

The background of the entire page is a vibrant, abstract painting. It features bold, expressive brushstrokes in shades of red, orange, yellow, green, blue, and purple. The composition is dynamic, with thick paint application creating texture and depth. The colors are layered and interact in various ways, from bright highlights to deep shadows.

INNOVATION PLAN **ATELIER**

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Table of Contents

| | |
|---------------------------------|-----------|
| Executive Summary | 1 |
| Problem Statement | 2 |
| Customer Segments | 3 |
| Unique Value Proposition | 4 |
| Solution | 6 |
| Conclusion | 9 |
| Bibliography | 10 |

Exec. Summary

Problem Statement

There is a disconnect between casual art lovers and the "starving" artists of the world. There is no art platform that allows unrepresented artists to exhibit their artwork, enables customers to purchase high-quality artwork at a low cost, and drives interaction between artists and art lovers.

Customer Segment

Our platform caters to the "not famous" artists of the world by creating a marketplace for art transactions. Our Target Market include the Casual art lover, and the "not famous" artist. We have an estimated 8.2 million potential customers.

Unique Value Prop.

Our service provides a dedicated marketplace for freelance artists. They will provide curated art while we promote their art to millions of customers. We enable social interactions and feedback, virtual art exhibitions, and art and artist discovery.

Solution

The Atelier platform allows for transactions between art lovers and artists. Artists have their own portfolio, with tags and SEO. Customers are presented with their own virtual galleries, and using AI/ML techniques they are recommended artwork that they would like. We provide an immersive customer experience to drive customer loyalty and lower acquisition costs.

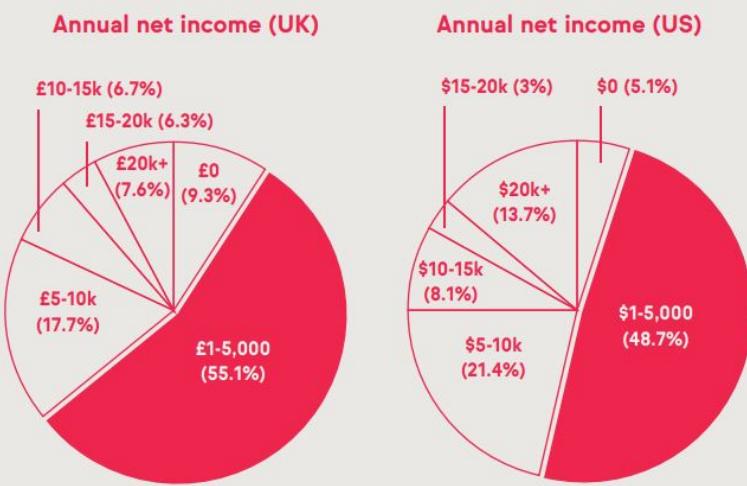
We are enabling artists to follow their passions and bringing art back into the social fabric.

Problem Statement

A life without art is a life not lived. Art and art popularity have been primarily an **upper echelon interest** in our society. As such, only a **small** subset of artists can break through and develop a **career** in art. The average large painting sold in the auction market is upwards of **\$10,000**. Hence, these auctions are beyond the reach of casual art lovers.

There is a visible **disconnect** between casual art lovers and the "starving" artists of the world. According to The Artfinder Independent Art Market Report, the **plurality** of artists surveyed earn **under \$5,000** on yearly sales of their physical artworks. As the world transitions to **digital marketplaces**, artists now have a new medium to showcase their abilities and are no longer tethered to art galleries for exposure.

Artists' Net Income in the UK and US



*From 98% of artists who stated their gender

Art Enrollment at an All-Time High!

(34,500 enrolled in AICAD schools)

- Career prospects for art graduates are low (minimum wage).
- opportunities to grow are limited to art galleries.
- A marketplace to generate additional income does not exist for these graduating artists.

Currently there lacks an online platform / marketplace that:

- allows artists that don't represent galleries to display their artwork
- enables customers to acquire high-quality art at affordable prices within their budgets
- facilitates active interaction between the artist and art lover for feedback, commissioned artwork, and appreciation

Customer Segment

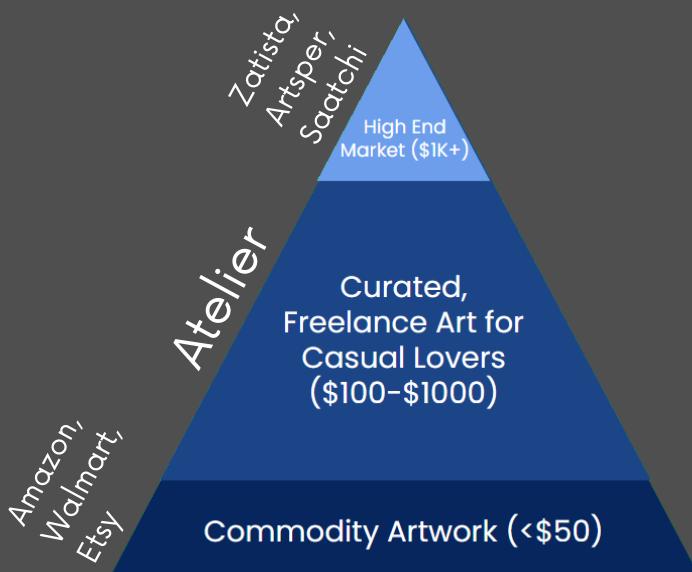
The global art market is estimated to be at \$67 Billion and rising at 6% CAGR.

These established artists sell their artwork through galleries, auctions, and websites such as Saatchi, Artsper, and Zatista.

However, this estimate does not include direct art sales of independent and "not famous" artists, who sell directly to customers.

Our platform will cater to the "not famous" artists and art lovers by creating a marketplace for transactions. Our service caters to:

1. Customers (Art Lover), in search of high quality, affordable artworks
2. Independent Artists, interested in exposure and sales of their art.



Artist

1. Freelance Artist, not represented by an art gallery
2. Produces high-quality, curated artwork in a timely manner
3. Interested in commissioned art

Est. 400K Sellers

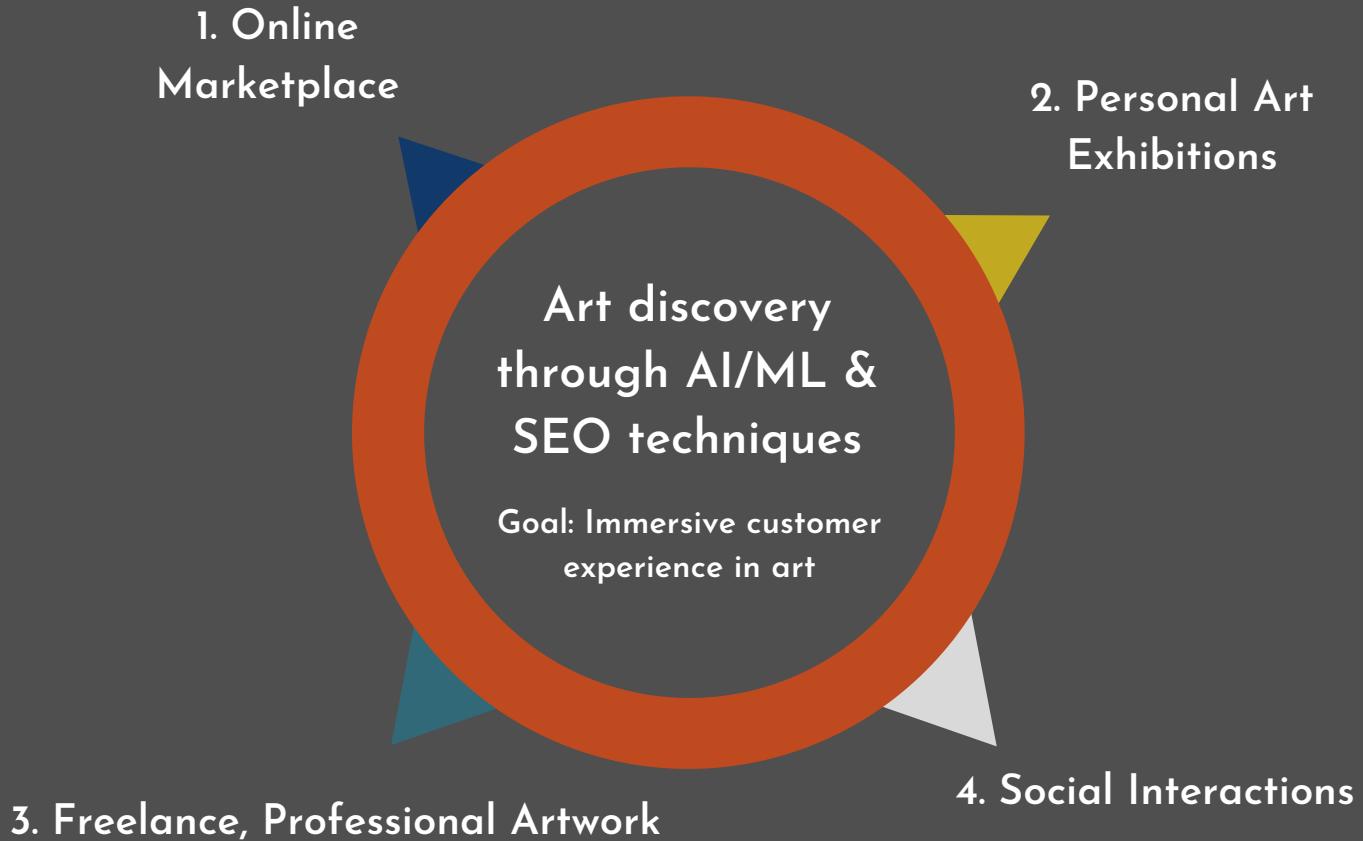


Customer

1. Art Lover
2. Demographic
 - a. Annual Income >\$100K (41M households)
 - b. Disposable Income >\$30K
3. Geographic
 - a. Urban area
4. Psychographic
 - a. Active social life

Est. 8.2M (20%) Target Customers

Unique Value Prop.



1. Online Marketplace
 - a. Amazon-Like purchasing experience
2. Personalized Art Exhibitions
 - a. Curated exhibition at your request
3. Freelance, Professional Artwork
 - a. Custom paintings based on your interests
4. Social Interactions
 - a. Enables feedback & Shared Learning

Unique Value Prop.

Our UVP

The use of AI/ML techniques + Combination of B2C Business Models to deliver outstanding customer experience and discovery in a new market.

- Dedicated marketplace for freelance artists
- Social interactions and feedback
- Curated art & Virtual/Onsite art exhibitions
- Helps art lovers discover their favorite styles and connects them with other related artists

Our Service

Our service, Atelier, provides a **new world marketplace** for independent artists to connect with art lovers and form communities around their artwork. We provide art lovers with an **easy user interface** and multiple features to help them find and purchase art they love, **within their price range**.

S.W.O.T. Analysis

Strengths

- Well-defined Customer Base & UVP
- Innovate on Existing B2C Business model
- Strong Technical Team

Opportunities

- Growing customer-base with ample supply
- Limited Competition at target base
- TAM expansion into other art forms

Weakness

- Access/Acceptance of artists not established
- Price point of art sales TBD

Threats

- Low Barrier to Entry
- Economic downturns dictate demand

Solution

Features

The Atelier platform enables transactions between artists and art lovers. Artists will have their own portfolio, tagged with keywords and SEO. Art lovers are presented with a digital gallery, with recommended artwork based on their likings and inclinations. Interactions, feedback, and Q&A abilities enhance the experience between customers and artists. A commission is charged for every transaction in a safe and secure manner.

Our App & Website

Our app will feature a scroll-down system present in many social media apps. The idea is to appeal to a new generation of web users that are much more impacted by first impressions.

At the very top of the app, we will present virtual art galleries, curated by us, that reflects your interests in artwork using our trained AI/ML Algorithms.

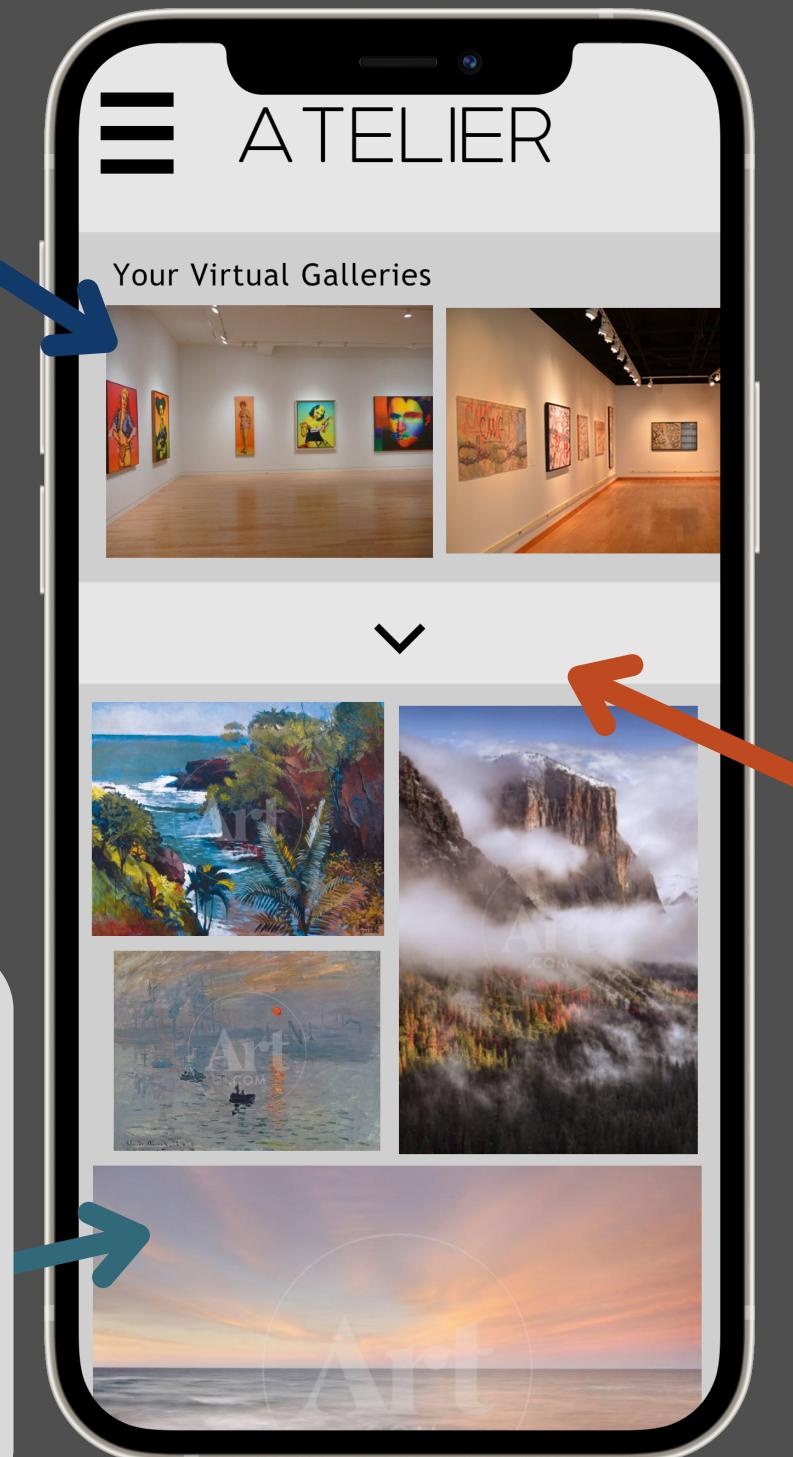
Our application will collect data on measures like pause time, paintings purchased in the past, and other data factors to both train our Machine Learning algorithm as well as providing the user with more artwork they would enjoy. For example, someone who has been stopping at lots of black-and-white photographs would be recommended more artwork of the same style.

Our website is similar to the app. However, our website will allow artists to sign in and post clear, scanned images of their artwork, as well as providing sufficient meta tags to reach people with interests in the same art style. In this way, the artist can come in contact with more people and the art lover can see more of what they like.

Our Immersive, personalized experience will be designed to drive customer loyalty and reduce the overall acquisition costs. A low acquisition cost is a key metric for the success of our service.

Solution

The top of our app provides the user with Virtual galleries prepared by us curated for the customer.



Long pressing on a piece provides more information on it, including the author, date, and type of artwork. Tapping a piece brings you to the spotlight, providing more info and purchasing options.

The user is immediately presented with works of art recommended by our algorithms. We collect data including pause time, prior purchases, and other measures to recommend art that they would be most likely to buy.

Solution

Marketing Methods

- Art Influencers
- Social Media
- Search Engine Optimization
- Web Advertisements
- Collaborations

Social Media

Social Media advertising is closely related to sponsoring art influencers, but using sponsored ads on Social Media sites like Instagram, Facebook, and Twitter will result in more traction for our mobile app and website.

Art Influencers

We plan on sponsoring multiple art influencers, who no doubt have a large impact on aspiring artists and art lovers around the world. Word of mouth is a valuable marketing asset, and the more users we can get on our site at the beginning will turn into more customers in the long run.

Web Ads/SEO

Web advertisements and SEO go hand-in-hand. Search Engine Optimization is especially important for our internet-based service. By finding the right meta tags and titles, we can attract more customers to our website. Since SEO is very cost-effective, a significant portion of our marketing budget will be allocated to this, especially early on as we are just starting up.

| Marketing | % of Spend |
|-----------------|------------|
| Art Influencers | 10% |
| Social Media | 5% |
| Web Ads | 2% |
| SEO | 10% |

Collaborations

We will also use collaborations and alliance marketing with Art galleries and institutions to promote our service and support artists around the world.

Conclusion

- It is apparent that a substantial number of artists are unable to follow their passion, even though they are proficient, primarily due to the lack of income opportunities.
- Furthermore, Casual art lovers are unable to purchase high-quality artwork at an affordable price.
- We have identified a unique opportunity where we bring the "starving" artists and the art lovers together, into a digital marketplace where independent artists can share, sell, and receive feedback on their artwork, and generate additional income.
- Using our unique AI/ML techniques, we plan to offer a personalized customer experience that would drive customer loyalty and reduce overall customer acquisition costs.
- Our strong revenue models enable a sustainable business rather than just a charitable cause.

While this is a for-profit venture, there are several social benefits, such as:

- Bringing art back into the social fabric
- Enabling artists to follow their passions and receive feedback for continuous improvement
- Develop a new generation of students pursuing art as a valid profession
- Revival of Arts and Arts Education in a society with fleeting attention spans.

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