**BUSINESS PROPOSAL**

**PopUpTeam**

**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 looking for work on a freelance basis to pull it off. The company would span 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 Problem**

The problem recognized 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 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 MHC 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 free-lance 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 to be conducted, which reinforces team spirit and clear communication of ideas and goals which are often paramount to a venture being truly realized.

The Target Audience

Both new businesses that are looking to create 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 streamline 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 regarding making contact across different time zones, and removes the possibilities of in-person meetings, which can be so vital when it comes to true team building as a collective attitude. With MHC 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.

**Weaknesses**

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

**Opportunities**

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

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

An untapped resource of the indie market.

**Threats**

Pricing on sites like Fiverr, people compete to land the projects so drop their rates massively. Other firms adopting other areas of development, i.e. – big game studios starting to work with indie developers etc.

**PESTLE Analysis**

**Political**

Not particularly an issue with the company, but we would have to consider any political impacts of each project we undertake on a case-to-case basis. Especially as things like Video Games become more and more meaningful and immersive.

**Economical**

Lots of people in the UK enjoy things like gaming as well as creating art and other such things, there would be a good pool for both clients and artists wanting to work for this company.

**Social**

In the UK there is generally no shortage of creative minds or new businesses that could benefit from the services we offer

My general demographic would typically be creative or imaginative individuals aged roughly between 18-40

Cornwall tends to be a creative environment so seems to be somewhat inspiring with a good pool of graphic designers etc.

**Technological**

The technical requirements are abundant across the UK, and I can’t foresee any technological difficulties in bringing a creative media company to fruition.

**Legal**

As we will be creating media of many formats, we will need to ensure releases 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 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.