

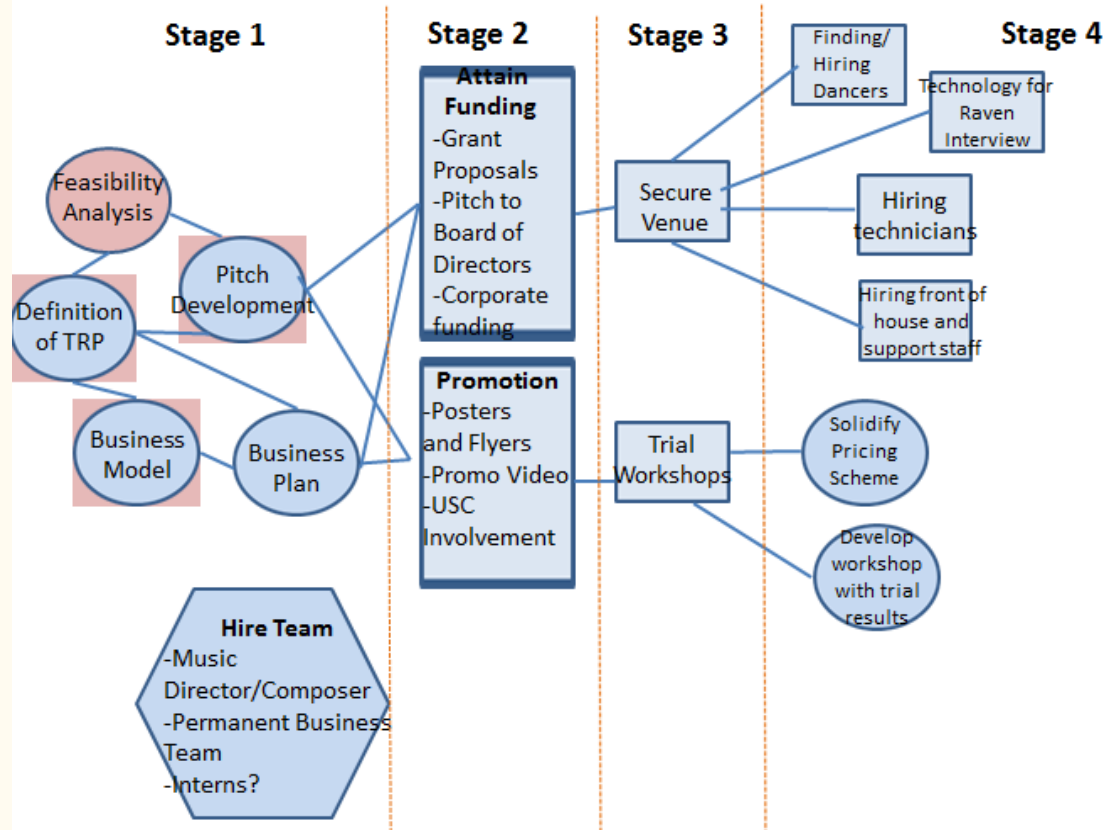
The Raven Project

Jhe Russell

Ebonie Jones, Francine Tamakloe, Brooks Fisher, Alex Nicholson, and Rachael Brewer

Project Phases

The Raven Project: Short Term Process Flowchart



Definition

- Educational campaign
- “Celebrating the light from within humanity through ballet and education while making the learning process a fun and creative experience”
- Consists of:
 - “Birds of Light”
 - “Angles in Motion”
 - Empowering the minds of young adults using the power of the body to strengthen problem solving skills
 - Interview via Skype with Raven Wilkinson



Development

- Business Model Canvas Exercise
- Focus on Value Proposition
- Played key role in development of phases for the project
- Feasibility Analysis

The screenshot displays the 'The Business Model Canvas' tool interface. At the top, there are fields for 'Designed for', 'Designed by', 'Date', and 'Version'. The main canvas is divided into nine sections: Key Partners, Key Activities, Value Propositions, Customer Relationships, Customer Segments, Key Resources, Channels, Cost Structure, and Revenue Streams. Each section contains a brief description and a list of items. The 'Value Propositions' section is highlighted with a checkmark icon. At the bottom, there are logos for 'The Business Model Canvas' and 'Strategyzer'.

Promotion

- Secured artists to create promotional materials
 - Flyer
 - Video - Auburn Wideman
- Facebook Page
 - Coached on campaign design
 - SEO & Customer Engagement
- News Story
 - USC Journalism Student covers “The Raven Project”



Budget

- Target set for \$15,000 to fund the project
- Essential costs include:
 - Koger center rental
 - Marketing
 - Staging the performance
- Key factor: Jhe's ability to replace paid work for free work
 - Free music composition
 - Free videography works
- Profit estimation is dependent on ticket sales



Projected Income

7.1 Projected Income 16,000 - 31,000

Ticket Sales 15,000 - 30,000

(1000 - 2000 tickets at \$15)

Workshop Sales 1,000

(50 attendants at \$20)

Projected Expenses

<i>7.2 Projected Costs</i>	15,000
Koger Rent	1,700
Other Koger Costs	2,000
Marketing and Promotion	2,500
Costumes and Props	800
Music Composition	0
Promo Pitch Shoot	0
Stage Videography	0
Stagehand Labor	500
Dance Labor	2,500
Choreography by Jhe	5,000

Funding



Establish the Minimum Viable Product (MVP)

- “Pitch Perfect”
 - Present to Board of SESB for \$5,000
 - Business Storytelling
- Starting small: Crowd Funding
 - GoFundMe Campaign

Southeastern School of Ballet offers to assume responsibility of raising all 15K!

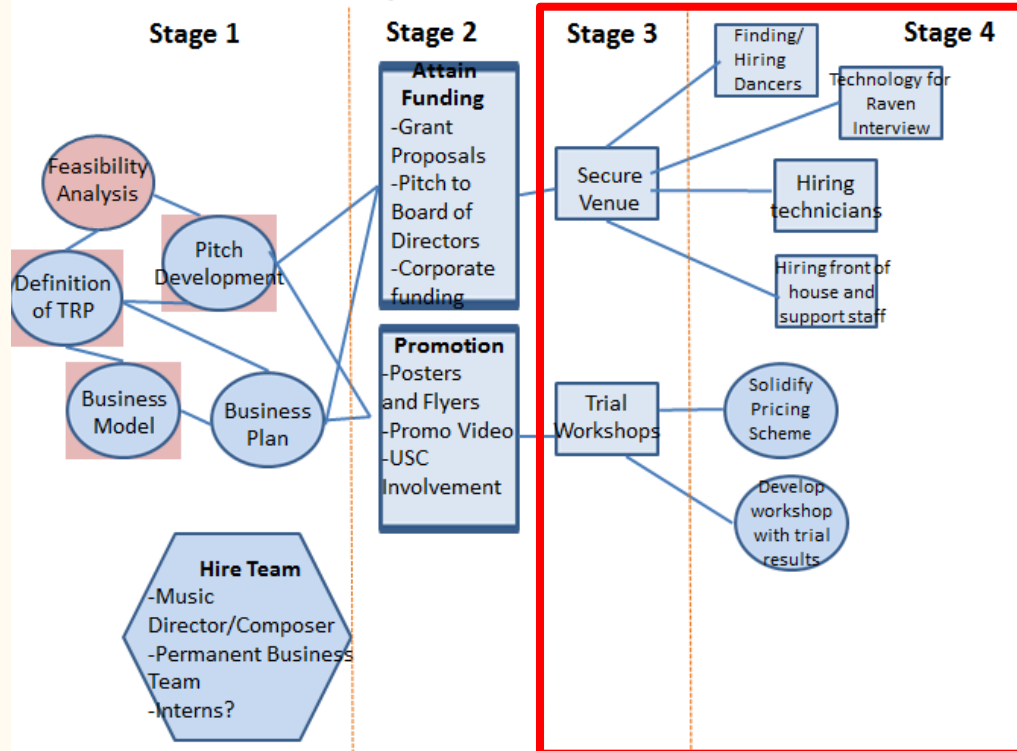
Trial Workshops

- Southeastern School of Ballet
 - Reactions to explanation of purpose of workshop
 - Ballet school as a location for workshop
 - Adults' reactions vs. children's reactions
- Transitions Homeless Shelter



Next Steps

The Raven Project: Short Term Process Flowchart



Future Outlook

- Expansion of event outside of Columbia
 - Creation of touring company
- Additional workshops within event
- Education of other dance professionals to teach The Raven Project
- Addition of The Raven Project material to learning curriculum



Recommendations

- Formation of an event planning team
 - Possible internship opportunity
- Additional trial runs
 - Different age groups
 - Other locations around Columbia
 - Receiving feedback
- Legal protection
 - Copyright



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