

ARTIST

DEVELOPMENT

PROGRAM



Creative Business Resource Assessment (adapted from principles of Design Thinking)

Value Proposition What solution are you offering into the marketplace?	Target Audience Who will benefit from your business? Which groups of people, communities, or organizations do you want to serve?	Products & Services Which Products & Services will you be offering into the marketplace? <i>Products:</i> <i>Services:</i>	Resources/Capabilities What Key Resources do you already have and what are you capable of doing?
	Partnerships/Relationships Who are your Key Partners/Suppliers that will help you achieve your business goals?	Who's Responsible? Who's responsible for making the work happen?	Distribution Channels How will you get your idea out into the world and reach the people you want to serve?
Costs What are the most important costs you need to think about to make your idea happen?	Revenue Streams How might you generate funds to pay for your idea?	Needs What do you still need to accomplish your goal?	Timeline What are the milestones that will keep you on track and give you something to work toward?

Creative Business Resource Assessment Tool



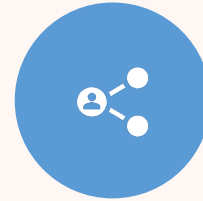
VALUE
PROPOSITION



TARGET
AUDIENCE



PRODUCTS &
SERVICES



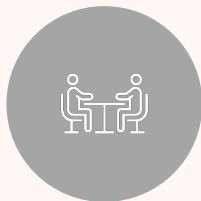
DISTRIBUTION
CHANNELS



RESOURCES



WHO'S
RESPONSIBLE



RELATIONSHIPS



REVENUE
STREAMS



COSTS



NEEDS



TIMELINE



Value Proposition



A value proposition is a believable set of reasons that persuade people to take notice and take action.

- **Offering:** The product or service that solves problems/adds value. (WHAT)
- **Audience:** The ideal customer, or target audience, who will benefit from your offering. (WHO)
- **Value:** The recognizable benefits that matter most to the customer. (WHY)
- **Differentiator:** The reason the customer should trust you over someone else. (HOW)

Value Proposition



Solutions Artists Can Offer:

- **Design** – make something unique and aesthetically appealing.
- **Experiences** – moments that enrich or enhance a person's life.
- **Performance** – improve a task, process or an overall result.
- **Customization** – provide a product or service that is tailored to an individual's needs.
- **Social Status** – make me look good feel good – enhance how people see me.

Target Audience



Audiences hold certain attitudes, demographics, psychographics, and enriching characteristics.

- **Demographics** are the quantifiable characteristics of a given population. Factors such as age, gender, sex, ethnicity, race, mobility, location, employment, home ownership, income level (think of the U.S. Census data).
- **Psychographics** are the qualitative characteristics of a given population. Factors such as people's behaviors, opinions, value systems, activities, and habits. (This is commonly referred to as A.O.I. or Activities, Opinions, and Interests).

Products & Services



What will you be offering into the marketplace?

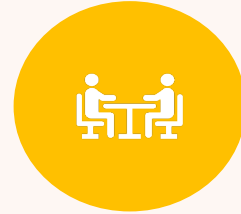
7 Forms of Capital



HUMAN



POLITICAL



SOCIAL



WORKING



INTELLECTUAL



INFRASTR
UCTURE



NATURAL

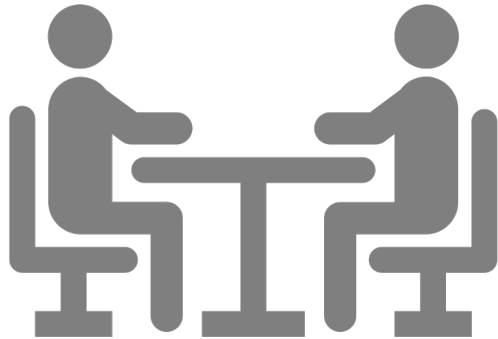
Resources/Capabilities



What key resources/forms of capital do you already have and what are you capable of doing?

- **Working** (Money for funding operations)
- **Intellectual** (Knowledge of information and resources)
- **Infrastructural** (Physical objects and facilities)
- **Natural** (Natural resources in an ecosystem)

Partnerships/Relationships



Who are your key partners that will help you achieve your business goals? What relationships can you capitalize on?

- **Human** (People with skills and labor)
- **Social** (Networks of people)
- **Political** (Positive influence in governing and political systems)

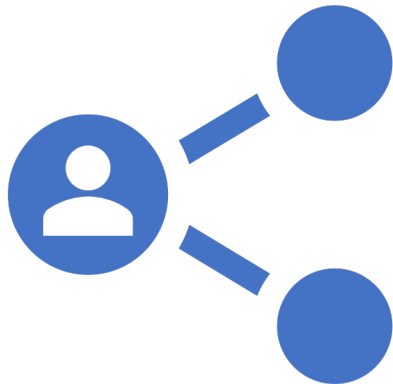
Who's Responsible?



Who's responsible for making the work happen?

Distribution Channels

How will you get your idea out into the world and reach the people you want to serve?



- Galleries
- Retail Stores
- Wholesalers
- Business Website
- Social Media Platforms: (Facebook, Instagram, Twitter, YouTube)
- E-Commerce Sites: (Etsy, Shopify, Amazon, PayPal, Square Space)
- Crowdfunding (Kickstarter, GoFundMe, Indiegogo)
- Shipping (U.S. Mail, Fed-Ex, UPS)

Costs



What are the most important costs you need to budget for to make your idea happen?

- Labor/Wages
- Marketing/Advertising
- Materials/Supplies
- Bank Charges
- Credit Card Fees
- Postage/Shipping
- Professional Services (Legal/Accounting Fees)
- Rent/Utilities
- Website
- Phone & Internet Service

Revenue Streams



How might you generate funds to pay for your idea?

- Sales
- Commissions
- Service Fees (Teaching, Performing)
- Residencies
- Fellowships & Grants
- Donations

Needs



What do you still need to accomplish your business goal?

Timeline



What are the milestones that will keep you on track and give you something to work toward?