



Colegio San Nicolás de Myra





PETER

- 35 years old
- Art major
- He doesn't know how to sell his art

Grace

- She has owned the same painting for 10 years
- She needs a renovation!



Every book was meant to be read

Every toy was meant to be played with

Every painting is meant to be seen





Chile
You
ART

“Turn your life into an art gallery”

Our business

- It is a **platform** that seeks to connect artists interested in displaying their art to people willing to integrate art into their daily lives.





Our business

- It consists in a three-month subscription giving our customers access to unlimited paintings depending on their subscription type.
- These paintings can be renovated whenever* the clients want.
- The paintings will be transported and installed by our staff at the indicated location.

*we will have time-slots for dropping off and picking up

Our business

- Each piece will carry a GPS system.
- If a client is particularly interested in buying a painting
↳ Contact client-artist (15% fee)



Our company

Mission

“Encourage art and culture,
connecting them with daily life”

Vision

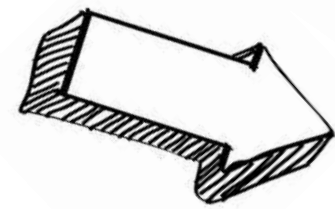
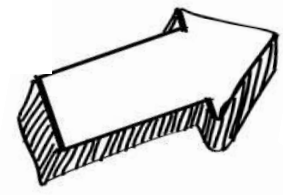
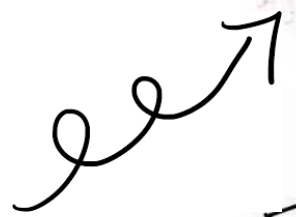
“To be the most renowned platform
of art subscription around the world”

Culture

Inspiration

Creativity

Innovation



Our umbrella company



HOME | CATALOGUE | CONTACT

SIGN UP | LOGIN

TURN YOUR LIFE INTO A GALLERY



CATALOGUE

SIGN UP/ LOGIN

CONTACT

Our website





LOGIN

USERNAME

PASSWORD

SIGN UP

NAME & LAST NAME / COMPANY NAME

CITY ADDRESS

PHONE NUMBER

SELECT YOUR 3-MONTH PLAN

BUSINESS PLAN	HOME PLAN
£450 <input type="checkbox"/>	£225 <input type="checkbox"/>

CREATE AN ACCOUNT





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Search

Filters

Dimensions

- Small (e.g. 50x50 cm)
- Medium (e.g. 100x100 cm)
- Large (e.g. 200x200 cm)

Orientation

- Vertical
- Horizontal
- Square

Category

- Acrylic
- Water Color
- Collage
- Drawing
- Photography
- Illustration
- Oil Painting
- Pastel
- Spray Painting
- Tempera Painting

Color

- Red
- Orange
- Yellow
- Green
- Blue
- Purple
- Pink
- Black & White
- Colorful

Style

- Abstract
- Cubism
- Realism
- Surrealism
- Expressionism
- Modernism





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NAME: THE UKRAINIAN WOMAN
ARTIST: JOSÉ LARRAÍN
DIMENSIONS: 100x50 CM
CATEGORY: TEMPERA PAINTINGS
STYLE: EXPRESSIONISM

[ORDER](#)

[ADD TO LIST](#)

*AVAILABLE



Unique selling point

“We aim to provide an exceptional and reliable service connecting artists with clients seeking to transform their homes into an art gallery. Moreover, we are the only platform in Chile currently providing this service”



Industry Analysis: SWOT

Strengths

- No direct competition
- New in Chile
- Accessible and flexible
- Gather suppliers with demand in one place

Weaknesses

- We have no experience in insurance
- We need a certain amount of paintings to be able to work
- Earn the trust of artists and clients
- Unknown brand

Opportunities

- Easy escalating
- Agreement with art galleries
- Add different kinds of art to our platform

Threats

- Low entry barriers
- Imitation
- Not having the number of subscribers we need

Requirements

- Good insurance policy
- Good, complete team
- Excellent transportation system
- Each piece will carry a GPS system.

Segmentation



Home

- People from middle to high social class
- Mainly people over 30 years old
- Interested in decoration



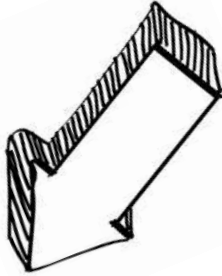
Business

- Interested in making their common areas more unique and dynamic

Pricing

3 months

Two types of subscriptions



Home plan:

Up to 2 paintings at a time

£225



Business plan:

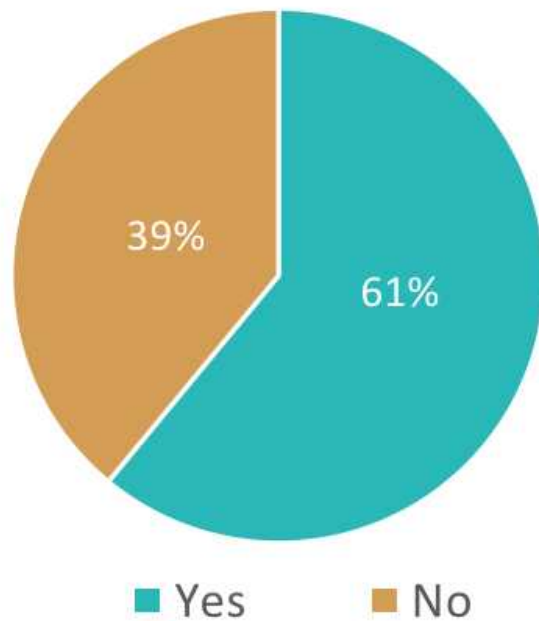
Up to 5 paintings at a time

£450

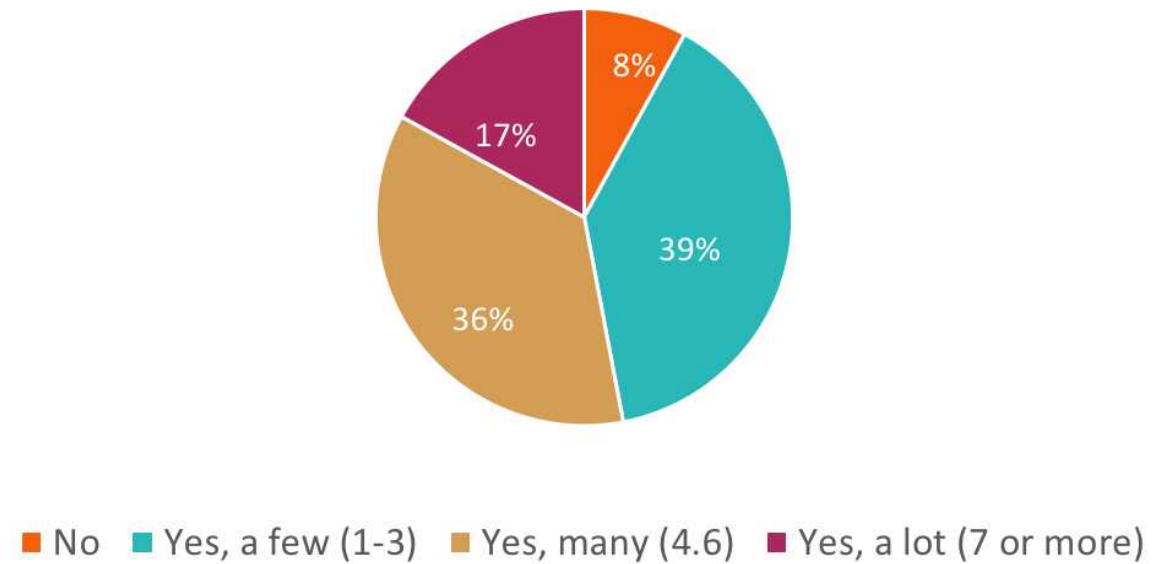


Survey

Would you like to renovate your paintings?

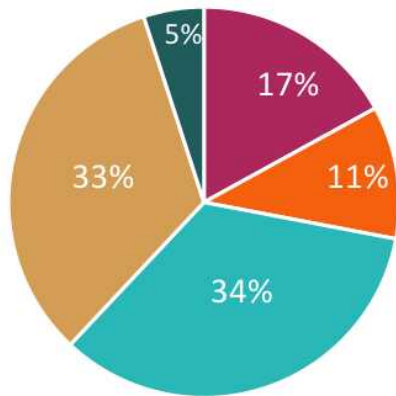


Do you use any paintings for decoration?



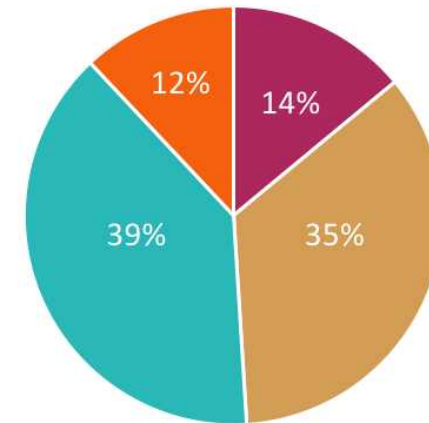
Survey

On an average how much do you spend in paintings a year?



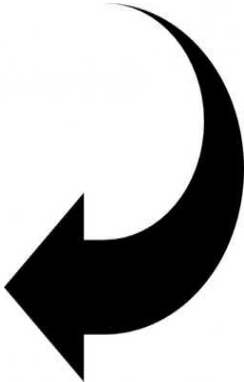
- I don't spend money in paintings
- less than £100
- £100- £499
- £500- £999
- £1,000- £4,999

How often do you buy paintings?



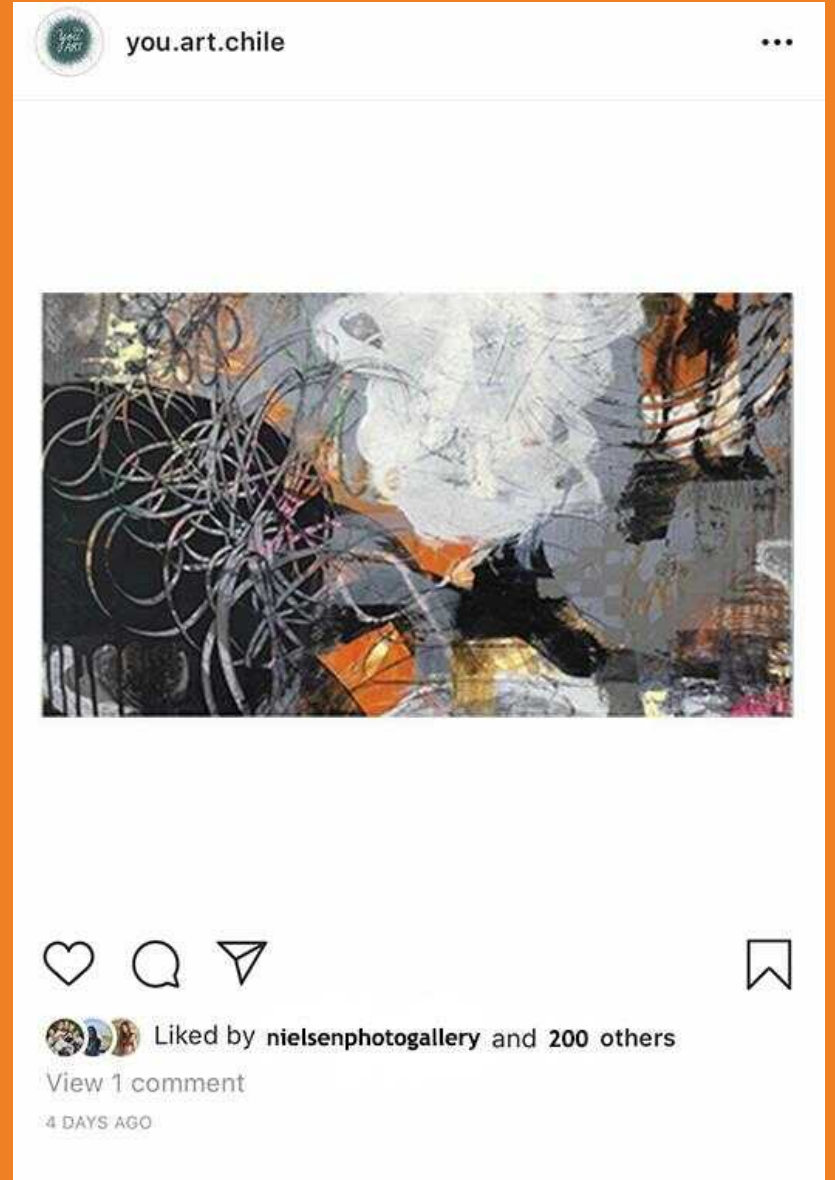
- I don't buy
- Rarely (2-5 years)
- Very often (1-11 months)
- Very rarely (6-10 years)
- Often (once a year)

Brand Image



Promotion

- Social media: Instagram, Facebook and Twitter
- One month free trial for influencers
- Flyers in art faculties



Costs

Setup costs

- Website: £4000
- Two delivery vans: £9410

Variable costs

- GPS: £7 each
- Gas: £353 per month/van
- Insurance: 25% of the painting price

Fixed monthly costs

- Website maintenance: £117
- Legal consultant: £600
- Administrator: £583
- Driver salary: £470
- Vans' insurance: £118
- Arts' consultant: £1000
- Advertising: £50

Business plan: Break even point (BEP)

Month	Costumers	Income	Cost	Profit/Lost	Net Income
January	8	£2.250	£48.368	£-46.118	£-46.118
February	16	£2.250	£4.182	£-1932	£-47.050
March	24	£2.250	£4.182	£-1932	£-47.982
April	32	£4.500	£4.182	£318	£-46.664
May	40	£4.500	£4.182	£318	£-45.346
June	48	£4.500	£4.182	£318	£-44.028
July	56	£6.750	£4.182	£2.568	£-40.520
August	64	£6.750	£4.182	£2.568	£-36.952
September	72	£6.750	£4.182	£2.568	£-33.384
October	80	£9.000	£4.182	£4.818	£-27.566
November	88	£9.000	£4.182	£4.818	£-21.748
December	96	£9.000	£4.182	£4.818	£-15.938
January 2020	104	£11.250	£4.182	£7.068	£-7.862
February 2020	112	£11.250	£4.182	£7.068	£206



Five-year expansion plan

Year	Costumers	Income	Cost	Profit/Lost	Net Income
Year 1	96	£67.500	£94.370	£-26.870	£-26.870
Year 2	205	£144.140	£130.780	£13.360	£-13.490
Year 3	350	£246.090	£192.210	£53.880	£40.370
Year 4	620	£435.930	£286.920	£149.010	£189.380
Year 5	940	£660.940	£395.485	£265.450	£454.830



Chile
You
ART

“Turn your life into an art gallery”

