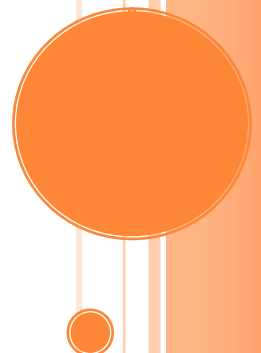


# PROJECT REPORT

*Team: Arts for Education*

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25.10.2009



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## *Agenda*

- 1. Team Members*
- 2. Business Model*
  - 2.1. Problem Definition and the Idea*
  - 2.2. Our Offer*
  - 2.3. Key Activities*
  - 2.4. Resource Acquisition*
  - 2.5. Marketing Strategy*
  - 2.6. Revenue Stream*
- 3. Reflection and Future Outlook*

## 1. Team Members

The team "Arts for Education" has totally four members. Two members are studying Business Administration at the European Business School (EBS) in Oestrich-Winkel, whereas the other two members graduated from the EBS last year. Due to different working experiences gathered in several internships, at work, and in various major fields of study, we complement each other with knowledge in the areas of finance, IT, consulting, marketing and management. Furthermore, our team members have different cultural backgrounds. Two members have Turkish migration background and the other two are from migration families from China and East Europe. The fact that two members have Turkish migration background has strongly influenced the development of our business idea.

Although none of us could attend the Summer School at Jacobs University, we managed the team building quite well, since every member has known each other from the study at the same university. The theoretical knowledge was gained by attending the impact workshop in Düsseldorf and by studying the materials provided online.

Concerning our different backgrounds, the following positions were assigned to each member: Funda, gathered experience in leading a student initiative "Student Helfen" at the university, was assigned as group leader. Gülsah who has valuable contacts in the Turkish community was responsible for public relations and marketing. Waldemar gathered experience in the area of investment banking consulted us in

the area of finance. Diaoli, majoring in Information Systems and gathered working experience in two start-ups, was responsible for IT.

## **2. The Business Model**

### **2.1 Problem Definition and the Idea**

Istanbul – the famous Turkish metropolis combining orient and occident has two faces: On the one hand about 3 million people passing every day the istiklal avenue, among them tourists and well-dressed business men and ladies, all enjoying the boutiques, galleries, restaurants, cafes and theatres offered there. On the other hand neglected, skinny children selling drinks, flowers or tissues and offering shoe-cleaning. Although this contrast is so blatant, many people prefer to ignore it or even do not notice it. Nobody asks why these children are working on the street instead of attending a school. According to Tagesspiegel more than 4000 children in the age between 6 and 15 in Istanbul are forced to work because of financial problems in their families and therefore cannot go to school.

Our team “Arts for Education” set itself the target to develop a business idea in order to help these children. The basic idea is to provide the street children art education and teach them painting, playing music instruments, singing and acting. Revenue is generated by organizing concerts, art exhibitions and theatre performances. We see ourselves as being an agency which encourages the children to make use of their artistic abilities. The profit will be reinvested in the children's education. Our simple goal is to help these children finding their way (back) to school

and gain proper education. By reducing the number of children on the street we hope to reduce criminality as well. If this pilot project goes well, the business model could be easily applied in other cities and countries facing the same problem.

## **2.2 Our Offer**

We as an event agency working with poor children who formerly spend their time on the streets want to offer our clients different services within the entertainment industry. First, we organize concerts, art exhibitions and theatre performances completely by ourselves. Secondly, customers can book our performances for their own organizations such as private or public ceremonies, birthdays, weddings and anniversaries. Here we are open to the customers' wishes concerning the play or the composition and offer them to rehearse any play they wish.

We plan to promote these services amongst others on our website. Here we want to provide an overview about what we do, give the potential customers to have a look at former performances by photo galleries and videos and get to know our "artists", that is our little actors, singers and painters and their life story, since we will provide every child about one page to describe themselves, their wishes and visions for the future.

## **2.3 Key Activities**

Our key activities consist of searching for children for our agency; training the children and simultaneously organizing own events and promoting them or acquiring customers who will book our performances.

Searching for children means looking for children who fulfil certain criteria.

Since we want to create a social impact with our business, it is not sufficient to be only interested in arts, in fact the children have to be unable to afford their school attendance and probably be working on the street to support their parents financially. In order to find such children, especially at the beginning of the project when it is almost unknown, we have to visit their residential area and acquire them on location. This is important because we have to talk to the parents first since they are the legal guardians.

After having found the suitable children they have to practice and therefore meet almost everyday. According to their abilities they will be allocated to the theatre, music or painting group. Every group will have one or more teachers depending on the number of children in this group. They will get a general training in their respective area and work on certain plays or compositions as well. Thus, the main work will consist of preparing the performances

## **2.4 Resource Acquisition**

We have considered several resources we need in order to run the project successfully. Since none of us has dealt with street children before, we want to gain first the support of well established child aid foundations which have already run similar project. During our internet research we found many organizations such as "Hilfe für Straßenkinder e.V.", "Off Road Kids Stiftung", and "street e.V." which could possibly share experiences from their former and current project with us. By learning from those organizations, we do not need to start from the scratch and can avoid fundamental mistakes. Similar Turkish non profit

organizations are for instance “Sokak Cocuklari Rehabilitasyon Dernegi” , “Umut Foundation” and “Umut Cocuklari Dernegi”. Contracting a partnership with such organizations could help us to establish and promote our agency and the social idea behind it.

The second step will be fundraising. At the beginning we expect to have a monthly expense of several thousand euros, which consists of IT cost, personnel expenditure, expenditure on music instruments, travel expenses and rent for our training rooms. Since we will have no enough money to start our business, we will depend on donations right at the beginning. Setting up a webpage is essential for the purpose of fundraising. For example the domain <http://www.artforeducation.de> is still available and need only to be registered. Here we could call up for donations. We could profit from partnerships with the Turkish non profit organizations mentioned before by using their websites to call up for donations as well.

Another important resource will be the teachers for the children. A possible solution is to hire retired persons, who are experienced in their respective area, like to work with children and also bring along the demanded sensitiveness. We hope to keep our costs low by this solution, since we believe that pensioners are not dependent on the money they will earn from us and rather engage in this kind of work because they enjoy it and still need some work in their life.

## **2.5 Marketing Strategy**

Generally speaking, it is important to communicate the main idea and motivation behind ‘Art for education’: Making a social commitment for a

severe and expanding problem in Turkey's metropolis Istanbul and to create sustainable impact for street children in the long run.

Since our project team is based in Germany and the execution will be done in Istanbul, we have developed a country specific marketing strategy. The goal of marketing in Germany is to raise public awareness of our project in order to get more donations. The main target group is Turkish immigrants living in Germany. In order to reach them, we have planned cooperation with diverse Turkish organizations in Germany such as "Deutsch-Türkischer Verein Köln e.V.", "Türkisch-deutsche Kulturvereinigung Berlin e.V.", or the "Türkischer Bund in Berlin-Brandenburg". With the help of those organizations, we can reach a lot of potential donators.

Apart from the goal of fundraising, the marketing activities in Istanbul have another aim: Promote our agency, our performances, the social impact and last but not least sell tickets for the different events. Since Turkey has the seventh largest and seventh most active online community in Europe, one way for promotion will be the world wide web.

As mentioned earlier we plan to introduce a website of our agency, where people can have a closer look at our social business, where we explain what we do and why we do it and what our aim is. Additional attention could be gained through community platforms such as facebook, twitter, studivz and all the rest of it.

Another idea would be to promote the project via a famous Turkish person – actor, musician, painter – whom we could involve in our agency as a kind of "ambassador". We believe that a medium like television has a great influence on the Turkish society and therefore the representation of our projects by a Turkish artist will increase our degree of popularity.

## **2.6 Revenue Stream**

In order to generate stable cash flow, we have considered several sources of revenue. The selling of concert tickets is considered to be our main revenue source. A simple calculation we made for our pilot project shows a very positive result. Provided that we organize one event per month in the first step, that is during the first year and are able to sell at least 200 tickets at a price of 5 Euro per ticket, we can generate 12000 Euro per year. Additionally we expect every visitor to spend 1 Euro on food and drinks provided during the events, so totally we will have a revenue of 14 400 Euro. If the project goes well, the same business model can be adapted in other big cities in Turkey, for instance Ankara. At the same time we could increase the number of children, therefore increase the number of our projects and receive multiplied revenue in the same way as we would do by expanding to other cities.

Donations account for another part of our revenue, but since donations might be very erratic and unpredictable, we rather have to rely on the revenue generated from our performances, which is a variable capable of being influenced.

## **3. Reflection and Future Outlook**

From the beginning of the project, we knew that conducting the project would not be easy. Due to the physical distance which separates us, we

intensively used internet and email to improve the communication within the team. We spent a lot of time on finding the business idea and to elaborate the business model. Also we experienced some drawbacks at the beginning of the project, e.g. none of us was able to attend the summer school at Jacobs University. What we have learned from the project is that it is very time-consuming to start an own business and that one has to face a lot of difficulties, especially at the beginning. Due to time-constraints because of our studies and two of our team members working already, we were not able to execute our business idea. Thus, we had to confine ourselves to providing a more or less theoretical idea. From our intensive research about the street children, we become aware of the problematic issue and agreed that a lot must be done to solve the problem. We all agree that our idea of a "social event agency" trading arts for education is realistic and can be implemented; but there are several obstacles which have to be overcome and complicate the beginning of the project. These are for examples the high demand for money and time. Given the situation that we were not students with a crowded schedule and intermediate exams, presentations and case studies to learn for or did not have a full time job in a company, it would have been possible to invest more time in this project. At the same time money was a problem, since this project requires high donations at the beginning. Nevertheless, we think if these two obstacles can be overcome, it would be a matter of time to implement the project, develop it successfully and probably introduce it in other cities and countries.

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