The Business Model Canvas

Designed for: En-semble | *Designed by:* Bella Vucich | *Date:* 2017 | *Version:* 1

Key Partners

- Artists
  Will work with and for these people, they will help to create a customer base with their influence and without their work, we could not do exhibitions at all.

- Decorators/Designers
  Create a space that ties in with the aesthetic and visual language the gallery wants to portrayed to the public (the Browsers and the Patrons).

- 3rd Party Social Media Advertisers
  By using other social media platforms, we form a larger web of contacts and customers.

- Government Grants etc.
  May qualify for art grants to help the gallery stay functioning to the best of its ability.

Key Activities

- Regular Exhibitions
  By doing regular exhibitions and having a quick turnover, we are fulfilling our proposition to be a fast-paced, always interesting place to visit to see art.

- Maintaining Artist-Gallery Relationships
  This is very imporant in making sure that Artists continue to provide the space with content and to spread the word, gathering business for the gallery.

Key Resources

- Art
  Provided by Artst, the art is what draws the customer in in the first place.

- Space
  Having an individual space to display the works that reflects values and style of the entire company.

- Knowledge
  Knowing what people want to see, what they want to buy and what Artists want to make.

Value Propositions

- A fresh, new idea that hasn't been done very often within the art world. This creates an interest within all customer segments, as they are intrigued by the thought of something new and exciting in an otherwise often normalised industry (gallery world).

- A relatively fast paced turnover that creates new works to be seen every few weeks or so. This makes it more valuable as browsers and patrons are more likely to visit multiple times a year, rather than once a year as is with galleries such as Auckland Art Gallery. Visitors tend to only flock when there is a new, exciting exhibition on, at en-semble there will be new things to look at all the time.

- A relaxed and short-term contract with good profit for the maker for artists who want to display their work quickly, collaboratively and easily. By creating a good profit margin, we are sacrificing extravagance within the business itself, but prompting more artists to want to contribute to the project.

Customer Relationships

- Contact for Patrons
  Staff that know all the details of works (prices, sizes, shipping etc.) that connect with Patrons.

- Online Help
  On the artist website, online help with issues surrounding contracts, money etc.

- Social Media Connection
  A channel where potential browsers, patrons and artists are able to find out anything they need to know about the space.

Channels

- Website for Patrons/Browsers
  Shows what's on, who is exhibiting, prices of certain pieces.

- Website for Artists
  Hub for all information regarding getting your work in to the space and connecting them with other artists in order to collaborate.

- Advertising Channels
  Social media, art magazines, Auckland 'What's On?' sites

Customer Segments

Multi-Sided Market
(Artists/Patrons/Browsers)

- Browsers
  Pay for tickets and fund the ongoing lease/features of the space.

We provide them with: a place to go and look at great art with a difference to other galleries in our size and collaborative element.

- Patrons
  Buy the art. They also help fund as above, but support the artists more.

We proved them with: an opportunity to purchase art.

- Artists
  They make the product and work with the gallery. May also promote.

We: provide them with a space to display their work, collaborate with other artists and create industry connections without the stress of long-term contracts to galleries.

Cost Structure

- Website Creation
- Marketing
- Lease
- Decoration/Display for exhibitions
- Building renovations

Revenue Streams

- Asset Sale
  The sale of the art displayed within the space by Patrons

Where it goes: split by percentage with Artists

- Ticketing
  The tickets purchased by Browsers and Patrons to see certain exhibitions

Where it goes: Kept by gallery and used for upkeep of space, lease etc.

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