

# EAT OFF ART BRAND STRATEGY

## BRAND ESSENCE

### PURPOSE

To prove and empower the "thriving artist" model through creative entrepreneurship, education, and community building

### VISION

To revolutionize the artist's narrative from "starving" to "thriving" by creating sustainable pathways for creative entrepreneurs and building empathetic communities through art

### MISSION

Eat Off Art is a collaborative of Artists, Educators and Entrepreneurs working to build a more empathetic community through creating and sharing art, providing accessible creative spaces, and investing in fellow entrepreneurs

## BRAND STORY & LEGACY

### HERITAGE

- Family-owned Buffalo business
- Multi-generational creative legacy
- Proven track record of entrepreneurial success
- History of community impact and social justice
- Pioneer in black-owned creative business

### FOUNDER STRENGTHS

- Alexa: Culinary arts, wellness, mentorship, abstract art, jewelry design
- Edreys: Visual art, education, entertainment, entrepreneurship
- Combined: 20+ years of successful creative business ownership

## BUSINESS MODEL PILLARS

### 1. CREATIVE SERVICES

- Visual Art Creation & Sales
- Jewelry Design & Distribution
- Culinary Arts & Education
- Creative Consulting
- Public Art Projects

### 2. EDUCATION & MENTORSHIP

- Artist Business Development
- Creative Entrepreneurship Training
- Youth Mentorship Programs
- Virtual Cooking Classes
- Wellness Education

### 3. COMMUNITY INVESTMENT

- Fellow Entrepreneur Support
- Studio & Community Space
- Public Art Initiatives
- Social Justice Projects
- Cultural Programming

### 4. CREATIVE PRODUCTS

- Art Collections
- Jewelry Lines
- Educational Resources
- Digital Content
- Merchandise

## TARGET MARKETS

### 1. PRIMARY

- Aspiring Creative Entrepreneurs
- Professional Artists
- Art Collectors & Enthusiasts
- Wellness-Focused Individuals
- Community Organizations

### 2. SECONDARY

- Educational Institutions
- Cultural Organizations
- Public Art Commissioners
- Corporate Partners
- Gallery Networks

## Revenue Streams

### 1. DIRECT SALES

- Original Artwork
- Jewelry Collections
- Educational Programs
- Virtual Classes
- Merchandise

### 2. SERVICES

- Creative Consulting
- Public Art Projects
- Speaking Engagements
- Workshops & Training
- Event Programming

### 3. SPACE UTILIZATION

- Studio Rentals
- Community Events
- Exhibition Space
- Workshop Venue
- Collaborative Projects

### 4. DIGITAL PLATFORMS

- Online Courses
- Virtual Programs
- Digital Content
- E-commerce
- Member Communities

## GROWTH STRATEGY

### 1. BUSINESS DEVELOPMENT

- Market Expansion
- Product Line Growth
- Service Diversification
- Partnership Building
- Digital Platform Scaling

### 2. COMMUNITY IMPACT

- Entrepreneur Support
- Mentorship Expansion
- Public Art Increase
- Cultural Programming
- Social Justice Initiatives

### 3. BRAND EXTENSION

- Educational Resources
- Digital Products
- Licensing Opportunities
- Collaborative Collections
- International Reach

## SUCCESS METRICS

### 1. BUSINESS GROWTH

- Revenue Targets
- Market Penetration
- Product Line Performance
- Service Expansion
- Client Base Growth

### 2. COMMUNITY IMPACT

- Artists Supported
- Entrepreneurs Mentored
- Community Engagement
- Public Art Created
- Lives Touched

### 3. BRAND RECOGNITION

- Media Coverage
- Speaking Engagements
- Awards & Recognition
- Partner Relations
- Digital Presence

## IMPLEMENTATION TIMELINE

### 1. IMMEDIATE FOCUS (0-6 MONTHS)

- Core Service Enhancement
- Digital Platform Optimization
- Community Program Development
- Product Line Expansion

### 2. SHORT-TERM GOALS (6-12 MONTHS)

- Market Expansion
- Educational Program Launch
- Partnership Development
- Revenue Stream Diversification

### 3. LONG-TERM VISION (1-3 YEARS)

- National Recognition
- Multiple Location Strategy
- Digital Platform Scaling
- Legacy Building