



Visual and performing arts discovery

Carlos Ornelas

Johnny Thai

Sam Ross

Project Echo Business Plan

Polytechnic Highschool 2015

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Executive Summary

Walking through the ever changing landscape that is Long Beach, you may encounter an exhilarating piece of art on a wall on 4th street or a soulful musician strumming his guitar on 2nd street. Events and experiences like this add to the human experience, but sometimes it is difficult to follow up on that musician or even find out who painted the mural in the first place. TradarT is a free, seamless app for iOS and Android that allows users to pin their location with the use of Google Maps and upload pictures of art in their area to a community based forum. This allows those in the community to discover new art and help each other discover more about the artists themselves. This app will display any upcoming events, street musicians, street art, pop up galleries, and more in the L.A. area. This app is dependent on the users and the participation of the users in the app; giving it a sense of community that most apps do not have. It brings together people of all types to appreciate everything to love about art.

Business Description

Business Concept:

TradarT is a community-driven app that allows the user to pin a location to reveal various types of art such as street art, street musicians, live events, pop up galleries, and anything that involves culture within the community etc. The community will be able to discuss their thoughts on the art in an in-app forum. Users will be given achievements, challenges and even monetary prizes for participating in the app, further promoting the sense of a unified family of art enthusiasts and newcomers. We will also create a link between the artist and the enthusiast by allowing artists to purchase different levels of membership to advertise their art and allow users to ask questions about their art.

Marketing and Operations

We will use social media such as Twitter, Tumblr, Instagram, Facebook, Reddit, and more to share top posts from the day. Doing so will allow anyone to see how the information about visual and performing arts is displayed without needing to download the app. This will be the hook for getting a bigger user base. Furthermore, contests, announcements, and discussions will be made to the social media websites to encourage more participation between the users by connecting everyone through any of these mediums. We will begin marketing our app by having partnerships with museums and galleries to display our app at the entrances of each of these locations. We will also create a scavenger hunt in the LA area to promote our app by putting QR codes and NFC tags with premium memberships to our app at various street art locations as a promotion for celebrating our first public launch. As we grow as a company, we will start aggressive advertising on Facebook, develop YouTube and Twitter ads, mobile ads, and web ads to increase awareness of our TradarT.

To turn this dream of ours into a reality, we will first need to hire software engineers to code and develop the TradarT website and iOS/Android apps. We will create a beta testing group for enthusiasts and content creators to test the app and contribute to the app to get a community-based server going. Because this app is based on user-submissions, we are opening the app to the public as soon as the LA area has enough submissions. After the app is developed, it will be submitted to Apple's and Google's servers to await approval. Once the app is available to the public, we will write to social media such as Facebook and Twitter to promote our app. Once street art has enough submissions, musicians will get their own section in the app to post about their gigs and promote themselves. Artist bios will be developed to allow users to find out more about content creators. Through premium membership, they will be able to advertise themselves and plug their own websites on their bios.

The employees hired to develop the app will then be known as the team for handling bugs and crashes for users when they experience any problems or troubleshooting. We will also hire another group to screen and approve submissions to the app to ensure the highest quality submissions. Because the app is user-driven, it is vital to have strict rules on what can and cannot be submitted -- images of food and selfies won't be allowed, for example. To combat any potential dangers, we will require an account and picture proof to be able to submit. Furthermore, we stress the importance of safety to our users when they see potentially dangerous areas that may contain street art.

Product/Customer

TradarT is an app that allows users to find street artists, street musicians, local events (protests, eventually), and other things to do or look at. This allows people to appreciate their community and find something to do when they are bored. This is community based so other people in the area can pin locations with accompanying pictures using Google map technology to show other users where it is located. It also allows artists/people themselves to promote their art, events, and more. We are providing an outlet for the community to promote art for those of all ages and ideologies. Bringing a city and its people together and providing and encouraging art is our goal. We are even providing consumers with prizes and achievements for completing our challenge of the day/week/month. This app is focused for those in a younger demographic, but can essentially be used by anyone to discover more about their city. Our customers are also our most important asset and creating brand loyalty is very important to us. By being the only app providing this service we are sure to attract many consumers once it is released.

Unique Benefits

- No other app exists to match this idea (EyeEm, Yelp, etc)
- Free; supports iOS and Android on launch, as well as Apple Watch/Android Wear support
- Benefits both the musician, artist, enthusiast, and average user all at once
- Appeals to a large demographic ranging from teenagers to adults
- Instant notifications of events happening or art in display nearby
- Will always improve as time goes on because it is powered by the user
- Our profits will double by the second year

Business Model

Our business will rake in revenue through advertisement streams and user time on the app. We will include premium membership in order to create a bond between the artists and us; not to generate more revenue. We will also have a challenge of the day/week/month with rewards for completing the challenges in order to keep the users to keep interacting with application and create a great community within the application.

Mission

To create a bridge that connects the enthusiasts and average users with the visual or performing artist through a seamless app.

Industry and Market Analysis

Industry Description

The art and entertainment industry focuses on large scale events and usually promotes mainstream performers. There is almost no competition when it comes to promoting or sharing local events within the community. Most performers or artists have trouble promoting themselves or are unable to afford a manager or agent. By giving the artists the power to promote themselves with our app, TradarT will revolutionize the art and entertainment industry. We are focused on a smaller market, but this gives room to expand and gain a loyal following as we bring something new to the industry. Print media like LA Weekly will occasionally post about local events, but even then it is not capable of gaining connections to smaller circles that our users already possess. Eventually, we hope to form a partnership with LA Weekly in which they advertise our app. Art itself shall always remain a steady industry no matter the generation and possesses a unique feature no other industry has: the capability to remain timeless. This is a multi-billion dollar industry, but yet it has not tapped into the smaller joints of the industry. Street art is becoming increasingly popular ever since Banksy came into the art scene. Supporting local musicians has received a surge of popularity within the teenage and young adult market. Overall, the local industry of art has yet to be monetized and used effectively and this app will bring it to new heights, making it that much easier for everyone to find out more about their community and its culture.

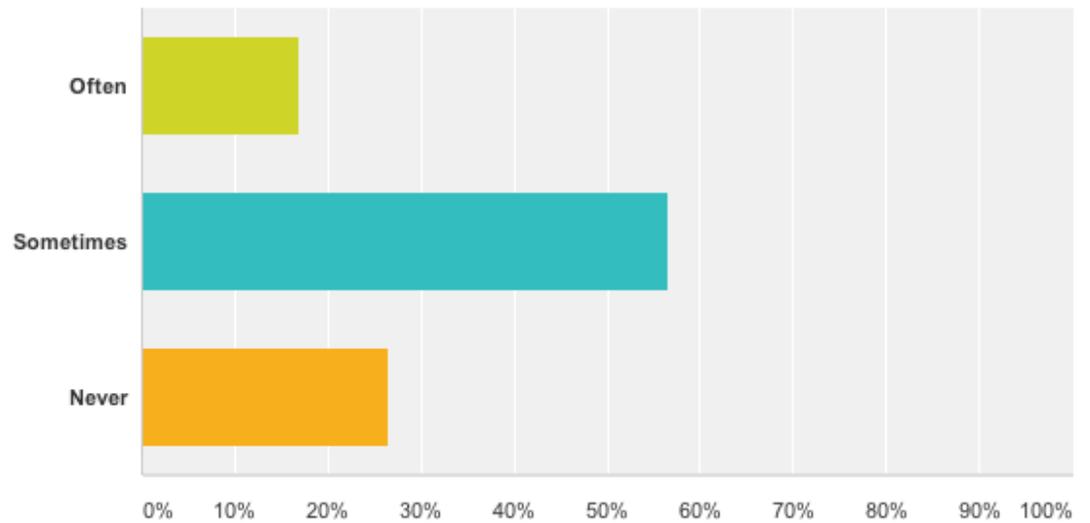
Market Analysis/Target Market

Our main markets are up and coming artists and an age range of aficionados 16-25. We will first focus on the teens and young adults in order to build up the community to create a large database of art. After building the community up we will focus on the artists and their ability to promote their art. This will enable constant feedback from both the enthusiasts and the artists releasing their art. We will expand the market further by introducing new features to the app like displaying real-time events and music groups. Soon our demographic will be able to expand to anyone who is able to use a smart phone and is interested in art or music. It will no longer be restricted to a certain age group, but instead will focus on the culture of the people. This will increase overall revenue in the long run and creating a loyal following of people, thus making our app relevant even as time passes by and the app ages.

Marketing Analysis Surveys

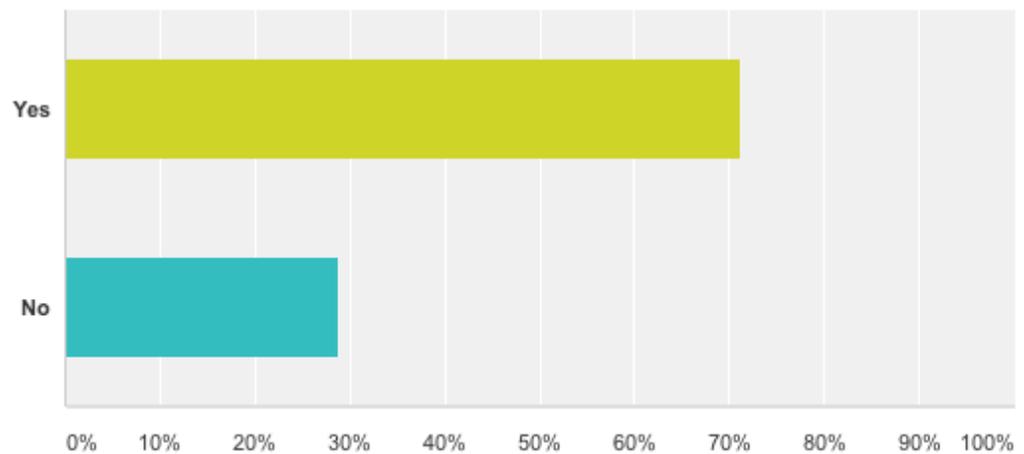
How often do you go out to see local art or listen to music?

Answered: 53 Skipped: 0



Would you get a free app that allows to find and learn about local art and music, as well as promote your art and music?

Answered: 52 Skipped: 1



Competition

The competition to our product is hardly even considered competition when looking at what we offer and what the other apps offer. Yelp may be considered competition, however they have a large focus on the foodie industry, therefore having a very limited reach in the art market. EyeEm, an android app that has a community of photographers, has limited connection between artists and the enthusiasts. They only share images, and there is no stimulating discussion going on at all. Furthermore, newspaper magazines may appear to be competitors when it comes to getting the word out on upcoming events, but they will actually serve as companions to the app by exposing our app to their readers and may become a potential sponsor. There is absolutely no other application that does what we do and this allows us to prosper in the app market. The only real competition is if another company decides to copy our app, similarly to Uber and Lyft. That is why we expand over time in order to anticipate any competition, to prevent any losses in revenue or users in our app. Early expansion will also result in a major differentiation between potential copies and will leave us as the remaining giant in this industry.

Differentiation and Competitive Advantages

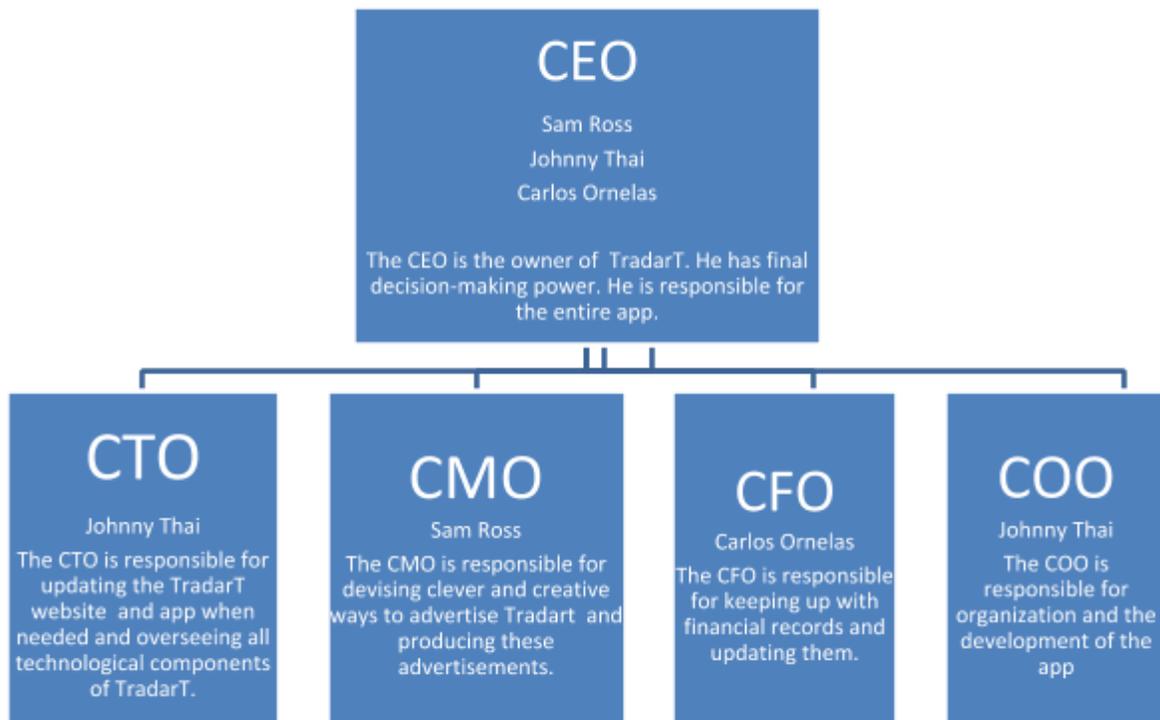
TradarT has no direct competition, as there are no other companies who yet do what we are doing. What makes the app really stand out is the massive attention to detail in the app. The software development team will be headed by Johnny Thai, CTO, and will maintain a steady work-flow for app updates in the future. We believe that a beautifully designed app will attract more users and will entice them to use the app for longer periods of time. By differentiating the Android app from the iOS app, both iterations will follow Google and Apple's guidelines. Furthermore, Android Wear and Apple Watch will be supported to add navigation features and real-time updates on things nearby. Because there is not a large market for Android Wear apps, TradarT will invade the scene with a strong force and plans to become one of the top apps available for Android Wear. Because Apple Watch has no apps yet, TradarT aims to become one of the first apps available on launch. Furthermore, TradarT will appear on Google Now on Android and in the Notification Center for iOS 8. By doing so, users will be able to view things nearby without even having to open the app.

SWOT Analysis

| | |
|--|--|
| <p><u>Strengths</u></p> <ul style="list-style-type: none"> ❖ No other app exists to match this idea (EyeEm, Yelp, etc) ❖ Free and supports iOS and Android on launch, as well as Apple Watch/Android Wear support ❖ Benefits both the musician, artist, enthusiast, and average user all at once ❖ Appeals to a large demographic ranging from teenagers to adults ❖ Promotes self-creativity for art and music with weekly themes and contests ❖ A staff that will approve submissions to maintain order in the community ❖ Instant notifications of events happening or art in display nearby. ❖ Will always improve as time goes on because it is powered by the user ❖ Many more features to come | <p><u>Weaknesses</u></p> <ul style="list-style-type: none"> ❖ Only a 3 man team ❖ Will be difficult to start a database (we will combat this with a beta test group) ❖ Will only open to the LA area in its infant stages ❖ May be difficult to advertise ourselves, ironically ❖ We will need to borrow money to fund advertising at the start |
| <p><u>Opportunities</u></p> <ul style="list-style-type: none"> ❖ TradarT has the opportunity to become an international app, helping people around the world see what is in their cities. ❖ We will be able to collaborate with local newspapers like the LA Weekly to create our own events and advertise them within our app. ❖ Will bring heavy attraction to otherwise unknown pop-up galleries, museums, street artists, street musicians, and more ❖ Sell merchandise | <p><u>Threats</u></p> <ul style="list-style-type: none"> ❖ Great potential of generating competition ❖ Posting images of art that may be copyright ❖ Weather in certain areas may be a deterrent for going out |

Marketing Plan

Organizational Chart



Worker Bio

Sam Ross: Co-CEO and CMO

Sam is a 4.0 Poly CIC student. He is the music specialist of our team. He has experience playing music in the Long Beach streets, so he is able to give our team some insight into the busking life. Sam is in charge of all things music with TradarT. That means creating the survey to give to musicians, advertising TradarT to the musical world of LA, and creating a proper rating system for people who hear music that they find through the app.

Johnny Thai: Co-CEO, CTO and COO

Johnny is a 3.8 Poly PACE junior. He is the head of technologies, specializing in Android and core designer of the app. He has experience with handling and organizing a team and has big goals for the app. As an art enthusiast himself, he is able to recognize the woes of other enthusiasts and musicians and will continue improving and adding useful features to the app. By maintaining a level-headed mind, he is able to handle loads of work with minimum stress, which is vital for success in this industry.

Carlos Ornelas: Co-CEO and CFO

Carlos is a 3.9 Poly CIC student. He is the head of communication, using his networking capabilities and knowledge of the art community to help promote the app throughout the L.A. area. He is the head of creating brand loyalty among the customers and providing unique events to bring together the art community as a whole.

Financial plan

Sales Projections

Based upon averages in downloads per month from our competitors and the growing market for an app like this one we managed to pay off our loan approximately at our sixth month once we release the app. The total rent is low and the most of the capital is spent on paying developers to monitor and create the app itself. Since there is no real cost of goods breaking even will occur quickly and maximizing profits will mostly depend on brand loyalty and marketing. Averaging 60,000 downloads a month we will be making most of our revenue from local advertisements. Bring total profits to a 50,000 dollars a month and exponentially increasing to 150K a month due to nationwide exposure of the application.

| INCOME STATEMENT | | | | | | | |
|------------------------------------|----------------|--|--|--|--|--|--|
| YEAR 1 | | | | | | | |
| GROSS SALES | \$83,470.00 | | | | | | |
| GROSS PROFIT | \$905,212.50 | | | | | | |
| expenses | | | | | | | |
| RENT | \$1,300.00 | | | | | | |
| INSURANCE | \$600.00 | | | | | | |
| SUPPLIES | \$750.00 | | | | | | |
| LABOR COSTS | \$184,230.00 | | | | | | |
| LOAN REPAYMENT | \$3,734.98 | | | | | | |
| total expenses | \$190,614.98 | | | | | | |
| Earnings before taxes and interest | \$714,597.52 | | | | | | |
| interest expenses | \$2,265.02 | | | | | | |
| before tax profits | \$712,332.50 | | | | | | |
| tax | \$178,083.13 | | | | | | |
| after tax profits | \$534,249.38 | | | | | | |
| YEAR 2 | | | | | | | |
| Gross Sales | \$88,600.00 | | | | | | |
| Gross Profit | \$8,842,760.00 | | | | | | |
| expenses | | | | | | | |
| Rent | \$1,300.00 | | | | | | |
| Insurance | \$600.00 | | | | | | |
| Supplies | \$750.00 | | | | | | |
| Labor Costs | \$3,967,500.00 | | | | | | |
| Total Expenses | \$3,970,150.00 | | | | | | |
| Earnings before taxes and interest | \$4,872,610.00 | | | | | | |
| interest expenses | \$1,955.02 | | | | | | |
| before tax profits | \$4,870,654.98 | | | | | | |
| tax | \$974,131.00 | | | | | | |
| after tax profits | \$3,896,523.98 | | | | | | |