CLOE
CREATIVE LEADER OF EUROPE

HYBRID BUSINESS MODEL

FOR ARTISTS

ROSTO SOLIDÁRIO

KEAN ΚΥΤΤΑΡΟ ΕΝΑΛΛΑΚΤΙΚΩΝ ΑΝΑΖΗΤΗΣΕΩΝ ΝΕΩΝ

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Co-funded by the Erasmus+ Programme of the European Union

INTRODUCTION

CLOE - Creative Leaders of Europe is a project, funded by the ERASMUS + program, with a partnership composed by three organizations: USMA (Italy), KEAN (Greece) and Rosto Solidário (Portugal).

The overall objective of the project is to foster the development of young creative talents and expand their entrepreneurial competences through an innovative distance entertainment model, while simultaneously strengthening the gemeral awareness on inclusive development.

The project also has the following specific objectives:

- To develop the creative abilities of 360 young people (18-30 years old) by involving them in an experimental process of remote co-creation, aiming at the creation of a conceptual street musical and a digital magazine.
- Support young creatives in the development of a new social entrepreneurship, providing them with a new hybrid business model, which will question the existing mechanisms and revenue of digital cultural products.
- Convey the message that young people are the protagonists of the "new normal" that leads to the transformation towards a more sustainable and inclusive European perspective, or, in other words: "Young creative people will lead Europe from the new normal to the future, leaving no one behind".

In order for the project's objectives to be achieved, one of the products developed is a hybrid business model, which will serve as a guide and inspiration for young talents to pursue their career goals in the artistic world.

The result of this product can be see below.

METHODOLOGY

For the hybrid business model to be built, the methodology used should be participatory and include young artists. For this purpose, a focus group was carried out by each country, in which some of the participants from the initial street music laboratories, who were present in the creative process, were involved.

The focus group addressed topics involving the creation of a business model, with nine elements: partners, activities, resources, value propositions, customer relationship, channels, customer segments, costs and revenue. Thus, it was possible to build a business logic focused on the reality of young artists and their current context.

After the results were collected by each of the countries in the focus groups, the partners shared the information obtained among them and the final result of the business model was built from the analysis of the answers in common among the three partner countries.

Business ♪ Model Canvas

CLOE CREATIVE LEADER OF EUROPE

Key Partners

- YOUTH ORGANIZATIONS
- CREATIVE INDUSTRIES
- CULTURAL PRODUCERS
- MEDIA
- SCHOOLS
- CITY COUNCILS
- MARKETING AGENCIES
- SOUND AND LIGHT TECHNICIANS
- ARTISTS IN GENERAL

Key Activities

- ONLINE ART CONTENTS
- ONLINE ART PERFORMANCES
- ONLINE TRAININGS

Key Resources

- ONLINE PLATFORM
- STREAM
- INTERNET CONNECTION
- CAMERA
- MICROPHONE
- COMPUTER
- SPEAKER
- LIGHTS
- SPACE TO RECORD AND REHEARSE

Value Propositions

UNLOCK CREATIVE POTENTIALS AND EXPLOIT THE POTENTIAL THAT ENABLES THE CO-CREATION PROCESS NOTWITHSTANDING DISTANCES.

Customer Relationship

- SIMPLE, EASY, QUICK COMMUNICATION AND INTERACTION
- KEEP PUBLIC ENGAGED WITH INTERESTING AND CREATIVE STORIES
- LISTEN TO THE AUDIENCE: MAKING THEM PART OF THE ART/PERFORMANCE

Channels

- ONLINE PLATFORMS
- SOCIAL MEDIA CHANNELS
- PRINTED MATERIAL, TV, RADIO
- CULTURAL SPACES

Customer Segments

INDIVIDUALS PASSIONATE ABOUT ARTS, WITH AVAILAIBILITY TO CONSUME ARTS, AND WITH GOOD LEVEL OF DIGITAL SKILLS.
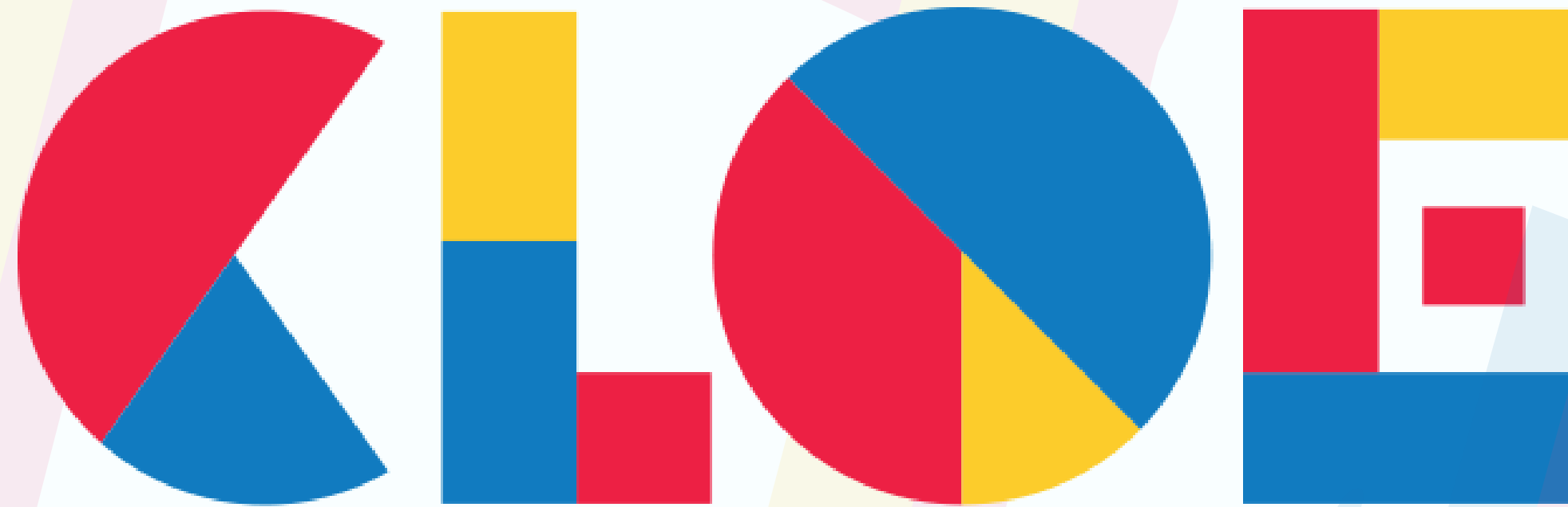
Cost Structure

- SPACE AND TECHNICAL EQUIPMENT
- PLATFORM MAINTENANCE AND CUSTOMER SERVICE
- PROMOTIONAL MATERIAL AND ACTIONS
- TECHNICIANS' FEES
- COPYRIGHT
- LAWYERS AND EXPERTS FEES
- GENERAL BILLS (ENERGY, INTERNET, ETC)

Revenue Stream

- PAYED ONLINE PERFORMANCES, TRAININGS AND COURSES
- SPONSORSHIPS
- CROWDFUNDING (PATREON, FOR EXAMPLE)
- PUBLIC FUNDS
- EU FUNDS
- STREAMING PLATFORMS (YOUTUBE, SPOTIFY, APPLE MUSIC, ETC)
- E-COMMERCE PLATFORMS (FIVERR, FOR EXAMPLE)

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