
Trabajo Final de Máster

Corporart Studios

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CORPORART STUDIOS

28 / 06 / 2023



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Executive Summary

S E C T I O N 0 1

Overview

CorporART Studios is a corporate learning solutions provider that uses art as a medium to facilitate its programs. Artists from the fields of visual arts, performing arts and literary arts conduct immersive and interactive sessions for corporations that focus on employee productivity and wellbeing.

With egalitarianism as its very foundation and a talent pool of cross-disciplinary qualifications, CorporART's pioneering programs, primarily aimed at ICT companies in Madrid, are co-designed by experts in the field of IT, Art Management and People Development making them laterally customisable and vertically pliable.

Creativity is NOT next to intelligence

Need

The most valuable asset to a company is its employees. Post the pandemic, people development managers have been looking for agents that offer unique activities leaning towards team cohesion and at the same revolving around fun and empathy-building. There is growing demand for talents with critical thinking skills; they require highly productive individuals to work in multicultural settings. agents that offer unique activities leaning towards team cohesion and at the same revolving around fun and empathy-building.

Solution

CorporART offers high quality programs that check all the boxes with emphasis on employee well being and happiness, in addition to a sense of belonging within the internal environment of a company and their surroundings within the society.

Opportunity

While machines evolve into more “cognitive” beings, more and more IT companies - rightly categorised under CCI -scout for innovative minds to devise the next best thing in AI.

Mission

To provide upskilling solutions for corporations through synergistic art-based learning programs

Vision

To evolve into a leading international platform that employs and utilises art as a platform for cross-sectoral collaborations

Values

- Humanism
 - Innovation
 - Excellence
 - Interculturality
 - Inquisitiveness
-

Goals and Objectives

1. Provide quality-driven art-immersive learning solutions for corporations

- Have three passionate artists on board before Y1
- Conduct meticulous recruitment process, training and orientation followed by mock sessions
- Tie up with at least three creative spaces and two hotels in Y1
- Prepare for ISO certification application

2. Be an agent for employee happiness and well-being

- Conduct thorough needs analyses (for talent skills) on regular basis
- Have trainees fill out expectation form & satisfaction survey
- Design and adapt pedagogy to employee profiles
- Include emotional value-added memorabilia during every session

3. Advocate audience development for the arts

- Be active on digital platforms with CorporART-related and art-related content
Promote artists and exhibitions
- Send out newsletters and invites for art-related activities to companies and employees
- Revisit programs to include different artforms and new artists

“Our company does one or two times special teambuilding events as a small gift and I think they could incorporate more special courses. We never had anything related to art and I think that in this way we could help the artists. The CorporART project is promising, as there are people in companies who get demotivated and need this special push.”

Vanessa Olivares, Client Relations Manager, Clínica Baviera S.A.



Project Description



C O N T E X T 0 2

CorporART's learning programs are meticulously crafted by well-established artists in collaboration with experienced IT professionals and skills trainers. Each program is aimed at evoking an individual's creative sense to tune their minds along ethos, pathos, logos or a combination of one or more of these modes through art* as a medium.

Strengths

- Background & experience in art, IT, politics in multi-cultural environments
- Confidence
- Soft-skills trained
- High differentiation factor
- Interculturality
- Adaptability & customisation
- High-end mission (upliftment of art and artists)

Opportunities

- Collaboration with various artists (unlimited & international)
- Collaboration with hotels, airlines & other sectors
- Dependent on intelligence (human) & not technology
- Booming IT industry
- Prospective stakeholders: Pharmaceutical/ Energy /Aerospace
- POC for cross-sectoral initiative and collaborations

CorporART is a step towards achieving SDGs:

3 GOOD HEALTH AND WELL-BEING



8 DECENT WORK AND ECONOMIC GROWTH



4 QUALITY EDUCATION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



CorporART Programs

1



Location: Matadero Madrid

The Pathos Programme

Emphasis on the emotional appeal

This program begins with a virtual journey of an artist's world. Imagination gives rise to innovation and ambition. Learners use sight and touch as primary senses to recognise expressions and in turn reciprocate through art and upcycling to communicate and integrate. In this team activity, one learns to respond, not react and comes up with solutions for likely problems. The Pathos program is the most versatile and can be extended to other media.

- Learning Outcomes: Problem Solving, Cross-cultural Communication, Emotional Intelligence, Adversity Quotient, Teambuilding, Learning to give feedback
- Apt for: Any level, Ideal for mixed levels
- Art: Visual / Performing / Literary

The Ethos Program

Emphasis on the ethical appeal

Engaging in acting and unearthing hidden strength through dramatisation combined with narrative and performative elements, the Ethos Program guides learners through character development as an employee and as a representative of the company.

- Learning Outcome: Listening, Negotiating, Leadership, Marketing, Business English
- Apt for: Marketing Personnel, Directors, All management levels
- Art: Theatre, Music, Dance

2



Location: Hug Culture

3



Location: Raro Residency



Location: Nuevo Teatro Alcala, Madrid

The Navras Away Program

This signature CorporART is an all-inclusive getaway at an art hotel in Barcelona. In Sanskrit, Navras translates to the nine essences evoked in the audience when an art is performed. Trainees first take the stage of self-realisation. Next, they step into a world created by their peers exploring through the various dimensions that exist in that realm. With inspiration from old and new, by leading and following, through recognition and empathy, they now initiate a design that translate to an amalgamation of their journey so far.

Art: Mixed Media

Apt for: All Levels & Departments - one department or level at a time

Learning Outcome: Design thinking, Confidence building, Team building, Personality development

The Logos Programme

Emphasis on logic and reasoning

By stringing words into letters and tones into melodies, logos begins with a simple theme / question with every learner composing their immediate thought into a musical analogy. A conversation of compositions then follows, with a drum & bass setting the tone for the theme. The final arrangement then spins a musical story, one they can take home to their friends and family as a composition of co-creation.

Art: Music, Literary arts

Art for: All levels, especially multi-department

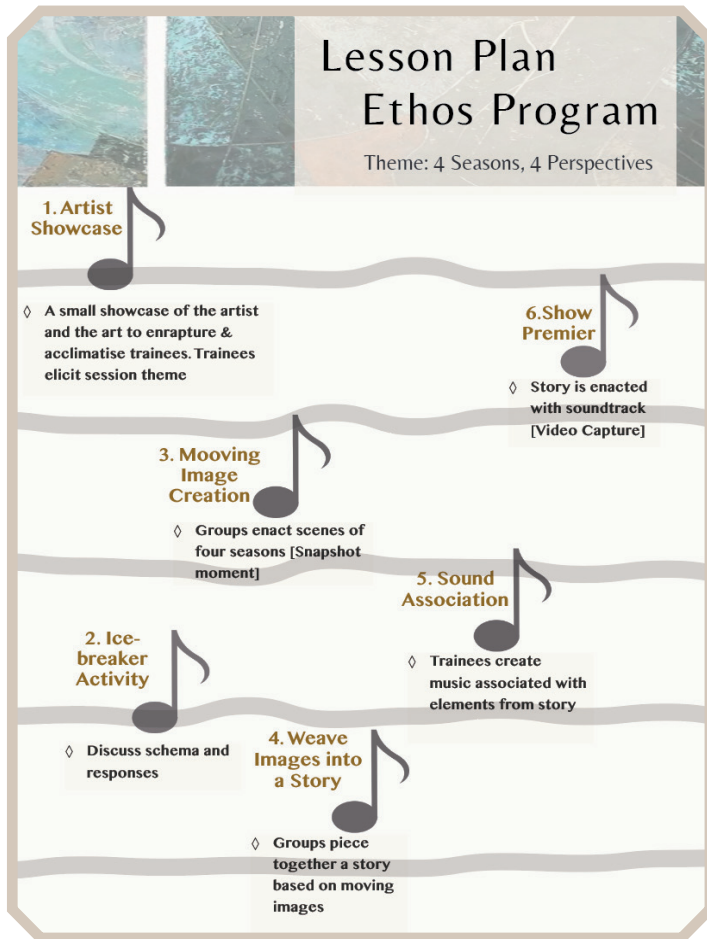
Learning Outcome: Critical thinking; Lateral thinking, Productivity, Negotiation, Team-Building, Research skills, Decision making; Lateral thinking

4



Location: H10 Art Gallery Hotel, Barcelona





“The top priority at the moment - to help people, their mental health, through different activities, to feel good. All employees levels are struggling... We would be interested in working with CorporART and be included in CorporART’s training programmes”

Clare Lopez Wright, Managing Director at BRITA Iberia

The CorporART Signature

Each CorporART learning program is a blend of the art, the pedagogy and the synergy it harnesses with the trainees, making no two sessions ever the same. What sets us apart from other programs is having an artist at the helm of a session. Being organically creative, they continue to provide the spark that drives the session momentum going. In addition to the expected learning outcomes, every learner takes home a memorabilia in the form of a co-created work or a photo/video of their work. The customer journey includes pre-learning and post-program services.

CorporART invests time and money in employee training and orientation ensuring that its multi-disciplined crew is knowledgeable and qualified to talk art, technology and business. We empower minds, following an experiential training approach, encouraging creativity and autonomy.

With an overall digital mindset and foreseeable technological future, CorporART drives to be a catalyst in engineering creative intelligence through its services.

Market & Competition

S E C T I O N 0 3



"It is an opportunity to use another vocabulary and a method to explain art better. The problem with artists: the lack of funding that exists, both public and private. Everything that helps the artistic sector always points to massive funding. The CorporART project is very interesting: it is to bring two separate worlds together and to find a common space. Here the gain is double - on the part of the company and the artists ..."

Patricia Sorroche, Management and Assistant Curator, MACBA



"As much as kids are encouraged to participate in STEM+Art activities, I believe it's important for adults to re-engage with their artistic side; not only for upskilling but also to enable the next generation to follow in their footsteps".

Kanmani Rani, EY Sr Manager,
Board Member Asia Initiatives,

Target Audience

Clients Profile in the initial year

Primary Sector: ICT

Secondary Sectors: Energy, Pharma, Aerospace, Manufacturing

Min. number of employees: 500

Founding Attitude: Modernistic approach & open to discussion

Location: Madrid (not limited to surroundings)

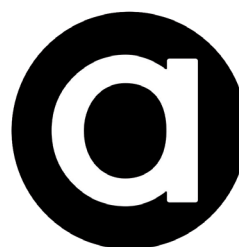
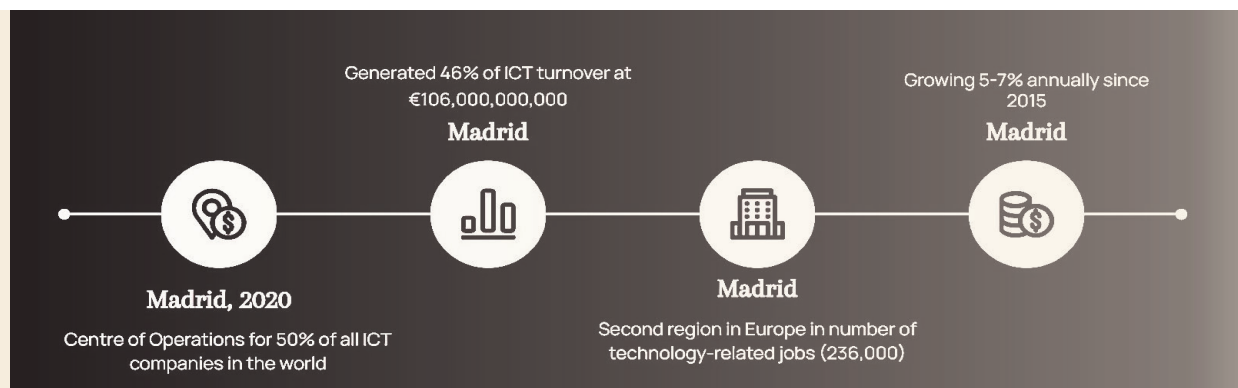
Any employee (18+) from any department or division (junior to senior management and directorial profiles) who has a B1 level of English

Target Persona

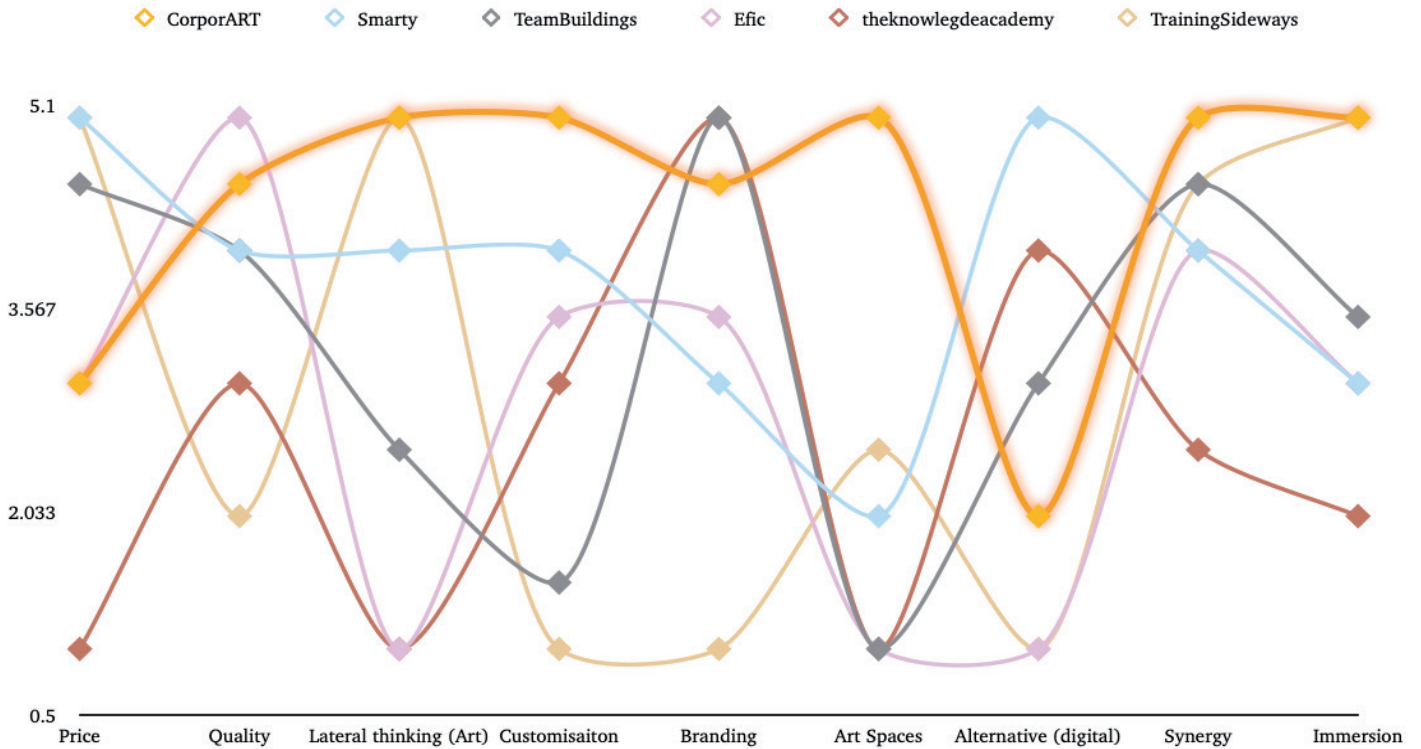


Fuencisla Clemares

Country Manager Google Spain



Competition



Competitive Advantage

The differentiation factor is that CorporART emphasises art as a key factor in shaping its skills training programmes. The majority of companies include art elements only as a fun experience in team building, while CorporART incorporates art as a special approach to professional and personal development by working with soft-skills-trained artists, and providing those training services. CorporART explores and develops an avant garde pedagogy enriching personality traits and employability skills in a multicultural working environment. CorporART combines innovative learning, interculturality, art and amusement, offering an introduction to the world of art and enhancing the quality of modern learning in the business world.





Artists for CorporART

"I want to make art in collaboration, with many hands involved, with the knowledge of others. It is an experience of exchange, new ways of learning and experimenting. The workshops we organise propose to discover universes, and the immersion of the participants is the opportunity".

Nicolás Paris, Contemporary Artist, LA ESCUELA



Creativity is essential in commercial work. It requires inspiration, and inspiration is a skill. It is discipline and time management. Nowadays there are improvisation classes, which require a basic knowledge of music.

There are many innovative contemporary musicians with an interesting pedagogical approach who know how to promote music to people who don't do it professionally.

Pablo Bojko, Contemporary Musician,



"Geraldine Sakuda: When you do a mother's role, you play the mother you know. In a way, you're sharing your story. Once in a while you may be asked to take centrestage; you're stepping out of your comfort zone. That's theatre for you. It's about trust; it's about love; it's about connections. I believe everyone must experience performing arts. If CorporART materialises, count me in as facilitator.!"

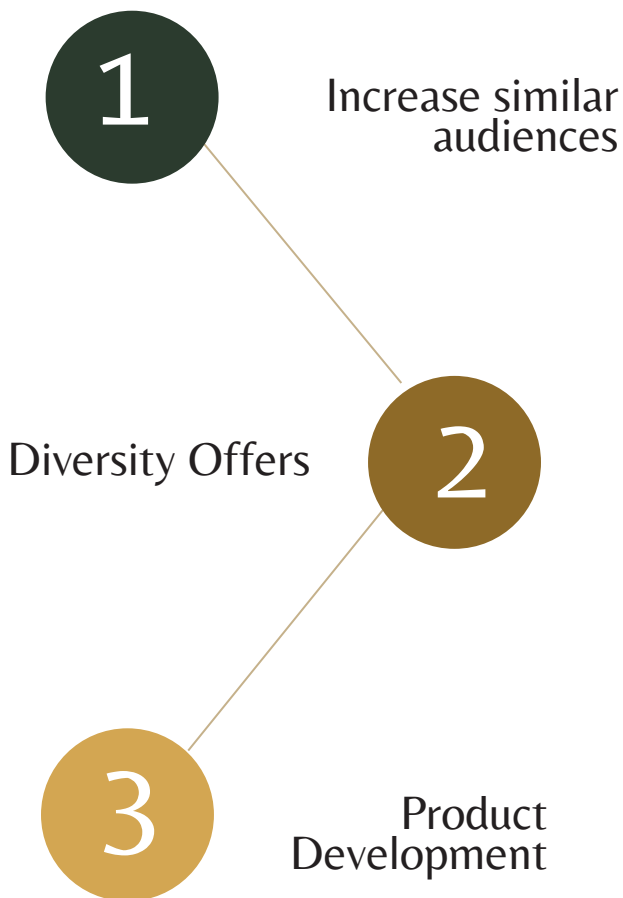
Geraldine Sakuda, Producer, Cíclicus Espectacles, Barcelona



I've delivered many interventions for IT companies with theatre as a medium and I'm very interested in CorporART's approach. So, why not, I'm willing to help in any way possible. Your cause is close to my heart.

Karthik T. M., Theatre-induced management Trainer & Actor, India

Marketing & Communication



“Put my name down for anything CorporART; the idea is great. As long as the research and the plan is in place, CorporART is an easily viable project in Spain.”

Dr Atilla Yardimci, Business Scientist, Miul, Barcelona

Digital Goals

Even though CorporART provides face-to-face learning programs, it provides digital value-added services. Content for the website is SEO-driven and AI-generated tools are employed to incorporate moving catalogues and carousel advertisements to entice stakeholders and increase footfall. Website will contain free tips and tricks for managers and employees to utilise art in their day to day functions at work. These can be accessed for free once registered via email. These emails are stored on the marketing database.

Communication Strategy

ICT Companies & Other clients

- Primary: Digital MKT, VIP & Client Meetings, Website, Emails; Calls (enquiry to sales conversion), Reseller Partners
 - Secondary: Newspapers; Radio; Podcasts
- Events: IT symposiums, cultural forums, tech and business forums. clips of training videos can be played on the screen and a mini workshop/talk can be held.
- Languages: compulsory English B1; Spanish B1 optional

Foundations, Donors and Public Institutions

Donations Platforms, Official website, in-person events, conferences and discussion groups, presentations (online & offline), E-blast, Digital MKT (Social Media Ads, Posts), Crowdfunding Platforms in Spain, Madrid Public Forums and Website

Artists

- Primary: Digital marketing platforms; emails; calls
 - Secondary: Art domains – newspapers/magazines; art museums, agencies, External Events; Traditional Media; Location: Madrid – for contractual or temporary; Spanish/EU/Intl – for permanent;
- Languages: compulsory English B1; Spanish B1 optional

Partners, Investors & Sponsors

E-blast, phone calls, in-person and networking events and conferences, Webinars, Official Website, Presentations, Angel Forums, special websites (AngelList)

Prospective IT & High-tech events in Spain:

 **EUROPEAN
BLOCKCHAIN
CONVENTION**

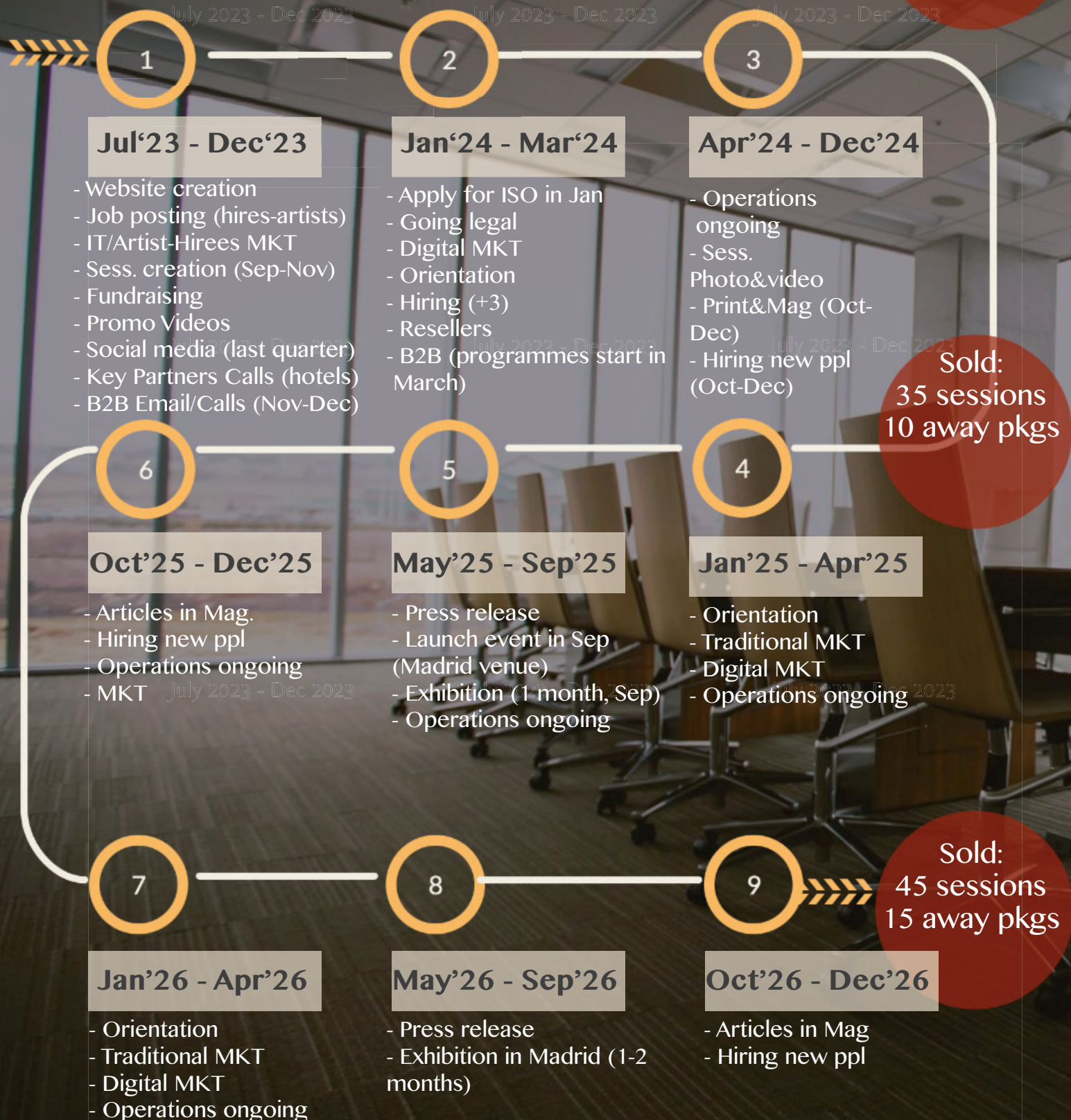
IOT
SOLUTIONS
WORLD CONGRESS

 **smart
workplace
summit**
 **ise**

 **DIGITAL HEALTH
SUMMIT**

Operations Timeline

Sold:
12 sessions
4 away pkgs



Organisation

Human Resources Plan

CorporART's assets are its human resources; their qualifications spread over multiple disciplines and their KPIs' are set accordingly. Both Daria and Hridya are artists in their own right and are trained in skills facilitation. Since each program has been co-designed and mock modules conducted regularly, the co-founders will step up to the plate should the need arise.

Legal Structure

Legal Status of CorporART will be registered in 2024 as Limited Company (Ltd) with legal name CorporArt Atelier Pvt Ltd. Number of employees: 18. Founding date: 2024. Headquarters: Madrid, Spain.

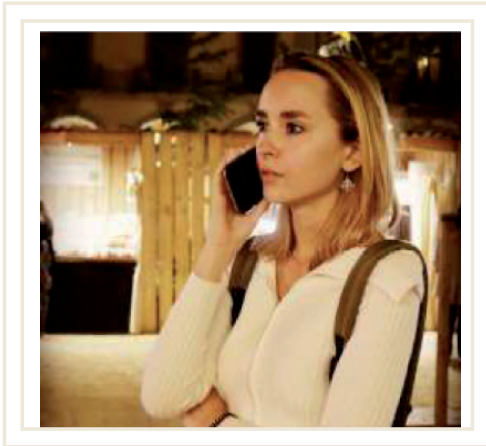


Skill Facilitator Contract

Internal Communication Strategy

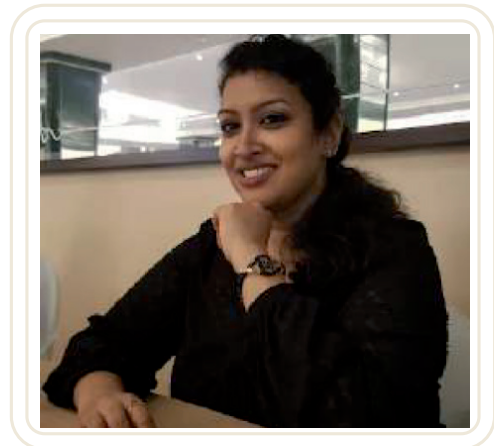
Although our organogram indicates hierarchy, the reporting systems is lateral and every employee will be free to communicate with a direct boss or override to address their issues to one of the directors, any time. However, all communication must be recorded via email or some intranet application.

Organogram



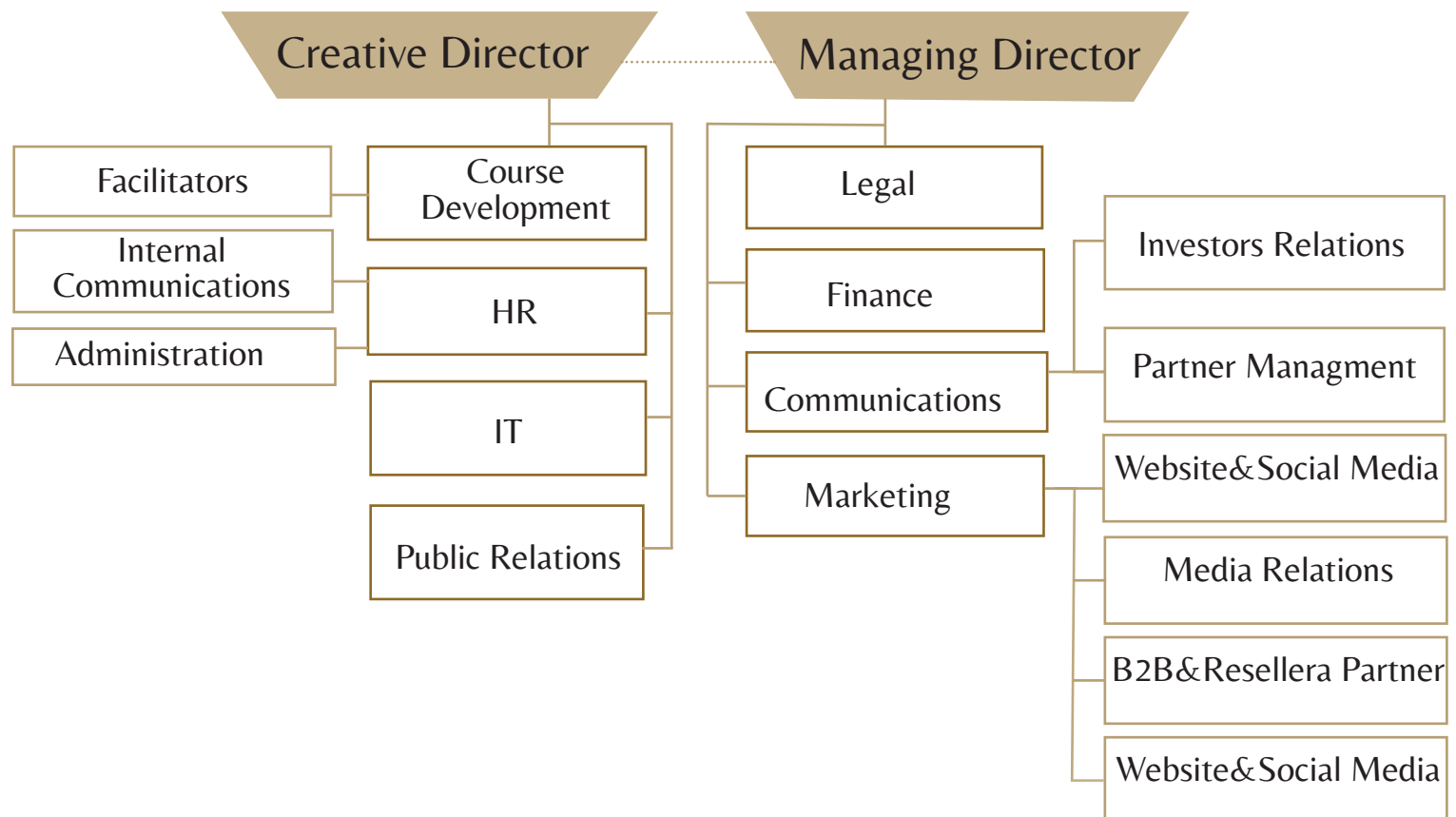
Daria, Managing Director

- Artistic Graphics Background
- Politics and Gouvernance
- Soft Skills-Trained
- Spanish, French, Russian, English



Hridya, Creative Director

- Media Professional
- Tech Exp. in Hewlett Packard
- CELTA, Soft Skills-Trained
- Expert in Multicultural Environment



Finance Plan

Section

07

Financial Goals

- High Profitability

- High Efficiency

- High Stability

- High Liquidity

The Finance Plan is a 3-year rolling plan, supporting the Start-up Business Plan and is updated and adjusted every three months from its start date of operations on 1st Jan 2024, based on the analysis of the previous quarter's real figures. The R&D costs and contributed income have been prepared for July-December 2023 after a thorough feasibility study. These expenses and income are added to operational costs and direct income of Y1 (2024). With 12 Day Programs and 4 Navras Away Programs, CorporART aims to break even during the lean phase of operations keeping costs to a minimum.

With sales to begin by March 2024, income compensates for expenses throughout Y1. Profit for Y2 is over 9 times Y1. In 2026, with an extra employee count of three (2 permanent and 1 on contract), CorporART still makes 188% profit increase from Y2.

Global Budget

INCOME	In Euros		
Contributed Income	2023		
Love Fund	20,000		
Crowdfunding	15,000		
Investors (10% of expense)	15,000		
Fundraising (other platforms - 10%)	7,594		
Total Contributed Income	57,594		

Direct Income	2024	2025	2026
Learning Program	96,000	280,000	360,000
Away Package	97,500	195,000	292,500
Total Direct Income	193,500	475,000	652,500

Total Income	251,094	475,000	652,500
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EXPENDITURE	In Euros
R&D Costs	2023
Market Research	15,000
Crowdfunding Cost	350
Website - Domain & Design	1,550
Equipment	
Printer	400
R&D Costs Total	17,300

	BREAK-EVEN		
Other Costs	Lean Phase 2024	Launch 2025	2026
Co-working Space*	30,580	48,928	49,907
Travel Costs	1,200	1,920	2,160
Office Supplies	5,000	3,000	3,000
Trainers' Supplies	600	600	600
S/W, Cloud & Hosting Services	4,800	4,800	5,000
Marketing (15%)	19,000	28,088	38,380
Salary**	87,300	185,700	192,900
Artists Orientation & Training	1,800	1,800	1,800
Legal***	31,690	61,126	63,286
Hotel Tariff	39,000	78,000	117,000
Contingency (5%)	7,520	10,767	14,713
Reserve (5%)	-	-	18,587
Other Costs Total	228,490	424,729	507,334
Total Expenditure	245,790	424,729	507,334
Profit before Tax	5,304	50,271	145,166
Tax 25%	1,326	12,568.00	36,292
Profit After Tax	3,978	37,703.00	108,874

Return On Investment

Investors	Amount (Euro)
Option 1: Repayment Plan @3.5% for 4 years	17,100
Option 2: Re-invest in CorporART	

Love Fund	Amount (Euro)
Repay 20,000 in Y4 (2027)	20,000

External Funders

Token of Thanks in mentions OR kind (tickets/invites)

*SPACES charges 2,106/month for 5 persons + 21% VAT, all inclusive

Calculated for 8 persons from Y2 onwards with 2% rent increment estimated in Y3

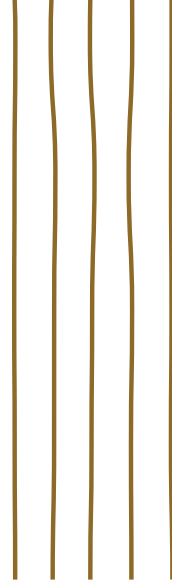
**Salary is detailed under HR

***Legal [Annex]

Evaluation Section 08

- Sell 10 to 15 sessions in Y1
 - Convert 10% of calls and inquiries into sales in Y1
 - Get 80% CSAT rate from clients by end of Y1 (with reviews and testimonials)
 - Get 80% trainee CSAT on survey in Y1
 - Post 1 or 2 art-related content a week, on website and social media in Y1
-
- Sign up for employability skill-related activities and attend 3 to 5 events in Y1
 - Have 2% of clientele to participate in art-related activity by Y2
 - Acquire non-ICT companies (30%+) by Y1 - Y2
 - Sell almost 3x (times) the programs in Y2 and 4x, in Y3
 - Retain 70%-80% of clients every year





CorporART

TUNING MINDS

CONTACT US



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www.corporart.com

MISSION 2027+

To become a profitable entity headquartered in Madrid and spread its operations to Barcelona, to partner with hotels in other cities of Spain & to become a well-known brand in Spain, EU and beyond

CorporART Studios