

# BEAN ARTISTIC BUSINESS MODEL

## Mission Statement

*We believe that by introducing the community to art and allowing them to create with our non-judgmental space in Bean Artistic, we can encourage involvement in disadvantaged communities to thrive.*

## Value Propositions

*We strive to offer educational art workshops to our communities. Either for individuals, friends, or families to be involved in a non-judgemental space with quality coffee and pastries.*

## Key Partners For Café

- Coffee bean suppliers and tea leaf suppliers.
- Local pastries companies to be suppliers.
- Suppliers for coffee utensils and other products.

## Key Activities

- Stock and Sales Management
- Online Sales Management for online platforms.
- Organization managements to plan workshops and art kits.
- Importance on product quality and art supply quality.
- Providing friendly, and informative service about products and other services provided.

## Guests Relationships

- Provide quality service during events and in store interactions.
- Blogs can help on reaching emotional and personal reactions.
- Create drink promotions to interest new guests.
- Quality products can results in repeated guests.

## Beneficiary

### Relationships

- Provide them quarterly updates on our achievements and improvements.
- Provide individual tours and let them participate in workshops to give first hand experience on our program.
- Do an annual meeting to show appreciation and show them the impact they've made in the community.

## Channels

- Using social media, mainly Instagram to give guests visual updates.
- A company blog to give more details of changes and new events.
- Participating in local events and setting up a booth to create a better community relationship (word of mouth)
- Create blog articles that is more focused on our cause so beneficiaries and guests can see our contributions.
- Create an acknowledgement page in the blog so others can see who has help our cause.
- Community/Fundraising events.

## Key Partners For Our Mission

- Cooperative agreements with individuals (Angel Investors).
- Government Funding Organizations.
- Companies who want to sponsor events and programs.
- Suppliers for art products.
- Local artists to teach in the workshops.

## Key Resources

- A wheelchair accessible building.
- Space to store art supplies.
- Space to store food related products.
- Knowledgeable employees about art to help guests.
- Knowledgeable employees on planning events and other public relations.
- Basic café supplies such as espresso machine, drip coffee machine, utensils, and pastry case.

## Guests Segments

- Families looking for free activities.
- Artistic individuals looking for free studio spaces to work.
- Individuals or groups looking for new ways to express themselves creatively.

## Beneficiary Segments

- Individuals that see potential in our cause (Angel Donors).
- Similar organizations that can help reach more donors.
- Individuals who want to see our organization grow and improve.

## Cost Structure

- Location (Rent and repairs)
- Employees (Artists for workshops and regular)
- Coffee shop preparations: Cups, To-Go Cups, Sleeves, Plates, Utensils, Coffee Machines, Cash Registers, etc.
- Art Supplies: Paints, Easels, Brushes, Canvas, Paper Products, Pencils, Crayons.
- Marketing and fees for website.

## Revenue Streams

- Coffee, and tea drinks
- Coffee Bean Bags Packages
- Pastry Products
- Merchandise
- Selling artists' works in-store.
- If the blog gets enough traffic to place advertisements

