BUSINESS PROPOSAL

PopUpTeam

POPUPTEAM

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**Elevator pitch.**

Whether you’re starting anew business or stepping out into a new field with a new creative skillset, knowing how to get started or who to get in touch with can be a very difficult and daunting step to overcome.

Curating a team of developers, designers and other creatives can quite often involve traversing many different platforms, a storm of phone calls and not to mention the many hours of searching that come before, to find such resources.

When that team is built, finding tools to aid development then need to be procured to look after the process of bringing the project to life, such as a development methodology and Kanban boards to keep track of what needs doing.

This mountain-range of tasks can be deflating to face, but POPUPTEAM plans to offer the tools and resources to streamline the journey and pull it back to being the adventurous expedition that it should be.

Our platform will welcome businesses and freelancers looking to work together, as well as offering tools such as Kanban Boards, Sprint Goals and Team Chat, built right into the system, to aid across the development process.

Freelancers on our platform will earn experience points for working on projects that will be displayed on their profile page alongside their site portfolio, outlining past works and experience, as well as a “career status” status badge, to display whether they are currently a student in the field or an industry professional. The freelancers’ profile can also be exported into a CV format, so that they can take their work, endorsements, and experiences with them to further their careers.

The platform will make it easy to find people ready to work on their passion project on either a remote or in person basis, with the option to find freelancers by a chosen geographical range. This creates the possibility for in person team meet-ups and development sessions which can often be vital to ensure the project is fully understood. With Cornwall already being home to many creative individuals, playing host to such institutions as Falmouth University, the local area is packed full of raw, bright, and motivated talent just looking for a project to get on board with.

POPUPTEAM is here to bridge the gap between new opportunities, and new talent.

**Executive Summary**

Overview

POPUPTEAM is built around the idea that if clients need a project/business designed, staffed, or developed, we can connect them with a team of creatives and/or developers looking for work on a freelance basis to pull it off. The company would span over several disciplines including art, design, software, and business development, as well as graphic design and marketing.

The company would have a collection of freelancing members looking to work as part of a team on new and existing projects. For the smaller projects, such as logo design for example, the client will have the option to look through members portfolios, to pick the perfect artist for their project logo or have artists that specifically want to work on that project specifically come forward, ensuring it has a passionate specialist wanting the project to succeed. For larger projects, the client can advertise their project, requesting whatever team spaces need filling, allowing members to apply interest for a chance to become a member of that project’s development team.

The platform would welcome new talent at the beginning of their careers, such as students looking to pick up their first hands on pieces of work within the industry. As Cornwall plays host to such institutions as Falmouth University, there is an abundance of creative individuals looking to start work and earn within their new skillsets alongside their studies. Each member will have a profile to keep up to date, use as a professional blog, add portfolio items to attract new project leaders and accommodate reviews from past projects alongside a ‘points’ total they have collected from positive influences they have made across the platform as a whole, boasting their skills and professionalism endorsing them to future endeavours. Users will also have the option to export a CV that grows with each project they take on.

The Problem

The problem recognised exists on both sides of the fence. For individuals looking to start a new venture as a start-up business, finding passionate people to get on board and help to bring the project to life can be daunting. Some platforms currently exist that aid in the process to find willing freelancers, but it is quite often the case that the creatives you find will be located in different places geographically, which presents new possible issues around contact times and sometimes even ownership of responsibilities.

As a creative, perhaps at the beginning of their career, finding projects to work on and getting a space on a development team can be difficult and sometimes discouraging when facing a start in such competitive industries.

The Solution

At POPUPTEAM we offer an environment where people looking for either a team or an individual to work on their project can do so within the local geographical range. The creatives work on a freelance basis offering those at the beginning of their careers, such as students a chance to get some industry experience and be a part of new ventures. A team collected within a local geographical range allows for team meet-ups ups to be conducted which reinforces team spirit and clear communication of ideas and goals which are often paramount to a venture being truly realised.

The Target Audience

Both new business that are looking to curate a team, and those creatives would both reap the benefits of working with POPUPTEAM. Cornwall as a starting place has a wealth of unmined potential in creative disciplines with being home to such institutions as Falmouth University, packed full of students at the beginning of their creative careers looking for hands on experience with real life projects. New businesses would be able to stream-line the process of looking for a Web Developer and a graphic designer for example, within the local area and begin work together to bring the project to life.

The Market/Competition

Whereas platforms such as Upwork, 99Designs and other such websites exist, and are very good at what they offer in terms of finding freelancers, they do not offer that local area experience. Having someone working on the project from a different country presents new challenges in regard to making contact across different time zones, and also removes the possibilities of in-person meetings, which can be so vital when it comes to true team building as a collective attitude. With POPUPTEAM we will offer equal opportunities to those at the beginning of their career and those that are a little more established in their field.

What the other services do not offer is development tools built into the platform such as team chat and Kanban board to keep up to date with development tasks.

**SWOT Analysis**

Strengths

Development tools such as Kanban board so that the team can keep up to date with the project.

Passionate employees and artists.

Face to face experience not offered on services like Fiverr or 99Designs.

Talent found is from the local area.

Would be an attractive way for people new to the industry to find jobs.

Work can be offered slightly cheaper than other platforms as experience can differ between individuals

Weaknesses

Websites like Fiverr, Upwork and 99Designs exist and people can usually get someone on board very cheaply, though results may vary.

With freelancers new to the industry, it is difficult to guarantee a standard of work or professionalism.

If projects do not work or development gets abandoned, the platform could be held responsible.

Opportunities

Face to face – cut through the jargon, not something offered by our competitors or the internet as a whole.

Targeting the local area would allow for face-to-face conversations, giving room for new business owners to feel like they are actively building their business with their new team.

Lockdowns, people got bored, then they got creative. We want to make it happen for them.

Starting in Cornwall as a base, as a home to institutions such as Falmouth University, there is a great wealth of creative talent who would love to start on projects within their specialism.

Threats

Pricing on sites like Fiverr, people compete to land the projects so drop their rates massively. As a standard cannot be fully determined, pricing of projects or fees for individuals could be difficult to come up with. As freelancers may be of little experience, they may accept jobs in which they do not have the experience to fulfil. Clients could meet their team through our platform and go on to deal with them independently, bypassing our fee but still benefiting from our platforms service.

**PESTLE Analysis**

Political

Not particularly an issue with the company in itself, but we would have to consider any political impacts of each project we undertake on a case-to-case basis. Helping clients to pursue projects that might not always be completely ethical could reflect poorly on the company.

Economical

Lots of people in Cornwall enjoy getting creative through either digital or physical means, there would be a good pool for clients, artists and creatives in general that could benefit from working with us, in turn putting money back into the local economy.

Social

The platform could offer a great social space to allow like-minded creative individuals to find each other and start a new creative community. Platform wide themed events could allow users to form teams of their own and create event themed projects which could add towards portfolios, furthering both employability and social ties within the community. My general demographic would typically be creative or imaginative individuals of all ages. The platform would provide a welcoming space for people new to their chosen field, either to put their studied skills to use or to get some hands-on experience after a career change.

Cornwall tends to be a fairly creative environment so seems to be somewhat inspiring with a good pool of creative minds, potentially looking for more connections in the local area.

Technological

The technical requirements are abundant across the UK, and I cannot foresee any technological difficulties in bringing a platform of this kind to fruition.

Legal

As we will be creating media and projects of many formats, we will need to ensure any projects and digital releases alike attain their suitable age and content ratings and are thereafter marketed to their intended appropriate audiences. Much like political considerations, projects will be built with regulations and restrictions in mind on a case-by-case basis at every step.

Environmental

At its very base, being a Tech company, we would have to consider the environmental impacts of the energy we use. By 2040 it is projected that the tech industry will constitute 15% of global emissions, which is equivalent to half of that of the world’s transportation sector. Keeping this in mind, ensuring we operate on as much ‘green’ energy as a continued focus will be very important. With sustainability in mind as a main focus point, the company will branch into the recycling of

materials used for physical assets and reducing its emissions continually for the best possible impact on the environment and by extension Cornwall as a whole.