



Public Info Session (Phase 1+2)

May 15, 2019



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Collective impact



On-the-ground

In-the-cloud



MISSION

Cultivate progressive ideas and untapped potential in the arts into exceptional, everyday shared realities for collective impact **on-the-ground** + **in-the-cloud**



Collective prosperity

Social inequality

Economic precarity

Spatial gentrification

Digital transformation



MANDATE

Nurture healthy human ecosystems that challenge and displace urgent systemic barriers limiting collective prosperity by fostering cooperative actions fusing the values and practices of **social innovation** + **arts**



groundstory
histoire de terrain

ROUND THE BLOCK 🏠 AUTOUR DU BLOC



Digital**ASO**
OSA Numériques

DIGITAL SHIFT >> CHANGEMENT NUMÉRIQUE



DigitalASO

Digital Arts Services
Symposium 2017

DASS17



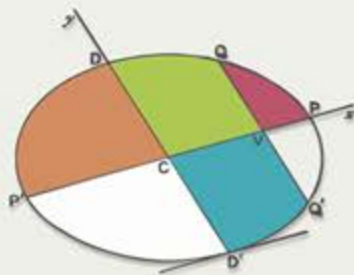
DASA ASAN

Digital Arts
Services Alliance
Alliance des services
d'arts numériques

MANAGING CREATIVITY
IN A DIGITAL WORLD

GESTION DE LA
CRÉATIVITÉ DANS UN
MONDE NUMÉRIQUE

2017



DASSAN19

Digital Arts Services
Symposium 2019
Symposium des services
d'arts numériques

DigitalGO>>>

Arts + Technology Podcast





- Problem
- Solution
- Value Proposition
- Market Research
- Roadmap
- Partners + Funders
- Q&A

PROBLEM

+engaging

Arts, culture, heritage, tourism, and creative industries must manage + share wide array of **public + private data** to foster **inspired + engaged society**

“Things are getting more complex every second and I've got data scattered across every corner of the known universe. Help!”

*Managing Creativity in a Digital World 2017
Survey Respondent*

PROBLEM

+educating

Lack of literacy + language for **sharing + evaluating data** between artists, administrators, audiences + advocates spanning individual project lifecycles + whole careers

*“Artse is so needed.
Please finish fast!
We need a new
solution yesterday.”*

*Managing Creativity in a
Digital World 2017
Survey Respondent*

PROBLEM

+excelling

Lack of **efficiency + excellence** in data management tools + practices to **deepen insight + learning over accountability** across all disciplines, including **intrinsic values**

“Artse is like having a team of administrative help, something I cannot afford at the moment”

*Managing Creativity in a Digital World 2017
Survey Respondent*

PROBLEM

+enterprising

Embedded solutions fail to respond to complex data **ownership + dimensionality + discoverability** needs of underserved, entrepreneurial **small creators + producers**

“To serve our communities better, we need the type of tools Artse is offering that all other businesses and sectors are already using”

*Managing Creativity in a Digital World 2017
Survey Respondent*

PROBLEM

+evolving

Responsive, flexible, accessible platform **empowering + enabling** rapidly evolving needs of the whole industry is warranted

“The leg up that Artse’s open source software provides is essential for artists!”

*Managing Creativity in a
Digital World 2017
Survey Respondent*

SOLUTION

- Enterprise-level, web/cloud-based ARP (Arts Resource Planning) platform coop prioritizing small producers
- Open source, open + linked data desktop + mobile arts management tools (OS, Win, iOS, Android)
- Six major modules over 6 initial phases of 9-12 mo/ea
 - Project management
 - Financial management
 - Constituency relationship management
 - Digital asset management
 - Team collaboration management
 - Business intelligence analytics, visualization + benchmarking (quantitative + qualitative)
- Phase 1+2: critical project + financial data management to illustrate insight
- Barriers: literacy in impact practices + data management

“Until I can be an octopus with multiple arms, and a hybrid administrator with multiple heads to manage and use multiple inefficient programs, I will continue to work inefficiently.”

*Managing Creativity in a
Digital World 2017
Survey Respondent*

VALUE PROPOSITION

EFFICIENCY
OF ADMIN

PROJECT MANAGEMENT

Less time spent on administration by artists

Increased time in the studio for artists to develop their creative practices

Improved internal awareness of core artistic vision and potential

Enhanced external marketing communications of artistic vitality to audiences

CONSTITUENCY RELATIONSHIP MANAGEMENT

Increased connectivity between artists and audiences

Increased public attendance and support of the arts

Increased earned and private sector revenues for the arts

Enhanced financial sustainability of the arts

ASSET AND COLLABORATION MANAGEMENT

Improved security in physical and digital spaces for artists and administrators

Increased collaboration, risk-taking, and innovation by artists and administrators

Improved insights and decision-making for the arts

More quality time devoted to administration of the arts

BUSINESS INTELLIGENCE ANALYTICS

Improved impact data for advocates of the arts

Improved public policies for the arts

More resilient arts industry

More inspired and engaged society

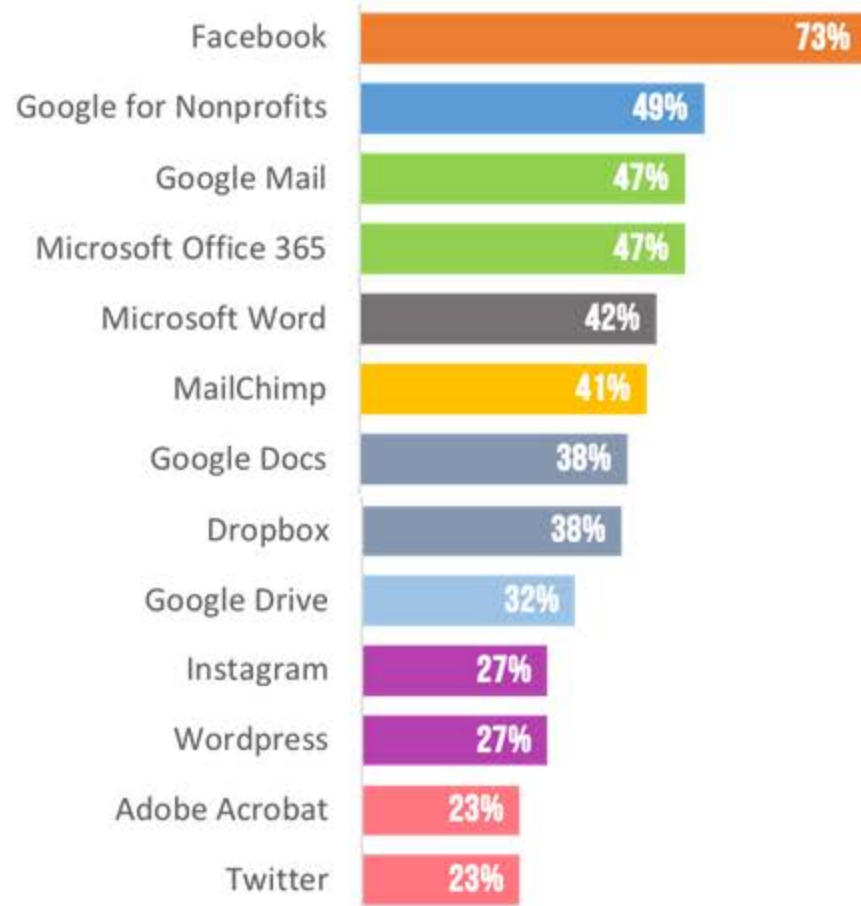
EXCELLENCE
IN IMPACT
PRACTICES

“Artse is customized to meet the unique needs + challenges that exist in this sector. There has been nothing like this so far, so the potential for success is huge! A definite trailblazer!”

*Managing Creativity in a Digital World 2017
Survey Respondent*

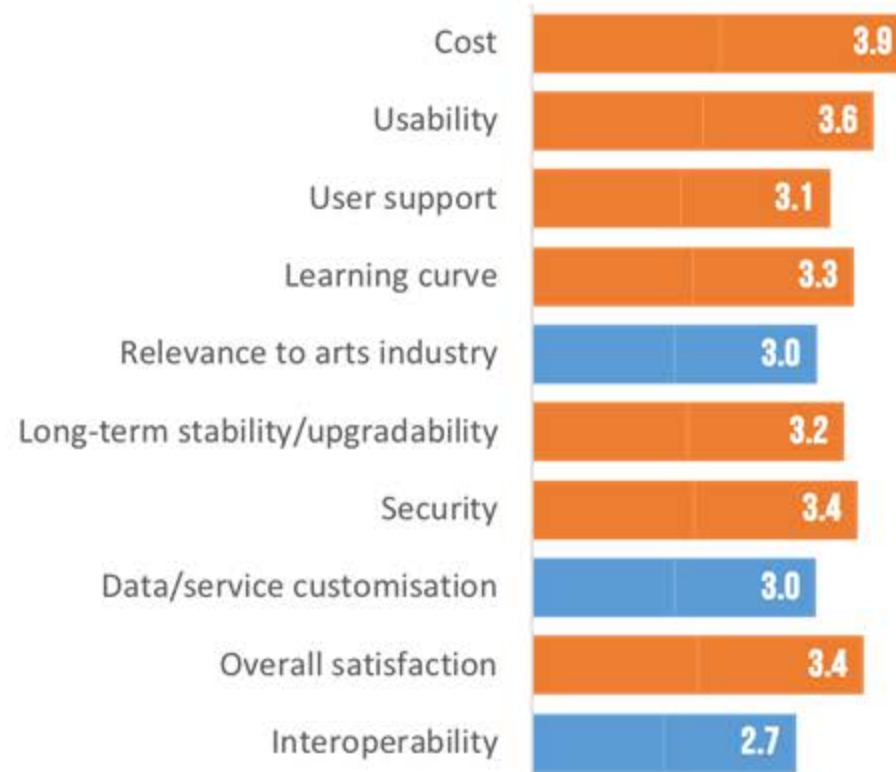
MARKET RESEARCH

Ranking of software as one of 'Top 10' for managing arts career/organization



Average satisfaction with 'Top 10' apps currently using to manage arts career/organization

(1= not at all satisfied, 5 = very satisfied)

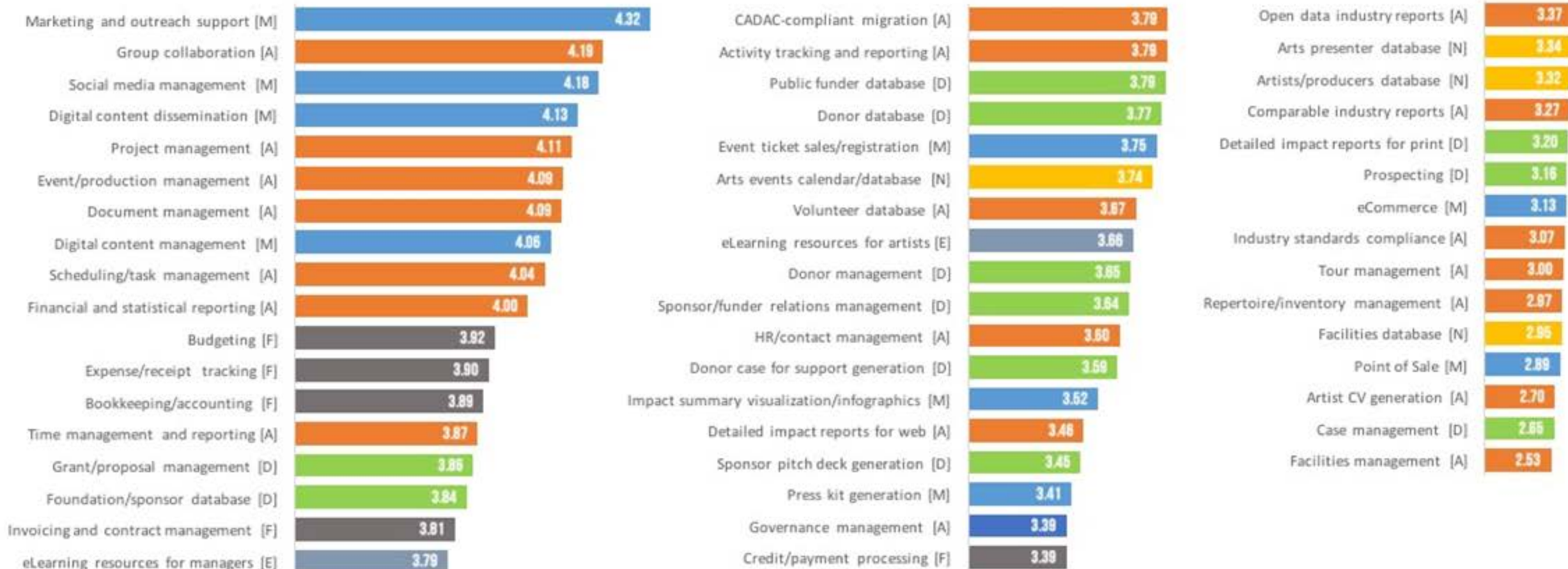


MARKET RESEARCH

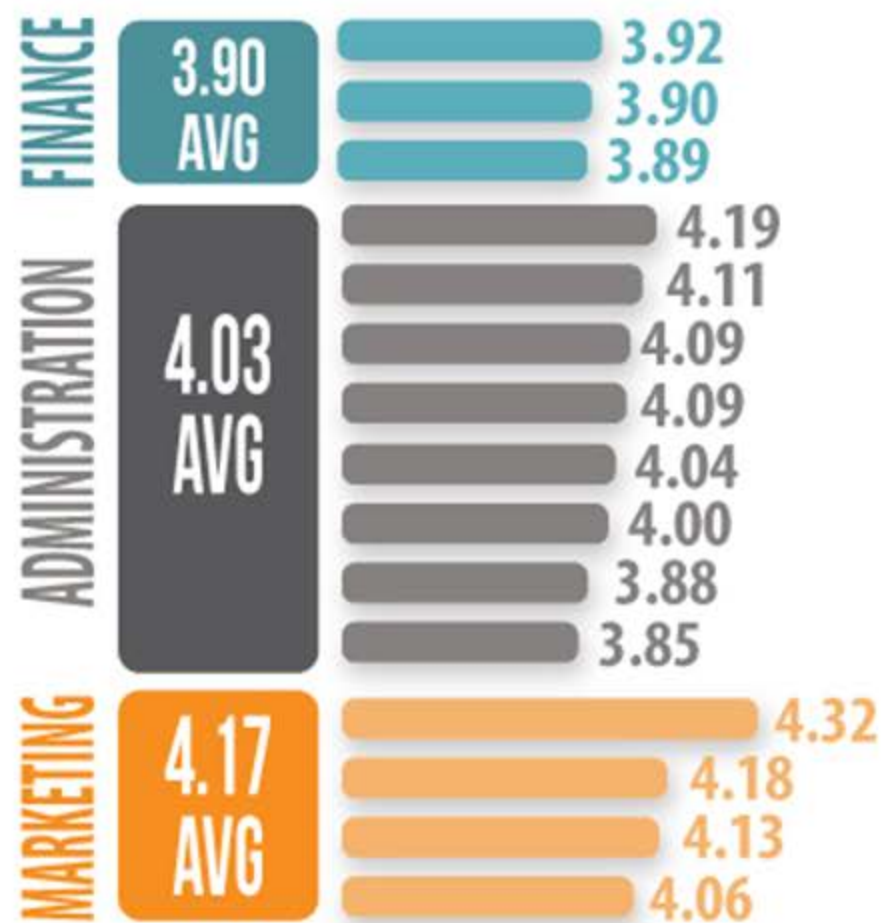
Average priority ranking for potential services of new arts management software

(1= very low priority, 5 = very high / mission critical priority)

[M] Marketing [D] Development [N] Networking
 [A] Administration [F] Finance [E] Education



MARKET RESEARCH



Budgeting

- Expense/receipt tracking
- Bookkeeping/accounting

Group collaboration

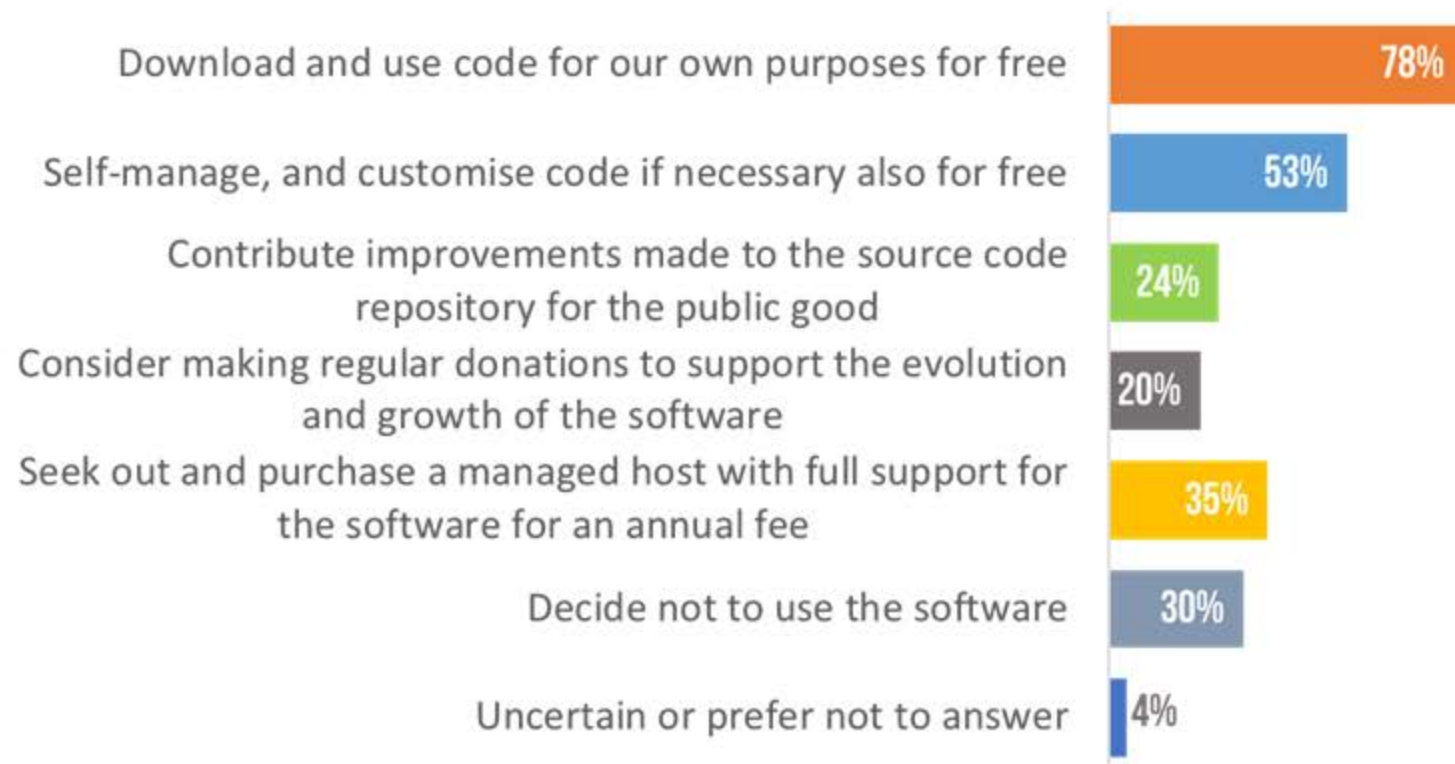
- Project management
- Document management
- Event/production management
- Scheduling/task management
- Financial and statistical reporting
- Time management & reporting
- CADAC-compliant migration

Marketing & outreach support

- Social media management
- Digital content dissemination
- Digital content management

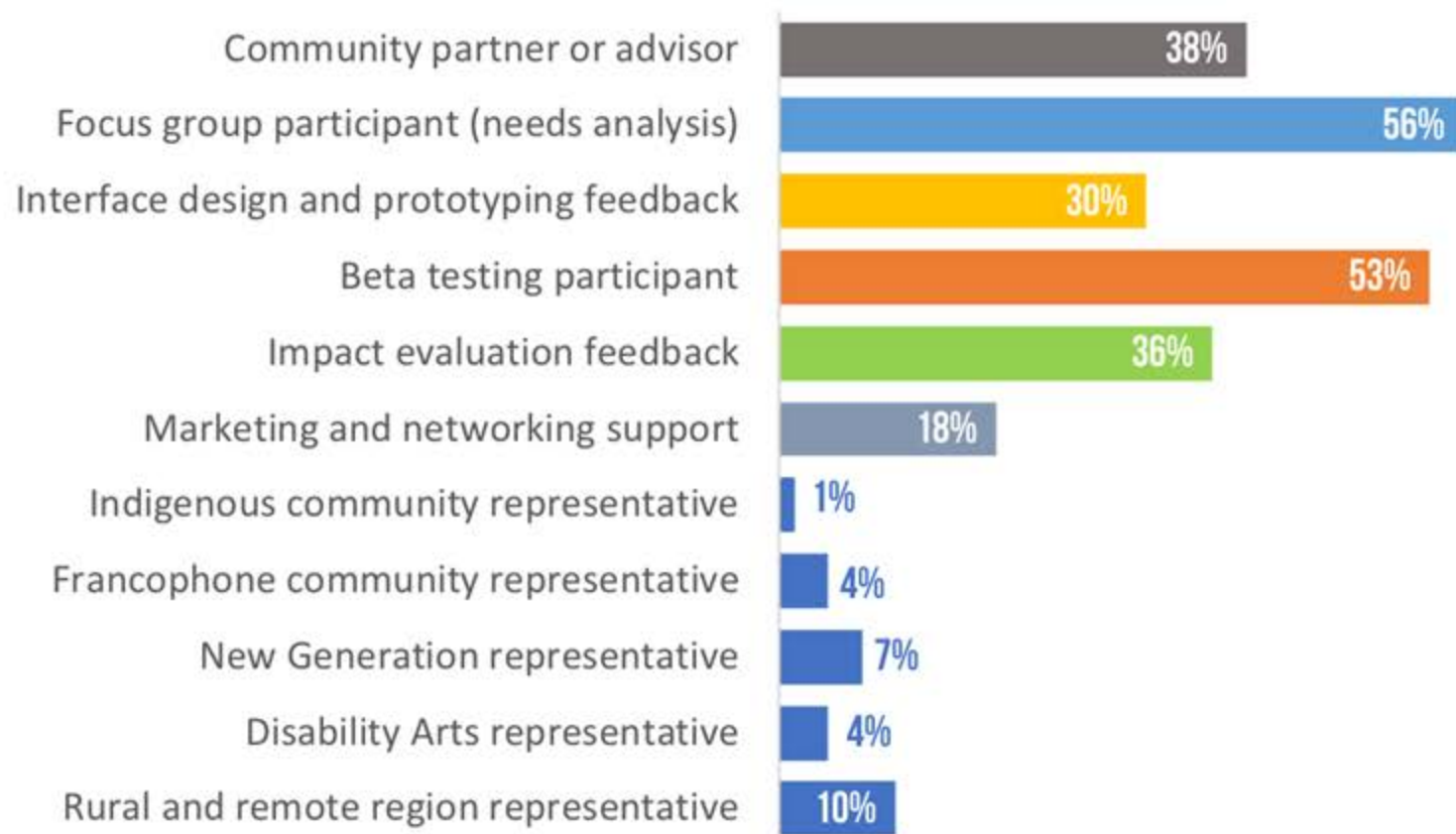
MARKET RESEARCH

If a robust open source solution for managing the arts was available, would you:



MARKET RESEARCH

Interest in supporting the development of open source arts management software by becoming:



MARKET RESEARCH

Projected Membership Revenues (MVP 1)

TOTAL

6.0 % of 14,450 arts and culture non-profits

Less than \$30,000 annual revenue

\$30,000 to \$99,999 annual revenue

\$100,000 to \$249,999 annual revenue

\$250,000 to \$499,999 annual revenue

\$500,000 or more annual revenue

0.525% of 136,700 professional artists

0.525% of 82,920 pre-professional students

0.26% of 189,600 non-professional artist graduates

Members	\$ ea/mo	\$ ea/yr	\$ Total
2,500			\$969,984
865			707,958
476	51.75	621	295,596
165	64.50	774	127,710
118	91.00	1,092	128,856
47	103.00	1,236	58,092
59	138.00	1,656	97,704
709	18.50	222	157,398
432	12.75	153	66,096
494	6.50	78	38,532

Expenses

64% IT fees + infrastructure

31% Administration fees + expenses

5% Marketing fees + expenses

ROADMAP

Quick-win prototyping Apr 2019 to Sep 2020

Phase 1+2

- Project + financial management
- Business intelligence analytics
- Promote literacy + efficiency in advocacy, admin + impact practices in performing, visual, disability arts

Phase 3+4

- Constituency relationship management
- Project + financial management + BI (advanced)
- Strengthen connections with and revenues from audiences
- Expand reach to media, community-engaged, Indigenous arts, heritage

Phase 5+6

- Asset + team collaboration management
- Constituency relationship management (advanced)
- Deepen and streamline broad access to arts content
- Expand reach to literary, multi/integrated, Francophone arts, tourism, larger organizations

Fundraising Goal: \$1.5 to \$3 million per phase

ROADMAP (Phase 1+2)

Project + financial management

People Works Actions Budgets Plan vs Actual

Business intelligence

Accuracy Completeness Interoperability Compatibility Automation

Insight vs accountability Customization Visualization Benchmarking

Quantitative Qualitative - Experimental Open linked public data

Streams

Structural Technical Engagement Innovation

ENGAGEMENT (Phase 1: Apr to Dec 2019)

Focus groups (Jun to Nov)

GTHA + online

Public consultations (Sep/Oct)

Sudbury

Ottawa

London

Toronto

Livestreaming online

Survey (Sep to Oct)

Canada-wide

Alpha testing (Nov to Dec)

GTHA + online

PARTNERS



Creative



Technology



Coaches



Creative Users Projects.

Facilitators



Beta Testers

WorkInCulture

Advisors



Conseil des ressources humaines du secteur culturel

Cultural Human Resources Council



toronto alliance for the performing arts



Professional Association of Canadian Theatres

DANCEONTARIO

CultureCounts

Stocksy

the audience agency

FUNDERS



Canada Council for the Arts

Conseil des arts du Canada

Canada

agiloarts

arts united



Thank you!

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