Customer service-based site for interior walls art decorations of different kind.

# 1 Value proposition

Our business is in the field of services offering and it is targeting the people that need artistic interior decoration of their houses, shops, restaurants or offices on the one side and on the other the artists and the construction specialists and plaster applying masters.

Our site is going to be able to give to the employer the information that they need in order to choose the correct artists for their project:

* Type of art
* Gallery with portfolio of the artist
* Price by m^2 or by other pricing method
* Available period {booking)

The artist also are going to able to seek for employer by:

* Industry
* Scale of the project
* Financial factor
* Period of time to be hired

There is going to be option for third partys to get involved if need, like:

* Vendors (Materials, tools and logistics)
* Suppliers

It is hard to find quality construction masters now a days and it is even harder to find art specialists that aren’t going to ruin their well done job.

# 2. Key partnerships

Internal staff:

* George Dimitrov – Co-founder, front-end UX designer, service developer and support.
* Valentina Dacheva – Co-founder and front-end execution specialist.
* Nayden Panchev – Co-founder and back-end developer specialist.

# 3. Key activities

// How will your small business gain a competitive advantage over other businesses? This section reveals your strategies and activities you’ll undertake to get the upper hand.//

# 4. Key resources

This start up has no financial capital to start with. We require on some personal savings and the fact that this is online business that in the first phases will need great management to run and gain commission of each deal between two partys

# 5. Customer segments

There are small amount of sites in Bulgaria that offer this type of connection to their customers. They are also more related to the technical part of the renovation process like:

* Interior design
* Doors
* Electrical services
* Facade remediation
* Control and access
* Landshaft
* Tiles & terracotta placement
* Bathroom renovation
* … and so on and so on. Everything you need to be repaired

However they don’t offer connection with the artistic part of the wall decoration. The thing that we rely on in this niche are the young artists and creative people (even in school age) that are seeking for some extra cash and don’t have the opportunity to start a job in their field of expression. Or they need to gain some experience by some unresponsive projects. By connecting with customers that need to get the job done as cheapest as possible (hire is where the low experienced folks can benefit from) Build up their portfolio.

Organization of the process, how it is going to be managed and founding the right third party partners is and essential part of growing the business. Inexperienced users (like the school age once) will need additional help, tools or logistic to achieve the task that has been given to them.

# 6. Channels

// Now that you know who is in your target market, how will you talk to them? This section outlines the channels you will use — like email and social media platforms — in order to have, and continue, the conversation with your customers.//