

BUSINESS PLANNING DOCUMENT

SUMMARY STATEMENT

1. Create a brief statement that you use to summarize your creative business (whether new or existing) to others who are not already familiar with what you do.

EXAMPLE STATEMENT

Whitethorn Digital is an indie game publisher focusing on pleasant, cozy games that can be played in pieces, that require no special skills or knowledge, and that anyone can pick up and play. We're believers in accessibility, inclusion, and widening the audience that gets to play. We like to consider ourselves the defenders of easy games.

While our games might challenge you, they'll respect your time, they'll make sure you can play, and most importantly, they'll never punish you.

Whitehorn games are:

- *Easy-going: They don't require any prior gaming knowledge, special skills, or feats of dexterity to enjoy.*
- *Bite-sized: Our games can be played a little at a time, can be saved constantly, and can be picked up and put down without penalty.*
- *Stress-free: You have enough stress in the rest of your life. Our games offer challenges without frustration or shame*

BACKGROUND INFORMATION

1. How long has the creative business been in operation?

EXAMPLE STATEMENT

Murals by Antonio formed as a legal entity in 2021. However, Antonio Howard has been creating murals in Erie County since 2019.

Or, if your creative business is in the planning phase, please indicate how long you have been working on the creative business and when you expect to launch.

2. Who is involved with your creative business? If there is more than one person involved, what is each person's role?

EXAMPLE STATEMENT

MenajErie Studios is composed of Jessica Taylor (Managing Partner/Producer/Director), Nick Taylor (Managing Partner/Cinematographer), Leah Pluff (Editor/Director), and Greg Happ (Motion Graphics/Editor).

3. Where and how does your creative business operate?

EXAMPLE STATEMENT

Esther's Pinata Shop operates out of a private studio located in the City of Erie. Products can be found at various pop-up markets that are held within Erie County throughout the calendar year. Orders can also be placed online by emailing Esther at pinatashop09@gmail.com.

BACKGROUND INFORMATION CONTINUED

4. How does your creative business generate income?

EXAMPLE STATEMENT

Rylee Louis Photography specializes in portrait, boudoir, and wedding photography. Portrait packages range from \$300-\$500, boudoir packages range from \$400-\$700, and wedding packages range from \$1,500-\$2,500. All bookings require a non-refundable deposit in the amount of \$100. Clients are able to book online through ryleelouisaphotography.com.

Rylee Louis Photography has demonstrated an average income stream of \$x per month.

Or, if your creative business is in the planning phase, please indicate how you plan to generate revenue and when you anticipate to start receiving income through the creative business.

PLANNING AND STRATEGY

1. What are three obstacles or constraints that presently have a negative impact on either launching, growing, or sustaining your creative business?

EXAMPLE STATEMENTS

- 1) I currently have employment other than my business endeavor and it's difficult to dedicate the necessary time to growing my business endeavor.
- 2) Post-pandemic I have experienced substantial increases in my operating expenses and I am finding it challenging to secure materials and supplies in a timely manner.
- 3) I am having a difficult time identifying commercial properties that fall within my budget.

2. How will the funding you're requesting help overcome those obstacles or alleviate those constraints?

EXAMPLE STATEMENT

- 1) This grant will incentivize me to dedicate a minimum of 8 hours each week to establishing my creative business.
- 2) This grant will help me partially offset the increased costs associated with operating expenses.
- 3) This grant allows me to slightly increase the budget I've allocated for a commercial lease.

3. What are three measurable outcomes that you'd like to achieve for your creative business over the next 12 months?

EXAMPLE STATEMENT

- 1) I want to secure a brick and mortar space in Downtown Erie in the next 12 months.
- 2) I want to increase subscribers to my monthly newsletter by 30% over the next 12 months.
- 3) I want to increase my average monthly revenue by 2% each month over the next 12 months.

4. What are three areas you feel you currently experience a knowledge gap and would benefit from consultative services or professional development webinars/workshops?

EXAMPLE STATEMENT

- 1) I would benefit from assistance related to legally filing as a business in the Commonwealth of Pennsylvania.
- 2) I would benefit from assistance related to accounting and financial management.
- 3) I would benefit from assistance related to developing a marketing plan.

FINANCES

Use the [attached spreadsheet \(click here\)](#) to demonstrate a budget representing the next 12-months of operations for your creative business.