

ART-SCAPE

AN IDEA FOR THE CHALLENGE: VENTURE PLAN PITCH



Hayden Hurley

CONCEPT

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

Art-Scapes mission is to help companys find the right creative freelancer in the least amount of time possible so they can focus on other projects with the time they save using the app and at the same time the freelancer could parentally get there project quicker and start working on it. Art-Scape also aims to allow free lancers to help and teach each other with tips and tricks of the trade and give feedback on anyone's portfolio Art Scape ultimately hope to create a friendly community where company's know that with any freelancer they hire the said freelancer would be well supported with competing the task either if that's with the freelancer Subcontracting to another free lancer or just receiving feed back and advise.

CUSTOMERS

Art-Scape has two types of ideal customers the first is businesses who are looking to hire a competent creative freelancer quickly with no hassle ,the second kind of ideal customer is freelancers who are looking for a easy way to find work with respectable businesses .

The potential market size for Art-Scape should be massive as there are both countless businesses and free lancers out there and even if a fraction of the all the potential customers use art-scape ,Art scape would become a very successful app . having a tool like art-Scape on the customers phone would make there work life much more convenient because of this the appeal of Art-Scape to the creative industry market should be massive.

GREG FREELANCER	FRANCESKA FASHION DESIGNER
25 years old	30 years old
	
Football	Fashion
Games	Movies
Cars	Walks

Strategy

The first way Art-Scape team would market the Art-Scape would be to target freelancers by releasing adds on websites such as skill-share which is a website where people go to learn new skills with intense online causes . The second way Art-Scape plans on marketing is to sponsor inferential youtubers such as draw with jazz who has over 3.5 million subscribers on youtube this shold create a huge boost of customers

both businesses and freelancers . The last way Art-Scape plans on marketing is to print out promotional leaflets and send them to businesses who are known to need freelancers.

COMPETITORS

FACEBOOK



What they're missing

Because Facebook is such a big website its impossible for them to give each free lancer the necessary advertisement and businesses might not be able to find the perfect free lancer for them .

PEOPLE PER HOUR



What they're missing

People per hour are missing the advertisement factor , it was only when i searched for free lancer websites specifically on google and read though the Entrepreneur article "The 15 Best Freelance Websites to Find Jobs"that i learned about people per hour this could prove to have a negative impact on People per hour because potential customers and free lancers might not hear about them.

CONCEPT ART WORLD



What they're missing

Concept art world is missing a free lancer section to allow customers to hire a free lancer on the site even though the contact information is on the majority of artists pages anyway this means that Concept art world are missing out on potentially making more money though customers hiring free lancers .

Strategy

Art-Scape is better then these three competitors because are customer businesses will be able to find the perfect free lancer for them by searching up a key words for example concept art then the customer businesses will be able to look at multiple portfolios in matter of minutes to find the perfect free lancer for them. Art-Scape will also make sure to advertise to the fullest extent that

to advertise to the fullest extent that is possible to bring in the most amount of customers achievable this includes free lancers and businesses .

COMPATIBILITY

HAYDEN HURLEY

USER INTERFACE SPECIALIST

I am the user interface specialist (UI) on the Art-Scape team, my job is to design the look and make sure it blends well with the experience of the Art-Scape app, The look of art scape is my main priority as the user interface specialist where the user experience specialist sorts out how we want the app to feel . I also work closely with the user experience specialist to insure that that the app conveys a friendly yet professional experience.

PERED

OBJECTIVES AND SERVICES SPECIALIST

Pered's role in art-scape is to make sure that our business meets all of the objectives and goals that we have been set. Pered's role is to set objectives for the app and make sure that we complete these objectives for example our service will start as an app but in the future we will be creating a website to expand our service to other platforms and it is Pered's job to make sure that Art -Scape completes the objectives by the deadline that has been set.

HARRY

FINANCE MANAGER

Harry is one of the finance managers for Art-scape, it is his job to sustain the financial health of the company/organisation. Harry's typical duties would include reviewing financial reports, monitor accounts, to prepare activity reports as well as financial forecasts. Harry's job is to also investigate ways to improve profitability, and to analyse markets for business opportunities, such as expansion, mergers and acquisitions. For example an expansion when the company builds up enough profit, to have an office somewhere else in the country to increase the range of our product as well as awareness of it.

MITCHELL

HEAD OF MARKETING

Mitchell is the head of marketing for Art-scape and comes up with new advertising strategies that will boost the users on our App. Mitchell also does a lot of research in to other apps being used to advertise small artists in order to get new ideas and keep our app current with the new and upcoming artists, not to make our app obsolete. Mitchell is also trying to come up with weird and wacky ways to advertise our app through our clients such as using their skills for commission to get our client interested in our app as well as spreading the word in a creative way ranging from a huge mural to a graffiti party bus.

7

Passion

Running my own business has always been a small dream of mine so im sure i would love it.

4

Resilience

One of the Negative thing about me is i tend to give up sooner then i should as i can be negative about my ability's.

7

Communication

I am confident with communicating my idears even though i am not a strong public speaker.

5

Planning

My time management has room to improve .

7

Network

I feel like i would get a lot of support from my network .

**WE'RE 60% COMPATIBLE WITH THIS
IDEA**

CONTENTS



App designer

Focuses on creating the Art-Scape app for IOS or android and once the Art-Scape app is complete their new priority is to release any new updates or patches.



Accountant

Art-Scape needs to have an accountant to oversee how much Art-Scape is spending and to handle any profits Art-Scape makes.



Art Scape Office

Art-Scape will need an office to work from ideally in a city centre where art-scape employs can get to meetings with clients quickly and easily with the least amount of hassle.



Art-Scape

Art-Scape will need a website so customers who don't have phones or access to the app can still use art-scape's services.



Water

Art-Scape will need access to water to supply the employees with drinks if needed.



Art Scape twitter

Art-Scape will need social media to help advertise the app and to build up a profile with other customers.

Who

Art-Scape will need an app designer to build the Art-Scape app and to realise update when possible. Art-Scape will also need a marketing expert to help bring in business to boost profits. Art-Scape will also need an accountant to keep track on the profits being made and the money being spent so Art-Scape doesn't go bankrupt.

What

Art-Scape will need computers to create the app on and to complete other work that might be necessary. Art-Scape will also need a website to start advertising the app on and to allow freeancers/businesses to sign up for when the app does get released. Art-Scape will need will need social media for advertising purposes to build a flow of new customers to the app.

Where

Art-Scape office will ideally be in a city for easy travel to business meetings to allow real customer relationships to grow as Art-Scape grows. The second reason for Art-Scape to be in a city is to take the benefit of having fast internet to maximise the productivity of the work team. The third reason for Art-Scape to be in the city is to allow the work team to travel in from different areas of England this will increase the quality of employs Art-Scape can employ.

CASH

Art- Scape will be a free app that makes money from monthly subscriptions such as charging the freelancers/students £4.99 which gives them special access to features that allows them to either contact people ,sell some of there art work and turns off adds . Art -Scape also planes on including a 7.99 charge that allows business rare features that includes advertising there company to free lancers and advertising any full time job they need a new employee to fill .

The first thing Art-Scape will spend money on is the office as it will determine the how many work spaces and employs Art Scape can have and it will also take up biggest chunk of starter funding .Secondly Art-Scape will set out and hire the employees to get a precise number on how much equipment needs buying. Thirdly Art Scape will buy any equipment thats needed this includes computers ,phones, computer screens and a desks to place the equipment on. U tillties will need to be paid for by Art- Scape this will include water and electricity .

Funding

Art- Scape will get startup funding by crowdfunding the idea on sites like kickstarter where Art-Scape will offer rewards to people that pledge money to help Art-Scape start up.



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