

ART OF MIND



ENTERTISE PLAN

INTRODUCING, ART OF MIND

Our years at university are meant to be some of the most pivotal years of our lives, if not the most pivotal. A time in our lives where we meet new people, learn, evolve, and build bridges, all in preparation for the journey embarked on afterwards. However for some, university can come to be an incredibly isolating and mentally straining time.

Art of Mind is a Paint and Sip business that will aid in tackling and combating these challenges through the beauty and serendipitous nature that can be cultivated through art. We open our safe space to students from all walks of life that struggle with loneliness, depression, anxiety alongside those who face community exclusion.



100% of students have
experienced loneliness,
anxiety or depression
throughout their years
at university.



All universities across the  UK are extremely vocal about enhancing ones university experience by meeting new people through participating in freshers' week activities, joining societies, and attending faculty activities.

So why are the statistics saying otherwise?

THE PROBLEM

One in every five students in years two and three in the United Kingdom say they don't have a 'real friend' at university, according to a survey of more than 12,000 students nationally.

According to a survey we conducted ourselves however, 100% answered yes to our first question, 'Have you ever experienced loneliness, sadness or depression during your university experience?', all while 75% answered yes when asked if their university experience has been an isolating one. Alongside these responses, 55% said no and 40% with sometimes when asked if they feel supported by their university in regards to their mental health challenges, leaving only 5% of students answering with certainty.

THE SOLUTION

Art of Mind, a student-led paint and sip workshop held on a university's art campus with different monthly themes where students are able to network, socialise, drink, and create art.

Is the skill to be able to paint required? Absolutely not.

Will we offer that guidance if you need it? Yes, one of our co-founders will use her expertise and previous teaching experience to guide you with each brush stroke.

Will we provide a safe space in order for our customers to have a rewarding and comforting experience? Absolutely.

We believe that art and community contribute enormously to aiding in mental health challenges. Our aim with Art of Mind is to build a community in order to aid in a very complex issue that universities themselves, under the law of 'Duty of Care' are also currently trying their best to suffice, especially given rise of mental health challenges towards students over the course of the pandemic. What sets us apart is the fact that our workshops are designed by students for students.

Making art is
proven to
decrease ones
levels of anxiety
by 71% 

Almost 63% of students indicated that their well-being and mental health had worsened since the start of the Autumn term of 2020.



OUR CUSTOMERS



- Gen Z and Millennial Kingston University students

Art of Mind is a safe space for all students who want to use our workshops as an asset to create and build connections. We stand with the aim to provide a safe space especially for the students that face inner and outer challenges throughout their university experience. We cater to the collective fear students have about missing out on the full university experience as well as those of us that are unable to access mental health resources.

With our workshops, we want to shed a little bit of light and blossom into a close-knit community.



An insight we found whilst researching the paint and sip market is the specific need of experience from the customers. Especially an experience that has something to offer more than material goods. Gen Z and Millennials are valuing emotional value and social value more so than ever over material value.

They enjoy the transactional process received from attending events that provide them a space to meet and connect with new people, whilst providing them a space to have fun, create memories and have something to show for the various social media channels they use. More and more people are valuing the 'experience' and that's exactly what the sip and paint industry offers, a product *and* an experience.

Over the past five years, the paint and sip business has steadily increased year by year to an annual amount of 115.2 million. 

According to a study done by the San Francisco State University, people who spend money on experiences were more likely to be happier than people who spend their money on material goods. "Study 1b demonstrated that people enjoy greater well-being from life experiences and consider them to be a better use of money."

We backed up this statement with a survey done on our Instagram targetting people aged between 19- 28. We asked, "Would you rather spend your money on experiences or material goods?" 15 out of 17 people voted for experiences. This research shows that the rise of the experience economy is booming and Millennials and Gen Z are at the centre of it.

Arguably, the simple reason for this is because it simply makes them happier. According to research conducted by Cornell University into the trends of happiness they found that material goods don't provide sustained happiness. According to Dr Gilovich "Our experiences are a bigger part of ourselves than our material goods. You can really like your material stuff. You can even think that part of your identity is connected to those things, but nonetheless, they remain separate from you. In contrast, your experiences really are part of you. We are the sum of total of our experiences."

These studies reflect cultural trends in which people and specifically Millennials are valuing experiences over material goods which takes us to the needs of our customers. Although statistics were high before the COVID-19 pandemic, more than ever, a lot of students have struggled to make friends and connect at university.

This drives the need of our business, and the market we appeal to. According to the Mental health Foundation website, "engaging in arts, social activities and interaction within our communities can help with major challenges such as ageing and loneliness. It can help to boost confidence and make us feel more engaged and resilient. Besides these benefits, art engagement also alleviates anxiety, depression and stress."

According to a study conducted by Deloitte, analysts noted that "younger generations are putting their money where their mouths are when it comes to supporting businesses that make a positive impact on society."

Flair insights stated that, "The global Mental Health market gathered revenue around USD 383.37 million in 2020 and market is set to grow USD 520.97 million by the end of 2027" and according to the MBS group "The global wellness industry is worth \$4.2 trillion".

This all ties into the idea that Gen Z and Millennials want empowering themes reflected in their purchase choices, they want experiences that provide them with emotional and social value and that if the two are combined in one place, the results are limitless.

In regard to our competitor research, there has only been one paint and sip event that we discovered in the university community at Durham University. We found that it was a free society that had no similarity in regard to our business ethos other than the basics of painting and sipping. That provides us with that hypothesis that we can go out into the market and become leaders in claiming space and creating a community that's first of its kind.

ANALYZING  OUR MARKET

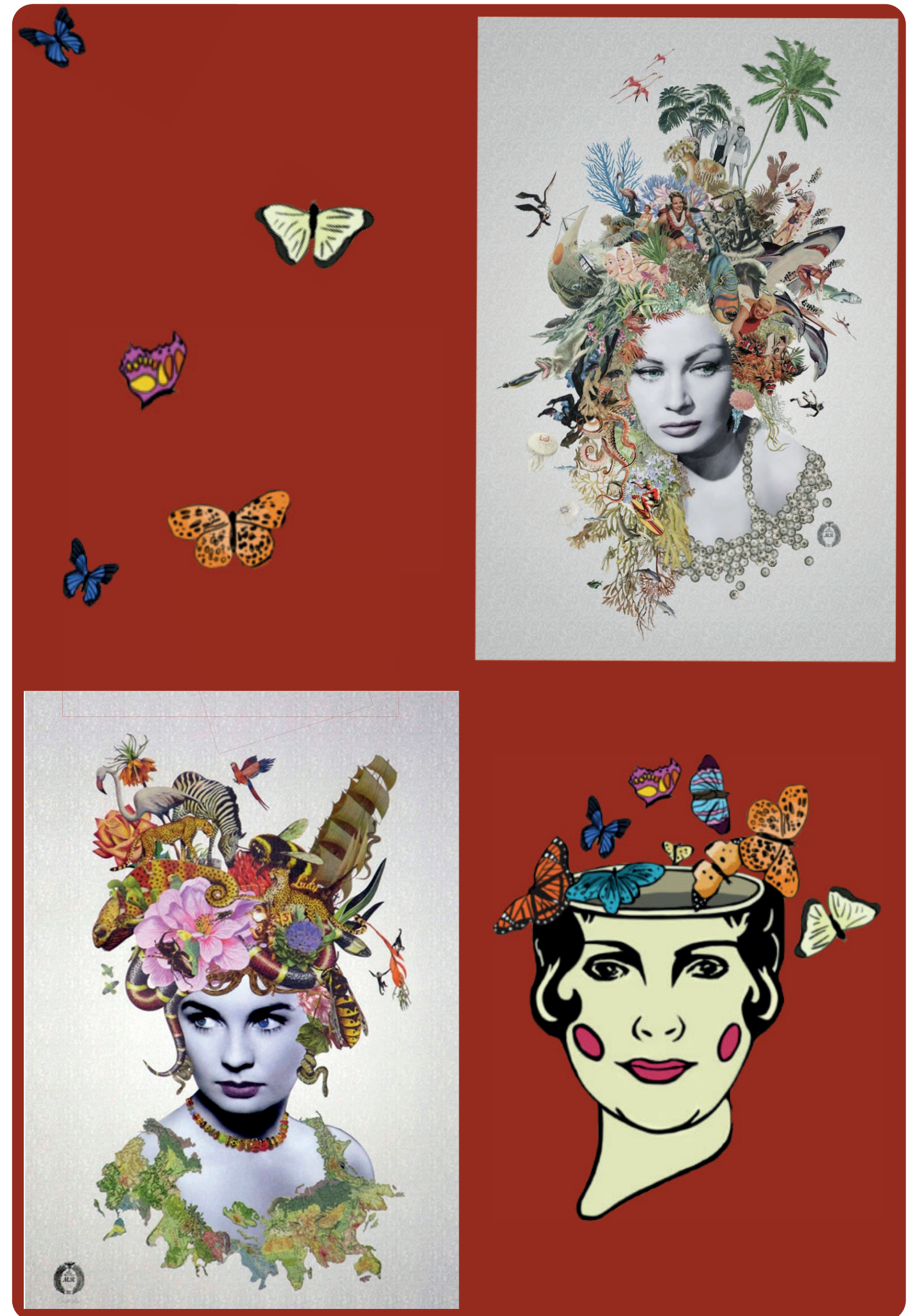
BRAND IDENTITY

Art of Mind, just like our ethos, is a simple yet effective name for our business. It relates to the way in which our neural networks react when creating art.



For our visual identity, we wanted to be bold, charismatic and expressive. Our main inspiration for our art style were television shows Enola Holmes' and The Great. Alongside these influences, we looked at the way collage artist Maria Wains use of traditional victorian collage style. This collage style is personal as it's always unique, we thought this would help effortlessly exemplify who a person is in an artistic way.

As we focus a lot on aiding in issues that are quite dark, our use of a variety of colours helps paint a more positive light on these issues. Using the butterflies coming out of a head imagery helps make the expression of our mental health struggles symbolic in a beautiful yet cathartic way that both generalises and differentiates the broad range of mental health.



MARKETING & ADVERTISING



Word of mouth marketing

- Handing out flyers around all university campuses and engaging with students about our business and its goals
- Going around campus, finding students who allow us to take their photo, vectorizing it in relation to our business' identity and using it on Instagram for promotional purposes.

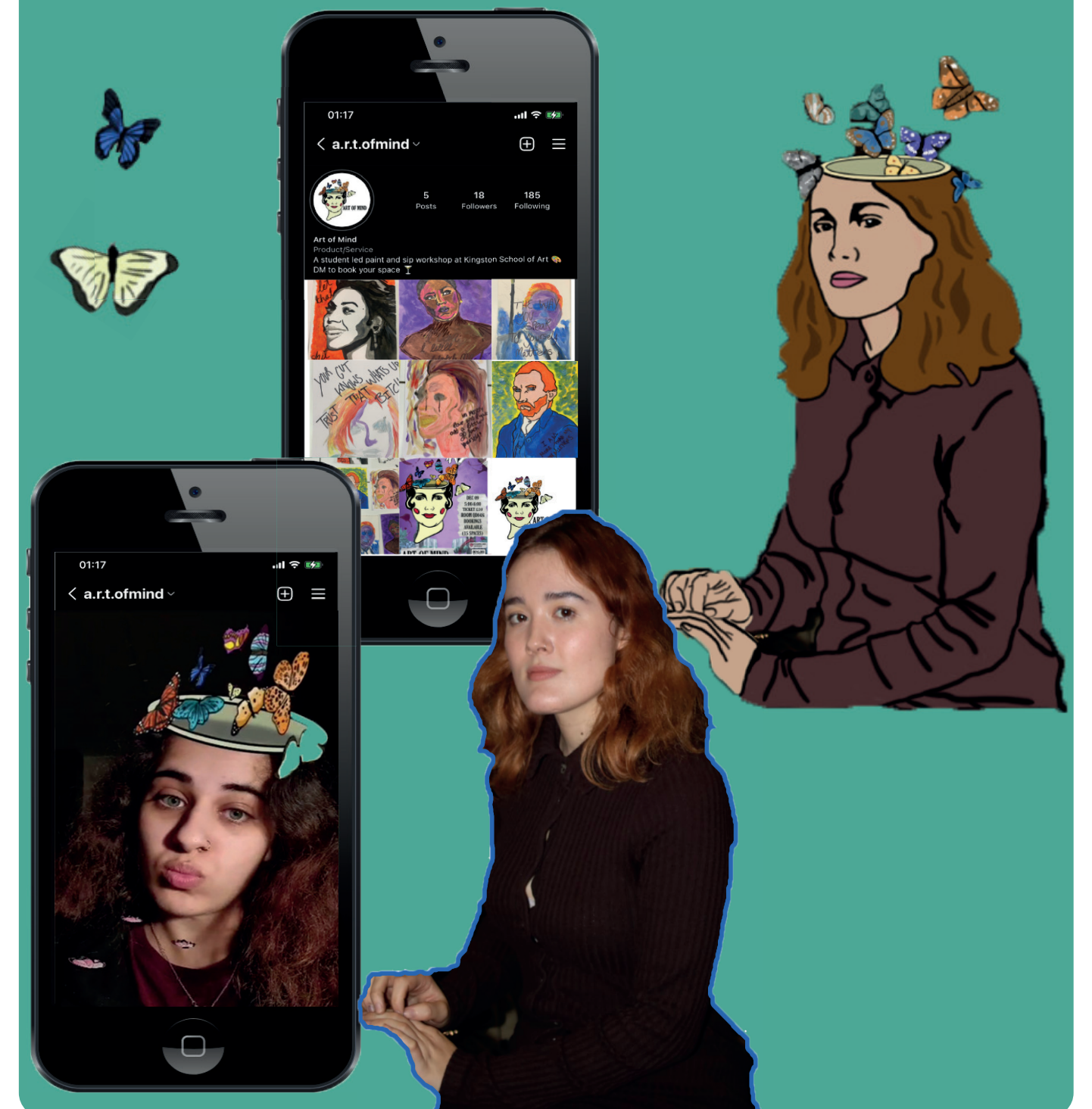
Loyalty marketing

- Introducing Loyalty Cards in order to gain loyalty for customers as well as increase accessibility through offering free workshops

Social media marketing

With our marketing and advertising campaign, we aim to really narrow in on the interstitial community that exists within Knights Park campus. We aim to use Instagram as a conduit to connect with and emotionally engage customers. Since our business is a place for students who have experienced loneliness or struggles with mental health at university to connect and socialise, we aim to create and establish a community that not only exists within the walls of our workshop but that continues after and outside the university. We want to use our Instagram as a tool for our customers to create and build our culture of empowerment.

We aim to join forces with Kingston University and introduce a weekly newsletter about our events, as well as social media posting on Kingston University's Instagram page (27.4k followers) and the introduction of our 'Art of Mind' AR Filter.



OUR STRENGTH & OPPORTUNITIES

Art of Mind's strength lies in it's novelty. Although many Paint and Sip businesses exist, none do it for the purpose of community and student mental health wellbeing.

As a business, we have the desire to bring change to the meaning of experience by making it a meaningful and everlasting one.

Our workshops have a factor of longevity as our customers will always have something to take home with them.

One of our founders has previous teaching experience when it comes to the arts, making a painting technique teaching service available throughout our workshops.

We will constantly be evolving the theme of our workshops, spanning from affirmation workshops, to workshops that center around the LGBTQ+ community or Black History Month.

We will invite guests to conduct or hold workshops in the future in order to broaden our business' horizon and evolve as a community.

Building a purposeful relationship with the EDI community at Kingston University leading to future events taking place.

Virtual workshops being throughout the pandemic if needed.

Linking our workshops around various events tied with Kingston University, e.g. Fresher's Week, Mental Health Day.

Expanding across all UK universities.

OUR THREATS & WEAKNESSES

Although our workshops strongly intend to combat a complex issues such as mental health and community exclusion, we can never guarantee helping people, as long as we have the feedback to back it up.

While the pandemic persists, people's priorities shift. One may not have the finances or resources to pay for a workshop. Also, although Art of Mind has the ability to shift to an online workshop, while physical spaces still run, there is always a possibility of having to decrease the amount of attendees due to restrictions.

Although the survey we conducted stated that 85% of our responders have never been to a Paint and Sip workshop and would like to attend one, we may see some of our attendees only once.

Paint and Sip events are incredibly popular in the market, so we may lurk in the shadows if not marketed extensively.



KEY PARTNERS & RESOURCES

Kingston University

- Due to having direct contact with Kingston University, they will be offering us a workshop space for free.

Equality, Diversity and Inclusion Team, Student Wellbeing Hub at Kingston University

- Due to having direct access to the EDI Team and the Student Wellbeing Hub, we have the knowledge that they are always looking for new ideas. When discussing the possibility of integrating this idea, we received a lot of positive feedback as it aids in raising awareness to community exclusion and counts as a mental health resource for the university.

Kingston Arts Council: The City of Kingston Arts fund

- The City of Kingston Arts fund. Due to our community based business, Art of Mind is eligible for a 'Project' grant that is up to £15,000 for an 8 month period.

Workshop materials

Our workshop's materials consist of markers, paints, paper, palettes, printed posters, and beverages.

- All art materials can be purchased at Cass Art, Ryman, Jacksons Art, or The Works. All of which are shops that will offer us a 10% discount.
- Printing monthly posters and flyers will be done on our university premises.
- We will purchase a bulk package of 15 wines from online wine retailer Naked Wines monthly.

RISK ANALYSIS

- Art of Mind will be running on Kingston University campus, so we will be following the university's safety rules under the Health and Safety Act 1974. That includes rules regarding if a fire were to break out.

- Abiding by any government restrictions due to the potential of a COVID-19 breakout within our event.

- Alcohol consumption; ensuring our customers do not consume an excessive amount of alcohol, as it could potentially manifest into a situation that may be out of our control as event holders.

- Although we condone all conversations needed to be had about mental health during our workshops, we are aware of the fact that these sensitive conversations may trigger panic or anxiety attacks. We took the initiative to complete a full day Care and Guide Development training session with the Student Wellbeing Hub at Kingston University. With this training session, we have learnt about a number of exercises that can be utilized to handle a situation like this if it were to arise.



FINANCE

In order to kickstart Art of Mind’s vision in January 2022, Art of Mind will receive a grant of £15,000 from Kingston Arts Council’s Project Arts Fund. A portion will be used to leverage all of our key resources, and the other to help calculate our monthly salaries under the current London Living Wage at £11.05.

Art of Mind		January	February	March	April	May	June	July		August	September	October	November	December		
All amounts in EGBP																
Opening balance		15,000	14,661	14,366	14,124	13,875	13,655	13,466		13,111	12,742	12,417	12,235	12,023		
Money In		9 tickets	15 tickets	20 tickets	21 tickets	25 tickets	29 tickets	7 tickets	5 tickets	11 tickets	30 tickets (max capacity)	26 tickets	14 tickets			
Sales		67.5	112.5	165	157.5	187.5	217.5	52.5		37.5	82.5	225	195	105		
Capital		15,000	14,661	14366.04	14124.06	13874.58	13655.1	13,465.62	13,111.14	12741.66	12417.18	12,235.20	12023.22			
Total		15067.5	14773.5	14531.04	14281.56	14062.08	13872.6	13518.12	13148.64	12824.16	12642.18	12430.2	12128.22			
Payments per month																
12 x Wine (Naked Wines)		60	60	60	60	60	60	60	60	60	60	60	60	60		
12 x Acrylic paints		28	28	28	28	28	28	28	28	28	28	28	28	28		
100 x Paper		23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48	23.48		
15 x Posters		4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5	4.5		
Palettes (reusable)		2	2	2	2	2	2	2	2	2	2	2	2	2		
70 x Leaflets		23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8	23.8		
Salary per month		265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2	265.2		
Total payments		406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98	406.98		
Closing balance		14660.52	14366.52	14124.06	13874.58	13655.1	13465.62	13111.14	12741.66	12417.18	12235.2	12023.22	11721.24			



PROTOTYPE & USER TESTING



Our event prototype ‘Wounds to Wisdom’ centred around painting multiple iconic figures such as Van Gogh, Britney Spears and Lizzo. Our prototype was incredibly important to our end goal in terms of the viability of our business. We sold our first 7 tickets to students ranging from Architecture to Product Design faculties. After sitting them down and giving them a run through of what our workshop has to offer and what we believe in, one of our founders then guided them on how to paint and let them paint freely.

As they each sipped on their fruity red wine, they cultivated an atmosphere full of enthusiasm and they all connected with each other throughout the event. At the end of the class we asked them to follow us on Instagram and give us some feedback on the experience. The feedback we received was all positive however one of our customers felt like they could of done with a bit more guidance from our teacher on how to paint more efficiently. We’ve taken that feedback onboard and decided to include a section of our class in which we will go around each individual member and spend at least 5 minutes guiding and instructing them.



THE HYPOTHESES & THE FUTURE



We had an initial hypotheses which we then backed up with a focus group after our prototype. As we are student we are understanding of the financial strain some students struggle with. Some may not want to spend upward of £7.50 for an event. However, after hypothesising that fact, we came to realise that since we are providing an actual product in terms of art to take home coupled with an experience which meets ones social and emotional needs, these would be a strong enough stimulus for them to spend their money. We conducted initial research on our hypothesis by sending out surveys to all students in which 98% of students stated they would be willing to spend up to £10 on our event.

After our initial prototype, we conducted a focus group with the customers of our first workshop asking if they felt as if they got value for their money and if the event is something they would be willing to spend money on regularly. All of the participants said yes, however one stated that they wished they could have brought a friend with them but they felt like it would have been too expensive for her. This feedback then inferred one of marketing strategies which was to introduce loyalty cards and a recommendation discount so that if a customer brings a friend they both can get half price on their tickets.

For the future of Art of Mind, after we successfully build up our business internally in regards to within the university community we would like to take our business to other universities around London and eventually the whole of the UK. Our super objective is to create a community that's values and ethos are symbiotic with our brand and business, one that extends nationwide whilst inturn creating an interstitial network of classes across the country at different universities. We also aim to create themed nights to appeal to different audiences and demographics such as LGBTQ+ nights and Black History Nights as a way to narrow in on the needs of specific communities within the wide spectrum in the university world. We want our business to be a network of support across the country whilst providing a space of enjoyment, safety and empowerment all coupled together into one experience!



A P P E N D I X

Appendix A Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
- Cass Art - The Works - Ryman - Jackson's Art - Kingston University - EDI Team at Kingston University - Kingston Arts Council - Naked Wines - Bright Ideas Competition	- Thorough marketing - Coming up with monthly themes for our workshops - Providing an experience that could live up to guests expectations - Providing a safe space	- To live up to the expectations of all of our visitors needs through active listening and empathy during our events - Provide the students who visit us with a safe and comforting space - Providing our visitors with a memorable experience through fun and interactive activities throughout the workshop - Laying out a set of rules in order to maintain a welcoming environment e.g. trigger warnings - Giving the students who aren't familiar with painting an opportunity to learn some techniques through teaching	- Workshops that constantly change theme which can then cater to specific visitors - Interactivity on our social media channels - Loyalty schemes, e.g. 5th workshop free	- Customers who are interested in networking and creating new connections - Customers who experience mental health issues or neurological disorders such as ADHD or BiPolar who seek to use art or community as a form of therapy - Customers who are in need of a safe space - Customers who want to branch out and meet new people due to an isolating university experience
Cost Structure		Revenue Streams		
- Paying for our materials - Paying guest speakers - Paying for beverages		- Paying to attend workshops knowing there will be beverages, paints provided alongside the fact that each customer will take something home, learn something new and/or meet someone new - Supporting the workshops because it is student led and based on the power of community building		

Appendix B SWOT Analysis



Strengths - Strong company ethos, centering around university students mental wellbeing - Aiming to aid in student's mental health through creating art and socialising - Aims to aid in student's networking experience; our university has a strong ethos around open access workshop spaces making room for collaboration and we want to increase those opportunities - Aims to increase exposure for anybody who we invite to conduct a workshop - Memorabilia; Our visitors will be able to take anything they have created in our workshops home with them which increases the longevity of our event	Weaknesses - Paint and Sip events have been done before - Not being able to dictate whether our events will aid in somebody's mental health challenges / university experience - Not fully catering to non-alcoholic drinkers
Opportunities - Constantly evolving the theme of workshops, changing themes every time we hold one e.g. affirmations, anxiety, icons, music, family etc. - Inviting guest speakers to conduct or hold workshops, helping in their exposure and ours too - Collaborating with the universities student wellbeing and EDI team on future events - Getting funding from student councils, our university - Virtual workshops throughout the pandemic - Linking events with university	Threats - A lot of competitors as these kind of events have been done many times before - Paying too much for different resources - COVID-19 restrictions resulting in universities closure - COVID-19 restrictions resulting in the limitations of how many people can attend the workshops



PERSONAL PROFILE

- Undergraduate Fashion
- Lives in private accommodation with friends

INSPIRATION

- Alexander McQueen
- Current professor
- Current affairs/drama

CHALLENGES

- Struggles to find methods to relax
- Struggles with ADHD and dyslexia
- Has a hard time expressing her emotions

BIGGEST FEARS

- That she won't achieve a high social media following
- Her fashion designs aren't well received
- That she doesn't make many contacts

GOALS

- Find time for co-curricular and Social activities
- Complete and pass first year in fashion
- Network aggressively in order to build professional contacts

INFLUENCES

- Friends
- Online resources
- Social media



PERSONAL PROFILE

- Masters in Journalism
- Lives independently in private accommodation

INSPIRATION

- STACEY DOOLEY
- CURRENT/SOCIAL AFFAIRS
- DAD

CHALLENGES

- Hasn't found a space to enjoy meeting new people
- Lives far away from Uni/ has to commute
- Failure to find enjoyable workshops

BIGGEST FEARS

- Being unable to afford student debts
- That degree doesn't lead to a good career
- Finishes Uni without making connections

GOALS

- Complete degree that will help reach her career goals
- Get referred for therapy/ counselling for anxiety
- Have flexibility to pick up and go as she pleases

INFLUENCES

- Newspapers, blogs, articles
- Friends
- Social media



SAM, 23

PERSONAL PROFILE

- Undergraduate in architecture
- Lives in student accommodation

CHALLENGES

- Struggles to socialise
- Struggles with being a late comer in joining the course and being taken seriously
- Being overwhelmed and stressed

Goals

- Improve English
- Make connections with international students
- Have a career relating to environmental architecture in London

INSPIRATION

- Elon musk
- Mum
- Greta Thunberg

BIGGEST FEARS

- Not being able to pay his bills
- Uni passing by too quickly
- Fails make good enough memories

Influences

- Classmates
- Current professors
- Social media

Appendix D Social Media Plan

Post initial content on social media with an introduction of our business, brand, and our ethos.	Follow Kingston students, alumni, and teachers	Post edited gif of our classroom with relevant brand material to create hype	Hold prototype class and post pictures on Instagram
Send out email blast to thank all participants of first workshop with a discount code for the first official class	Begin to send out notifications to customers through Kingston newsletter	Upload posts of mental health advocates	Hold poll on who our followers deem to find inspirational and why
Upload marketing video, like and comment on other posts to gain visibility	Upload mental health statistics	Upload affirmation posts	Upload post announcing a giveaway for one of our upcoming workshops
Upload post with date, time, and location of first official class	Upload vectorized photos of students for promotional purpose	Upload video of stunt outside university	Upload pictures and videos of first official class and completed paintings

Appendix E

1. Have you ever experienced anxiety, loneliness or sadness?

