

Lean canvas for artist

Business modeling for artists and
creative freelancers

Why a business model and not a plan

A business plan is a good way to convince investors and bankers to invest their money into your business. Investors are looking for ROI, return on investment, so they want to see their money grow, scale.

For artists, freelancers this is not always the case. Therefore a business model suits better. This is a dynamic, iterative model which grows with you.

It is an one page overview where you stand with your professional practice.

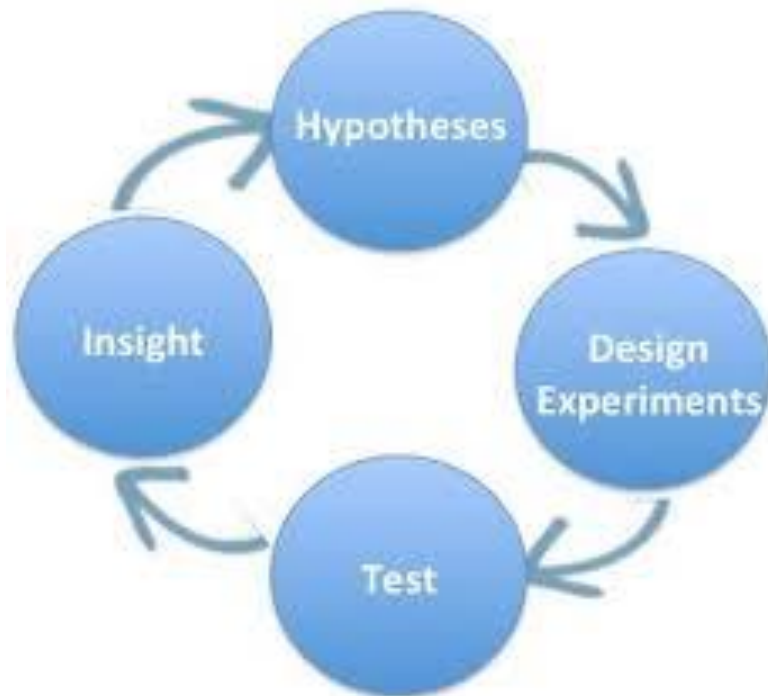
It consists of 7 elements which forms a strong base, in fact a house in which you can do your work where you are good in at.

Principels

1. Build - measure -learn (Learning cycles)
2. Effectuation instead of linear thinking
3. From the inside out (Creating instead of reacting)
4. Better learn a bird to fly better than train him to walk better
5. It is all already in you
6. Agile - lean working process
7. Experimenting - testing
8. Get out of the building
9. Be yourself and enjoy

Build Measure Learn

- Test your ideas, assumptions by doing experiments, research, or interviews.
- In this way you validate your assumptions
- The results is Pivot or Persevere.



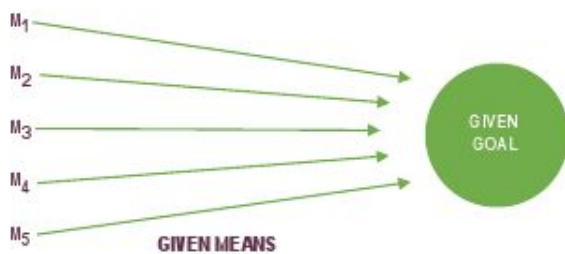
Effectuation

CAUSAL vs. EFFECTUAL REASONING

Managerial Thinking (Causal)

Distinguishing Characteristic

Selecting between given means to achieve a pre-determined goal



Entrepreneurial Thinking (Effectual)

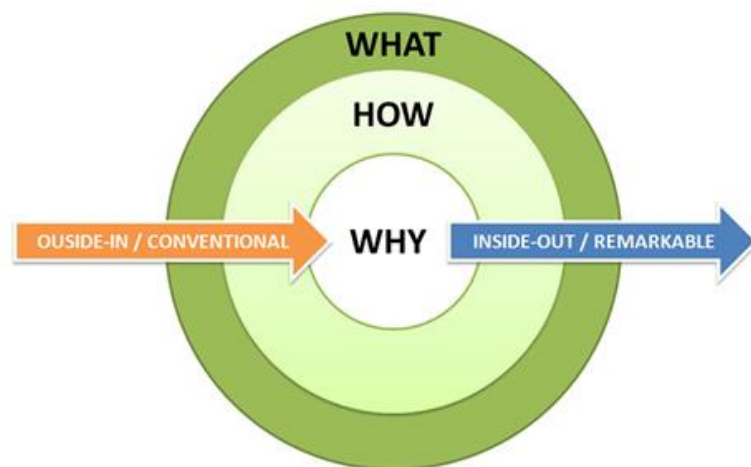
Distinguishing Characteristic

Imagining a possible new end using a given set of means



From the inside out

Instead of reacting to circumstances you create your circumstances!



The model

A tool is just a tool It is dynamic, not static

It simplifies the reality

It visualizes your growth

Its is ieterative



Having

Results

What

Communicate /
action

Doing

Engaging

How

Facets of Artishoods

Guides

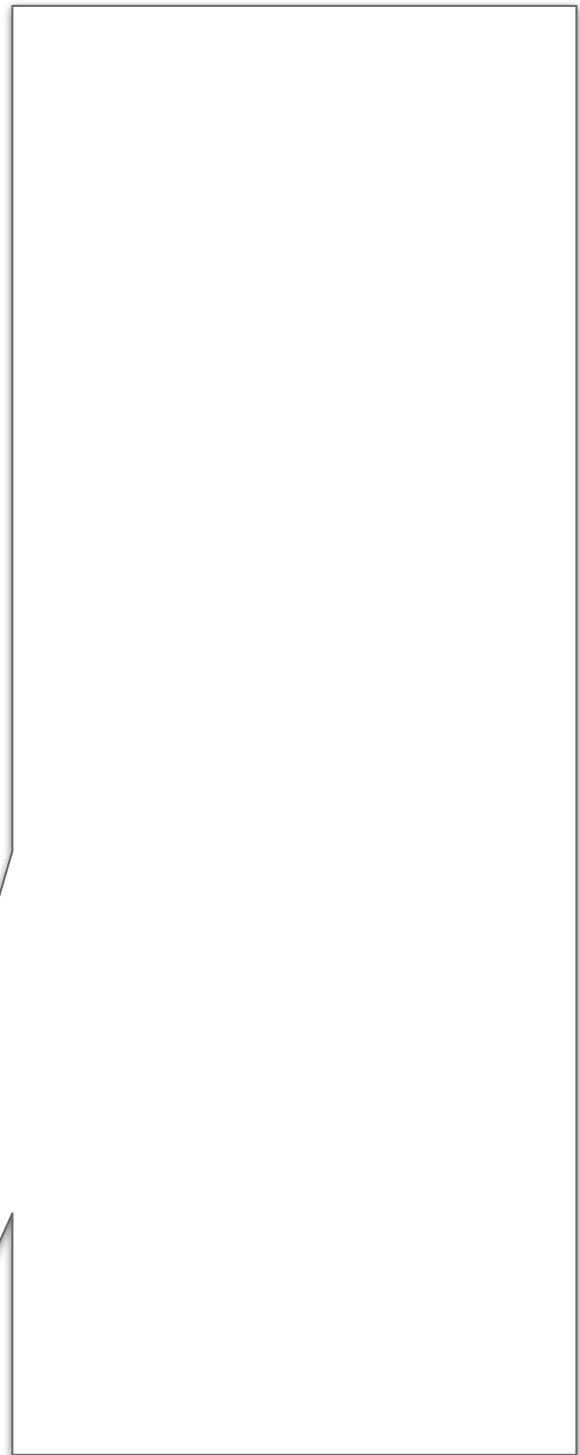
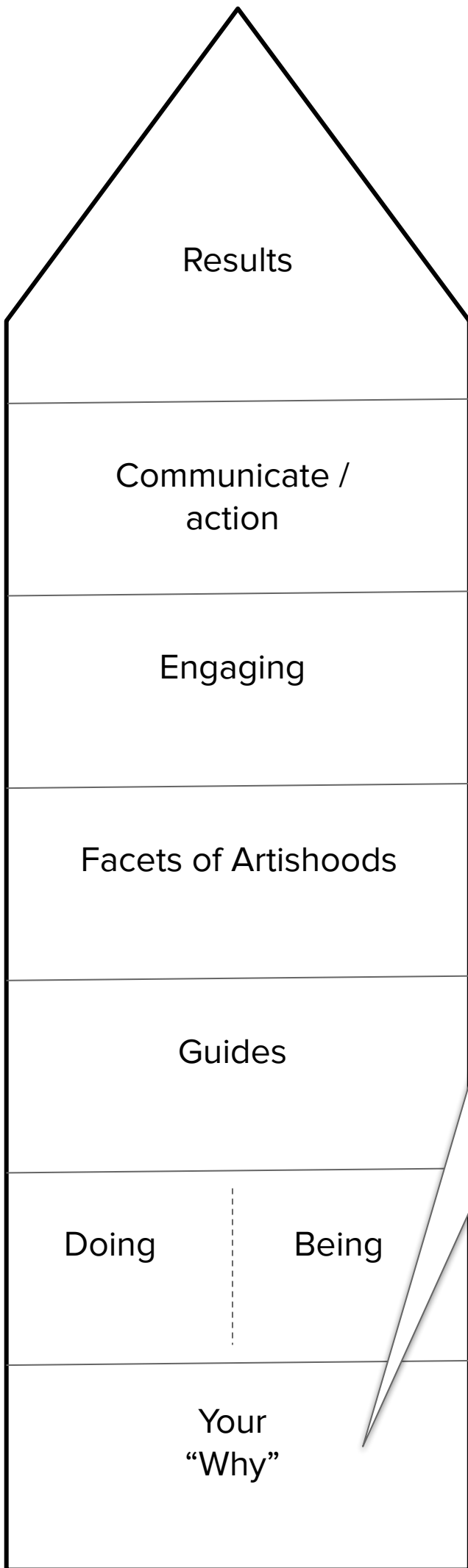
Being

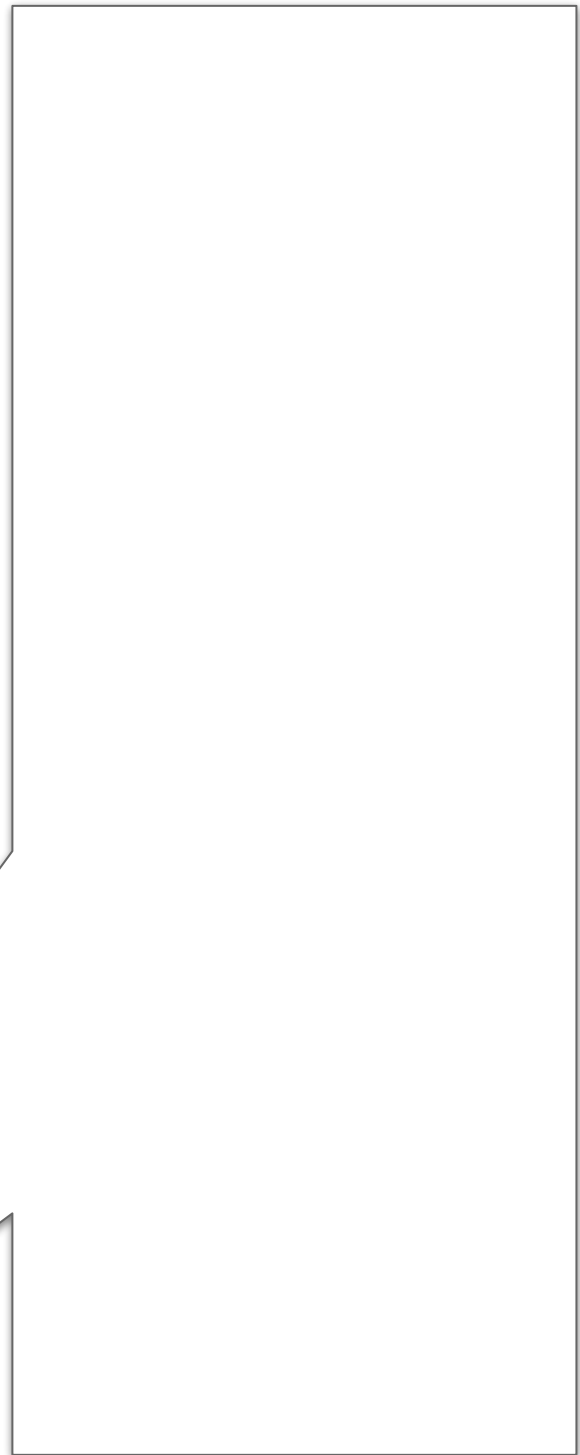
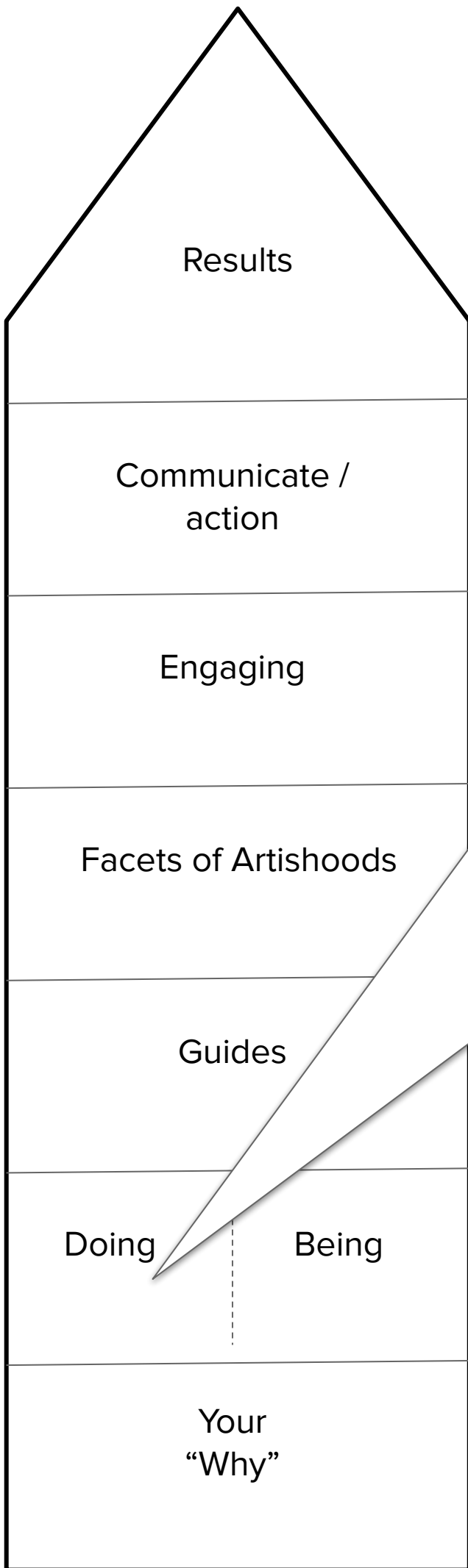
Doing

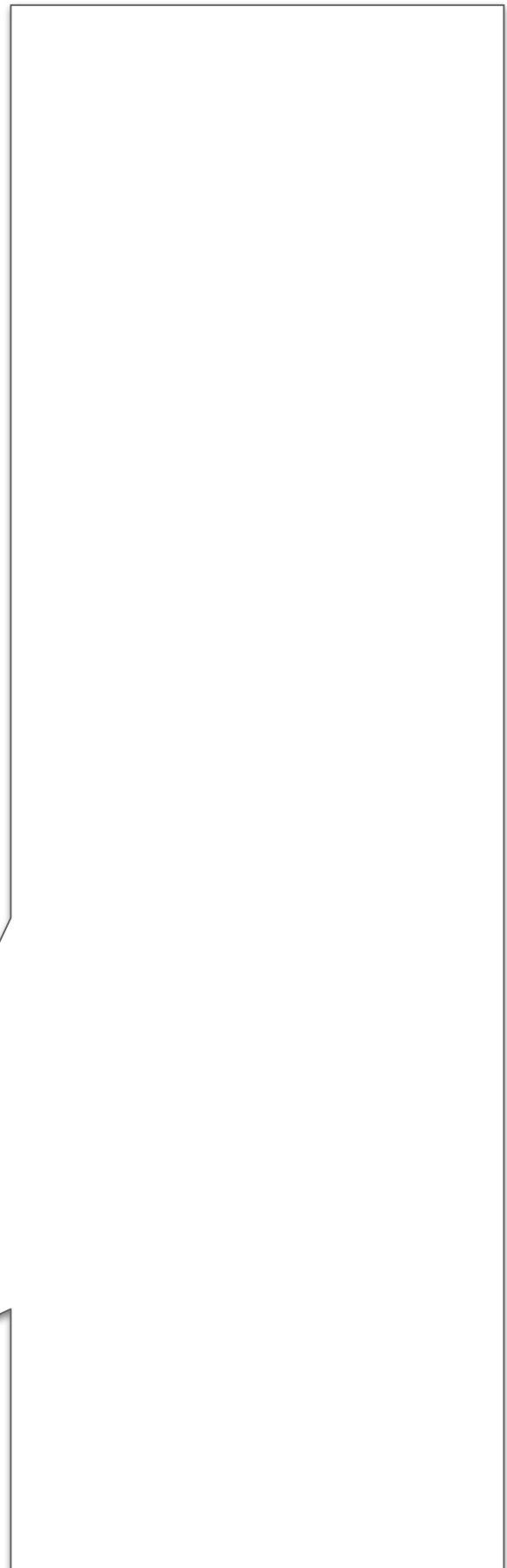
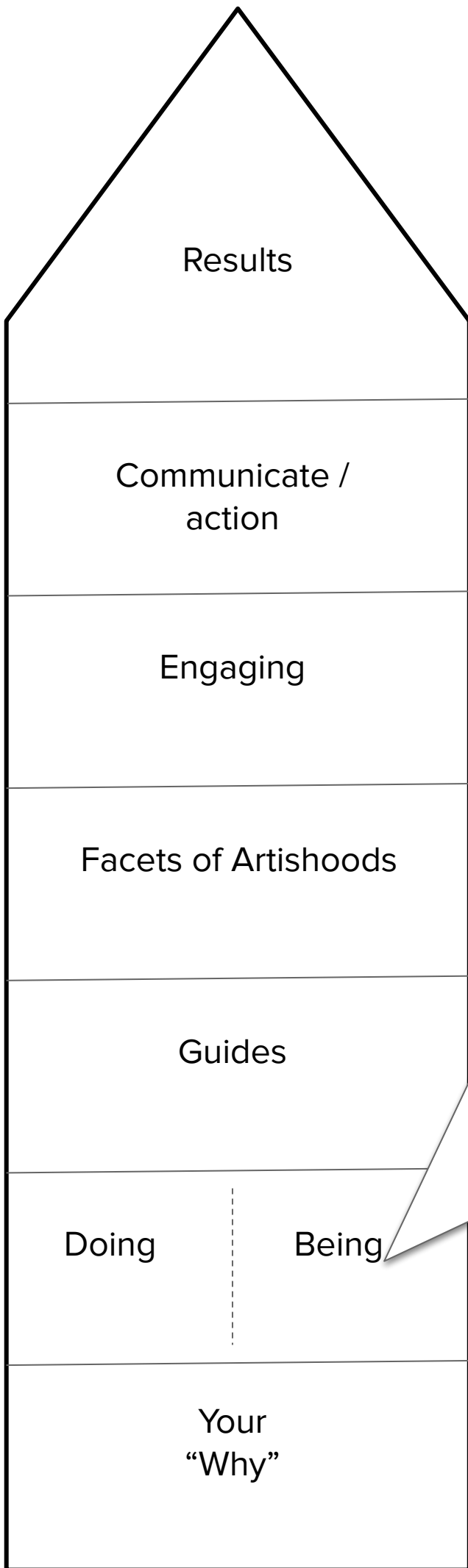
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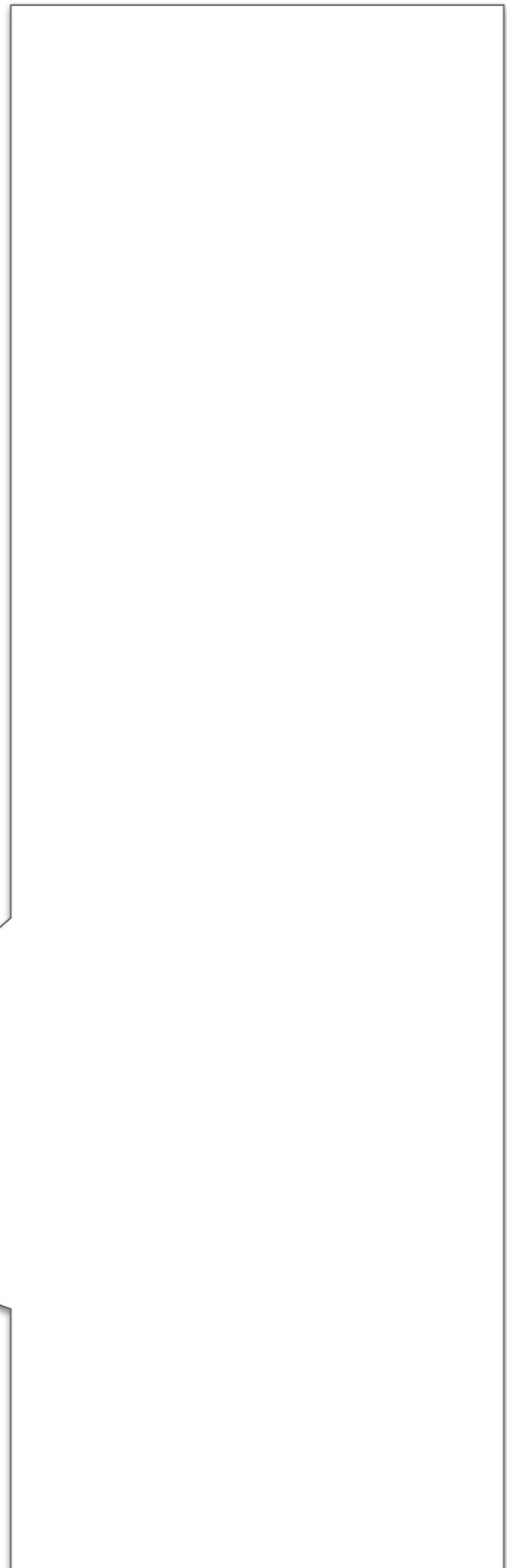
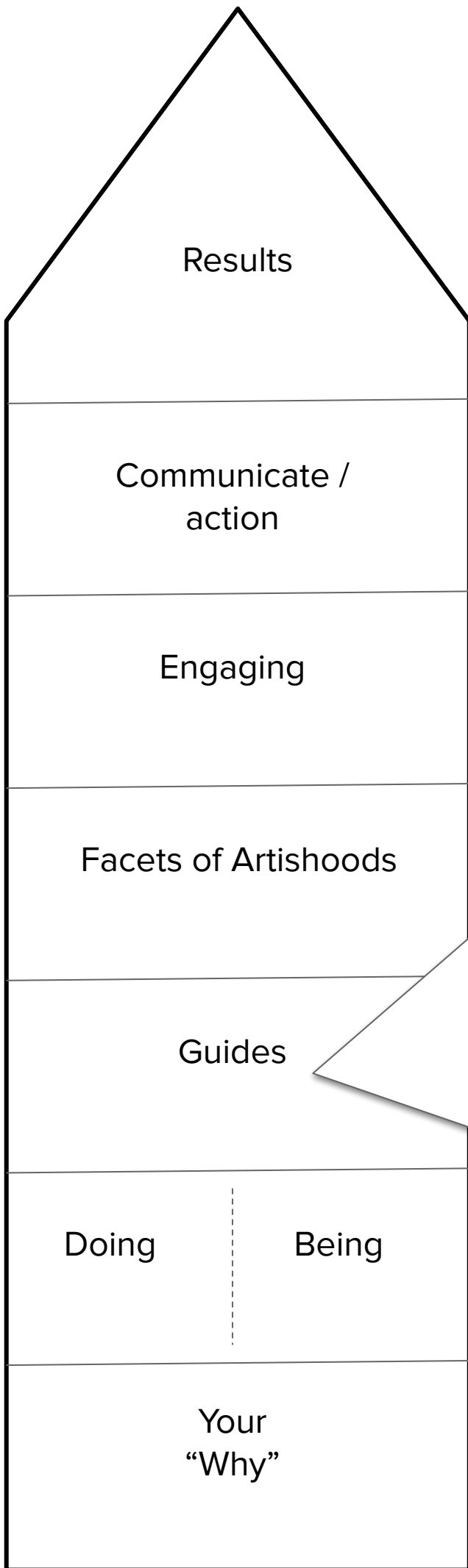
Why

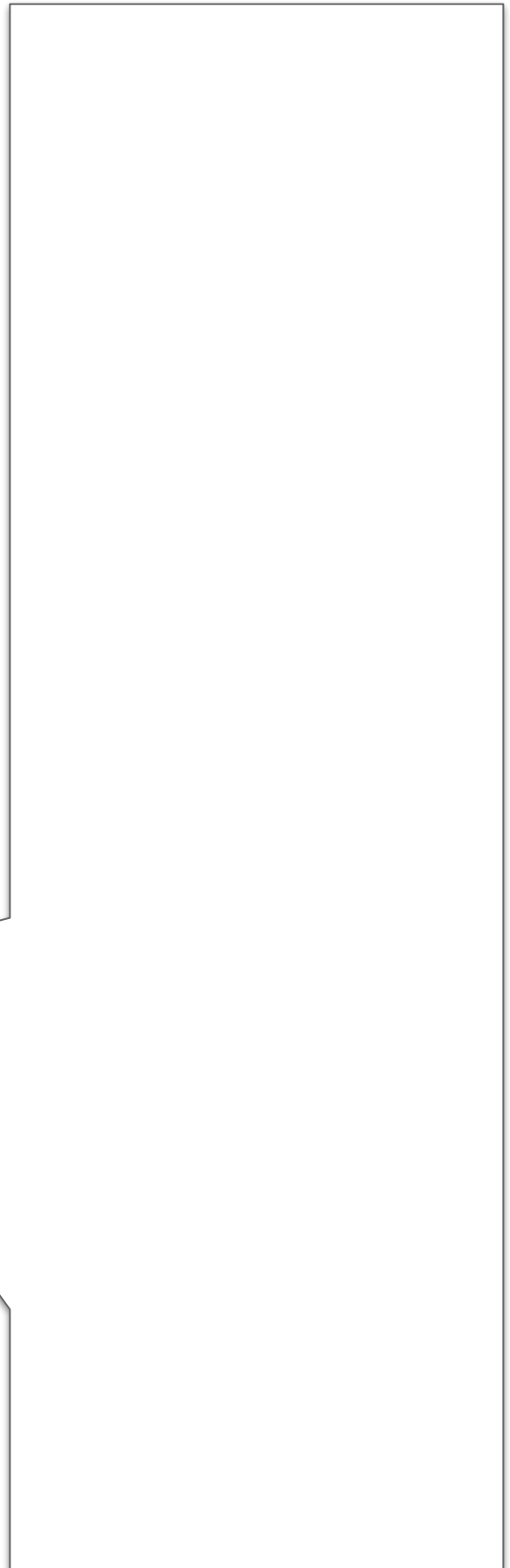
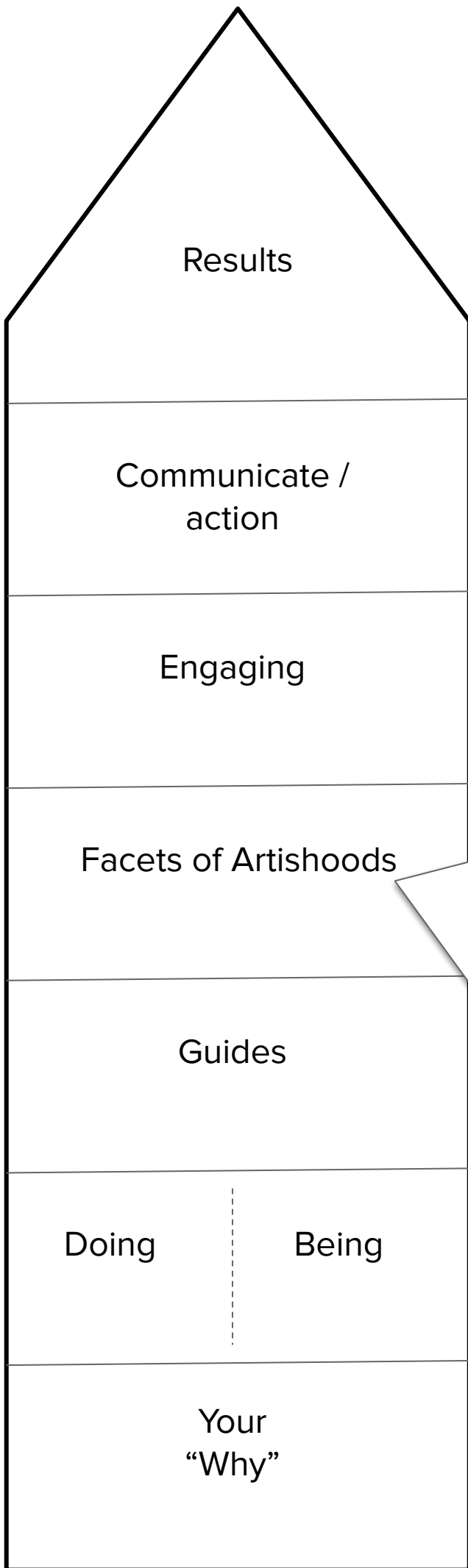
Your
"Why"

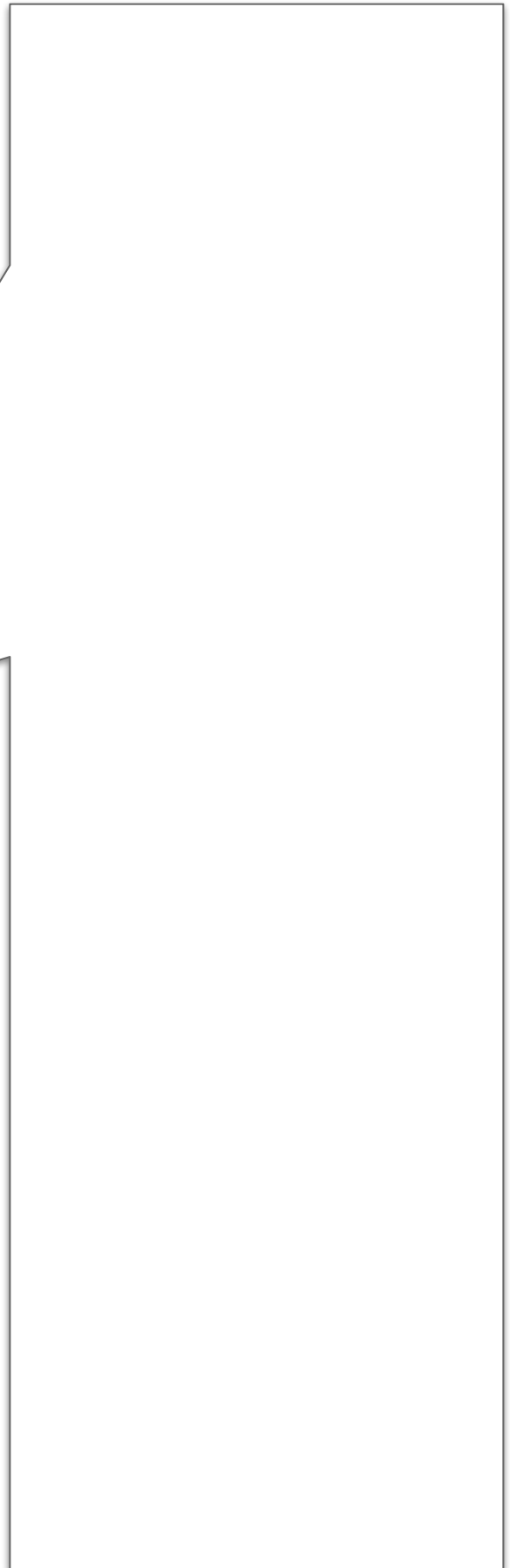
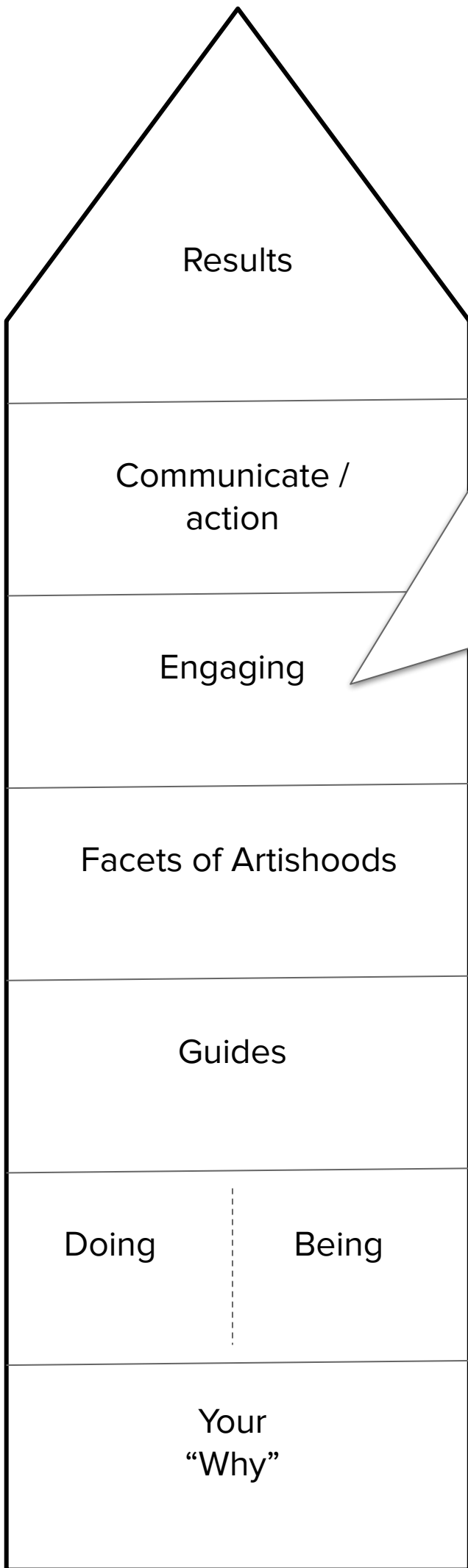


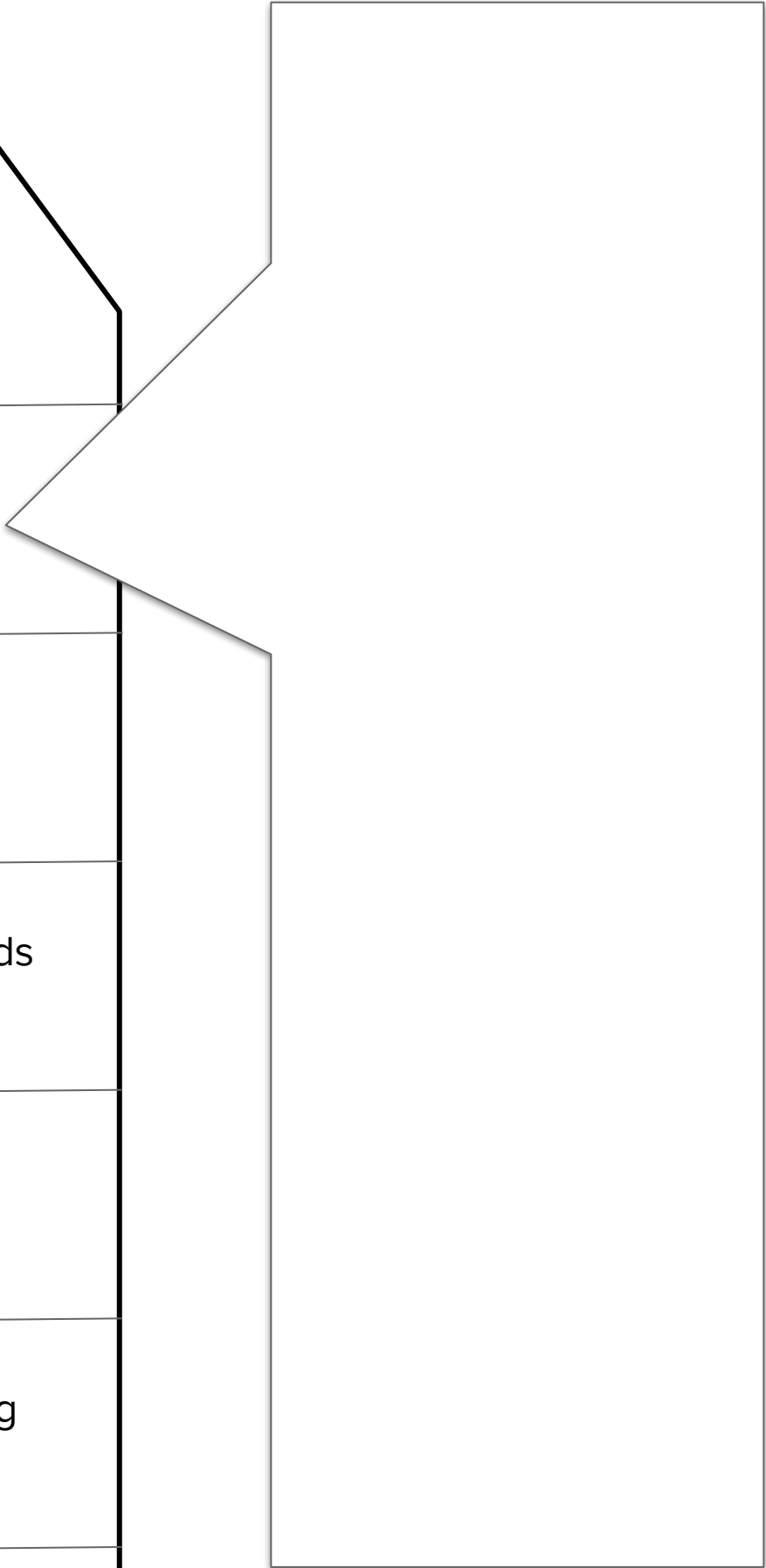
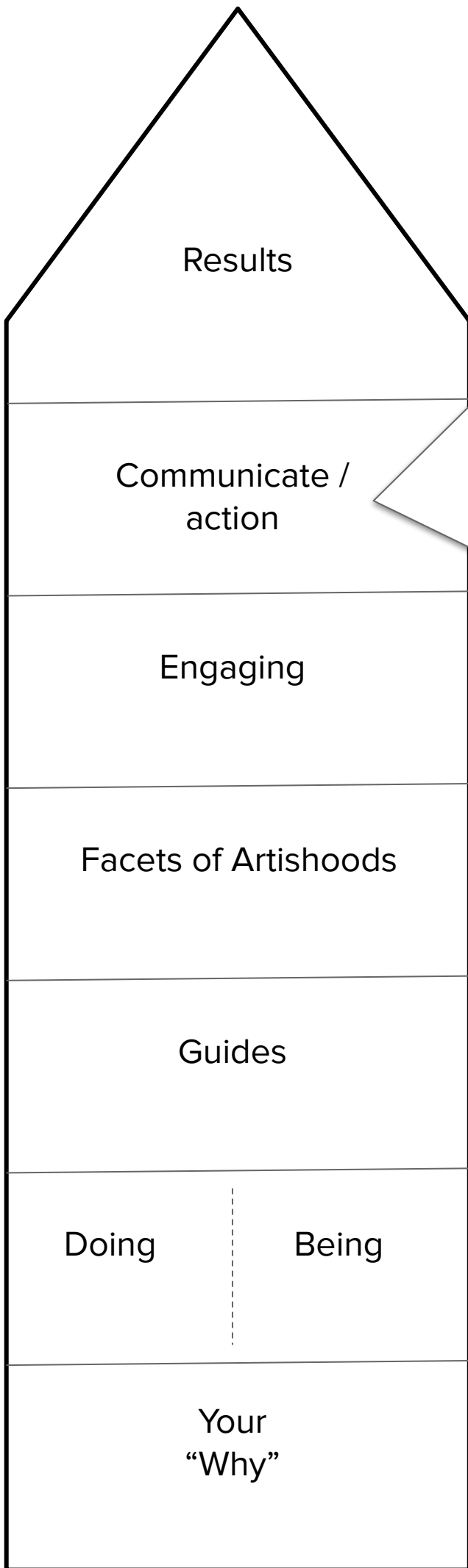


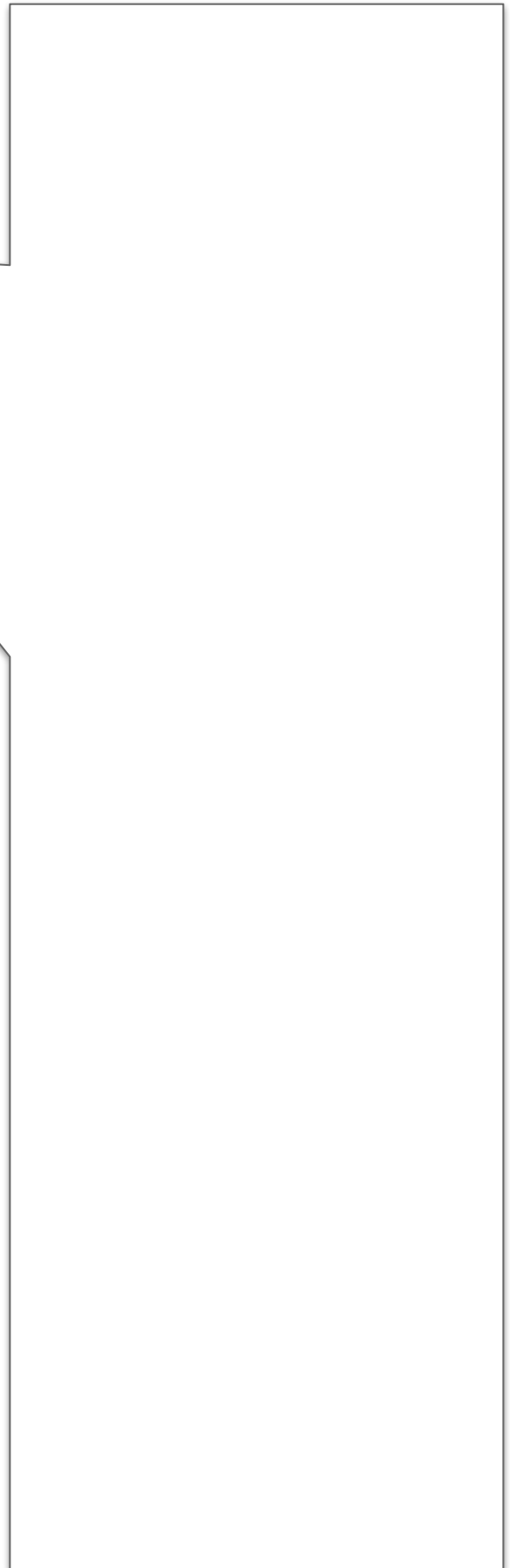
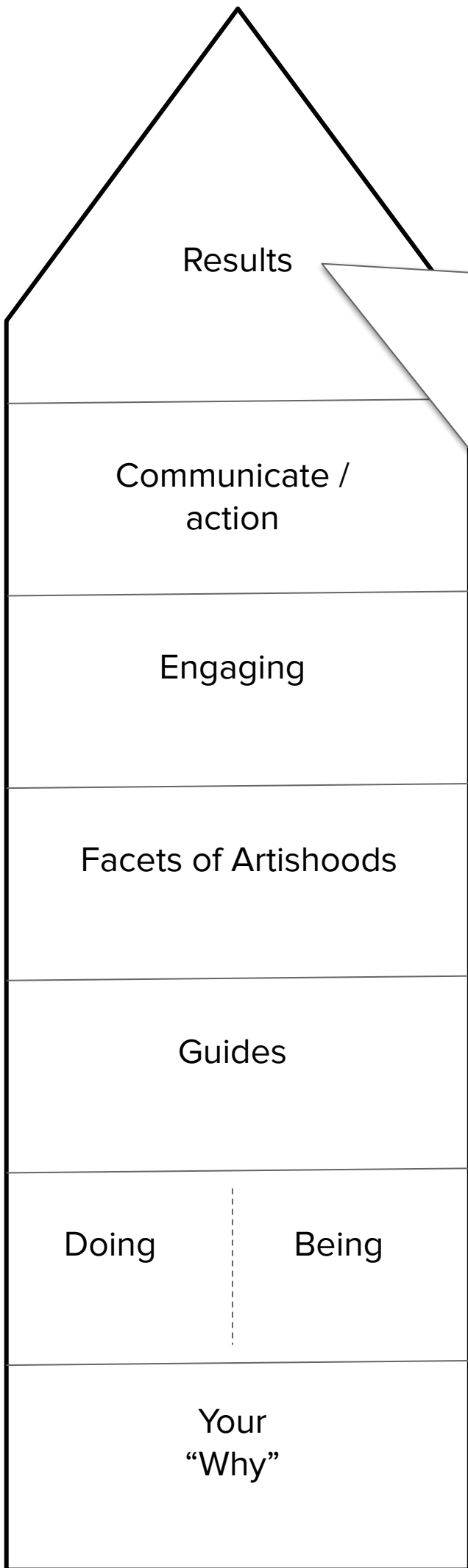


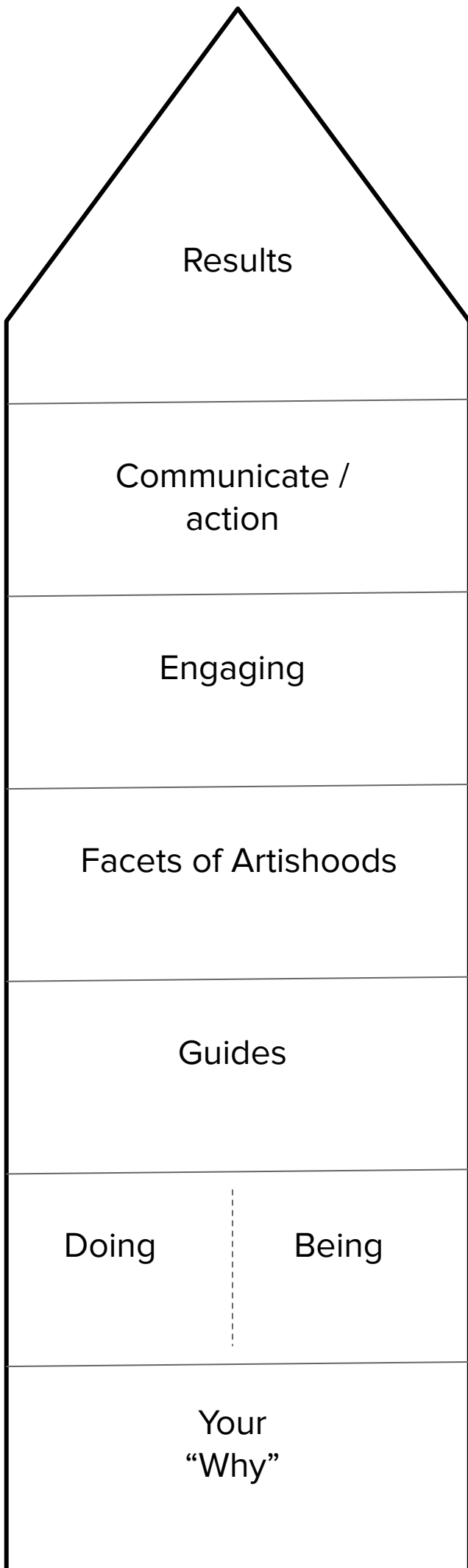












Feedbackloops/learning loops

The results gives you feedback on different levels

About your Communication

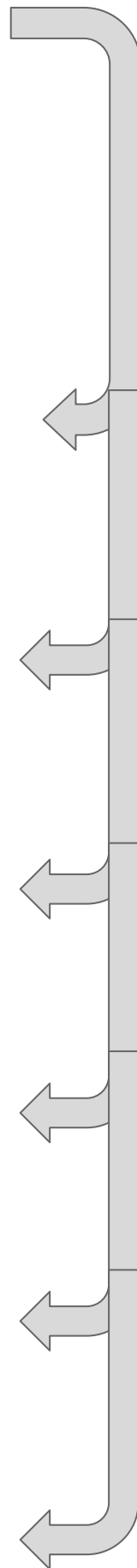
About your engaging

About your facets of artisthoods

About your guides

About your Doing and Being

About your Why



**Costs
stream**

**revenue
stream**

