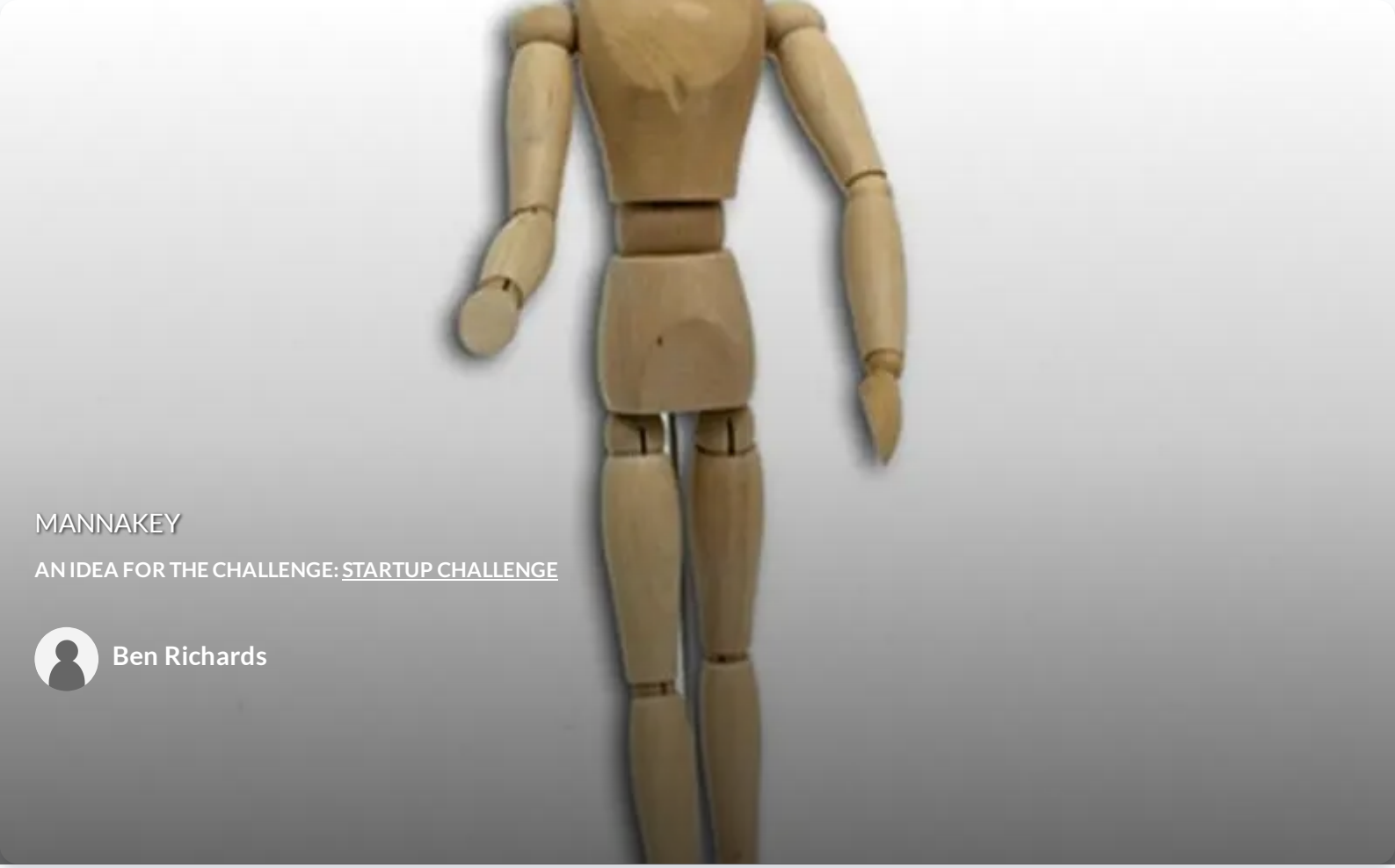

MANNAKEY

AN IDEA FOR THE CHALLENGE: STARTUP CHALLENGE

Ben Richards

CONCEPT

animation | student | input device | figure

The product is a figure based input device for Animations, the idea being that moving any limb on the figure would also move a 3D model on screen, making animation and 3D model posing a lot more intuitive

CUSTOMERS

Our customers are generalised to anyone that wants to be creative, but not limited to those who **can.**

The global animation industry is worth over 244 billion US dollars, and the market is only growing, projected to hit $270 billion by 2020.

Assisitive Technology is also a market we're looking into. In 2017, the market was valued at around 18.70 billion dollars, projected to be at 30.82 Billion by 2024.

HARRY THE HEADMASTER

HEADTEACHER

40+ years old

Strives to do what he can to increase the potential of his students

Keen on bringing in new technology

ANDY THE ANIMATOR

ANIMATOR

25+ years old

Animates both for a job and a hobby.

Wants to streamline the technical side of animation so that he can be more creative.

PERI THE PUPIL

PUPIL

8+ years old

Wants to be able to express herself creatively but is unable to without assisstance

Strategy

Our product will be shown on social media sites like Facebook and Instagram, as well as Youtube. These are the best places to start off as we are more likely to appear to artists and animators through these sites, especially Youtube and Instagram. Later on we can upgrade to advertising on ArtStation, a popular site for animators/3D artists.

COMPETITORS

wacom

MAYA

SOFTETHER

What they're missing

A presence in the Western Market

WACOM

What they're missing

A product that specialises in animation the way that our product does

MAYA

What they're missing

Does not have anything in place to make animation more accessible to those that can't get past online tutorials.

Strategy

We are better than these companies because while we may not bet better than them when it comes to their strength, we definitely cover their weakness's, our price is better than Wacom and SoftEther's products, more accessable and intuitive than Maya's software. We are also able, thanks to SoftEther not bringing their product west, able to set up and build our presence in the available vaccum.

COMPATIBILITY

DAFYDD SMITH

FINANCE/3D DEVELOPMENT DIRECTOR

Dafydd's passion is 3D animation/modelling, so he is well aware of the difficulties that some would face when trying to pursue this career.

- Highly skilled in 3D software like Blender, Zbrush, Maya, Unreal engine
- Also highly skilled in 2D software such as Photoshop
- Team player

JORDAN DAVIES

CREATIVE DIRECTOR

Jordan cares deeply about our goal to bring accessibility to those who struggle with expressing themselves. She's a great communicator and is always willing to take on new challanges.

- Skilled in Zbrush, Photoshop and Maya
- Artistic and Creative
- Strong communication
- Can speak Welsh

CAROL EVANS

CREATIVE ASSISTANT AND MARKETING SUPERVISOR

Carol is a hard worker and a passionate team worker. She's a competent cog in our machine and keeps us in check with reality with her realistic thoughts.

- Skilled in Maya, Zbrush, Substance Painter and Photoshop.
- Strong Management abilities
- Can speak Welsh

BIBIN LUKOSE

SOURCING MATERIALS MANAGER

Bibin is a headstrong worker and our materials expert. He's a fun team worker and a brilliant presence to have in a team.

- Skilled in Maya and After Effects
- Out of the Box thinker

BEN RICHARDS

MARKETING DIRECTOR

Ben is focused team worker, able to integrate with any team and bring out the best of them.

- Highly skilled in Maya, Substance Painter, Z Brush.
- Experienced in After Effects and 2D VFX compositing.
- Team worker, problem solver and independent worker.

8	9	7	8	8
Passion	**Resilience**	**Communication**	**Planning**	**Network**

WE'RE 80% COMPATIBLE WITH THIS IDEA

CONTENTS

Social Media Advertising

Adverts that appear in common sites that our customers will most likely visit

Postage and Packaging

This will be necessary for dispatching our products to customers

Plastic/Wires/Metal

Required for the creation of our figures

Internet

Our business will mostly be run from the internet so this is essiential

Website

A company website would be a helpful online hub where our customers can easily find information

Product Liability Insurance

This is a must as we are selling a product. It will cover us for any damages/injuries

Warehouse/Workshop

We will need a place to put all the figures together and build them, as well as test them

Warehouse/Workshop Staff

We will need to employ staff to create our figures

Training

We will need to be trained to be able to run and teach workshops, especially if we are targetting kids with these sessions

Who

Despite how well we work in our group, we will still need to hire additional people. Warehouse/Workshop staff specifically to build the figures is an obvious essential group that we will need to add to our business. We will also all need to get training so that we can be more efficient during our workshop sessions.

What

We will need certain equipment and items for our business. First of all, an online presence. Our Advertising will be shown on social Media; Facebook, Instagram, YouTube and a Kickstarter campaign. We will also need the materials needed to build the figures, as well as packaging materials to send them off to customers.

Where

We will require a Warehouse/Workshop building for us to be able to build our figures and test them before we send them out.

CASH

Making money

Our plan for making money off of our product is two fold.

We will market and sell privately to animators through the internet. Each figure will be priced at £550.

Our second form of income will be in the form of workshops that we will host. Each workshop will be £25 for every person that comes to a workshop.

Spending money

We will have to spend money to make it. We will need to rent out a building to make the product. We will need to pay for the wages of employees that work for us. We'll need to pay for deliveries and packaging, aswell as the advertising and training that we'll require to do the workshops.

To begin with however, we will require a Kickstarter campaign with a goal of £10k.

Funding

As mentioned above, we will be making use of a Kickstarter Campaign to get us to the budget of £10k that we have based our plan on.

SIMPLY DO IDEAS

This idea was created using Simply Do