

United Arts Society

Art Learning | Workshops & Sessions | Events | Performances | Art Careers | Art Solutions

1. Introduction:

Who we are?

We are a registered organisation and with our work in the field of art and culture in Bangalore, touching the life's of 5000+ individuals in first year of its launch. We could understand that we need to get things more managed and set business models to actually get the revolution of the art and media sector with proper **revenue driven ecosystem**. To make all kinds of art available to everyone, so that they can choose to follow what they really love, because it inspires them, not because it's around the corner.

What we do?

We set business and support ventures for exposure of various forms of performing, fine and visual art forms through education, therapy, entertainment and career options.

“Evolving Art and Media & Entertainment Sector into A lucrative Service Sector”

What is the market size?

Gaps & Opportunities

- 1/4th of the world's total trade
- International media rated: \$500 million
- 62 % of artists and related workers are self-employed
- Art Learning costs: \$300 million annually

How we do that?

Our Products and Services

- “A Must Café”: A Contemporary Art Joint acting as our front office
- Art Learning & Reach for D&R of our work and Planning (Training & Knowledge Management)
- Artist Connect : www.artistconnect.com the cause (Artist Management: Naukri.com for Art and Artist outsourcings and E-Commerce)

Evolve into end to end Art Management & Production Brand

2. Value proposition:

What we offer here is a complete unique experience in terms of entertainment, job opportunities, learning and training experience with art form as base, evolving to art as solution where one comes to a single place to have fun while experience arts in various forms. At present in India there are no chains promoting art and still make it a commercial venture. Art still is a very elitist thing and we want to make it reach to a wider younger audience, people who have money to spend and are interested in newer experiences.

What is the size of the market opportunity?

- Professionals and Businessmen
- College and School Students
- Artists and Art businesses

- Art enthusiasts
- Housewives

Age group-8 to 65,
Geographical description-People from Metros (A and A+) cities

What actual SERVICES we provide?

- Providing entertainment
- Job Placements for Artists in creative sector.
- Training and knowledge development of more than 150 Art forms
- Local & Global Art Classifieds
- Creating Indian Art brand
- Weekly and fortnightly performances
- Art memorabilia and merchandising
- Screenings and festivals
- Build & maintain Artist database

Why would consumers choose this over others?

We have a unique mileage of providing support and catering the needs of 150 various forms of classical, contemporary and modern (Performing, visual, and fine)genres of arts to patrons (learners, clients & Artist). This makes us unique as a brand and provides us with the right flexibility and competitive edge in today's art services and retailing sector.

3. Sales strategy, your technical/ product/ delivery model :

Work involved:

- Financial aid for a new concept
- Promotion to be cooked with time
- Procuring of the place and services
- Breaking the clutter, Standing out
- National & International Tie-ups
- Licensing & legal Permissions
- Food & Beverage's Ecosystem
- Artist Connect
- Artist Marketing
- Art & Media Retailing
- Artist Networking
- Workshops and Sessions planning and techniques
- 150 Art Forms
- Franchises
- Corporate and Locals
- Optimum priced structure
- Well Designed and Executed
- Branded and Local Spices add-on

What are your target businesses?

- Art learning
- Job outsourcing
- New Product Development
- New Art development

- Event Management & Production
- Ground Marketing
- Web & Art product development
- Pre- & post- Production
- Collector's series & Retailing

4. **Risks:**

- Financial aids(This being a new concept might take up time to get the right investors)
- Promotion-Since its new as also a category we will need time, energy and funds to promote not just the chain but also the category
- Procuring the place and the right kind of people.
- Breaking the clutter and standing out.

5. **Financials in USD:**

Investment till date:	9,000, 00 (INR)/ US \$22500 (Break even Model)
Seed capital:	75, 000, 00 (INR) / US \$200000 (In 6months)
Phased investment:	26, 00, 000, 00 (INR) / US \$7500000 (3 years)
Business Cost:	Exponentially increases

6. **Disclosure:**

N. A.

Contact Information:

Name and address of Company: **United Arts Society, Pune, India**
 Industry (see below): **Art and Art Retailing**
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 Website: **www.unitedartssociety.org**
 Contact person's name: **Vineet Singh**
 Contact Mobile number: **9764005524**
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 For Industry,
 Direct impact: **Art & Art Retail, Media & Entertainment, Education**
 Indirect: **Internet Art Retail**

The Team:

Vineet Singh: Founder, director (2+yrs software project experience with Infosys, Art Critics and Performing Artists).
Sindhu Ramachandan: Training and Communication (Freelance trainer by profession and Engineer by qualification).
Kunal Pandit: Art Connect and Branding (7yrs experience as RJ of Radio Mirch and Meow). **Rahul Rane:** Website Expert (Managing Partner, Partner Bazaar).
Lalit Jhunjunwala: Legal Head (Advocate & solicitor, Pune High Court).
Prasanna S P Ventatesh: Creative Head. **Chinmaya:** Content and Research Head (NID graduate, Future Group consultant).

Team of Advisors:

Ketan Kulkarni (MD, Aquarius), **Rahul Rathi** (CEO, Capital Metrics & Risk Solution), **Jayashree Fadnavis** (Director, ELIXIR), **Kiran Gulrajani** (CEO, Eternal Learning Pvt. Ltd.), **Maya Menon** (Director, The Teacher Foundation), **Shrikant Patenkar** (Manager, Sakaal Times)

Cities Explored by End of 2008: Bangalore, Pune, Mumbai, Delhi, Kolkata, Chennai, Bhopal, Indore, Hyderabad, Goa

International Aimed Cities: Sydney, Dubai, Singapore, Tokyo, Seattle, London.