

The background is a dark teal color with various abstract elements. In the top left, there is a cluster of white dots. In the top center, there is a large white organic shape. In the top right, there is a green organic shape with two white zigzag lines below it. In the bottom left, there is a green scribbled line. In the bottom center, there is a teal arc. In the bottom right, there is a teal organic shape with a cluster of white dots next to it.

CREATIVE INVISIBLES

Module 2

Taking the initiative: identifying and researching
new agile business models and drivers of success

Outcome

MODULE 2 aims to awaken you to the importance of developing a business model and a business plan, whenever you want to create an entrepreneurial project. As a complement, it is intended to give a glimpse of the most important points you must consider when you're working on starting a business.

By completing this module you:

Understand the components that make up a model plan and a business plan. In addition, how these two instruments relate to each other to promote a 'creative' approach to the development of a new businesses and the infra-structure that supports it.





This set of modules allows you to develop the entrepreneurial skills and attributes to commercialise on your creative practices and/or knowledge on street culture.

The resources mentioned give you a theoretical and practical understanding of cultural and creative industries and the development of a cultural economy to create your own creative initiatives.

Our collective approach is to integrate entrepreneurship within creative practices relevant to street culture and to take a 'creative' approach to the development of new businesses and the infra-structure that supports them



REFLECT!



... there is a notable lack of research into the practices of small and medium-sized enterprises and organizations and particularly operating in the creative and cultural industries (Munoz-Seca, 2011). But, increasingly, in today's economic climate, the relevance of shaping sustainable business models is becoming a major challenge of creative and cultural organizations.



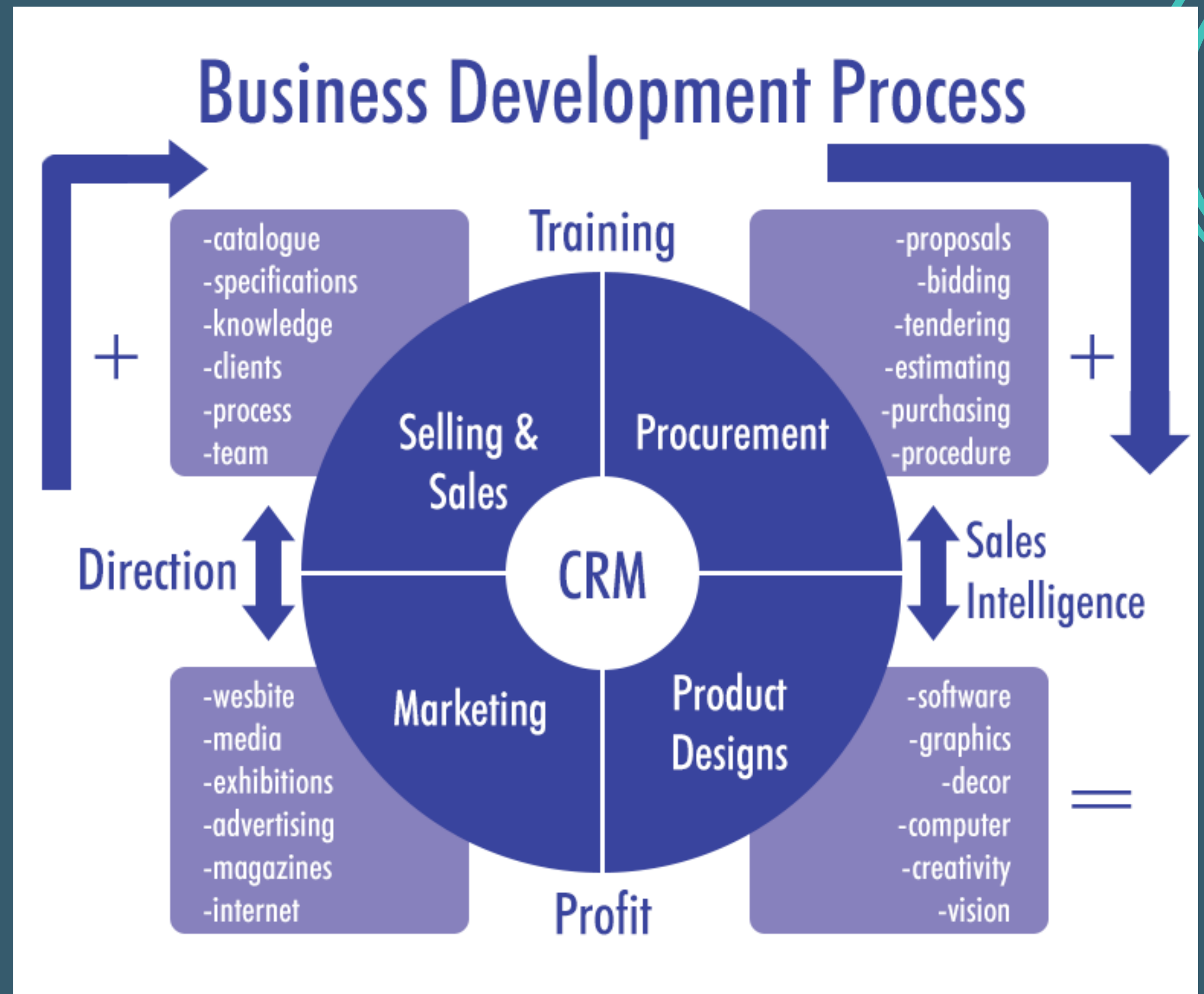
“What's a business model?

It is a tool that consists of a plan used to organise the various resources and key parts of a business.

It is widely recognized of importance to better understand and support business model management and innovation of cultural organizations in order to make their value creation capacity more sustainable and impactful.

in Report based on the outcomes of the project “Creative Business Models for Creative Organisations,
p. 10

Follow the Process!





It's very interesting realizing how street art interacts with local businesses. Some artists get commissioned to paint a wall mural to add more life to the walls of restaurants or bars. In a sense, their art gets commercialized.

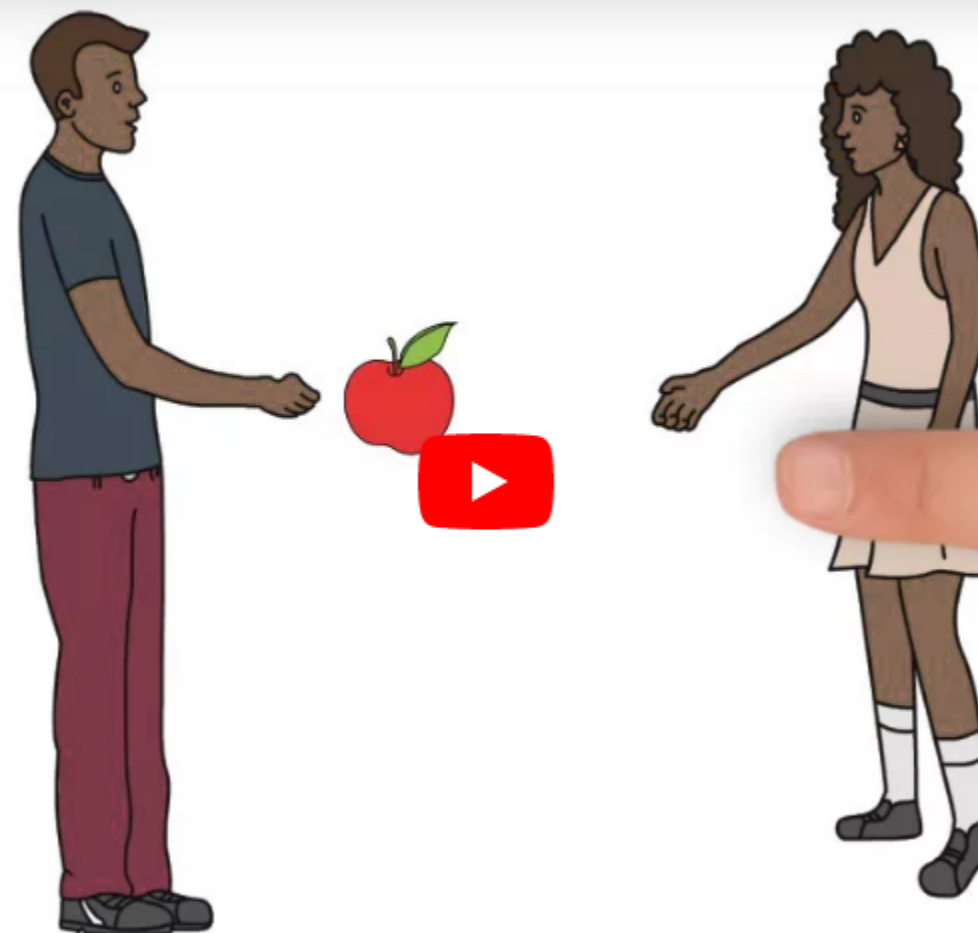
Shops have begun to collaborate with street artist in order to make their spaces more urban. Look at the Dangerfield store near Flinders Station.



Business Models explained



Share



Watch on  YouTube

Watch this!





Street Art Agency

This agency specialize in creating eye-catching branded artwork for businesses worldwide. With 20+ years of experience the Street Art Agency team provides its creative out of the box approach to take your visual communication to the next level.

The team of visual artist has delivered outstanding artwork for well known companies such as Pixar, Adidas, Apple, Nescafe, BMW among others.

<https://streetartagency.com/>



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Module 2

Multimedia Resources



Strategyzer

This is a very complete publication on several methods and tools for user & client understanding, as well as team management and communication to help your business and ideas run smoothly.

There is free content you can access, through the link below:

<https://www.strategyzer.com/>

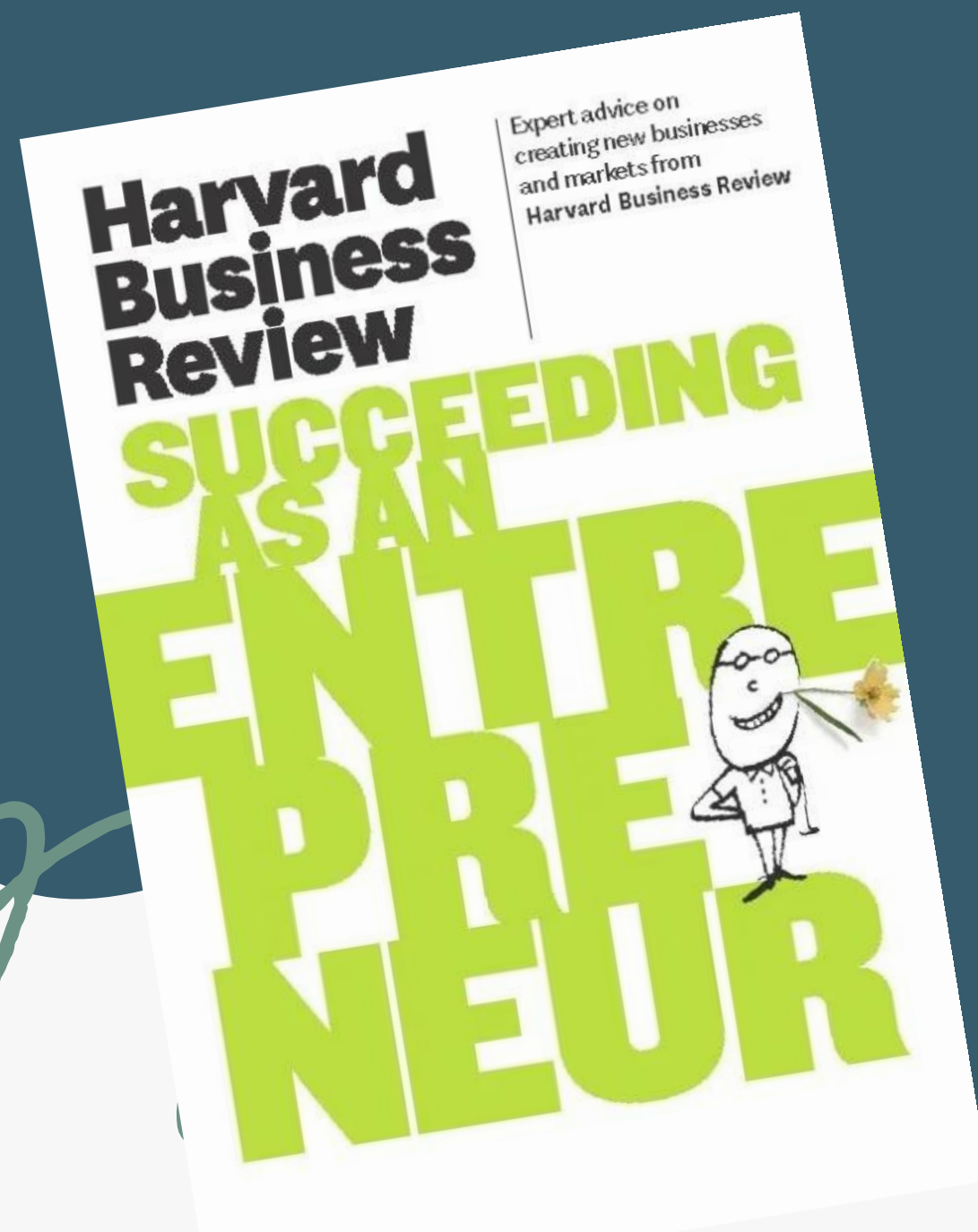
BUILD A START UP

This educational platform aims to help the entrepreneurs to avoid mistakes, and not spend 2+ years making the same mistakes that others already have.

<https://buildsuccessfulstartups.com/startup-tools/>



The Harvard Business Review is a fountain of resources for anyone who wants to start a business.



A look through HBR's archives shows that business thinkers use the concept of a "business model" in many different ways, potentially skewing the definition. Here is possible to find a list of nineteen types of business models and the organizations that use them.

[https://hbr.org/2015/01/what-is-a-business-model?](https://hbr.org/2015/01/what-is-a-business-model?msclkid=3d09455cba7d11ec91235f18dad36e10)

msclkid=3d09455cba7d11ec91235f18dad36e10



Business Strategy Hub

A site to help novice entrepreneurs to understand the significance of the business models. Here you can check out 50 different types of business models, along with examples of companies for better insight. Try to adopt these business models in your startup.

<https://bstrategyhub.com/50-types-of-business-models-the-best-examples-of-companies-using-it/?msclkid=7ccab93aba7c11eca9b888399dd78e59>



"I started out as an artist, and I continue to think of myself as an artist first, and a technologist and entrepreneur after that".

Biz Stone



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Module 2

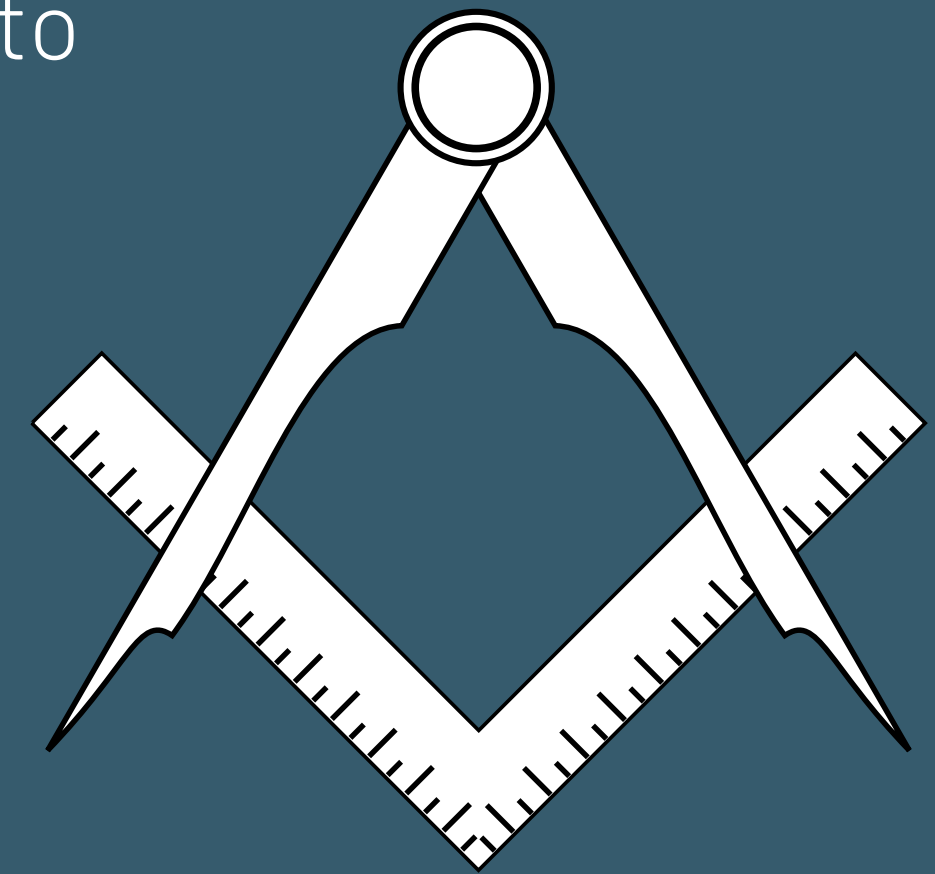
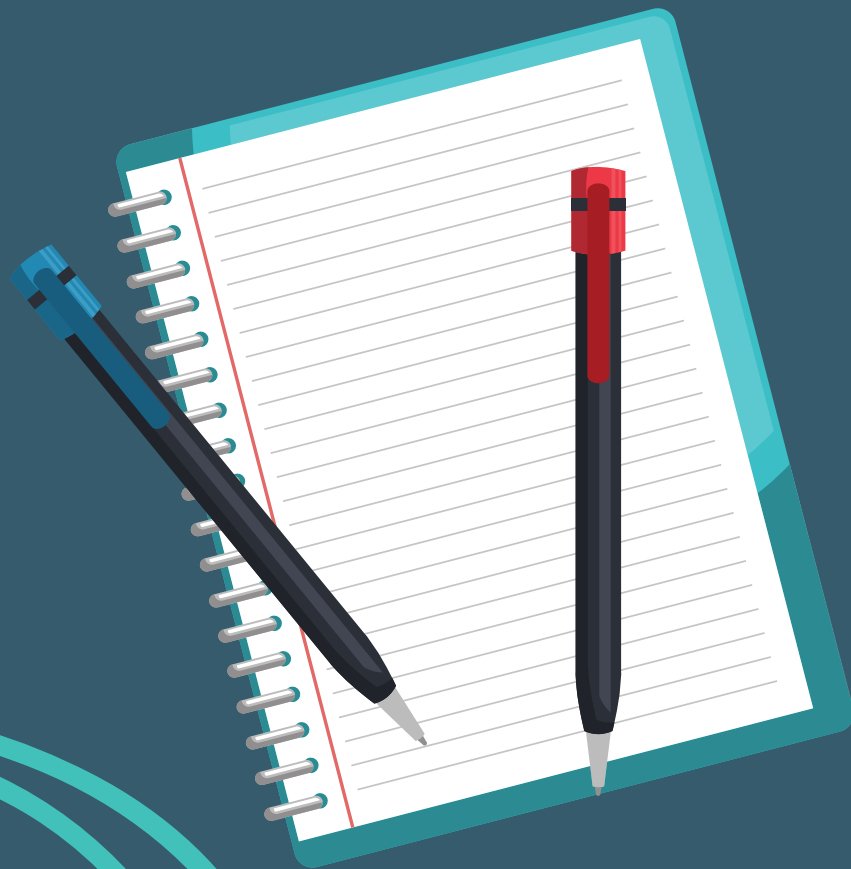
Learning Activities



Use your creativity!
Say, without using words (written or spoken), what is the main feeling you want to convey with your product/service to the customer.

Build from drawings

Participants must identify and characterize the customers of his business, through drawings made by them. The business should be related to street culture. Participants should not write additional words.



Practical Exercise

Participants are invited to convince one person, anyone, to place an order for one of the products and/or services they intend to sell.
The duration of the task should be adapted





Module 2

Assessment

Entrepreneurial Potential

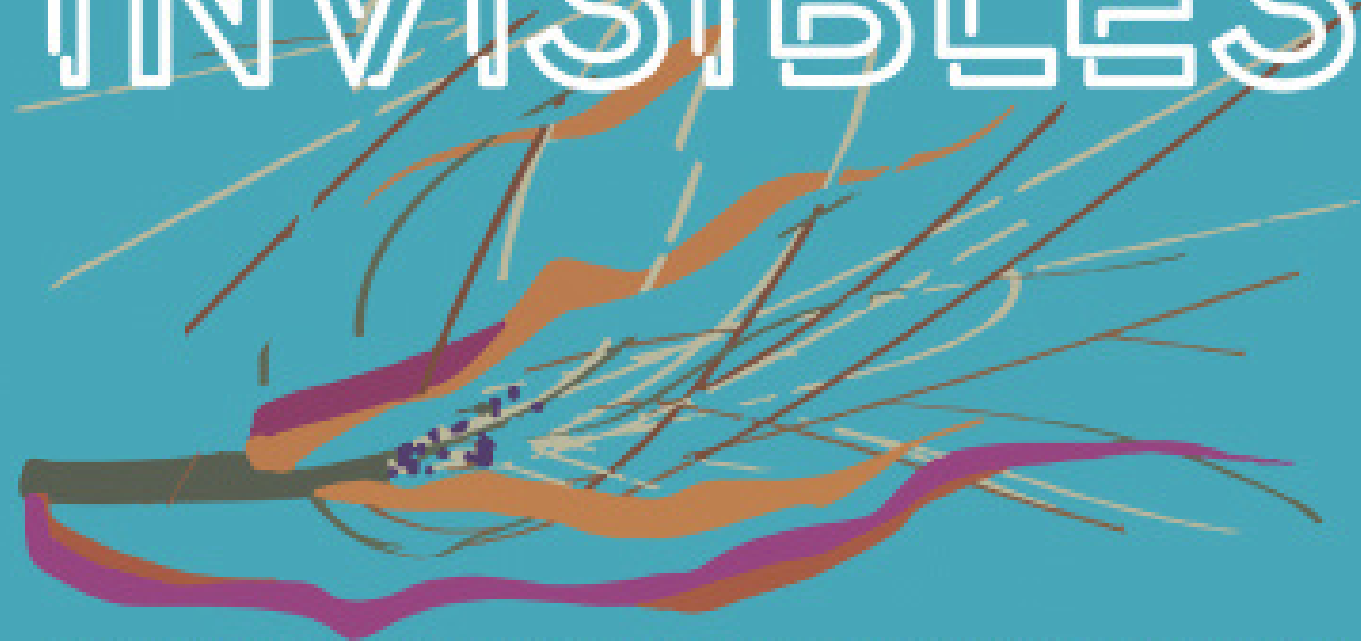
Here you will find an Entrepreneur potential Assessment made available by the Business Development Bank of Canada, which is the Canadian financial institution devoted to national entrepreneurs.

With this Assessment you'll what is your potential, to became a sucessfull entrepreneur

<https://www.bdc.ca/en/articles-tools/entrepreneur-toolkit/business-assessments/self-assessment-test-your-entrepreneurial-potential>



CREATIVE INVISIBLES



SUPPORTING YOUTH IN URBAN CULTURE

Home - Creative Invisibles

*Thank
you!*

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