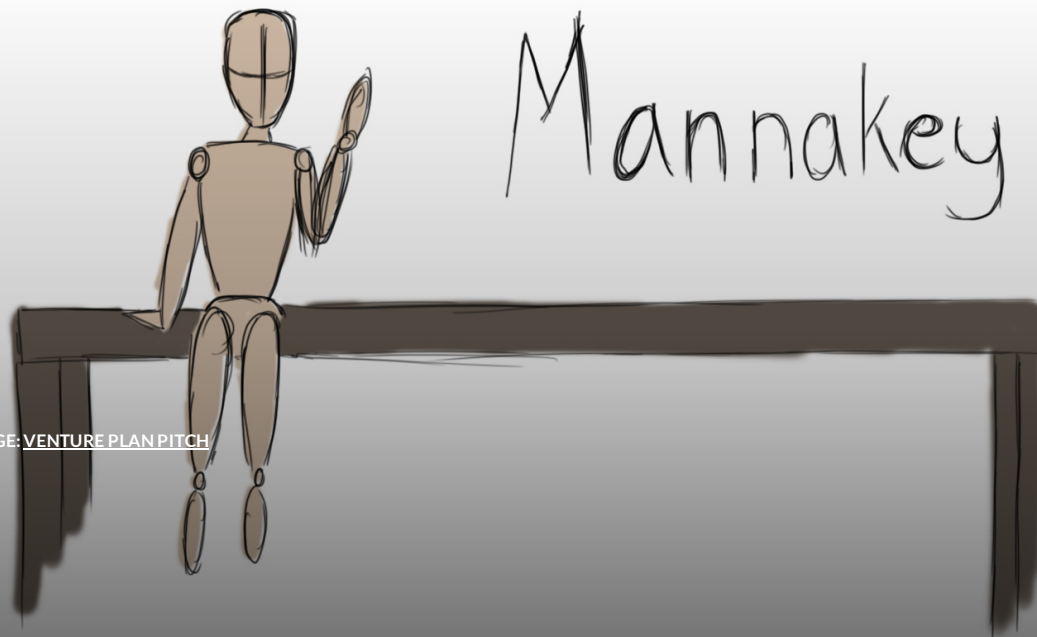




MANNAKEY

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Jordan Davies

CONCEPT

• animate

• development

• rigging

• learn

• technology

• key-frame

A small posable figure, allowing quick and easy movements for animators. Providing an interface of software to communicate to the doll. Using this it can translate the animator's movement on the doll to the screen in real time.

Slogan - Figure That!



CUSTOMERS

The product MannaKey is targeted toward intellectually challenged children in primary schools, as we grow technology has become a large part of our lives and it is influencing children even more to this day. Children who need an extra push when it comes to learning and having a product like this that doesn't rely solely on the knowledge of technology can understand and enjoy this product at a faster pace.

The target market in which we strive to sell to in the future is professional animators, a profession that is run on technology and could use an innovative product such as this. Professionals look for products that can give them the best work at the fastest time. In an industry that is so large, we can help add to that and help grow it with a new innovative product.

We also think of how else we can sell our product, in schools and to those who are just learning the profession.



HARRY THE HEADMASTER
HEADMASTER OF SCHOOL

30+ years old



Wants only the best for their pupils they're always his first thought when it comes to decision making
Is always open to the new and innovative
Tries to keep up with new technology as it may benefit the pupil as it evolves



TINA THE TEACHER
TEACHER

25+ years old



Wants to be hands on with the children.
Strives for creativity to be experienced in the classroom as much as possible.
Wishes for the children to thoroughly learn and have fun in every activity



PIPPA THE PUPIL
STUDENT

6+ years old



Is intellectually challenged but still wants to learn what everyone else learns in their school experience
Wants to have fun while learning to be more engaged,
Needs a push in order to learn, it may take them longer to understand but that won't stop them from trying but still enjoys new experiences

Strategy

Using the internet as a form of advertising will help push this product out further. Using a social media platform which can then help to build an audience, posting videos of people's experience from all levels of skill to show who can use this product and how it can help them specifically. Visiting schools and giving presentations on the product to the fellow pupils for them to see the product in use in person as this will help them get more excited about the product and want to be engaged and try it for themselves. Making videos and tutorials to post on both our website and our different forms of social media for all potential customers to see what the product is and how it is used and what it can be used for.

COMPETITORS



SOFTETHER

https://www.clip-studio.com/clip_site/tool/items/quma_plan?fbclid=IwAR2BzINLctpXXq37P-_sCmqwta4BQFBDKMqeZNX6f85nigd9MHtYJmO4e_k

What they're missing



WACOM

<https://www.wacom.com/en-us>

What they're missing



MAYA, BLENDER ECT.

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

What they're missing

The personal meaning of who and why they are making this product. As we are targeting children who are intellectually challenged, we strive to sell to children who will learn this new piece of technology but keep their art skills prominent and growing.

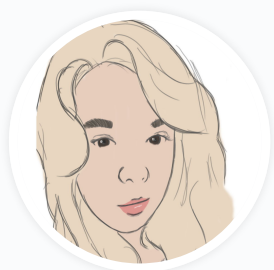
The physical aspect that we use to connect the animator to their model. Using only a pen you can miss the aspect of the traditional artist and lose the connection between you and the art that you're creating.

We strive for our product to bypass the base software method of animating, as it can be difficult to learn and understand with little to no experience. Our product is going to be a piece that can help eliminate the problems with understanding the software and bringing the animator closer to their work and not just look at a screen

Strategy

This product is being made from a personal viewpoint. A subject that we have struggled with and we would like to fix or at least give an ease too. Bringing in a wider audience so that we can get more than just the professional audience involved. We want to bring the animator closer to their work and not just look through a screen and not co-operate with work as much as they could if they were more hands-on and bringing back the aspects of traditional art.

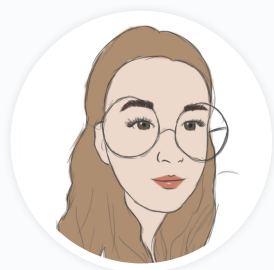
COMPATIBILITY



JORDAN DAVIES
CREATIVE DIRECTOR

Coming from an artistic background I can use that towards the creation of the product as well as how to promote the product to the best we can.

With my artistic opinion in the stages of creating the product to ensure that it can look its best and therefore become more eye-catching for the customer. Also taking part in the promotion of the product, as it is being advertised toward schools I can then help to make the advertising of the product more artistic and not just industrial based. Targeting it towards children that look for the fun in a product.



CAROL EVANS
CREATIVE ASSISTANT

Having an artistic background, Carol can provide a creative opinion throughout the creation of the product.

Using her skills toward the product itself, throughout the designing and to the creation. Also, being hands-on when creating the advertising for the product, knowing what is best when trying to attract different types of customers. Starting with children but then widening the range and create adverts targeted towards the older and more professional customer.



DAFYDD SMITH
FINANCE DIRECTOR

Having his own business he has experience in keeping his finances on check and knows how to set budgets and forecasting the time from the pre-production to then coming into the first year and so on.

To create a finance table showing our forecast in our budget and how we will spend the money to help our product. Also calculating the money in and money out for the product in the first year to work out what our profit will be and how we can then work toward meeting that.



BIBIN LUKOSE
SOURCING MATERIALS DIRECTOR

With a background in product design Bibin is able to source the materials that suit our product best

BEN RICHARDS
MARKETING DIRECTOR

Using his marketing skills and knowledge of social media and the business in which we are promoting our product toward he can create profiles and evaluate the target market and see what would interest them more in terms of advertising and reaching out personally to possible clients.

Evaluating the market and estimating how it will change in the future can help us keep with the trends and ensure that our product is always an interest to the market and something that is needed in order for them to create better work.

and at the most sufficient cost. Putting in his knowledge of what material is best suited for a certain product he can put that toward the coming up of our product and researching if it is the best material for the product and also whether it is sustainable.

7

Passion

8

Resilience

8

Communication

7

Planning

8

Network

WE'RE 76% COMPATIBLE WITH THIS IDEA

CONTENTS



Website

A way to view our product and learn what it's use is and how it can benefit you. Also showing schools and form to view the product before meeting us.



Facebook

A Facebook page can help in widening our audience, social media has grown so much that most people see ads that genuinely interest them and can easily get in touch from the page.



Computers, Software

As the product being made is animated base, the technology will be key to ensuring that we make a fully functional product and also to be able to use it as the consumer would and see the mistakes and how to fix. The same for software that will be needed.



Plastic

The materials needed to create the product will have to be outsourced in order to gain the top quality that we desire to create the best product we can.



Office

In order to communicate to others and to have a space to bring us all together in order to work on the product and sort out meetings as well as travelling to the clients, it can all be based in the building.



Legal

As we will be lacking in certain areas, the staff will help us in becoming a stronger team that can put an even better product. Such as handling the legal side of everything that we may not have the best of knowledge in.

Who

As a group, our strongest skill is more art based as we come from an animation background. Members have experience with their own business which helps in aspects such as finances, however where we may lack is in elements such as legal. Something that can be a big part of the product but we don't have much experience in, it would benefit if we took on

staff that are solicitors ensuring that we will get the best outcome. An SEO specialist would be crucial when it comes to putting our product out there

What

In terms of equipment and materials, these things will be greatly needed at the best of quality when creating our product as we want it to be at the top standard. Started off with the better materials will help to achieve an overall better product, something that will be enjoyed by the consumer and wouldn't be taken badly. Creating a website is a must as it will

help others to learn about us and the product. A form of communication that anyone can reach and find, to find a way contact us also can be found using

Where

Our product will mainly be shown through presentations, being able to show the children and teachers in person what our product is and how to use it will be more understandable when being shown by those who have experience in the industry. However, an office space would be needed for us as a way to come together as a team and work

on the product. Whether it is to talk about new ideas on the product and how to improve, also it could be used as a space to present our product to

Session Leader Payment	400	228	228	228	342	342	342	228	342	342	342	228	3
Travel	60	60	60	60	90	90	90	60	90	90	90	60	9
Website (Squarespace)	20	20	20	20	20	20	20	20	20	20	20	20	2
Insta and Facebook Advertising	20	20	20	20	20	20	20	20	20	20	20	20	2
Youtube Advertisment	2,160	0	0	0	0	0	0	0	0	0	0	0	2
Postage	2	7	12	20	15	22	25	15	20	29	37	49	2
Training	210	0	0	0	0	0	0	0	0	0	0	0	2
School Charges	80	80	80	80	120	120	120	80	120	120	120	80	1
Vat Charges	140	366	598	934	750	1,080	1,190	720	970	1,410	1,740	2,260	1
Total Expenditure	6,096	1,192	2,036	2,990	2,578	3,526	3,842	2,364	3,210	4,473	5,421	6,787	4
Net Cash Flow	5,206	723	1,163	2,014	1,423	2,250	2,526	1,487	1,974	3,077	3,904	5,347	3
Bank Balances													

Funding

We plan on using Kickstarter to gain funding from those who are interested in joining the journey to creating the final product. Depending on how much the person gives they will receive a certain gift from us. The more they pay the better the gift which ranges from demos and videos of the product to receive a physical product in its early stages.

Welsh government funding is key also as we are a small business in Wales, having this form of funding would benefit us in starting off our b



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