

BUILDERS ARTISTS MAKERS

Business Overview

**BAM HUB** is a global business with plans to disrupt, mobilize and streamline the creative arts, professional trades, and DIY/Hobbyist industries. The BAM HUB online platform, connecting end customers with professionals and hobbyists (BAM HUB clients), will revolutionize the way people and businesses look for the unique skills required to undertake complex, creative construction, artistic or technical work.

Operating through our Web-based platform, and also BAM HUB brick and mortar facilities, these “Hubs” will provide the space and equipment to work and when partnered with our online platform, enable our clients to efficiently collaborate and complete work for their customers.

**ARTISTS AND MAKERS WORKING TOGETHER TO CREATE THE WORLD’S MOST INOVATIVE JOB-SHARING PLATFORM AND COLLABORATIVE SPACES.**

**Online**

The BAM HUB website will provide a single location where individuals, schools and businesses with a creative project can find the right people with the required creative skills, from a variety of industries. Set builders, prop makers, makeup and special effects artists, costume designers, sculptors, artists, photographers and videographers, carpenters, painters, welders, electronics programmers, motion animators and many more.

Based on the customers’ requirements, they will submit their job to one of three optional levels of service.

1. **BAM HUB Freelancers:** This level of service is ideal for jobs that are less complex in nature or that perhaps only have a one-time use. BAM HUB Clients within this level are talented and passionate about their work, they also have the support of the BAM HUB community. Freelancers may have slightly limited experience within their trade or line of work yet are still capable of achieving great results for their customers.
2. **BAM HUB Resident Creatives:** This level connects customers with experienced and verified professionals who have proven themselves amongst their peers and customers. Customers are assured of a dedicated service with exceptional results when choosing to engage services with BAM HUB resident creatives.
3. **BAM HUB Managed Projects:** BAM HUB provides managed project services working with our elite artists and makers to deliver guaranteed, on-time results. This level delivers a hand-chosen team from a collaboration of the smartest and most talented people in the industry.

Upon choosing the service level **and completing a guided, project initialisation form**, customers will receive individual quotes from BAM HUB clients with the required skills or collaborative quotes, if the job requires more than one skill set. All quotes submitted, will be released to the customer simultaneously by BAM HUB.

Full job tracking and progress reporting will be managed via the website or app, as well as cost tracking and reporting to help BAM HUB clients ensure time management, budgeting, and accounting.

The online platform will enable streamlined communication between clients and customers while also providing for communication and collaboration between clients; scheduling of work, training and educational programs.

**BAM HUB Space**

A BAM HUB space provides the very best facilities to support the work of its skilled client base. BAM HUB clients hire space and equipment in order to complete any work, operate small businesses or complete any personal projects they may have.

Collaboration is encouraged by allowing clients to donate time to training or coaching one another in return for rewards with BAM HUB’s online promotional programs. Clients also have the option to engage the services of one another for specific training requirements.

BAM HUB Spaces maintain the highest standards and are built with continuous innovation and improvement in mind. To achieve this BAM HUB will, where possible, design and produce its own purpose-built equipment and machinery to maximise functionality and minimise cost allowing for regular upgrades as technology changes. Core to the continued success of BAM HUB Spaces is the ability to offer the ideal services and equipment required by clients.

**Mission Statement**

BAM HUB Will become a global brand recognised as a world leader. It will streamline the workflow between customers and clients by providing a simple to use and feature-rich online platform. This partnered with BAM HUB workspaces will allow clients to perform at the highest level and collaborate without the burden of high overheads and limited resources.

BAM HUB will become a world leader in R&D, education and training. By allowing anyone the opportunity to learn the required skills at their own pace and in so, generate passive or full-time incomes. BAM HUB will come to be the epicentre of creative work and collaboration on a global scale.

**What has changed to make this possible**

When a technology changes it opens doors for industries to reinvent themselves and shift the status quo. In the arts and custom fabrication industries three changes have occurred and normally just one of these would be enough to give rise to new entrepreneurial opportunities, BAM HUB takes advantage of all three.

Online marketplaces connecting clients and customers. This is a common platform offed to customers looking for businesses or products but has not yet migrated to creative builders, designers, makers and artists. The closest example of this is Etsy, a marketplace for bespoke products arts and crafts. (In 2018, Etsy garnered revenue of US$603.7 million and registered a net income of US$41.25 million.)

The advancement of powerful tech hardware and simple open source programming that allows for affordable, versatile machinery and customisable solutions to low volume manufacturing. The most common example would be the recent advancement of 3D Printing. This tech is still yet to make an entrance in the light industrial market which it is ideally suited. This rapidly evolving hardware technology will provide the key to global scalability of BAM HUB facilities.

Collaborative workspaces or shared office spaces are a tried and proven business model that is yet to find a way to capitalise on industrial work in a big way. We believe this is for two reasons. Firstly, most shared-space businesses focus on providing space and services that can be sold to their clients. What they lack especially when it comes to industrial space is an online platform that provides those very same clients with an income from which they can continue to use the space in a perpetual scalable relationship. Secondly industrial businesses tend to build their business around specialised skills or specialised machinery. Specialised machinery is very expensive and therefore not feasible when factored into a shared space business model. Thanks to recent advancement in the above mentions tech hardware these machines are now able to be designed and built inhouse with a very modest budget. Best of all the software to operate this tech is open source and taught commonly in higher education or can easily be learnt with the support of online tutorials or training. BAM HUB working closely with its clients It can remain on the cutting edge of affordable machinery that fits comfortably within the collaborative space business model and delivers exceptional quality and versatility, better even than what could be found in some of the world's leading prop studios.

**Business Objectives**

**Short Term:** BAM HUB plans to develop its online platform over the next 6 months. Simultaneously, it will build and refine a marketing strategy to tie in with the opening of its First BAM HUB space shortly after the launch of the web site. The site will initially focus on the Australian market with plans to expand to the US market once a global expansion plan can be refined, based on initial trading and market confidence.

.

|  |  |  |
| --- | --- | --- |
| **Goal/Objective** | **Description** | **By when** |
| BAM HUB website | Complete construction and testing of the website. | 01/07/20 |
| Marketing Strategy | Develop a marketing strategy | 01/05/20 |
| BAM HUB space | Open first BAM HUB Space | 01/09/20 |

**Long Term:** Based on the success of the Australian launch, BAM HUB will open more spaces around Australia and make plans to expand globally. It is expected at this point BAM HUB will become a public company and begin capital raising to enable its rapid expansion. The business will likely go through a management change along with the formation of a highly experienced board of directors to help guide the growth.

|  |  |  |
| --- | --- | --- |
| **Goal/Objective** | **Description** | **By when** |
| Assemble Team | Bring together an elite international team to drive the global expansion | Early 2021 |
| Begin Capital Raising | Start of three rounds of capital raising to put our global expansion plan in action | Mid to end of 2021 |

**Key Products**

BAM HUB will derive its revenue from several key strategies. Recognising is the interconnectedness of these revenues and how each one supports the other is imperative. The relationship allows the model to function successfully and ensures a lockout of smaller competitors. This also highlights the importance of rapid global expansion as it is the first business in the market that will come to dominate.

|  |  |  |
| --- | --- | --- |
| **Product/Service** | **Description** | **Price** |
| Website commissions | For every job that is booked via the BAM HUB site, a commission will be taken regardless if work is carried out at a BAM HUB Space or not. | Approximately 2-4% |
| BAM HUB space | BAM HUB space is available to anyone, including clients completing BAM HUB work or hobbyists requiring a venue for personal projects. | Space Access (TBA)  Hourly rates for Machine and Equipment Hire (TBA)  Storage Space(TBA)etc. |
| Managed Projects | Each BAM HUB space will have a project team that will work with local talent to deliver larger projects and guarantee delivery and quality. | Project Management Fees Quoted per Job |
| Education and Training | BAM HUB will engage with Schools to offer specialty hands-on education and training with world-class artists.  BAM HUB will also arrange classes for anyone looking to get in-depth, hands-on training. | Courses will vary in price depending on the length, and the profile to the trainer offering the course. |
| Advertising | Bam Hub will partner with key brands to offer marketing content to its global client base. | TBA |
| New Products | BAM HUB will have a solid R&D program to support its continuous improvement and to ensure it remains ahead of the general market. Development in manufacturing equipment such as 3D Printing, proprietary construction methods, and equipment as well as green industry practices. | The revenue derived from this program will come from clients hiring new and more efficient machines or services instead of spending money on outside products or materials. This will also further our expansion of the client base. |
| Recruitment Services | An optional service offered to clients to be referred to businesses in need of short-term specialised skills for projects. I.e. film and tv or busy periods at other studios | TBA |

Market Overview

**Target Market**

BAM HUB has recognised numerous, fast-growing markets that have yet to be capitalized on in a major, unified way. We are a Globally focused business with more than one target market and a diverse range of revenue streams. However, our focus initially remains on the creative arts industry which has had a massive surge in growth over the last decade.

**Market Size**

**Cultural and Creative Industries**

Cultural and creative industries provide US$2.25 billion in revenue, 3% of world GDP, and 29.5 million jobs worldwide. The creative industries represent 6.2% of total Australian employment. Employment in the creative industries is growing 40% faster than the Australian economy. This does not include the US$50 billion Film and US$60 billion streaming TV industry. Employees in these industries are often on casual or short-term contracts and are regularly “in-between jobs”. We want to offer this workforce a way to fill those gaps or even take full control of their financial future with our global brand to support them as individuals.

**Hobbyist Maker**

Another important market is the rapidly growing and very skilled DIYer and hobbyist Maker market who are yet to find a way to monetize their new abilities. Just as with the Uber industry, there are millions of people who have a skillset and are looking for a way to generate a passive income but can’t connect with their customers. BAM HUB will be that platform for skilled creative people who are looking for a passive or full-time income. An example of the size of this DIY Maker market is to look at Etsy an online retailer of bespoke and creative art products. In 2018, Etsy had total sales, or Gross Merchandise Sales (GMS), of US$3.93 billion on the platform. In 2018, Etsy garnered revenue of US$603.7 million and registered a net income of US$41.25 million.

To understand the popularity of this growing industry we can look towards YouTube. The third most viewed video content on YouTube is “How to” and “tutorial” videos, a large portion of this content is aimed at creative and technical arts. Examples of this content are the YouTube channels hosted by MythBusters celebrity Adam Savage who currently has 4.69M subscribers and Simone Giertz who currently has 2M subscribers

**Electronics and Automation Industry**

BAM HUB will see a take up in market share in the electronics and automation industry. These industries have given rise to new technical accessibility since the affordability of powerful processors and simplified programming methods. Atmel Corporation, a worldwide leader in the design and manufacture of microcontrollers, has calculated that there are approximately 135 million adult Makers in the United States. Another closely aligned market is the 3D printing market which is projected to be worth $8 billion by 2020.

**Film and Audio Recording Industries**

Included in our target markets are the film and audio recording industries. The audio podcast industry is growing fast; the industry generated an estimated $479.1 million in revenue in 2018 and is expected to produce more than $1 billion by 2021. A major study into independent record labels' contribution to the worldwide music business has demonstrated that independent labels makeup 37.6% of the global market and are worth around $5.6 billion.

**Professional, Independent and Hobbyist Photography Market**

As well as the above-mentioned markets we expect to penetrate the professional, independent and hobbyist photography market. The photography industry, which includes photography studios and commercial photography, generates $10 billion in revenue annually, employs more than 230,000 people, and comprises around 185,000 businesses in the United States.

These industries are made up of a workforce that is difficult to enter and navigate. Professional workers are often casually or temporarily employed and rely on extensive personal networks to maintain regular employment. With the rise of social media and online educational videos, there are more people than ever building the necessary skills required to enter the creative arts workforce yet often lack the network to find employment. This is where BAM HUB sees an opportunity.

**Market Engagement**

The core principle that unites BAM HUB and clients is independence and autonomous control. By bringing jobs to our clients, providing space to work, people to collaborate with and the best production solutions to get work done on time and on budget we are helping our clients achieve their personal/career goals and financial independence.

The evolution of the relationship between BAM HUB, clients, and the opportunities presented to each.

**Start Earning**

Clients will be introduced by BAM HUB via our website, either as professionals or amateurs.

* **Professionals**, with an extensive list of verified and approved references, will immediately be able to quote for BAM HUB resident projects and collaborate with others.

All quoting will be completed via the BAM HUB website using a detailed, standardised plan that ties into each local BAM HUB work scheduling facility.

In situations where the primary client quoting for the job doesn't possess the necessary skills or time to complete the whole job by themselves, they can simply advertise the required skills they need and request quotes from other clients to help with that portion of work.

Once the quote is approved by the customer, the schedule goes live and reserves all BAM HUB spaces and or equipment in the plan, these schedules are flexible, pending availability.

* **Amateurs** will start by building a profile and listing any skills and any experience they have accrued so far. With this, they can quote on the freelance jobs listed on BAM HUB or collaborate with BAM HUB resident clients on larger projects to learn and gain experience.

**Training and Education**

Regular training and education will be a big part of helping all clients further develop and diversify their skills. As an amateur client successfully completes jobs on BAM HUB, their profile will grow. With enough verified experience and/or education they may apply to become a BAM HUB resident. BAM HUB recognises industry leaders and will offer training sessions by featured artists from critically acclaimed professional studios and/or high-profile tradespeople. Support and training will be encouraged between verified clients and new clients in the form of time donations. This donated time will earn points towards a BAM HUB online recognition program. Impromptu training may be requested via our mobile app and responded to by anyone on site who has completed the appropriate training or with the necessary knowledge.

**BAM HUB Job Tracking and Reporting**

The value of building long term relationships with our clients and their customers is paramount. By providing the online tools and job tracking facilities we’ll help our clients stay on schedule and their customers up to date with progress. Upon commencement of each project, a BAM HUB client will be able to view the entire project schedule online, as per their initial quote.

Job tracking will likely take place on the BAM HUB mobile app. This will allow clients to track their hours, material expenses and see collaborators’ progress. Regular reporting will be in the form of scheduled reminders via the app that prompts for photographic progress updates shared with all parties concerned, including the customer. Ensuring unnecessary communication is minimized and confidence built within the team and with the customer.

**Client Profiles**

These highly valued tools will also be the only way our clients can build their online profile with BAM HUB. After they have completed their initial portfolio when signing up clients will no longer be able to add photographic content to their profile. Once a job has been completed and with a predetermined release date from the customer, the client can make the progress report public by selecting key information and photos from the jobs reporting and adding them to their portfolio along with any additional content relating to the job. This helps the client build their global BAM HUB portfolio and in turn, enhance their career.

**Managed Projects**

BAM HUB Project managers will consult with the customer and gather all the required documentation regarding the job. The work will then be subcontracted to our Resident clients and necessary third-party firms. Our major strength over our competitors in this space is our ability to build a dynamic team of exactly the high-quality skills necessary to complete the job. BAM HUB can scale the team to minimize unnecessary overheads and guarantee on-time delivery without compromise.

* Ideal experienced candidates for project management roles of this type are construction managers from Film and TV industry or managers of existing prop studios due to the similarity of rolls. Construction managers and studio managers also bring credibility and confidence with the local market. Alternatively hiring a BAM HUB resident client would also be a good fit given enough experience.

**Minimizing Downtime**

BAM HUB Spaces will always endeavour to maintain a vacant space and spare equipment reserved for unforeseen conflicts or breakdowns. keeping our clients on track and stress-free is of the utmost importance. It is not acceptable to have a client miss a deadline due to BAM HUB failing to provide a service.

Other devices employed to ensure continuous service will be self-monitoring stock levels with minimum level reordering and strict routine maintenance. Support and training will be encouraged between clients in the form of time donations. This donated time will earn points towards a BAM HUB online recognition program.

**Travel**

Clients with a profile on BAM HUB are part of a global brand and standard. They have access to work worldwide and will always be familiar with the standardised facilities, as they are all part of the same continuous R&D life cycle.

**Recruitment**

Further opportunity is presented to our clients by subscribing to our recruitment service. This service will operate as a global, skilled labour provider to relevant industries that experience fluctuating work and require on-demand, short term contract employment. Common in the Event, Film and TV industries, major companies in these fields are global entities often conducting business on a global scale. Having access to BAM HUB’s global skill base, offers a unique partnership opportunity. BAM HUB will be able to provide verified, highly motivated and well-trained staff with the exact skill set required by the principal employer.

**Financial Forecast**

The following financial forecast is based on summarized market research and assumes approximately 30-40% market takeover of existing maker space markets. It speculates the conservative volumes of online job bookings based on existing market sizes and likely operating overheads. This model is offered as a conservative example of what a global BAM HUB business might look like. Note: It does not include any speculation into the trade industries which we plan to enter nor does include any revenue from advertising or R&D Grants. We also plan to offer Studio space for film and audio recording which has not been captured in this forecast.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Website Commissions** |  |  |  |  |  |  |  |
| **Total bookings** | **Monthly** | **Anual** |  |  |  |  |  |
| Australia | 5000 | 60000 |  |  |  |  |  |
| International | 100000 | 1200000 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Average Fee Per Booking** | $20 | (Base on average total job costing of $500 @ 4%) |  |  |  |  |  |
| Australia | $100,000.00 | $1,200,000.00 |  |  |  |  |  |
| International | $2,000,000.00 | $24,000,000.00 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Cost per Booking** | $5 | (Based on an average CPC and Conversion rate for similar industries) |  |  |  |  |  |
| Australia | $25,000 | $300,000 |  |  |  |  |  |
| International | $500,000 | $6,000,000 |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Total Revenue** |  |  |  |  |  |  |  |
| Australia | **$75,000.00** | **$900,000.00** |  |  |  |  |  |
| International | **$1,500,000.00** | **$18,000,000.00** | **NET** |  |  |  |  |
|  |  |  |  |  | **Australia** | **International** |  |
| **BAM HUB space** |  | **Usage hrs/qty per HUB/month** |  | **Qty of Hubs** | 15 | 2000 |  |
| Monthly access per client | $150 | 40 | $6,000 |  | $90,000 | $12,000,000 |  |
| Small Equipment Hire/hr | $5 | 1440 | $7,200 |  | $108,000 | $14,400,000 |  |
| Large Equipment Hire/hr | $35 | 432 | $15,120 |  | $226,800 | $30,240,000 |  |
| Storage Weekly | $15 | 80 | $1,200 |  | $18,000 | $2,400,000 |  |
|  |  |  |  | **Total per month** | **$442,800** | **$59,040,000** |  |
|  |  |  |  | **Annual Gross Income** | **$5,313,600** | **$708,480,000** |  |
|  |  |  |  | Conservative annual profit of existing maker spaces. |  |  |  |
|  |  |  |  | $100,000 | **$1,500,000** | **$200,000,000** | **NET** |
|  |  |  |  |  |  |  |  |
| **Managed Projects** |  |  |  |  |  |  |  |
| Jobs Per Hub Annually | 5 |  |  |  |  |  |  |
| Average price per job | $60,000 |  |  |  |  |  |  |
| Operating profit margin above costing | 20% |  |  |  |  |  |  |
| Total number of HUBS globally | 2015 |  |  |  |  |  |  |
| Possible Net Income | **$24,180,000** | **NET** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Education and Training** |  |  |  |  |  |  |  |
| Training sessions per hub/year | 12 |  |  |  |  |  |  |
| Clients Per session | 15 |  |  |  |  |  |  |
| Price per client/Session | $200 |  |  |  |  |  |  |
| Profit margin per client/Session | 15% |  |  |  |  |  |  |
| Total Global Income | **$10,881,000** | **NET** |  |  |  |  |  |
| Online Subscription monthly training | **$544,050** | **NET** |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Total possible annual profit** | **$260,418,650** |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
| **Advertising** | TBA |  |  |  |  |  |  |
| **New Products** | TBA |  |  |  |  |  |  |

**Notes to work into the document:**

* BAM HUB Online - Partnering with large businesses will be a key strategy for taking hold of our market space. By forming close working relationships with organisations like Village Roadshow studios BAM HUB will provide well trained and verified skilled staff for on-demand work. These organisations will no longer have to build their own networks in order to access the skills they need for upcoming projects. BAM HUB will be able to handpick exactly the skilled staff required for the project.
* Booking revenue from BAM HUB online, although not a significant percentage of our total revenue, it enables the capture of further earnings by renting factory time and equipment hire. Building all these pricing models into the BAM HUB quoting tools allows clients to ensure they are budgeting correctly so they are never out of pocket.
* Subcontracting work from studios and builders who are too busy or limited on space. UAP, Ice Works Design, Kite Studios, Heads Up Film Services. Taxi Studios just to name a few.
* Engaging local trades, makers, and artists to build their own respective BAM HUB Space. This is an important part of marketing and branding as we expand into new locations.
* By looking at the user data of our online business growth we can guide the expansion of BAM HUB Spaces into our busiest regions. We can also use Social Media engagement as a tool to guide this same growth.
* “I’m just here to learn”. a more affordable membership ($30) that gets you access to BAM HUB learning space. Learning spaces are a cut down and compressed version of our larger spaces. There are tools and materials included to get you started on a career at BAM HUB.
* Get up to 3 months free, create a profile with BAM HUB and share with your friends. For every friend that registers you get 1 month free up to 3 months at BAM HUB
* Compete for UAP Contracts. Government projects helping develop the next generation of collaborative independent artists
* Factory air quality reader that changes light colour from green to red opt indicate the need for masks. Music on digital radio to allow for low noise pollution and clear safety messages
* Child care centres and play centres. Possible new customer market for custom props. Also toy shops and shopping centres for art installations/ shopfitting and theming
* KEY Client Demographics:

DIY Project Clients - Hire space for a set period to complete a self-funded project.

Side Gig clients - Have membership and just do odd jobs to make things and learn. Only require a small income.

Individual professionals – Work fulltime on individual work or subcontract to larger projects.

Studio teams – Teams of experienced people working together to form a studio team.

* **Competitor analysis:**