

1. Executive Summary

Design By Studio is a design practice with interdisciplinary offerings to help create solutions through creativity and strategic planning that will help to benefit communities, businesses and our planet. Our service will provide offerings for start-ups, scale up or established brands that are looking to make a difference to the world with their products or services through our expertise. Our practice is based upon sustainability which will drive our specialism in helping businesses to find their tone of voice to connect with their audience through visual communication. Branding and Digital offerings is what we will be specialising through strategic thinking and story telling for brands to show their true authenticity that engages with the world. So we will work along private sector and public sector of businesses which we will help develop their products to engage with their audience, change behaviours and drive action to make a difference. We will also work with non-for-profit businesses to help voice their cause and create conversation around the impact charities will help within the local community. We believe in creating culture shift for the reason to help others if the brand can make a great impact to the world for the good of others. Good business relies on good relationships which we believe new and existing clients will bring back repeat business through the quality of our work that we will provide. The first year goal is a turnover £120,000 that will cover the overheads of equipment, insurance, wages, accounting, utilities, rent and marketing. We will be applying for grants with 'Locate East Sussex' to help with funding partly towards our outgoings to help set up the business. This will give us the platform to attend networking events locally and across the Sussex region where we will drive to make business with those looking for our service and our thinking.

2. Elevator Pitch

Design By Studio puts collective thinking at the forefront of our team where lies the necessity of the mother of big ideas. We work closely with passionate clients that we want to create the right intention in making the possible happen.

We believe our values are to unlock the most meaningful ideas that meet your challenges to uncover something exciting that serves a purpose to your end audience. Design thinking is embedded in our practice where we relentlessly explore and create effective solutions that is authentic and true to your brand that is distilled in your business.

We make a great impact in focusing on what really counts with the values at the heart of your business and flourish together to make a subconscious decision in making a lasting difference to the world.

3. About Us

We are a collective of creatives that want to make a difference to our environment, to the people we will work with and our practice. Big ideas is at the forefront of our practice as we would like to indicate initiatives and actions that will aim at the preservation of our clients and our business. We want to make movements within new and existing brands to help encourage change to their own environment and their audiences where social and economic growth will play a part in contributing to a better sustainable world. Our goal is to be a Certified B corporation that drives and speaks sustainable from the director to the office junior and our clients where we can make the difference in our own community and globally. We will pledge to the 1% for the planet scheme and also local charities within our own community to help encourage sustainable projects that can make a difference to our world. We are a studio on the South Coast of England and see our environment is a huge part to protect for the future of our social, economic and environment impact. We want to help brands from start-up's to well established businesses to recognise and encourage to change their ways in helping to grow a better and sustainable planet through offering our service to develop their branding and digital presence. Sustainability needs to be priority for many businesses from internal to external communication and we believe we can be the people in the middle to deliver that choice as our world is changing. We believe with the power of design we can help businesses and communities to work together to make positive changes that is great for the economic growth and the environment

through a sustainable collaboration. We strive for a better future in helping many companies to achieve goals that they need fulfilling and helping their brands can be more meaningful and authentic to their audience which will drive an economic growth in their's and our business. The necessity of the mother of big ideas is the approach we will lead to win businesses to show impactful strategies that will help businesses to deliver their objectives. We are here for change and making cultural shift in peoples lives locally and global.

4. Define your offering

Design By Studio will offer a service that delivers strategic thinking to bring brands to the forefront of their competitors through print and digital presence to help define their tone of voice and connect with their audience to create engaging services and products. Collaboration is primary in building brands from CEO to Office Junior to connecting with the consumer to create meaningful ideas which we will offer co-creation workshops to dig deep into understanding the business of every brand. We will work with brands through engaging conversation and using tools to open their creativity to help find their goals in making their business a success. We will go on a journey in exploring and understanding the needs and wants to every client to help gain the best outcomes to a brand, campaign and digital presence that will reflect the identity of their business. Our unique approach will help deliver great relationships to bring repeat business and recommendation to help find new clients to begin new chapters for challenges to be met.

5. Describe your client

Through our experience in the creative industry gives an advantage in working and how to manage the expectation of the client when it comes to tight deadlines and pulling out ideas on the spot to get the job done. We believe experiences are key to any solution that can bring the brand story alive and we will work along our clients to unravel their ideas. Collaboration will be started within our first approach with the client and making that initial contact through co-creation workshops to get the

best start in the relationship towards making great ideas to come alive. We will install this approach in our business from the start to help understand the needs for our clients and if both parties can work together on the first meeting. We will treat each client equally and as part of our team to build great relationship from the beginning to the end so we can be in touch for the near future to work on future projects. We believe in keeping in touch on a quarterly basis the least will help gain good business in our own network meet-ups that we will plan to help start new business. This can be an opportunity for businesses that might be recommended from previous clients to reaching out to new start-ups. These can help with bring in guest speakers to share their experiences in their own industry and make conversation with peers to great new business. This will influence great inspiration and collective know how in treating big and better business for ourselves and our peers where this can be a sustainable approach in creating network event locally without the overuse of transport far and wide. We believe clients will be keen in this approach and will be on board to work along side us to help develop business ideas and future growth in our own company.

6. Market Research

The design industry is estimated £3,949 Billion of Gross Value Added in 2017 to the UK economy, which there was an increase of 7.7 per cent on the previous year. Between 2010 and 2017, GVA rose by about 100 per cent which is equivalent to 7.2% of UK total GVA. We will work closely with clients that are locally in the Sussex region from the beginning of the business and then moving onto businesses further afield through attending network events. We will also be looking to extend our clientele in Europe and across other areas of the globe in the long term of our business plan. Our team will expand with the demands of clients we work with and make decision on teams working on any given project that is signed off from the proposal we discuss. The design industry are in need of agencies for visual communication, digital and multimedia services to help market their brands against the competitors from public to private sectors. The growth of creative expertise within the design industry are not solely based in London but are also thriving

across the country as businesses are exploring beyond London to look for alternative agencies. We will attend many networking events such as the Chambers of Commerce to help further our presence within our community and an opportunity to gain great relationship to work with potential businesses. Networking events won't only develop our relationship with new businesses but also other peers in our industry to have the opportunity to collaborate with other agencies on projects for potential clients. The South East shows great potential for a branding and digital studio to flourish as there is very little within the geographic location, so this would be a great opportunity to build a studio in the area. Hasting Town has a well establish creative community where great opportunity to expand the industry to reach out to businesses in need for a creative solution. We can make the difference in bringing a design agency in the area which will lead to new jobs for people that want to step into the design industry as we believe in mentoring the new generation of designers will help develop our business structure to form a collective of design thinkers to better our future.

7. Marketing Strategy

Our marketing strategy will be a subject of meeting with people face to face at networking events locally and within the Sussex region whilst also using digital platforms to be involved in forums and social platforms to engage with potential clients. We'll be using LinkedIn, Facebook and Instagram for our social media platforms to advertise our business with the potential to share ideas and engage in discussions with clients and peers within the industry as one of our collaborative tools. There will be social advertising budget that will be used to help promote the business which will include Google ad words, Instagram, LinkedIn and Facebook platforms. We will have a website that will give us our online presence which will allow potential client's to gain an insight into our practice and the services we provide. We will be constantly updating case studies showcasing the work we are proud of and what we've achieved in making an impact to those clients needs. This will show our passion and relentless style of practice we intend to collaborate along side our clients. We will share acknowledgements from previous clients to show

how we helped deliver important projects that are effective and on time for the need of the client. We will also be offering an hour free consultation for start-up businesses that may need help with guiding their brand and digital presence which may lead to new potential business for the studio by proposing at the meet up.

8. Competition (SWOT)

10 years experience as a graphic designer working on branding, campaigns, digital, print, wayfinding, and editorial design, it's given me the great pleasure in working with clients from private and public sectors where I've build great relationships working with clients. With my experience I've dealt with being in a competitive environment and putting the hard work into our understanding for the clients needs to achieve their goals. The commitment to our practice shows through with the passion we enjoy to make things to the best outcome for the clients to pursue a greater for the good attitude in making a lasting client happy and satisfied. The ambition is to always learn and develop new skills that will give us the advantage compared to our competitors where our strategy is an important part in evolving our business. We will always strive to discover new talent that will contribute to our team and invest in training to work on new approaches in our business that will be a benefit to us and our clients. This will lead to attending events up and down the country to keep up-to-date with the latest business trends and also network with others to scope what is new and refreshing in the industry. We will be working along side our clients, which will benefit and strengthen our development together through field research by co-creating from project by project. We want to get to know our clients very well and believe creating workshops where we can ask and answer questions will help develop our relationship but mainly the brands for the potential clients. Our design thinking is relentless to the challenge and we can bring to the table the best results to achieve solutions for all businesses that believe in our approach from the get go. We will sustain a working relationship through authenticity and hard working ethics that will meet with our values and the clients.

9. Operation & Logistics

Our studio space will be of a small capacity to start off with the option to expand in our future forecast. We will have space where clients are welcome to visit us for meetings and workshops to unlock their business venture. We will have the need for equipment such as computers, printers, computer software, and stationary to work on presentations and creative play for our workshops. We will be working with suppliers locally and across the country to meet with the demands of the clients print production or digital development to help keep the production efficient and satisfactory for our clients expectation and sustaining a way in keeping our environment in good shape. We will be looking at insurance for Employers' Liability, Professional Indemnity, Public and Product Liability and building and Content insurance, so we are covered for any damages and liabilities for the work of our clients, employees and suppliers. We will be using management systems to help monitor our day to day tasks which will keep us in check with our workload to help meet deadlines and arrange meetings with our clients. This will help organise the fees and time spent on every project and dealing with the ongoings and outgoings.

10. How will you make money

Our goal is to work closely with clients from discovery to delivery that we can maintain a process which will be an investment in our time and management. Our fees will be based upon a daily rate regarding the experience of the individual on the team that can offer to the client. This will give the client the satisfactory of having a reliable team to help deliver their project to a high standard and efficiently to what is planned in the proposal of the agreement. Brand and digital strategy will be our specialist fields for companies to enquire our services for their needs. Our business will be approaching bids and forfeiting proposals to clients that are asking for a full service retainer or a particular project that is required for tendering. Within a project scope and the budget that a client has at their disposal it may come from time to time that a project will asked for extra add-ons to the project, which will be quoted separately to the proposal that was agreed from the

beginning. We will ask for 50% of the fees upfront before we start any project that has been agreed in the contract proposal to cover costs of the team working on the project. This will give us the security to sustain the project and cover us for any issues regarding the work to be fulfilled in completion for the client. This will have an advantage to bolster more income to the business with a reasonable mark up between us and the client. This model will be applied from either a start-up business to a well established company depending on the scope and budget of the project. So time and budget will be weighed regarding the service to the specific job that is entailed to make the investment for both parties. We believe there will be many opportunities for repeat business and recommendation from previous clients and will follow up with contacting previous clients to see how their business is doing for a return in meeting up for a small discussion towards future plans of any new business. We find checking in with people is part of our ethos and doing that within our own team will also benefit clients and keeping a good relationship.

Appendix attached

11. Forecast Revenue

In our first year we will be focusing on bringing in 5 clients that will build the foundation of the business. For these clients we will seek for projects and services they may need from brand marketing (content creation) to digital creation such as websites or applications that is requested. We will look at gaining 3 of the 5 clients on a retainer that can be reviewed every 3 years to tender for the account. The next 2 and 3 we will aim to bring in 5 clients year on year focusing on branding and digital services that will bring in more retainers or project by project bases that generate economic and employment growth. We will invest our time for sales, digital, branding and consultation in developing our niche market of our business so we can make the successful pitch to win for our clients. Our products will vary from a low price base to higher price premium that will benefit the client that's either start-up to a well established brand. We will negotiate the pricing through

our proposal on the time and experience of the team working on one client project that will cover the overheads.

12. Backup Plan

The studio will consider the clientele closely dealing with a minimum of 5 clients to keep the business running where budgets and margins will be considered with the team. We will consistently be networking with other peers to sustain a pool of freelancers that will help on projects at our disposal depending on the budgets that is at hand. This will help with financing our investment if the job is too small or big to create a team that is flexible without using the option to employ people and keep a cost to a minimum. We will always be in need to search for new business that we can apply our service to with its local or further a field in places in Sussex, Kent and London. We will also create new business across the pond and work with our international clients to develop our brand to businesses that need our expertise. Our aim is always to create and maintain our clients relationships through checking in and seeing how they are to find solutions in making new business. Either that with repeat business or recommendation that will help sustain our goals to achieve. We will work heavily within our community in offering our service to private and public sectors where we can work closely with our local council and charitable organisations. This can lead to developing an investment in client relationships and working together on projects for the foreseeable future.