensive analysis of the market, it is evident that there is a growing demand for platforms that cater to underrepresented artists and address the challenges they face in the art industry. Since the Black Lives Matter movement, there has been increased attention on elevating Black voices and supporting Black businesses. Corporations and organizations are actively seeking diverse and inclusive strategies to promote social equity and diversity. Many corporations such as google (Google, 2021) , Mastercard (Mastercard Foundation, 2021) and more were prompt to offer funds for Black creators or anti-racism efforts not because they felt threatened by the events on the streets, but rather because they perceived a change in public sentiment regarding race and swiftly adapted their image while avoiding addressing their exploitative practices. (Kang, 2023)

Noire is Beautiful aims to differentiate itself from its competitors by focusing specifically on Black artists and providing a curated marketplace that celebrates music and black culture. While some competitors may represent or sell works by Black artists, NiB is positioning itself as a niche marketplace catering exclusively for music fans and art enthusiasts.

Competitor 1 - Contemporary black arts agency in London- Disrupt space

Disrupt Space is a contemporary Black arts agency established to represent emerging visual artists. We manage artists and through our events programme, connect them to collectors and people passionate about art. Disrupt Space represents artists in business transactions and supports them on their creative journey to be the best artist they can be. (Disrupt Space, 2023)

Strengths:

- established since 2019
- a strong team of experienced curators and art professionals
- representing 13 black artists
- offering consultation services to integrate art to public spaces
- Disrupt Space App

Weakness:

- Limited focus on art related to music
- Simple featured website
- limited reach and visibility outside of London
- Work with UK-based artists predominantly

Competitor 2 - Online marketplace - Artsy

Artsy is a leading online marketplace for discovering, buying, and selling art. The Artsy Website features over 1 million works of art from over 4,000 partners globally. Artsy is a well-established online digital marketplace for art that connects collectors, galleries, and artists (ARTSY, 2023).

While Artsy provides a platform for artists to sell their artwork, it does not specifically cater to the unique needs and challenges faced by Black artists nor does it specialize in art inspired by music and black culture.

Strengths:

- established since 2009
- Offices in different cities in the world
- Global connections
- Website user-friendly and easy to navigate
- Work with an extensive of visual artists around the world

Weaknesses

- Limited focus on art related to music and black culture
- Very selective and do not work with emerging artists
- Limited representation of Black artists

Competitor 3 - Independent Visual Artists and Creators

The existing competition posed by independent visual artists and creators is diverse and widespread. Many individual visual artists and creators sell their work independently online via their own websites, social media or platforms such as Etsy. However, emerging artists often lack the marketing reach and brand recognition to attract collectors. Noire is Beautiful recognizes the need for a centralized platform that specifically showcases and supports Black artists, while also promoting sustainable practices and celebrating music and black culture.

Strengths

- Ability to directly connect with customers and build relationships
- Affordable and accessible to independent music artists on low budgets
- Access to new AI tools for creative production

Weaknesses

- Limited marketing and brand recognition compared to established platforms
- Limited reach and visibility compared to larger platforms

- Lack of expertise in digital marketing and branding strategies

Competitor 4 - Digital Art Agencies - Blackstar agency

Blackstar Agency is a digital art agency that aims to support emerging artists in the digital space. While Blackstar Agency provides support for emerging artists in the digital art space, it does not have a specific focus on Black artists (Blackstar Agency, 2023)

Strengths

- Strong team with expertise in digital art and emerging artists
- Based in the UK and USA
- Worked with major label and other prolific name in the industry

Weaknesses

- Limited focus on supporting Black artists specifically
- Not specialized in representing visual artists
- Not specialized in NFTs

Competitor 4 - Art Galleries and Dealers

Traditional art galleries and dealers represent another alternative for artists to sell their work. However, these brick-and-mortar establishments tend to focus on established names.

The level of commission charged by galleries varies widely. Typically, galleries will add a percentage to the artist's price as their commission, ranging from 33% to 100%. In some cases, commissions in boutique shops or specialist stores may even reach up to 250% or more (Artquest, 2022). They also lack the global reach of an online platform. To address the unique needs and challenges faced by Black artists, Noire is Beautiful aims to provide a curated online marketplace that specifically showcases and promotes Black artists and their artwork, with a special focus on music and black culture, while also providing fair compensation and opportunities for growth.

Traditional art galleries and dealers also serve as competition for Noire is Beautiful. However, these galleries typically cater to an elite market and may not actively seek out or prioritize the work of Black artists.

Strengths

- Recognized in the art world
- Established networks and connections in the art industry and collectors
- Strong presence in physical locations with established clientele
- Ability to showcase physical artwork in a gallery setting

Weaknesses

- Limited reach and accessibility to a global audience compared to an online platform like Noire is Beautiful
- Limited focus on promoting and supporting Black artists specifically
- May not have expertise or understanding of the unique experiences and perspectives of Black artists

10. SWOT Analysis

Conducting a SWOT analysis will provide a comprehensive understanding of NiB's current position. Utilizing a SWOT analysis will equip the team with the necessary tools and insights to set goals and objectives for the business. Periodic assessments using the SWOT framework will enable to track progress. Internal factors, such as strengths and weaknesses, along with external factors like opportunities and threats, are all taken into account during this analysis (Mayhew, 2022)

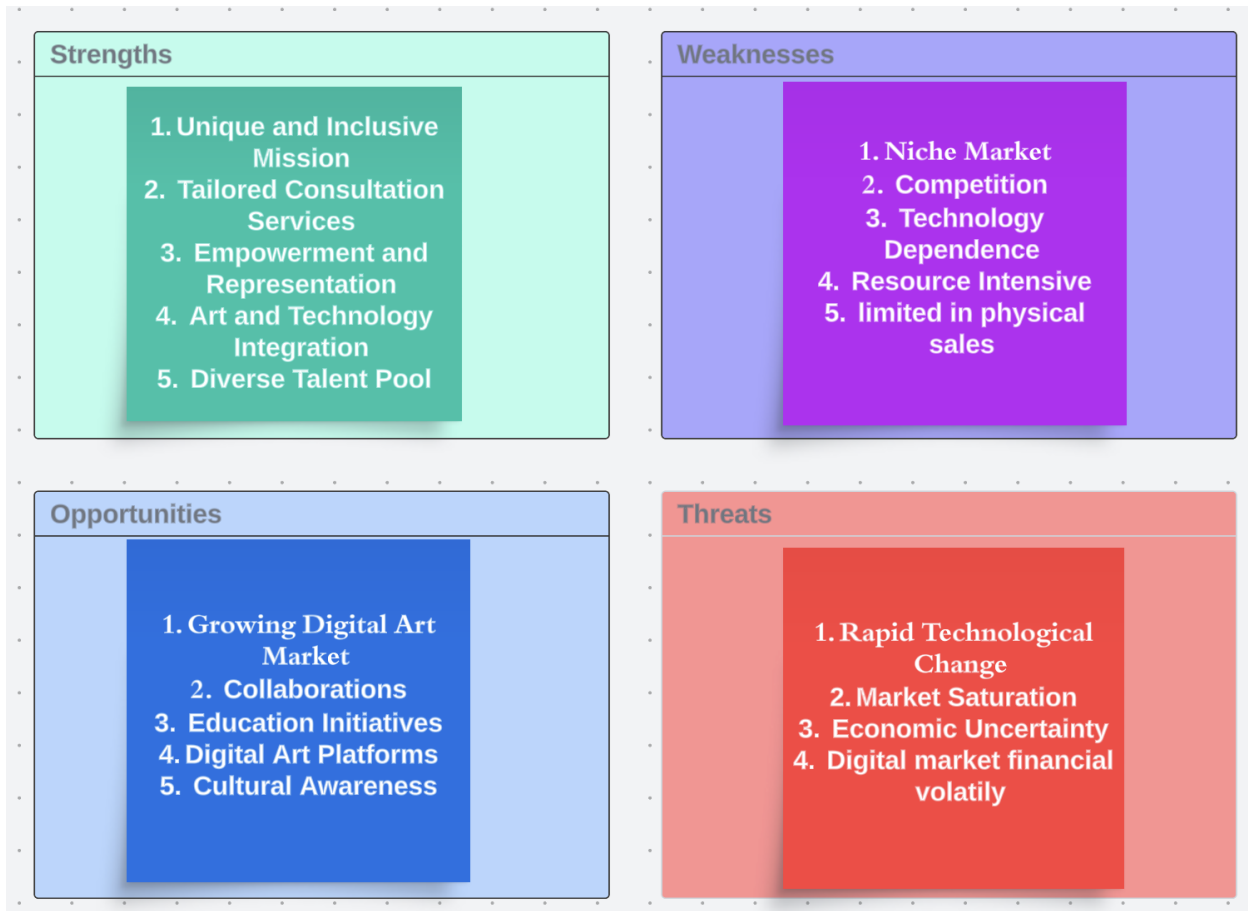


Fig 16 - NiB's SWOT analysis

Strengths: The digital creators we represent specialize in creating unique digital assets that capture and convey the essence of Black art. We have a deep understanding of cultural nuances, allowing us to effectively showcase the beauty of Black culture through our digital creations. With unparalleled artist representation and expertise in digital assets, we cultivate a unique voice for our clients and promote their work to wider audiences. Our visually captivating and emotionally evocative creations garner attention and engagement from art and music enthusiasts. With a robust online presence and distribution channel, we have the opportunity to connect with a global audience, overcoming geographical constraints. Our passionate team is dedicated to achieving excellence, continuously pushing boundaries to deliver exceptional results for our clients.

Weaknesses: In order to achieve sustainable growth, our upcoming business must concentrate on broadening and diversifying our customer base. Although we have limited funds available for expansion, we are actively pursuing

investment opportunities and exploring partnerships to obtain the necessary resources for growth.

Opportunities: The rising need for digital assets and online representation offers a considerable opportunity for our business. We can seize this trend by utilizing our expertise in developing one-of-a-kind digital assets and offering services to represent artists. The increasing recognition of Black culture and art creates a favorable market environment that we can leverage to attract more customers, expand our customer base, and enhance our market presence. Exploring additional distribution channels beyond online platforms may unlock new opportunities for growth. By exploring partnerships with physical galleries and art events, we can reach a wider audience and increase our visibility in the art industry.

Threats: .The competitive landscape in the art agency industry poses a threat to our business. However, we differentiate ourselves through our specialization in digital assets and our unique focus on showcasing the beauty of Black culture, which sets us apart from competitors. We will continue to stay ahead of the competition by constantly innovating and delivering exceptional value to our clients. Our online distribution channel may limit our reach to potential customers in certain demographics. To mitigate this, we will invest in targeted marketing campaigns and explore partnerships with influencers who have a strong presence in those demographics

11. Pricing Strategy

Noire is Beautiful aims to adopt a tiered pricing strategy that will cater to the diverse needs of artists and consumers. This approach involves offering different pricing options for artwork, taking into account factors such as the artist's reputation, the size and medium of the piece, and its level of exclusivity. By implementing this strategy, we can provide opportunities for emerging artists who are in the early stages of their careers while also supporting established artists with a strong reputation. This will be reflected on the website by providing clear pricing tiers for customers to choose from, ranging from affordable options for

new collectors to higher-end pieces for seasoned art enthusiasts. This can be achieved by displaying under the price options - under £500 - under £1000 - under £3000 - under £10,000. Noire is Beautiful understands that the price of art products is not solely determined by the cost, but rather by the uniqueness, brand image, and quality of the products but most importantly the market's demand (Artsper Magazine, 2023).

Regarding the artist representation fee, Noire is Beautiful will implement a commission-based structure. 15% of the total sale price through our website or any other work booked by the agency will be charged to the artist as a representation fee. Artwork sold through partners such as galleries or curators will incur a different commission fee, negotiated on a case-by case basis.

In accordance with the mission of the company we want to make art affordable to a wide range of consumers, and therefore, we will also implement customer-driven pricing mechanisms such as name-your-own-price and pay-what-you-want on selected pieces of art via auction platforms. In the first year of trading NiB will use the services of platforms like "The Auction Collective" (The Auction Collective, 2023) based in the UK and actively help run professional online auctions. They charge a fee to host your artwork, (Commission fee 5% + sales processing fee 4% + optional £250 for an online viewing room) but also provide marketing and promotion services to reach a wider audience and maximize the chances of a successful sale.

When offering consultations or advisory services, Noire is Beautiful will charge an hourly rate based on the expertise and experience of the team member providing the service. This could vary from £25/hour to £60/ hour. The pricing strategy of Noire is Beautiful is designed to cater to the diverse needs of both artists and consumers, offering different pricing options based on factors such as artist reputation, artwork size, medium, and level of exclusivity.

12. Distribution Strategy

We will also make use of social media platforms to promote our products and services and engage with our customers. This will involve regularly posting content that showcases our art, shares insights into Black music and culture, and highlights the work we do with music artists. We will also use these platforms to respond to customer inquiries and feedback, and to build a community of art and music enthusiasts.

Finally, we will explore partnerships with other businesses or platforms that align with our brand and values. This could involve collaborating with music platforms to promote our art and services, or partnering with online marketplaces to sell our art pieces. These partnerships will allow us to reach a wider audience and generate additional revenue streams for our business.

To expand our reach and increase visibility, we will utilize our online sales platform and social media channels to directly connect with art collectors around the world. In addition, we plan on partnering with galleries and designers to establish a stronger presence offline. By strategically collaborating with others in the industry, we aim to further strengthen our brand positioning while simultaneously creating new opportunities for sales expansion.

13. Marketing Plan

Our Marketing strategy will leverage the power of online platforms to reach our target customers. We will create a user-friendly website where customers can learn about our products and services, make purchases, and request consultations. The website will be designed to reflect our brand identity and values and will feature high-quality images and descriptions of our art pieces. The website will also be updated regularly with art news about Artist of the Month and highlights of the artwork we have available.

One strategy that can be effective in achieving this goal is expanding our artwork selection. By offering a wider range of products, we can cater to the diverse preferences of our customers and attract a larger consumer base. Additionally, leveraging social media platforms for promotion can help us increase brand visibility and reach out to potential customers effectively. Another approach worth considering is collaborating with established galleries and artists to curate special collections or exclusive collaborations. This collaboration will not only add to the uniqueness and desirability of our offerings but also expose us to a wider audience through the existing networks and customer bases of these partners.

13.1 Marketing strategies

At Noire is Beautiful, we are committed to establishing a strong digital presence to offer our unique art consultancy services and sell our traditional and digital art pieces. Our digital strategy is designed to leverage the potential of online platforms to connect with our target audience effectively and achieve our business goals.

Website Development: We will create a visually appealing, user-friendly, and mobile-responsive website that effectively communicates our brand identity and offerings. The website will serve as our primary online platform, providing information about our services, showcasing our art pieces for sale, and offering a secure online shopping experience

Content Marketing: We will regularly publish informative and engaging content on our blog and social media platforms. This could include artist interviews, behind-the-scenes looks at the creation process, and articles on Black music and culture. This strategy will position us as thought leaders in our industry and keep our audience engaged. We will identify content creators or platforms that share a similar target audience and collaborate with them to create joint content or cross-promote each other's work. We will reach out to potential content partners and propose collaboration ideas that align with our brand values and objectives. This can include guest blogging, podcast interviews, or co-hosting virtual events

Social Media Campaigns Objective: To increase brand awareness we will maintain active profiles on various social media platforms such as Instagram, TikTok, X and Discord and engage with our target segments.

creating engaging content related to our services, showcasing our unique art pieces on Titok live by inviting the artist to tal about the creative process, promoting our services, and sharing stories that celebrate Black music and culture. We will use high-quality visuals, short videos, and engaging content to attract and retain followers. We will start by creating a content calendar outlining our posts every three months. This will include a mix of promotional posts, engaging content, and user-generated content. We will also use social media analytics to monitor our performance and make necessary adjustments. This will be an ongoing activity as we continuously engage with our audience and build our online presence.

SEO Optimization Objective: To improve our online visibility and attract more visitors to our website. We will optimize our website content with relevant keywords related to our services and the art industry. We will conduct keyword research to identify high-traffic and low-competition keywords and ensure a mobile-friendly website design. We will then incorporate these keywords into our website content, meta tags, and URLs. This will help us attract organic traffic and improve our online visibility. We aim to complete the initial optimization within the first two months of the business launch, and it will be an ongoing activity as we continuously update our content.

Influencer social takeover: We will regularly collaborate with specific influencers to plan and execute a day-long takeover of our social media platforms. The influencers will create and share content that showcases our brand and engages with our audience. We will select influencers who have a strong presence in our target market and negotiate the terms of the takeover. For example, NiB can arrange entry to an art event in London and ask the influencer to vlog for the day. This tactic will help generate interest and attract new followers to our social media accounts. We aim to establish at least six partnerships within the first 12 months of launching.

Email Marketing Objective: To nurture relationships with our customers and keep them updated on our latest offerings. We will build an email list to send regular newsletters and updates to our subscribers. This will include information about new art pieces, upcoming events, and exclusive offers. This will help us maintain regular contact with our audience and encourage repeat business. We will collect email addresses from visitors to our website and from social media promotional campaigns. We will then create a monthly newsletter featuring our latest offerings and updates. This will be an ongoing activity, with the first newsletter being sent out one month after the business launch.

Hosting Art Events Objective: To create a community around our brand and provide a platform for artists and art enthusiasts to connect. We will host art events such as educational online workshops to promote the use of art in the digital space, digital and in person exhibitions, artist talks, and music performances at specific times and for specific of the year, for example, black history month or to celebrate specific events. We will plan and organize our events and promote them on our social media platforms and through our email newsletters. We aim to host our first event within the first year of launching.

Our digital marketing strategies are designed to be flexible and adaptable, allowing us to respond to changes in the digital landscape and our audience's needs. By leveraging the power of digital platforms, we aim to establish Noire is Beautiful as a leading art agency in the digital space, connecting music artists with visual creators and celebrating Black music and culture

13.2 Key Performance Indicators (KPIs)

Indicator	Importance	Data collection	Frequency
Number of Consultations	directly impacts the number of projects we undertake and shows the demand for our services.	can be collected from our appointment scheduling system. (Monthly)	Monthly
Art Pieces Sold	tracks the number of art pieces sold, both digital and traditional.	data can be collected from our sales records.	Monthly
Artist Representation	tracks the number of artists we represent. It indicates our growth in the industry and our ability to attract and retain talent.	collected from our artist contracts.	Bi-Monthly

Customer Satisfaction Rate	The satisfaction level of our customers, both artists and art buyers. It indicates the quality of our services and our ability to meet customer expectations.	Can be collected from social media, testimonials from clients etc..	Monthly
Number of Events Curated	measures the number of events we curate and manage. It shows our reach in the community and our ability to attract and manage events.	Can be collected from partnership and demand for event curation	Every 6 months

15. Quality Control

At Noire is Beautiful, we understand that maintaining the highest quality standards is crucial to our success. Our quality control measures are designed to ensure that our services and artwork meet and exceed client expectations.

For our visual creation, we have a team of experienced creators who will work closely with music artists to understand their vision and provide tailored content.

The digital art creation and design service will be overseen by seasoned professionals, preferably signed to our agency. They will supervise every project, ensuring the final product aligns with the artist's vision and adheres to our high-quality standards. We will also seek feedback from our clients to continually improve our services. NiB will also oversee all the collaborative projects between our visual creators and our clients, being a point of contact to address any concerns or issues that may arise during the creative process.

For our artist representation and art sales, we will carefully curate the artists we represent and the artwork we sell. We will only associate with artists who have a proven track record of creating high-quality traditional and digital art related to Black music and culture. We will also have a rigorous selection process for the artwork we sell, ensuring they are unique, beautiful, and of high quality. Also, the artists we work with will have the responsibility to maintain the quality of their work and uphold our delivery standards. Clients who are interested in purchasing art from our website will be put in touch with the artist to answer questions or provide additional information about the artwork, ensuring a seamless and personalized purchasing experience. The clients will be informed of the artwork location, size and medium of the artwork, as well as any additional details such as framing options or display recommendations and delivery methods.

Our event curation and management service will be focused on delivering exceptional experiences to our clients. We will carefully select venues, vendors, and performers that align with our brand values and commitment to quality. We will work closely with our clients to understand their preferences and requirements, ensuring that every aspect of the event reflects their vision. Ultimately, Noire is Beautiful aims to provide a highly structured and innovative digital platform that revolutionizes the arts and cultural industries by maximizing audience development and engagement while nurturing and promoting Black artists, musicians, and creatives.

16. Implementation Plan

Our initial investment will be strategically allocated to the following areas:

- **Website development:** £7000

To effectively promote our services and products, we will allocate £7000 to develop a visually appealing website that highlights the fusion of art and Black music and culture that NiB represents. This user-friendly platform will serve as our primary distribution channel, engaging with our target audience and attracting clients and art enthusiasts alike. It is imperative that we create an intuitive website to showcase the unique essence of our brand.

- **Digital marketing:** £6000

We will invest £6000 in digital marketing campaigns to increase our online visibility and attract our target audience through various channels such as social media advertising, search engine optimization, and influencer collaborations.

- **Launch event:** £2500

We will set aside £2500 for a launch event to officially introduce Noire is Beautiful to the public and generate buzz around the brand. This will be planned for October 2024 during Black history month.

- **Legal requirements:** £2000

We will spend £2000 to ensure we meet all legal requirements, including registering our business and drafting contracts for artist representations and securing necessary licenses.

- **Business expenses:** £750

We will allocate £750 for miscellaneous business expenses that may arise during the initial stages of our business

- **Content creation:** £2500

Lastly, we will invest £2500 in content creation for our digital marketing campaigns and website creating content such video interviews, photoshoot and more.

By strategically allocating our initial investment, we will ensure that Noire is Beautiful is well-positioned for success. **The cost required to kick start the business is £20,750.**

17. Technology requirements

Noire is Beautiful's success is intricately tied to a well-thought-out technology strategy. To avoid using outdated and inefficient processes, we will leverage the power of digital technology in our business operations. This will include implementing a user-friendly and visually appealing website where clients can easily browse and purchase artwork, as well as access information about our represented artists and their backgrounds. Additionally, we will integrate social media platforms to showcase our artists' work and engage with our audience effectively. We will also explore the development of virtual reality and augmented reality technologies to enhance the online art-buying experience, allowing clients to visualize artworks in a 3D gallery or in their own spaces before making a purchase.

NiB recognizes the significance of a robust tech foundation to drive its online art business. Key components of this technology selection include a Content Management System (CMS), an E-commerce Platform, Customer Relationship Management (CRM) Software, Project Management Software, and Social Media Management Tools.

We need to ensure we have the right tools to manage content, facilitate online sales, handle customer interactions, streamline project management, and manage their social media channels effectively.

Each technology chosen plays a vital role in NiB's business. The CMS keeps its website updated, enhancing online presence and SEO ranking.

The E-commerce Platform enables smooth online transactions and secure payment processing driving customer's satisfaction and retention. The CRM software allows Noire to manage and nurture customer relationships, providing personalized and tailored experiences.

The project management software helps streamline internal processes and ensures efficient coordination between team members and external stakeholders.

To put these into practice, NiB has identified specific technology requirements. This includes securing hosting, domain names, and CMS software for their website, and developing an e-commerce platform. We will also need subscriptions to project management and social media management platforms, such as Trello, Asana, Hootsuite, and Buffer.

Ongoing technology management is imperative for NiB's operations. Regular maintenance ensures smooth operation through software updates, bug checks, and issue troubleshooting. Upgrades keep the technologies up-to-date, ensuring optimal performance. Data management is a priority with regular backups, access control, and data integrity checks. Security measures, including secure passwords, firewalls, and updates, safeguard their data and systems from threats.

In the first 2 years of operation, NiB aims to focus on building a strong foundation of technology infrastructure to support its online art business and contemplate the possibility of launching its own auction and NFT marketplace to expand its reach and revenue streams.

17. Growth Strategy

Noire Is Beautiful will operate virtually for the first three years of business. This allows us to minimize overhead costs and focus resources on building our online presence and developing our artist portfolio. Since the sale of art and providing of consultancy services will be conducted online, a virtual operation suits the needs of the business model.

The website serves as our primary interface for customers. The site will allow us to showcase artist portfolios, display art available for purchase, and provide information on consultancy services. We will build the website using an ecommerce platform integrated with the core site. This allows us to easily manage art sales online.

To store our inventory of physical art pieces available for sale, we will rely on third party storage and fulfillment services. This eliminates the need for a dedicated warehouse while still allowing us to securely store art and fulfill orders.

After three years in business, we intend to open a physical art gallery space in London. This will provide an immersive environment to showcase our represented artists. The location will be determined based on real estate availability. We will design the space to foster an engaging experience that draws art buyers in. We will also aim to launch our own auction and NFT platform to cater to the growing demand for digital art and blockchain technology in the art

market, however, the initial focus will be on establishing our online presence and growing our virtual operation.

The combination of virtual and physical presence provides the right locations and facilities mix for our business. We can reach a global audience online while still establishing a destination art space in a prime market.

Strategic partnerships will be key to our growth. We will seek collaborations with music artists, influencers, and other relevant entities who align with our brand's ethos. Such partnerships can provide us with access to a larger audience and increase our brand visibility.

We will also consider partnerships with other businesses in the art and music industries. For example, we could collaborate with music festivals, art fairs, and cultural events to host pop-up exhibitions or offer consultancy services. Such partnerships will not only provide additional revenue streams but also create opportunities for networking and brand exposure.

Finally, we will explore opportunities for corporate partnerships. Businesses looking to invest in art or seeking consultancy services for their branding could form a significant part of our customer base. We will work towards establishing ourselves as a trusted partner for businesses in need of artistic direction and consultancy.

In conclusion, our growth strategy revolves around expanding our digital footprint, diversifying our product offerings, and forming strategic partnerships. We are excited about the journey ahead and are committed to making Noire is Beautiful a global platform that celebrates Black music and culture through art.

19. Financial Plan

The financial plan plays a vital role in the overall business strategy of "Noire is Beautiful" by providing a roadmap for transforming our creative vision into a financially sustainable reality. In this section, we outline our objectives, projections, and tactics to ensure that we possess the necessary resources and financial stability to thrive at the dynamic crossroads of art, music, and Black culture. Our financial plan has been thoughtfully crafted to effectively allocate

resources, manage costs diligently, and drive revenue growth while simultaneously celebrating the diverse richness of Black music and culture.

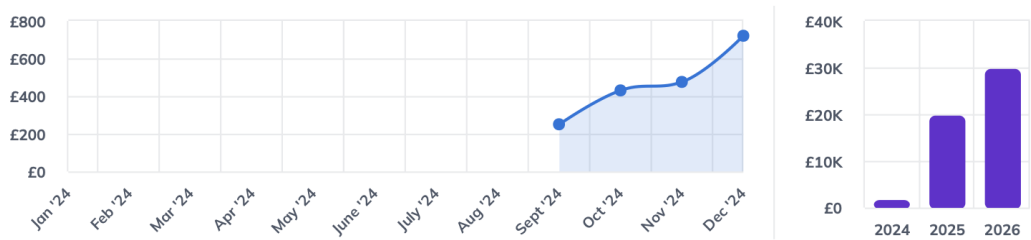
As we embark on this exciting journey, our financial plan guides us toward our goal of creating a thriving platform that fosters creativity, celebrates heritage, and contributes to the vibrant world of art and music. The start-up costs are £20,750. NiB will be seeking £20,000 initial funding from the private or public sector to help cover the initial expenses of launching our e-commerce platform dedicated to showcasing and selling black art, music, and culture.

In the first year of operations, we anticipate generating £20,058 in revenue through online art sales, artist representation and consultation fees. We expect the revenue to grow steadily in subsequent years, reaching £30,000 by 2026.

The company's net profit will grow by 13% resulting in a projected net profit of £11,500 in 2026 with a gross margin of 56%.

The following documents illustrate the projected financial performance of "Noire is Beautiful" over a specified 3 years period, outlining the expected revenue sources, expenses, and profitability.

Revenue



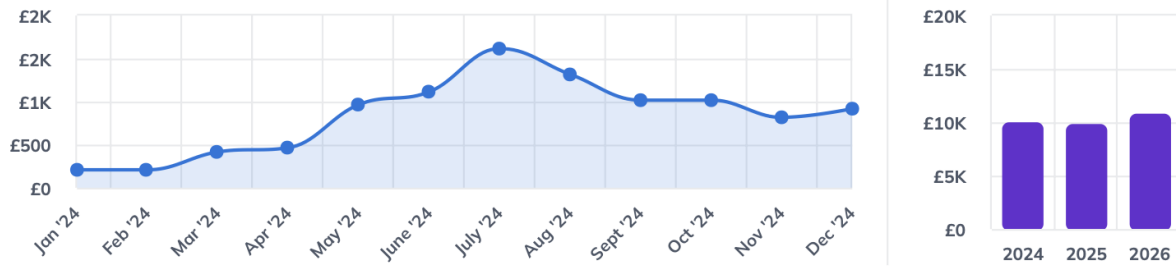
Revenue	2024	2025	2026
Consulting Fees	£675	£7,560	£9,900
Billable Hours	15	168	220
Hourly Rate	£45	£45	£45
Content Creation Fees	£1,000	£3,000	£3,000
Commission on Sales of Artwork		£6,500	£12,530
Artist representation fee	£200	£2,000	£2,450
Event curation fee		£998	£2,000
Totals	£1,875	£20,058	£29,880

Fig 17- NiB' revenue forecast (2023)

Direct Costs	2024	2025	2026
Website maintenance	£1,000	£1,000	£1,000
Phone and media need	£660	£720	£720
Website Design Services	£7,000	£3,000	£3,000
Legal requirements	£2,291	£2,500	£2,500
Totals	£10,951	£7,220	£7,220

Fig 18- NiB's direct costs forecast (2023)

Expenses



Expenses	2024	2025	2026
Marketing Expenses	£4,000	£1,950	£2,766
Advertising Expenses		£600	£800
Office Supplies and Expenses	£450	£600	£600
Technology Expenses (Software, Hardware, IT Services)	£1,050	£1,800	£1,800
Launch event	£2,500	£2,500	£2,500
content creation	£2,082	£2,500	£2,500
Totals	£10,082	£9,950	£10,966

Fig 19- NiB's business expenses forecast (2023)

Projected Profit & Loss (1 of 2)



Projected Profit & Loss	2024	2025	2026
Revenue	£800	£11,128	£16,520
Consulting Fees	£600	£4,280	£4,560
Billable Hours	15	107	114
Hourly Rate	£40	£40	£40
Content Creation Fees	£100	£300	£300
Commission on Sales of Artwork		£3,200	£6,810
Artist representation fee	£100	£2,350	£2,850
Event curation fee		£998	£2,000
Direct Costs	£10,951	£7,220	£7,220
Website maintenance	£1,000	£1,000	£1,000
Phone and media need	£660	£720	£720
Website Design Services	£7,000	£3,000	£3,000
Legal requirements	£2,291	£2,500	£2,500
Gross Margin	(£10,151)	£3,908	£9,300
Gross Margin %	(>999%)	35%	56%
Operating Expenses	£10,082	£9,950	£10,966
Salaries & Wages	£0	£0	£0
IT Support	£0	£0	£0
Founder/CEO	£0	£0	£0
Legal Counsel	£0	£0	£0
Artists/Designers	£0	£0	£0
Employee Related Expenses	£0	£0	£0
Marketing Expenses	£4,000	£1,950	£2,766
Advertising Expenses		£600	£800
Office Supplies and Expenses	£450	£600	£600
Technology Expenses (Software, Hardware, IT Services)	£1,050	£1,800	£1,800
Launch event	£2,500	£2,500	£2,500

Projected Profit & Loss (2 of 2)

...continued from previous page

Projected Profit & Loss	2024	2025	2026
content creation	£2,082	£2,500	£2,500
Operating Income	(£19,158)	£2,888	£11,694
Interest Expense	£379	£343	£219
Income Taxes	£0	£0	£0
Total Expenses	£21,412	£17,513	£18,405
Net Profit	(£19,537)	£2,545	£11,475
Net Profit %	(>999%)	13%	38%

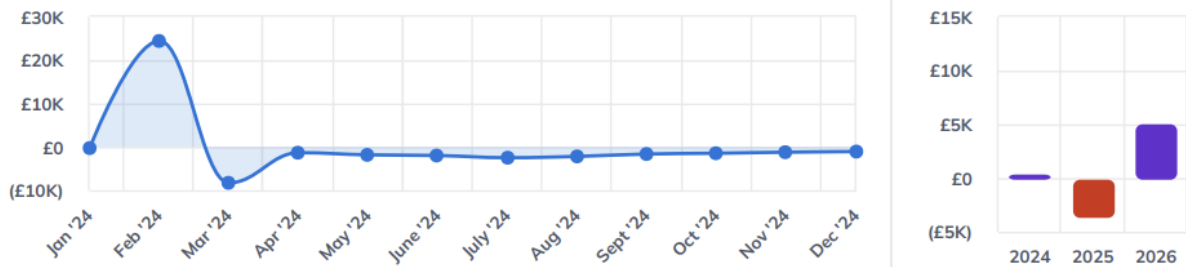
Fig 20 - NiB's profit & Loss projection (2023)

Projected Balance Sheet

Projected Balance Sheet	2024	2025	2026
Assets	£422	(£3,194)	£1,996
Current Assets	£422	(£3,194)	£1,996
Cash	£422	(£3,194)	£1,996
Accounts Receivable	£0	£0	£0
Liabilities & Equity	£422	(£3,194)	£1,996
Liabilities	£19,959	£13,798	£7,512
Current Liabilities	£6,161	£6,285	£6,412
Accounts Payable	£0	£0	£0
Income Taxes Payable	£0	£0	£0
Sales Taxes Payable	£0	£0	£0
Short-Term Debt	£6,161	£6,285	£6,412
Long-Term Liabilities	£13,798	£7,512	£1,100
Long-Term Debt	£13,798	£7,512	£1,100
Equity	(£19,537)	(£16,992)	(£5,516)
Retained Earnings		(£16,992)	(£16,992)
Earnings	(£19,537)	£2,545	£11,475

Fig 21- NiB's balance sheet (2023)

Projected Cash Flow



Projected Cash Flow	2024	2025	2026
Net Cash from Operations	(£19,537)	£2,545	£11,475
Net Profit	(£19,537)	£2,545	£11,475
Change in Accounts Receivable	£0	£0	£0
Change in Accounts Payable	£0	£0	£0
Change in Income Tax Payable	£0	£0	£0
Change in Sales Tax Payable	£0	£0	£0
Net Cash from Financing	£19,959	(£6,161)	(£6,285)
Change in Short-Term Debt	£6,161	£124	£127
Change in Long-Term Debt	£13,798	(£6,285)	(£6,412)
Cash at Beginning of Period	£0	£422	(£3,194)
Net Change in Cash	£422	(£3,616)	£5,190
Cash at End of Period	£422	(£3,194)	£1,996

Fig 22 - NiB's projected cashflow (2023)

Conclusion: Our business plan offers an innovative approach that combines the realms of music and visual arts. This visionary strategy stems from our recognition of the vast possibilities that digital art holds in enhancing the music experience. Our vision of integrating art and music, particularly through NFT-based digital art, has been a revelation however the current of this market has forced us to change our plans and adapt the business model accordingly.

Through this plan, we have charted a course towards a one-of-a-kind and pioneering space for musicians, art collectors, and enthusiasts to come together. Developing clear financial goals and diversifying our sources of income has been a vital process. We have forecasted significant revenue from multiple streams, including consulting services, sales of artwork, curated events, and representing artists. This plan showcases our dedication to long-term financial stability and outlines a strategic approach to effectively allocate resources for marketing and advertising. Being an online-oriented business provides us with the advantage of expanding our reach beyond London and connecting with a wider audience base.

As we move forward, the "Noire Is Beautiful" business plan will serve as our roadmap, guiding our actions and decisions. It represents not just a business venture but a genuine commitment to celebrating diversity and promoting the arts.

19. Appendix

Appendix A - Music artist survey (market research)

Music artist Survey Link report

<https://9kvibzrbnnt.typeform.com/report/qgmK2KPt/mrNvOrKhFTi9QcoN>

Music Artist Survey																	
File Edit View Insert Format Data Tools Extensions Help																	
75% 123 Default... 10 B I A																	
E1 Are you interested in launching your music or related content on NFT marketplaces?																	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Have you heard of NFTs (Non-Fungible Tokens) before taking this survey?	How would you rate your understanding of NFTs?	Have you ever considered using NFTs to tokenize your content (music video, cover art, photography)?	What type of content are you interested in tokenizing?	Are you interested in launching your music or related content on NFT marketplaces?	If yes, which NFT marketplace(s) are you interested in?	What features would you like to see in an NFT marketplace for music artists?	Would you be willing to pay a fee to launch your content on an NFT marketplace?	If yes, what percentage fee would you be willing to pay?	Do you have any concerns about using NFTs to tokenize your content?	What is your preferred method of receiving payment for NFT sales?	Would you be interested in learning more about NFTs and how they can benefit music artists?	If yes, what topics would you like to learn more about?	What is your primary genre of music?	What is your age range?	What is your location (City, Country)?	Submitted At	Token
2 Yes	Beginner	Yes	Photography	Yes	Don't know	don't know	Yes	5%	not sure where	Both	Yes	how to make mo	Other	18-24	london	10/29/2023 13:21	49ep4910a7ghv5
3 Yes	Intermediate	Yes	Music videos	No	Don't know	n/a	Yes	20%	no	Cryptocurrency	Yes	n/a	Hip-hop	18-24	london	10/15/2023 12:21	botmlwca3skde4i
4 Yes	Beginner	Yes	Music videos	Yes	Don't know	ldk	Yes	5%	Other	Other	Yes	Other	Other	18-24	london	10/13/2023 8:19	7y767ptqch65ia1f
5 Yes	Beginner	No	Music videos	Yes	Don't know	Special NFTs for	Yes	5%	Is it a safe proce	Both	Yes	How artists can	Rock	Under 18	Chiselhurst Bickl	10/12/2023 8:13	9gouc0bpglydhcgl
6 No	Beginner	No	Music videos	Yes	Don't know	I'm not sure	No		No	Bank transfer	Yes	Everything	Pop		Hawkinge uk	10/12/2023 14:21	rpzh0nmzswfip25
7																	
Easy artist onbo Support for vario Low transaction Interoperability Smart contracts Identity verificati Fan engagement Ratings and revi Secondary mark Curation and dis Scarcity manage Legal and licensi Environmental o User-friendly int Community-buic Strong security r Mobile app supp Analytics and ins Legal complianc Responsive cust												NFT Basics: A f NFT Use Cases Royalty and Res Environmental Ir Challenges and NFT Marketplac					
Yes	Beginner	No	Music videos	Yes	Don't know	I don't care i don't	No		No because i'm not gonna do it	Bank transfer	Yes	Legal and Copyr	Hip-hop	18-24	United Kingdom	10/12/2023 12:21	putyb3lloby8qth
8 Yes	No	Intermediate	No	No		I don't care i don't	No		No because i'm not gonna do it	Bank transfer	No	Hip-hop	18-24	London, England	10/11/2023 13:11	y3786u0x0zdt787i	
9 Yes	Beginner	No	No	No		I don't care i don't	No		No because i'm not gonna do it	Bank transfer	Yes	How nft can help	Hip-hop	Under 18	London	10/11/2023 9:49	zmas805ubvyyg5i
10 Yes	Beginner	Yes	Other	Yes	Don't know	Not sure	No		Don't know too m	Bank transfer	Yes	Price inflatio	Hip-hop	Under 18	London	10/12/2023 9:44	g2bkak5poyqk2i
11 Yes	Beginner	Yes	Photography	No	Don't know	N/A	No	15%	N/A		Yes	Anything	Hip-hop	18-24	London	10/11/2023 9:35	ec4t77wla2725fak
12																	
13																	
14																	
15																	

Appendix b - Visual artist survey (market research)

Visual artist Survey link report

<https://9kvibzrbnnt.typeform.com/report/akREnelj/mj1IkNDLZhEkwi11>

NFT visual Artists survey music - typeform results																	
File Edit View Insert Format Data Tools Extensions Help																	
60% 123 Default... 10 B I A																	
A12																	
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
What type of artwork do you primarily create?	Have you ever sold your artwork as an NFT?	If you have sold your artwork as an NFT, which platform(s) did you use?	How familiar are you with the NFT market?	What would be your main motivation for selling your artwork as an NFT?	Would you be interested in having representation for your traditional?	If yes, which type of artwork would you like to have represented?	What percentage of your artwork sales are currently made online?	How important is it for you to have control over the distribution and pricing of your artwork?	Are there any specific challenges you face when trying to sell your artwork online?	How much time do you spend promoting your artwork online per week?	What is your preferred method of receiving payment for your artwork sales?	Are you interested in learning more about how to sell your artwork as an NFT?	If yes, what type of information would you like to learn more about?	Thank you for taking the time to complete this survey. Is there anything else you would like to share about your experience?	Submitted At	Token	
Traditional	No	Na		5 Financial gain	TRUE	Traditional	10	10 Marketing	1-3 hours	Bank transfer	TRUE	Na			10/26/2023	7r0xqg3w0u8j77ngeagnd7ggl	
Digital	Yes	Opensea		8 Financial gain	TRUE	Digital	100	10 Exposure	More than 5 hours	Credit card	TRUE	Anything new			10/19/2023 15:51	172bhzad2arwsg7722ibb0b06lpc	
Digital	No			5 Experimentation	TRUE	Digital	90	10 Promotion	More than 5 hours	PayPal	TRUE	Promotion			10/19/2023 14:33	dd81nsoauldcdyadad16778qdytpe	
Digital	No	Opensea		5 Exposure	TRUE	Traditional	350	5 Yes	3-5 hours	Cryptocurrency	TRUE	How to build your market			10/18/2023 8:16	007h7meuqdsq4mmv0C07n7hg2	
Both	No			8 Financial gain	TRUE	Both		8	3-5 hours	Bank transfer	TRUE				10/17/2023 11:31	0dacrmyh13o7dam2sauweg4k	
Digital	Yes	Nifty Gateway		Financial gain	FALSE	Both	10	10 Black art isn't very popular	More than 5 hours	Bank transfer	FALSE				10/16/2023 19:11	ko2nzubdvthkz2nagvmmvml6ltp	
Both	No			7 Financial gain	TRUE	Both	60	10 Connecting with people	1-3 hours	Bank transfer	TRUE	Connecting with audiences and minting projects			10/16/2023 14:11	hb0mrmqg30lhzthwagp2chdyndyz	
Both	No	I have not sold my artwork		7 Financial gain	TRUE	Both	99	10 Social media algorithms	1-3 hours	PayPal	FALSE	NA	No		10/16/2023 13:11	02sxsmxmk3u202r1yblwz74gpcd8	
Both	Never did			3 Exposure	TRUE	Both	20	8 Find clients	3-5 hours	PayPal	TRUE	Where to sell NFT			10/29/2023 13:33	pvu07h0cp0n269pvd1n75kz5o7p2	
Both	YES	Opensea		8 Exposure	TRUE	Both	30	10 Promotion	Less than 1 hour	PayPal	FALSE				10/29/2023 13:43	d0d83m6gavscu8d0d9ad11mhw	
12																	
13																	
14																	
15																	

20. Bibliography

Adesina, P. (2020, August 4). *The birth of the Black is Beautiful movement*. BBC.

Retrieved October 05, 2023, from

<https://www.bbc.com/culture/article/20200730-the-birth-of-the-black-is-beautiful-movement>

ArtDiction. (2021, April 4). *The Rise of Digital Art*. ArtDiction. Retrieved October

04, 2023, from <https://www.artdictionmagazine.com/the-rise-of-digital-art/>

The Art Newspaper. (2021, May 27). *Why are there so few black-owned galleries*

in London? The Art Newspaper. Retrieved October 30, 2023, from

<https://www.theartnewspaper.com/2021/05/27/why-are-there-so-few-black-owned-galleries-in-london>

Artquest. (2022). *Gallery commission*. Artquest. Retrieved October 06, 2023,

from <https://artquest.org.uk/how-to-articles/gallery-commission/>

Artsper Magazine. (2023, April 17). *How to Determine the Price of a Painting*.

Artsper Magazine. Retrieved October 04, 2023, from

<https://blog.artsper.com/en/lifestyle/how-to-determine-the-price-of-a-painting/>

ARTSY. (2023). *Artsy — Discover, Buy, and Sell Fine Art*. ARTSY.net. Retrieved

October 04, 2023, from <https://www.artsy.net/>

The Auction Collective. (2023). *Work with us*. The Auction Collective. Retrieved

October 04, 2023, from <https://theauctioncollective.com/work-with-us/>

Balfour, D. (2023, February 6). *What experiential event trends can we see emerging in 2023*. linkedin. Retrieved October 04, 2023, from <https://www.linkedin.com/pulse/what-experiential-event-trends-can-we-see-emerging-2023-david-balfour/>

Blackstar Agency. (2023). *Blackstar Agency*. Blackstar Agency. Retrieved October 04, 2023, from <https://blackstaragency.com/>

CryptoGlobe. (2023, September 21). *DappGambl Analysis: NFT Market's Collapse from Record Highs to Unprecedented Lows*. CryptoGlobe. Retrieved October 30, 2023, from <https://www.cryptoglobe.com/latest/2023/09/dappgambl-report-the-nft-bubble-bursts-from-sky-high-hopes-to-crushing-lows/>

Crypto Officiel. (2022, October 13). *Blake Kathryn and K POP Group Aespa's NFT Collection will be auctioned on Sothebys Metaverse*. Crypto Officiel. Retrieved October 09, 2023, from <https://cryptoofficiel.com/news/blake-kathryn-and-k-pop-group-aespa-nft-collection-will-be-auctioned-on-sothebys-metaverse/>

Disrupt Space. (2023). *Disrupt Space*. Disrupt Space. Retrieved October 04, 2023, from <https://www.disruptspace.org/>

Dredge, S. (2023, March 9). *UK music revenues grow but industry wants more government support*. Music Ally. Retrieved September 19, 2023, from <https://musically.com/2023/03/09/uk-music-revenues-grow-but-industry-wants-more-government-support/>

- Fernández, M. P., Gustafsson, S., & McCarthy, B. (2021, February). *Wanderer Above a Sea of FUD: Cultural workforce, crypto anarchism, intellectual rights, and blockchain-based funding models for*. wanderer.dod.eth.link. Retrieved october 05, 2023, from <https://wanderer.dod.eth.link/Wanderer%20Above%20a%20Sea%20of%20FUD.pdf>
- Forbes. (2019, March 9). *Here's How NFTs Could Define The Future Of Music*. Forbes.com. Retrieved October 02, 2023, from <https://www.forbes.com/sites/falonfatemi/2022/01/24/nfts-and-the-future-of-music/?sh=576799e75677>
- Google. (2021). *Creating Opportunities for Black Creatives*. Google. Retrieved October 02, 2023, from <https://about.google/stories/black-creatives/>
- Guttridge, N. (2022, October 11). *A Glimpse into the London Art Scene through 3 Local Galleries*. Artsy. Retrieved October 02, 2023, from <https://www.artsy.net/article/artsy-editorial-glimpse-london-art-scene-3-local-galleries>
- IFPI. (2023). *Global_Music Report 2023 State of the Industry*. IFPI.org. Retrieved October 01, 2023, from https://www.ifpi.org/wp-content/uploads/2020/03/Global_Music_Report_2023_State_of_the_Industry.pdf
- IFPI. (2023). → *STATE OF THE INDUSTRY*. IFPI. Retrieved September 30, 2023, from

https://www.ifpi.org/wp-content/uploads/2020/03/Global_Music_Report_2023_State_of_the_Industry.pdf

Kang, J. C. (2023, April 21). *Has Black Lives Matter Changed the World?* The New Yorker. Retrieved October 02, 2023, from <https://www.newyorker.com/news/our-columnists/has-black-lives-matter-changed-the-world>

Levy, S. (2022). *The Challenges Facing the Art World Today*. Artland Magazine. Retrieved October 29, 2023, from <https://magazine.artland.com/the-challenges-facing-the-art-world-today/>

Mastercard Foundation. (2021). *Africa's Creative Renaissance*. Mastercard Foundation. Retrieved October 02, 2023, from <https://mastercardfdn.org/africas-creative-renaissance/>

Mayhew, R. (2022). *What Does a SWOT Analysis Do for a Business?* Small Business - Chron.com. Retrieved October 01, 2023, from <https://smallbusiness.chron.com/swot-analysis-business-1791.html>

McAndrew, C. (2023). *A report by Art Basel & UBS*. The Art Market 2023. Retrieved september 19, 2023, from <https://theartmarket.artbasel.com/download/The-Art-Basel-and-UBS-Art-Market-Report-2023.pdf>

Mojito. (2023, October 5). *Mojito and Sotheby's: The \$130M+ NFT Market Success*. Mojito. Retrieved October 09, 2023, from <https://www.getmojito.com/case-studies/sothebys-nft-metaverse>

Music Week. (2022, June 1). *Music Week*. Music Week. Retrieved October 09, 2023, from <https://www.musicweek.com/labels/read/warner-records-seal-global-deal-with-k-pop-band-aespa/085922>

NFT Evening. (2023, July 31). *Why Did the NFT Market Crash (and How Will It Recover)?* NFT Evening. Retrieved October 01, 2023, from <https://nftevening.com/nft-market-crash/>

Rosen, P. (2023, September 20). *NFT Crash: 95% of the Market May Now Be Worthless, Study Finds*. Markets Insider. Retrieved October 09, 2023, from <https://markets.businessinsider.com/news/currencies/nft-market-crypto-digital-assets-investors-messari-mainnet-currency-tokens-2023-9>

Sayej, N. (2019, March 26). *Black is Beautiful: celebrating the significance of Kwame Brathwaite*. The Guardian. Retrieved October 01, 2023, from <https://www.theguardian.com/artanddesign/2019/mar/26/kwame-brathwaite-photographer-black-is-beautiful>

Scott, G. (2022, April 03). *What Is an Economic Bubble and How Does It Work, With Examples*. Investopedia. Retrieved October 10, 2023, from <https://www.investopedia.com/terms/b/bubble.asp>

Sharma, R. (2022, October 1). *K-pop Group Aespa drops NFT Collection with Artist Blake Kathryn*. The Crypto Times. Retrieved October 09, 2023, from <https://www.cryptotimes.io/k-pop-group-aespa-drops-nft-collection-with-artist-blake-kathryn/>

Sotheby's Metaverse. (2022). *Sotheby's Metaverse*. Sotheby's Metaverse.

Retrieved October 09, 2023, from <https://metaverse.sothebys.com/aegirls>

Tate. (2022). *Black arts movement*. Tate. Retrieved September 19, 2023, from

<https://www.tate.org.uk/art/art-terms/b/black-arts-movement>

Washington, T., & Lawson, J. (2022, December 13). *Perceptions of Progress in*

the Art World Are Largely a Myth. Here Are the Facts. Artnet News.

Retrieved October 01, 2023, from

<https://news.artnet.com/art-world/perceptions-of-progress-in-the-art-world-are-largely-a-myth-here-are-the-facts-2227941>