



Mavericks Arts Creatives:

Empowering Creativity, Connecting Opportunities

Members

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Job creation(a great challenge) into Art, culture and design(a great opportunity)

Skilled but unemployed youth between 18 and 30 face challenges in the art, culture, and design sectors due to limited access to suitable opportunities and a lack of platforms connecting them with potential employers. Our objective is to create a user-friendly digital platform that bridges this gap, providing skill development, mentorship, and job placement services tailored specifically for the art, culture, and design sectors. By empowering marginalized communities and fostering economic inclusion, ArtConnect aims to unlock the potential of youth and drive socioeconomic development.



AFFECTED POPULATION

Meet Kevin, a talented artist from a low-income background. Despite his passion and skills, Kevin struggles to find suitable employment opportunities in the art industry. Limited access to networks and resources hinders his career growth, impacting his ability to earn a living through his creative pursuits. ArtConnect provides Kevin with a platform to showcase his talent, connect with mentors, and access job placements. Our solution empowers individuals like Kevin, enabling them to pursue their passion, contribute to the art sector, and achieve economic stability.



Data

1. FACTUAL INFORMATION.

According to the Kenya National Bureau of Statistics, the unemployment rate among youth in Kenya stands at [provide statistic]. Additionally, the art, culture, and design sectors offer significant untapped potential for economic growth, innovation, and job creation. By addressing the unemployment gap and connecting skilled youth with opportunities in these sectors, ArtConnect can contribute to the overall development of the Kenyan economy.

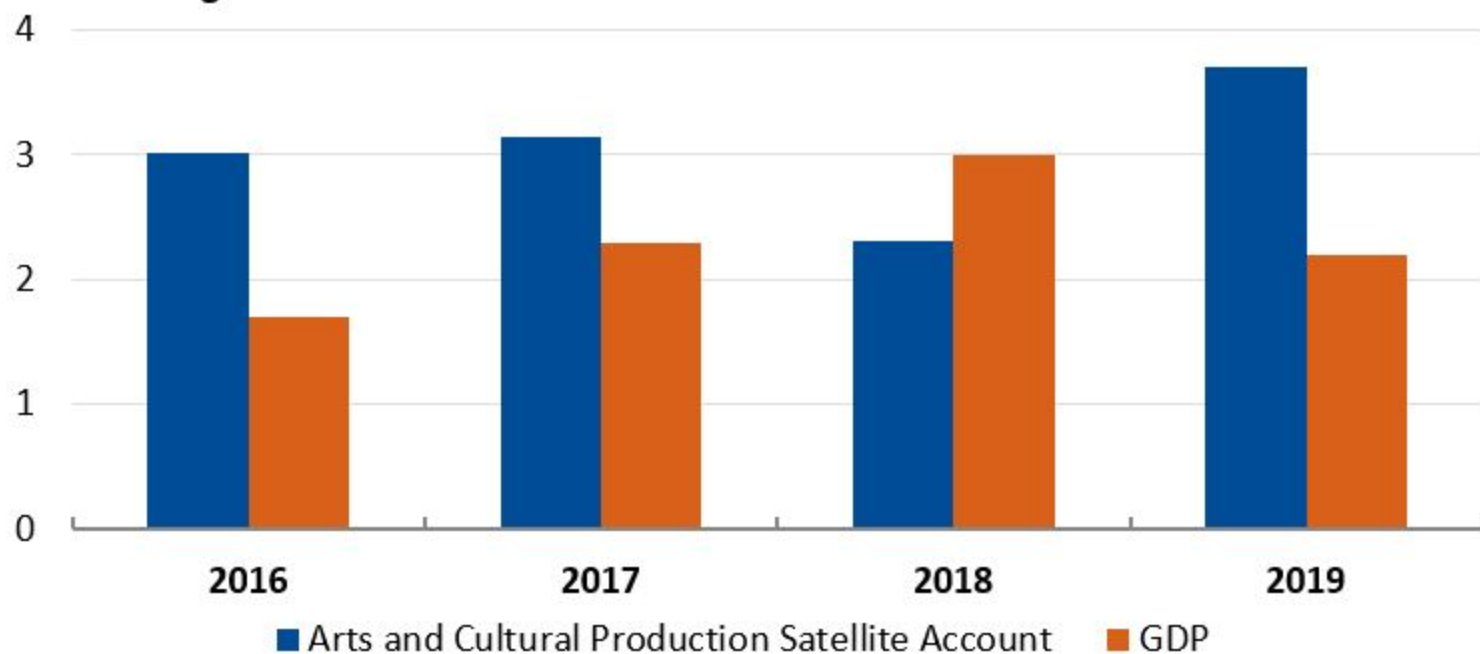


2. graph.

Core arts and cultural production industries, which include performing arts, museums, design services, fine arts education, and education services, increased 3.2 percent, adjusted for inflation, in 2019. Supporting arts and cultural production industries, which includes art support services and information services, increased 3.9 percent in 2019 (table 1). Information services was the leading contributor to the overall 4.4 percent current-dollar growth in arts and cultural production at the national level in 2019, followed by design services. This is depicted below.

**Chart 1. Real Value Added for Arts and Cultural Production
Compared with GDP**

Percent change



U.S. Bureau of Economic Analysis



3. Data visualization.

its cast of characters, styles, trends, philosophies, politics, and innumerable interconnections Authors/creators v other workers in performing and visual arts and music table is shown below.



Performing arts	Non-profit creation and production	Visual arts		Music	
	Supporting activities	Visual arts creators including photographers, designers, arts craftsmen	Art sales		Entertain... sector workers
Profit creation and production	Venues		Museums heritage	Musicians and songwriters	Other



Why the solution was chosen.

1. Benefits for Job Seekers Factual Information:

A recent study found that individuals who have access to skill development, mentorship, and job placement services in the art, culture, and design sectors experience higher employment rates and increased job satisfaction. Mavericks Arts Creatives aims to provide these benefits to job seekers, empowering them with the necessary tools and opportunities to thrive in their creative careers. This is because it will incorporate every artist and their clients.



2. Benefits for Employers Factual Information

Employers in the art, culture, and design sectors often face challenges in identifying and accessing skilled talent. By utilizing Mavericks Arts Creatives, employers gain access to a curated pool of qualified candidates, streamlining the recruitment process and increasing the likelihood of finding the best fit for their specific requirements. This platform enhances job visibility for employers, leading to more successful and mutually beneficial job placements

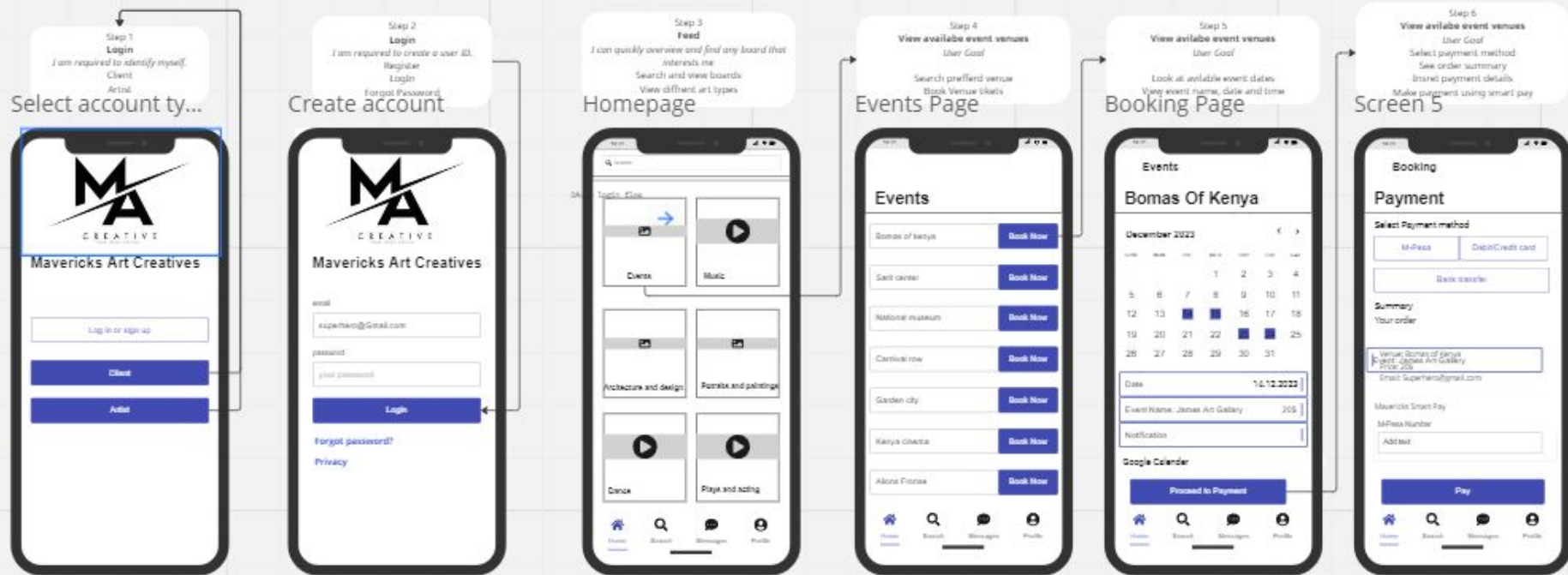


Platform overview and Key features include:

Skill Development: Offering online courses and tutorials to enhance job seekers' skills and competencies in various artistic disciplines.

- Mentorship Program: Providing access to experienced mentors who can guide and support job seekers in their creative careers.
- Job Placement Services: Matching job seekers with employers based on their skills, qualifications, and career preferences, increasing employment opportunities in the art sector.
- Portfolio Showcase: Allowing job seekers to showcase their work, providing employers with a comprehensive view of their capabilities and artistic style.

Screens of the system





Pain points

- **The difficulty of finding and booking talent: Businesses and organizations that need to hire artists, musicians, artisans, or other entertainment talents often have a hard time finding the right people.**
- **Need to find new audiences. Artists, musicians, and other creative professionals often struggle to find new audiences for their work.**



Why the solution could make an important difference is restated. 1. Benefits for Employers

Access to a diverse pool of talented and qualified candidates in the art, culture, and design sectors.

- Streamlined recruitment process, saving time and effort in candidate selection.
- Increased visibility and exposure to potential candidates' portfolios and creative work.
- Enhanced ability to find the best fit for specific job requirements, leading to successful and productive collaborations.



2. Challenges Faced by Job Seekers

- Limited access to skill development programs tailored to the art, culture, and design sectors.
- Lack of mentorship and guidance from industry professionals.
- Difficulty in finding job opportunities specifically in the creative fields.
- Limited visibility and exposure for job seekers' portfolios and artistic work.



3. Addressing Job Seekers' Challenges

Collaborating with industry experts and organizations to develop specialized skill development programs for art, culture, and design sectors.

- Establishing a mentorship network connecting job seekers with experienced professionals in their respective fields.
- Partnering with art institutions, galleries, and creative companies to provide a wide range of job opportunities.
- Creating an interactive and visually appealing portfolio showcase on the platform, allowing job seekers to effectively showcase their talent and attract potential employers.



4. Marketing and Promotion

- Strategic partnerships with art institutions, creative organizations, and industry influencers to increase platform visibility.
- Digital marketing campaigns targeting both job seekers and employers in the art, culture, and design sectors.
- Participation in art fairs, exhibitions, and industry events to showcase the platform's offerings and connect with the creative community.



5. Technology and User Experience

- Development of a mobile-responsive platform to ensure accessibility for job seekers and employers on various devices.
- User-friendly interface and intuitive navigation to enhance the overall experience.
- Incorporation of personalized recommendation algorithms to match job seekers with relevant job opportunities based on their skills and preferences.
- Continuous improvement through user feedback and data analysis to optimize the platform's functionality and usability



recommendations

User-Friendly Navigation: Ensure that the website is easy to navigate with clear menus, intuitive categorization of content, and a search function to help users find what they are looking for quickly.

Responsive Design: Optimize the website for various devices, including desktops, tablets, and mobile phones, to provide a seamless browsing experience for all users.

High-Quality Visuals: As an arts and culture website, images and visuals are crucial. Use high-resolution images that showcase the artworks, performances, and cultural events effectively.



Conclusion

Mavericks Arts Creatives aims to bridge the unemployment gap among youth in the art, culture, and design sectors by providing skill development, mentorship, and job placement services. By connecting job seekers with opportunities and empowering them to pursue their creative passions, ArtConnect contributes to the socioeconomic development of Kenya, fostering a thriving artistic community and driving economic growth. Together, let's empower youth, transform the creative landscape, and build a brighter future for the art industry in Kenya.