Crisis Strategy

What is the general strategy you will take to meet the Goals in Box 2?



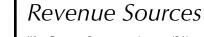
Art Product / Value Proposition

 $\underline{\text{Precisely}} \text{ identify the A(a)rt Venture, Product or Service.} \\ \text{Is this a For- or Non-Profit Venture?} \\$

What aesthetic, educational or other value does the A(a)rt product or service provide to A(a)rt consumers?



Value: A better than average DJ from NC. Does shows for fans who are mentally & physically challenged.



What Revenue Sources are impacted? How are they impacted?
List amount of Assets, Liabilities and Cash on hand.

Types

Direct Sales
Social Media
Marketing
F2F Engagement
Grants
Contracts

Sources impacted: Six
house DJ contracts. SM
ad and other SM revenue
are basically steady

Liabilities: \$2,035/m

Assets: 2 CDJs, Mixer, Computer, headphones, Controller = \$5,780, a

decent SM following.

Cash on hand: >\$1,000 - savings

Market / Audience Reaction

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What is the initial Market / Audience reaction to the crisis? Is it expected to return in the short, medium or long term?

Exampl

Changes in Purchasing or Engagement Contract Cancellation Abandonment

All the venues are closed, so no live shows. About half of SM followers are attending online shows.

Strategic Activities

Crisis Response Goal

Action

What specific Goals & Actions are required to implement the Crisis Strategy in Box 10?



Crisis

What type of crisis is this?

Types

Conomy-based Market-based Non-Profit Funding Revenue Stream Loss Other

COVID - 19

Existing Infrastructure

What kind of business infrastructure exists presently or is required? How is it impacted?

Examples Studio Space

Studio Space Brick & Mortar Equipment Partnerships Relationships Employees

> A car for traveling to shows. DJ rig. Heavy social media presence.

Initial Response

What has been the business' Initial Response? Is it meeting the venture's goals during the crisis?

Example

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Reducing Prices Special Offers Additional Value Offerings Communication Changes

Just doing virtual house shows like everyone else.

Goals

What are the "big picture" goals of the venture during the crisis?

Examples

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Survival
Opportunity
Lowering Costs
Increasing Sales
New Product Introduction

To make DJ-ing a full time job.

Key Partners / Suppliers

Who are the Key Partners or Suppliers and what resources do you acquire from them?

Examples Managers

Venues Booking Agents Personal Network Production Teams Designers Raw Materials

Ableton - Software Apple - Computer Venues in 3 cities

Competitor Response

What has been your Competitor's' Initial Response? Does it appear effective?



Reducing Prices Special Offers Additional Value Offerings

Live streaming house shows. It seems effective for some of the better-know DJs. Not sure if they're making any \$ doing it that way but it's marketing...?

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