

Business Plan

Sarah Wilson, CEO

ArtSTAGE, Inc.

:: The Fine Arts School Designed to Inspire ::

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ArtSTAGE, Inc. is a business entity in the education industry operating as an all encompassing fine arts school, designed to inspire its students. Education is provided for students interested in furthering their knowledge and abilities in the arts. ArtSTAGE, Inc. offers a wide variety of programs in many different art forms such as: music, drama, dance and visual arts. Many "STAGES" of artistic development belong to its student body, from young children to adults.

Mission Statement: ArtSTAGE, Inc. embraces the opportunity for students to develop and improve artistic skills. Programs are currently available for all ages and levels in music, but expansion programs are expected to develop for drama, dance, and visual arts in the near future. All programs are designed to stimulate and nurture technique and performance skills, ultimately maximizing students' innate artistic talents. Students learn many aspects of their art focus and improve their overall art knowledge, thus inspiring them in a positive direction for future studies, including subjects beyond music.

Company Goals and Objectives: ArtSTAGE, Inc. strives to be a successful, world-renowned school of the fine arts with a strong reputation of high expectations and success in various art disciplines. Relationships with **The North Carolina School of the Arts, The North Carolina Symphony, Carolina Ballet,** and others will continue to flourish. North Carolina's statewide artistic talent levels of excellence will inevitably rise due to the increase in available education. Objectives from the beginning include: financial stability; student, faculty, staff, and board satisfaction; and a thriving recruitment process.

Business Philosophy: ArtSTAGE, Inc. believes that the heart of the business is composed of the mutual relationship between the client and the business entity. Therefore, client satisfaction stands second to none in importance. While such a relationship develops, other significant factors for operation include: student's improvement and growing inspirations, creating gratifying artistic performances, and maintaining and portraying professionalism at all times.

Marketing: Marketing focuses primarily on demographics composed of individuals that highly value artistic improvements. Marketing teams will be responsible for developing specific strategies to best suit the needs of **ArtSTAGE, Inc.**'s different divisions.

Industry Growth: Needs for programs offered at **ArtSTAGE, Inc.** are rising tremendously due to the advances in technology. Technology is raising the bar and constantly altering current outlooks. Computers generate momentum for music's growth possibilities and expansion that seems endless. **ArtSTAGE, Inc.** will further its potential by taking advantage of the positive relationships it has with the community known as North Carolina's **Research Triangle Park** and the **Triangle:** Raleigh, Durham, and Chapel Hill. The future of our culture will be affected by the coexistence of computers and art. Society will continue to seek artistic developments to fill needs of real representations of humanity and pure, organic life. Such representations are based on human interaction, which computers and technology have yet to accomplish.

North Carolina's culture scene has developed in many directions, making our state rich in culture depth. Our state has character to spare. "Pig Pickins'", National College Basketball Championships, and "Good 'Ole Southern Hospitality" are sure to be found only in our state. North Carolina upholds very high levels of excellence. However, our state must always strive to reach new heights in its culture.

It is a fact that there is no such academy, prep school, or conservatory of **ArtSTAGE, Inc.**'s kind in North Carolina. There is nothing so "art-intensive" for the market it attracts either. Achievements will overflow with production as a result of the combination of technology surges and arts' future growth. **ArtSTAGE, Inc.** will rival competitors nationally and without a doubt, improve standards and talent at its sister school, **The North Carolina School of the Arts.**

Company Strengths and Core Competencies: **ArtSTAGE, Inc.** will consist of highly qualified teachers and faculty, and have a positive relationship with the state's colleges, various art programs, orchestras, and more. A microcosm will mature from the development of its own art gallery, drama, music, and dance productions, as well as its retail and restaurant venue plans. Artistic academic classes offered satisfy all of each Art Divisions' needs. (I.E. Music academics provided include: theory, ear training, music history, piano pedagogy, private instrumental lessons, practicing studios, and computer and/or recording laboratories.

One definition of success found at **ArtSTAGE, Inc.** is the implementation of rigorous instruction, backed by thorough, educationally sound research in art education. These goals will be achieved with sufficient support including: adequate funding, appropriate structure and an expert marketing program.

In addition, Sarah Wilson, CEO of **ArtSTAGE, Inc.** is particularly adapted to success in this field because she makes use of her interpersonal skills and entrepreneurial background. Since August, 2006, the MUSIC Division at **ArtSTAGE, Inc.** has been a successful and thriving operating business. For years Sarah has established a professional music background in North Carolina, where she also received her Bachelor's Degree from **The North Carolina School of the Arts** in Winston-Salem. Her network extends statewide and includes contacts at **The North Carolina School of the Arts, Wake County Public School System, and The North Carolina Symphony.**

ArtSTAGE, Inc. is a future oriented school with innumerable development opportunities.

Legal form of ownership: C-Corporation chosen by means of growth projection needs and legal rationale.