

'NOT A'
COLLECTIVE

THE BUSINESS PLAN

THE OVERVIEW

NOT A COLLECTIVE IS, AT ITS CORE, A COMMUNITY-DRIVEN AND CREATIVE ENABLING ORGANIZATION

OUR MISSION FOCUS IS TO SUPPORT EMERGING ARTISTS

THROUGH COMMUNITY, COLLABORATION, AND CHARITY WE PLAN TO BUILD A SELF SUFFICIENT COMMUNITY OF CREATIVES; BRINGING ABOUT STABILITY TO AN OFTEN TURBULENT PASSION

THE STORY

AS AN ARTIST MYSELF, I HAVE FELT AND WITNESSED FIRST HAND HOW DIFFICULT IT IS TO GET A FOOTING IN THE TURBULENT CAREER PATH. WHEN ALL YOU WANT TO DO IS TO CREATE, BUT YOU HAVE TO SELL, INSPIRATION IS SELDOMLY VALIDATED WITH ANY SORT OF FINANCIAL GAIN. YOU CAN'T FEED YOURSELF ON CANVAS AND CLAY. AND WHEN YOU SACRIFICE THE BARE MINIMUM THOUGHTS COME AND GO THAT YOU WOULD RATHER NOT HAVE. AND WHEN YOU SACRIFICE THE PASSION FOR A WORKING WAGE, SOUL CRUSHING FATIGUE SETS IN THAT SEEKS TO REAP ALL YOU HAVE SEWN AND LEAVE YOU IN A ROOM OF RAGS. I REFUSE TO LET THIS GO ON ANY LONGER.

THE INSPIRATION

I DON'T OFTEN TALK ABOUT MY GENERAL INSPIRATION FOR THE ARTS BECAUSE IT IS WIDE RANGING BUT THE CATALYST OF ALL MY ARTISTIC THOUGHTS AND FEELINGS CAME FROM MY LATE FRIEND MATTY CHARROUF AKA TRIBE. HE WAS A LOST CREATIVE AT HEART AND HE PUT SO MUCH INTO THE WORLD THAT ATE HIM UP AND SPIT HIM OUT CONTINUOUSLY. I WILL ALWAYS WISH I COULD HAVE BEEN THERE FOR HIM. I HOPE THAT BY CREATING AN ORGANIZATION THAT FOCUSES ON SUPPORTING CREATIVITY, EMERGING ARTISTS, AND COMMUNITY I CAN HELP THOSE IN SITUATIONS SIMILAR TO MATT'S AND NOT ONLY JUST IN MOMENTS OF WEAKNESS BUT IN ALL ASPECTS OF LIFE.

THE GOAL

THE GOAL OF NOT A COLLECTIVE IS TO SUPPORT EMERGING ARTISTS TO A POINT WHERE THEY CAN MOVE ON PAST THE COLLECTIVE, SUPPORT THEMSELVES, AND BUILD THEIR OWN BRAND

WE WORK TWO-FOLD TO SUPPORT ARTISTS: WE PURCHASE ART FOR UPFRONT COSTS SETTING AN INITIAL SALE PRICE AND SUPPORTING TIME AND EFFORT AND WE USE OUR PLATFORM AND COMMUNITY TO MARKET AND GAIN EXPOSURE FOR THE ARTIST

OUR GOAL IS BE A CATALYST FOR ARTISTS TO ACCOMPLISH THEIR DREAMS

THE DETAILS

ANY ARTISTS CAN DO THEIR OWN MARKETING, SALES, LOGISTICS, ETC. BUT FOR SMALL ARTISTS STARTING OUT IT IS VERY DIFFICULT TO CONQUER THAT. WE WANT TO TAKE THAT OFF THEIR SHOULDERS SO THEY CAN FOCUS ON ART AND BUILDING THEIR NICHE. ALL WE ASK IS THAT WE CAN PURCHASE A FEW PAINTINGS TO GET THEM STARTED (NOT ALL) WE WANT THEM TO BUILD THEIR BRAND ON THEIR OWN IN TANDEM WITH OUR PLATFORM. WE WANT ARTISTS TO MOVE IN AND OUT OF NOT A COLLECTIVE AT A PACE THAT IS COMFORTABLE FOR THEM. WE WANT THEM TO GROW AND LEAVE THE NEST, AND WE WANT TO MAINTAIN A RELATIONSHIP WITH THEM AND THE COMMUNITY SO ONCE THEY SHOW THE WORLD HOW SPECIAL THEY ARE MAYBE WE CAN HAVE THEM COME BACK AND GIVE SPEECHES AND MENTOR THE ARTISTS THAT WILL RIVAL THEM SOMEDAY.

THE SHORT TERM

PURCHASING ARTISTS WORK TO FINANCIALLY SUPPORT THEIR PASSION

BRINGING WILLING ARTISTS TOGETHER TO COLLABORATE ON SCALABLE PIECES

CONNECTING ARTISTS WITH THE CANVAS OF THE COMMUNITY

THE DETAILS

PURCHASING PIECES ON CONTRACT WITH A PERCENTAGE OF FINANCIAL GAIN FROM ANY SALES GOING BACK TO THE ARTISTS (E.G., NOT A COLLECTIVE PURCHASES A PAINTING FOR \$300 WITH THE PROMISE OF A 20% RESALE COMMITMENT, IF THE PAINTING SELLS FOR \$1000 THE ARTIST WILL RECEIVE \$200 OR 20% - THIS IS ON PAR WITH MOST GALLERY SALES. THE PROFIT RECEIVED BY "NOT A" WILL BE REINVESTED TO SUPPORT MORE PIECES FROM THAT ARTIST AND OTHERS)

BRINGING WILLING ARTISTS TOGETHER TO COLLABORATE ON SCALABLE PIECES. WE WANT TO BRING TOGETHER GRAPHIC DESIGNERS, PAINTERS, SCULPTURES, ETC. AND WORK TOGETHER TO CREATE SCALABLE PIECES THAT CAN BE USED TO MARKET AND FUNDRAISE ON A NATIONAL OR GLOBAL SCALE (E.G., TAKING A PAINTING, MERGING WITH WITH A GRAPHIC DESIGNER, AND PRINTING IT ON THE FRONT OF SHIRTS. TAKING A WRITER OR A POET AND WRITING POEMS ON THE BACK OR SLEEVE OF THE SHIRT AND BRANDING IT NOT A COLLECTIVE AND THEN SELLING IT AT A LARGE SCALE ON A WEBSITE OR OTHER PLATFORM WHERE THE BRAND AND THE INDIVIDUALS CAN GROW)

CONNECTING ARTISTS WITH THE CANVAS OF THE COMMUNITY INVOLVES REACHING OUT ON BEHALF OF ARTISTS TO PLACES IN THE COMMUNITY THAT CAN USE A CREATIVE TOUCH OR REVITALIZATION (E.G., A BARE WALL TO BE PAINTED. AN OPEN SPACE FOR A SCULPTURE IN A PARK. A PROJECT NEIGHBORHOOD THAT COULD USE HOUSES PAINTED. BARS LOOKING FOR MUSICAL ARTISTS OR COMEDIANS. BUSINESSES LOOKING FOR DIGITAL ART OR VIDEO PRODUCTION)

THE PLATFORM

THE GOAL OF THE PLATFORM WOULD BE TO MARKET THE COLLECTIVE AS A WHOLE WHILE ALSO ADVERTISING THE INDIVIDUAL ARTISTS AND LINKING THEIR PAGES FOR THEM TO MARKET THEMSELVES

THROUGH MODERN ADVERTISING TECHNIQUES, COMMUNITY GROWTH, AND THE INTERACTIVE PLATFORM WE PLAN ON BUILDING OUT A PROGRAM THAT WILL ALLOW EMERGING ARTISTS TO SELL THEIR OWN WORK AS WELL AS DO COMMISSIONED WORK FOR PEOPLE OUTSIDE OF THEIR IMMEDIATE NETWORK.

WHEN WE PURCHASE A PIECE FROM AN ARTIST WE PURCHASE IT AS A WHOLE. WE HOLD THE PIECE SAFELY. WE PHOTOGRAPH, MARKET, AND SELL THE PIECE. WE SHIP THE PIECE. THIS IS DONE WITHOUT THE ARTIST HAVING TO TAKE ANY MEASURES.

THE DETAILS

IN ADDITION TO HELPING ARTISTS WHO ARE DIRECTLY INVOLVED WITH NOT A COLLECTIVE WE OFFER BLOG POSTS, VIDEOS, AND TUTORIALS FOR ALL ARTISTS

DISCOUNT

HOW TO GUIDES FOR SALES AND LOGISTICS

THE LONG TERM

BUILDING COLLECTIVE STUDIOS GLOBALLY FOR VETTED ARTIST

RUNNING ART GALLERIES

BUILDING SCHOOLS AND CENTERS FOR THE ARTS

BRINGING BACK ARTISTS WHO HAVE OUTGROWN THE COLLECTIVE TO MENTOR NEW MEMBERS