

By 2020

There will be 65 million unemployed individuals in Pakistan – 1 million of whom would be Art Graduates.





Small-scale Industry *in Pakistan*

Contributes 81 % of the total labour force.

They lack:

- Finances
- Energy to set up a market
- Inspiration

Report by British Council...

“Pakistan’s cultural and creative industries can contribute \$1.5 billion to the economy; all it needs is a little push in the right direction”

- Courtesy of Dawn News and University of Leeds



We thought of a
social platform for artists
who wish to
promote art&culture
as well as
earn an honest living.
We call it

Fun Kadaa.



By: Hamail Art Gallery

Tasneem F. Inayat

FROM ELEGANT

Calligraphy

Stencil
graffiti

Sketches

Mural
Art

All kinds
of
Paintings

Portraits

Sculptures

TO RETRO-CHIC

TRUCK
ART

HANDI
CRAFTS

HOME
ACCESSORIES

CARVINGS
such as
WOOD WORK

RECYCLED
MODELS

EMBROIDERIES
and much
more



FUN *Kadaa*
STARTUP COMPANY

USP (Unique Selling Point)

FunKadaa is an e-commerce portal exclusive for art, and no such platform exists as for now, in Pakistan



Funding Sources

1. Plan9

In 2017, FunKadaa was selected in the Top 11 / 1000 contestants.

Funding Sources

2. *Netsol NSPIRE*

In 2017, FunKadaa was selected in the Top 5 / 13 contestants.





Funding Sources

3. *Google WTM*

In 2018, FunKadaa received an angel investment of 400 USD.

Funding Sources

4. Creative Incubator

In 2019, FunKadaa applied
for mentorship at Pi School.





Funding Sources *5. Allied Bank*

In 2019, FunKadaa applied for Prime Minister Youth Business Loan Scheme.

Revenue Plan

\$ 400 = Rs. 56400 /-

Website Hosting	Rs. 6000 /-
Social Media Marketing	Rs. 21000/- for 15 days (1 month) (Rs. 1400 /- per day)
Print Media Marketing	Rs. 10000 /-
Promo Codes	Rs. 10000 /-
Misc. (for outsourced work)	Rs. 9000 /-



Cash Flow Statement

Profit and Re-investments



Monthly Sales

Over the past 2 years, we've observed quite a few talented artists in Lahore and have established amicable relations with them – leading to them signing on board with us.

Let's consider 10 / 90 Art Companies.

- » **Craft Stories, Fizy's Art, Nida's Handmade Cards, Sarah's Scrapbook, Gift Shifts, Rishad, Farhan Ahmad, Xeeshan Siddiqui, Abdullah Siddiqui**
- » When questioned about how many sales each makes in a month – the total revenue leads to more than \$1000.
- » But let's say that they make a \$1000 only – and all the remaining 80 salesmen don't make any at all.
- » We can still prove that our product is profitable!

The following is based on statistics from 10 successful Art Companies in Lahore



Finance Management

	Investment	User Revenue	Company Revenue	Costs	Gross Revenue
Jun	\$400	\$1000	\$100	\$350	\$150
July	\$150	\$1500	\$150	\$100	\$150
Aug	\$150	\$2000	\$200	\$100	\$250
Sept	\$250	\$2500	\$250	\$100	\$400
Oct	\$400	\$3000	\$300	\$100	\$600

Prototype

Business Model



Target Market

Total Addressable Market (TAM)

- 11 million population of Lahore

Segmented Addressable Market (SAM)

- Sellers (Art Grads + small industry ~ 3 million)
- Buyers (Middle class of Lahore ~ 5.5 million)

Share of Market (SOM)

- 500 Artists from all over Pakistan – Combined Audience 10K

Competition

Direct Competition

Name	Social Network	E-Commerce
Artsy.pk	X	/
Pinterest.com	/	X

Indirect Competition

Name
Daraz.pk
Oberlo.com

Execution

Positioning

- Low price offering

Pricing Model

- Cost-based pricing (Total cost generated * 0.1)

Promotion

- Via automated Emails

Team

- 4 software engineers for front-end + back-end
- Marketing & Advertising: 2
- Delivery & Logistics: 2



FUN Kadaa
STARTUP COMPANY

Expansion Plan

- Lahore
- Karachi
- Islamabad
- Pakistan

Damage Control

- Product
- Sales
- Audience
- Company



How will illiterate people from small industries will manage their way to FunKadaa?

We can collaborate with...

FACE (Foundation for Arts, Culture & Education)

- NGO
- They conduct training programs
- They provide opportunities and incubation to artists.