

# Dream

## Step 1.

To give the global creative industry a boost by strengthening it from within and by providing greater added value for non-creative companies.



### What is your drive?

Why do you do what you do?  
What is your fascination, drive, passion?

I believe that creative and non-creative companies have much to offer each other. To do this, they need to speak the same language and know what the added value is.



## Step 2.



### What do you make?

What do you make?  
What is your product, service, portfolio?

## Step 3.



### For who

Who is your client? Who matches your drive and what you make?

## Step 4.



### How do you reach the client?

How do you reach your target group?  
Which media do you use?  
Which partnerships?

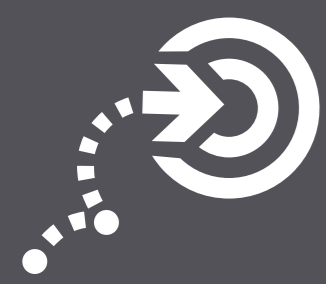
## Step 5.



### What is your earnings model?

Which resources do you need?  
What are the earnings models?

## Step 6.



### What is your plan?

What is your goal?  
When do you hope to achieve it by?

Year 1

Year 2

Platform for creative entrepreneurs.  
Beards & Suits  
+ Creative Business Mapping

Artists, designers, illustrators, etc.  
Starting-up or ready for optimisation.

Blogs  
Social media  
Newspapers, magazines

Free  
Register  
Study credits

Educational institutes – teachers in entrepreneurship

Direct

Subscription  
Develop teaching (fee)

+ community

Trainers, coaches, advisors

Direct

Certified Creative Business Mapper  
% of training courses given

International rollout &  
community-building

idem, but international + expansion  
non-creative fields

idem, but international + expansion fields:  
direct via specialists

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Launch & platform  
Make self-sustaining