

## BUSINESS PLAN CANVAS - MODEL 2: An artist from Poland delivering traditional arts and crafts classes (wood and glass painting)

Courtesy of EST (Poland), adapted and developed version

<b>KEY PARTNERS</b>  Community Centres Schools in the region Traditional artists from the region	<b>KEY ACTIVITIES</b>  Workshops in painting on wood and glass, selected themes from traditional arts and crafts Creating social networks Advertising and mediating	<b>VALUE PROPOSITIONS</b>  <b>NEED:</b> Young people interested in studying traditional wood and glass painting in order to preserve traditional cultural values  <b>PROBLEM:</b> difficulty in finding trainers, very low level of artistic education in schools  <b>UNIQUE VALUE WE CAN OFFER:</b> artist and trainer - still uses the traditional painting techniques on wood and glass	<b>CUSTOMER RELATIONSHIP</b>  Direct, personal relations with potential course participants Impact results of the training Direct contact with high-schools from the region Contact with the parents of the high-school students	<b>CUSTOMER SEGMENTS</b>  High school students, males and females, with baseline painting skills, interested in preserving traditional art
<b>KEY RESOURCES</b>  Existing gallery and workshop Materials for drawing and painting Artist-trainer			<b>CHANNELS</b>  Media used by young people: Facebook, Instagram Collaboration with Community Centres Direct contact with high-schools and parents from the region	
<b>COST STRUCTURE</b>  Overheads: electricity, water, cleaning, Internet, etc Special materials (paints, paper, brushes, models, wood and glass base materials) Advertising campaign: Facebook and social media Cost of artist-trainer			<b>REVENUE STRUCTURE</b>  Fee per hour (20 EUR), 10 students per group max, minimum number of hours: 80  Course fee: 1600 EUR Number of students per semester: 10 - 15	