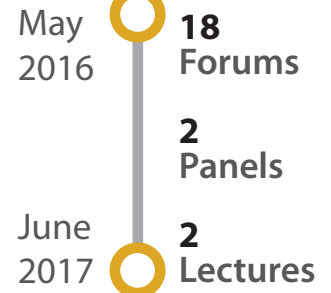


GUILDit

Forums Where Art & Biz Fuse

Stats & Case Studies

GUILDit creates educational events that inspire entrepreneurs to advance their businesses. Our focus on art and diversity reflects the growth of minorities in entrepreneurship. Findings by Entrepreneur.com, American Express Open, SNAPP, and The Arts & Economic Prosperity IV Report, supports our efforts in helping grow a significant part of Kansas City's population, culture and economy.



presenters who are able to better address business **Challenges** **85%**

presenters who are able to better address business **Needs** **77%**

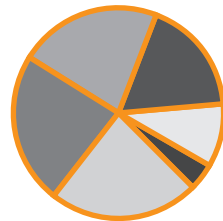


Presenters
47
art
entrepreneurs

some forum feedback & outcomes:

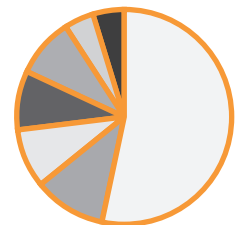
- "Grant contacts and networking."
- "Gained new **collaboration partners**."
- "Good opportunity to talk and **network** with a new audience."
- "**Blogging opportunities** and information for voice over work."
- "There were several good **marketing strategies** that were discussed."
- "Multiple ways to bring shows in, plus **build and sustain an audience**."
- "Collaborating on a new CD, plus **advice on crowdfunding** and new markets."

- 3% not used any financing
- 7% crowdfunding
- 13% credit card
- 16% sponsors & donors
- 17% grants
- 17% savings

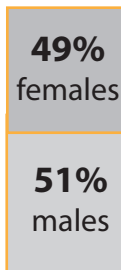


financing sources

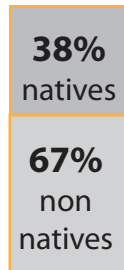
- 5% asian a.
- 5% native a.
- 10% LGBT
- 10% jewish
- 10% african a.
- 12% hispanic
- 62% caucasian



diversity



gender



kc area



education



discipline

Case Studies

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GuildIt.org



Music Gig Offered: Musician Calvin Scott was given a resource for his accounting needs during the Q&A following his GUILDit presentation. Then during the networking session, **he was approached by the Kansas City Missouri Public Library on facilitating music workshops.** more >>



Case Studies

2 Gallery Representation: Painter Robin VanHoozer received encouragement by ArtsKC's Paul Tyler to charge more for her amazing wax paintings and make a marketing video of her involving process, during her GUILDit forum. **Plus, she is now being represented by Weinberger Fine Art because of GUILDit.**

3 Multi-projects Launched: Poet Glenn North has presented twice at Guildit. In his first presentation, he mentioned the challenges of administrative work and technology. During the Q&A following the presentation, he received the encouragement and **resources needed to launch his first business website.** In the networking session following his event, **a patron volunteered** to manage some of his administrative tasks. At his second event Celebrating Black History Month, Glenn asked for **ideas on themes for his first radio show production.** Fellow Guildit Alum and poet Sheri Hall, who has a successful radio show of her own, offered suggestions during the event, which were refined between the two of them at a later meeting. In addition, a goal of Glenn's is to perform with Friends of Alvin Ailey (FAA), so **Guildit put Glenn and FAA's Tyrone Aiken in touch and the two are brainstorming on the artistic direction and dates for a performance.**



Audience
52 surveys

