



BUSINESS PLAN

SCREEN SCULPTURES

Creative Studio for UX/
UI Design

screensculptures.com

Sculpting Dreams Into Pixels

Executive Summary:

Screen Sculptures, a Creative Studio for UX/UI Design, is a startup company set to officially launch in 2024. With years of experience and education, the creator, Kristijan, envisions the company as a synonym for modern and futuristic design solutions, always staying a step ahead of global trends.

The company will specialize in providing, but not limited to, the following digital products:

- Web design
- Development
- Graphic design
- Logo design
- Events design
- Creative direction for product releases
- App design
- Brand redesign

Drawing on years of individual experience, establishing a solid name and brand for these services will not only broaden the client base but also create opportunities for new remote job positions.



screen sculptures studio

Our Mission

Our mission is to provide designs that strategically help customers grow their businesses. We aim to support young startups with special offers tailored just for them and become the go-to company in Europe for striking designs and brandings that resonate with the public.

The shock factor is our specialty; thinking outside the box and unique designs will be our aesthetic. We are committed to creating complex and robust designs with a simple and user-friendly experience. Our pricing will be tailored not only for individual clients but also with preset rates for general commissions.

Services

Web Design:

At our design studio, we craft visually stunning and user-centric websites that seamlessly blend aesthetics with functionality. Our web design services encompass layout design, color palette selection, typography choices, and imagery curation to create a captivating online presence that aligns with our clients' brand identities.

Development:

Translating design concepts into fully functional and secure digital solutions. Through proficient coding, programming, and database management, we bring websites to life. Our development services ensure that the user experience remains smooth and the design vision is realized in a robust online environment.



Graphic Design:

Within our studio, graphic design is the art of visually communicating messages. We employ typography, images, and other design elements to create captivating marketing materials and branded visuals. Our graphic design services play a pivotal role in establishing and reinforcing a cohesive visual identity for our clients.



Creative Direction for Product Releases:

As a design studio, our creative direction services guide the visual and conceptual aspects of product launches. We weave a compelling narrative, design impactful marketing materials, and ensure that every visual element aligns seamlessly with the brand identity. Our creative direction aims to elevate the storytelling around new products, fostering engagement and connection with the audience.

App Design:

Crafting visually captivating and user-friendly mobile app interfaces is a forte of our design studio. We pay meticulous attention to navigation, user experience, and visual aesthetics, ensuring that our app design services contribute to user satisfaction and the overall success of the application.

Logo Design:

Crafting unique and memorable visual symbols that embody the essence of a brand is our specialty. Our logo design services go beyond aesthetics; we create timeless and meaningful logos that serve as the cornerstone of our clients' brand identities, fostering recognition and leaving a lasting impression.

Events Design:

For events of all scales, our studio excels in planning and executing visually stunning experiences. From layout design to launches and merch, we bring a cohesive and visually impactful touch to events, ensuring that every element contributes to a memorable and immersive experience.



Brand Redesign:

Embracing change and evolution, our design studio specializes in refreshing and modernizing brand identities. Through thoughtful adjustments to logos, color schemes, and overall brand aesthetics, we undertake brand redesigns to reflect growth, changing market dynamics, or strategic repositioning. Our goal is to create visual narratives that resonate with audiences and breathe new life into established brands.

The client will own all of the final design copyrights which will be documented and signed by both parties.

Industry overview

The graphic and web design industry encompasses a wide range of professionals, including graphic designers, web designers, UX/UI designers, and other related roles. This industry is crucial for businesses and organizations looking to establish a strong online presence and create visually appealing content.

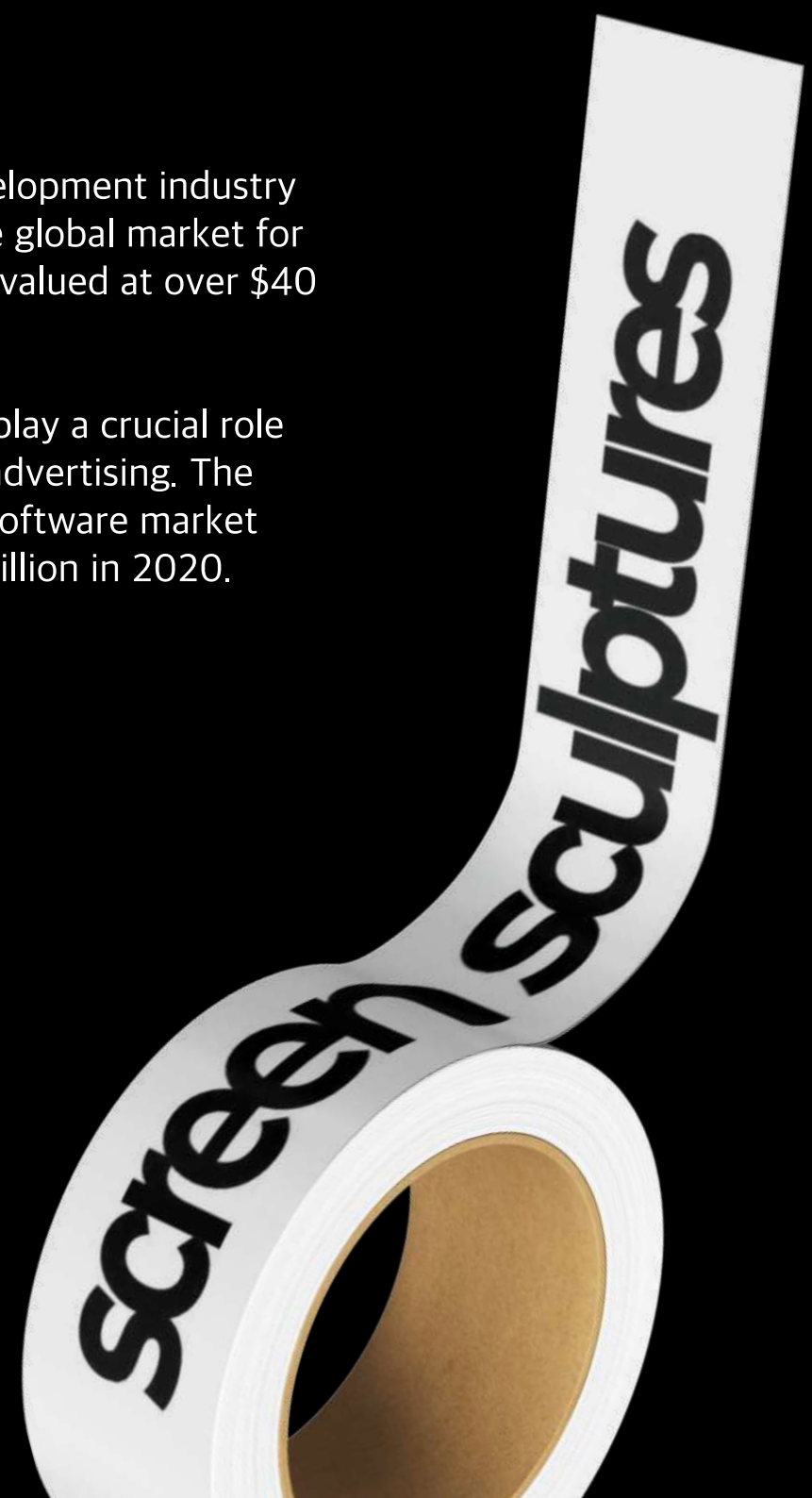
In the United States, the Bureau of Labor Statistics (BLS) reported that there were over 281,500 graphic design jobs in 2020. That number is also similar in the European Market.

A significant portion of the graphic and web design industry consists of freelancers and small businesses. Platforms like Upwork and Fiverr host a large number of freelance designers, contributing to the industry's overall size.

The global graphic design software market was valued at several billion dollars in 2020, with a projected compound annual growth rate (CAGR) of around 4% over the coming years.

The web design and development industry is closely related, and the global market for web design services was valued at over \$40 billion in 2020.

Graphic and web design play a crucial role in digital marketing and advertising. The global digital marketing software market was valued at over \$50 billion in 2020.



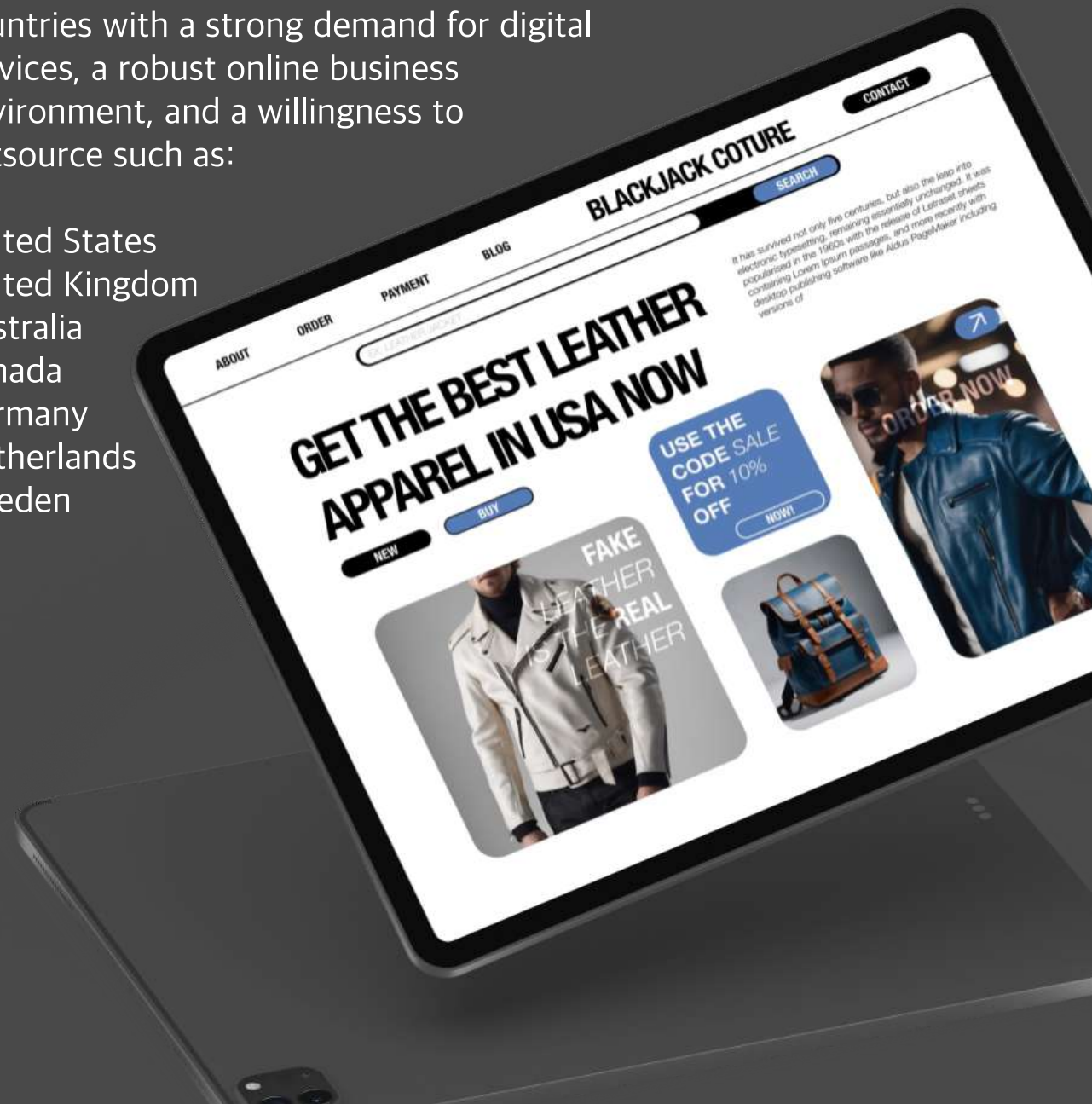
Target Market

The target market for web and graphic designers can vary based on factors such as expertise, style, and industry focus. Here are several potential target markets for web and graphic designers:

- Small Businesses and Startups
- E-commerce Businesses
- Corporate Clients
- Entrepreneurs and Solopreneurs
- Nonprofit Organizations
- Educational Institutions
- Healthcare Industry
- Technology Companies
- Event Planners and Organizers
- Real Estate Agencies
- Hospitality Industry
- Fashion and Beauty Businesses
- Government and Public Sector
- Freelancers and Creative Professionals

Since the design industry is mostly remote, we have the freedom to promote in target countries with a strong demand for digital services, a robust online business environment, and a willingness to outsource such as:

- United States
- United Kingdom
- Australia
- Canada
- Germany
- Netherlands
- Sweden



Top problems that we solve

Complex Navigation:

Problem: Users struggle with intricate navigation.

Solution: Intuitive UX/UI design simplifies navigation for a more user-friendly experience.

Low User Engagement:

Problem: Users are not actively engaging with the product or service.

Solution: Engaging UI and well-designed UX encourage active user participation.

High Bounce Rates:

Problem: Visitors leave the site quickly without exploring further.

Solution: Positive UX reduces bounce rates and increases user retention.

Inconsistent Design:

Problem: UI elements lack consistency, leading to confusion.

Solution: Consistent UI design ensures a seamless and cohesive user experience.

Slow Loading Times:

Problem: Slow or lagging interfaces frustrate users.

Solution: Optimized UX/UI design improves performance, reducing loading times.

Ineffective Calls to Action (CTAs):

Problem: Users are unclear about what actions to take.

Solution: Well-designed CTAs in the UI guide users toward desired actions.

Accessibility Issues:

Problem: Users with disabilities face barriers in accessing content.

Solution: Inclusive design principles improve accessibility for all users.

Lack of Recognition:

Problem: The brand is not easily distinguishable or memorable.

Solution: Strong branding creates a distinctive and memorable visual identity.

Inconsistent Brand Presentation:

Problem: Brand elements vary across platforms, leading to confusion.

Solution: Consistent branding across all touchpoints builds trust and recognition.



The importance of hiring a web/graphic designer

User Experience (UX) Impact:

According to a study by Adobe, 38% of people will stop engaging with a website if the content or layout is unattractive.

Mobile Responsiveness:

Google's research indicates that 53% of mobile users abandon a site that takes more than three seconds to load.

Conversion Rates:

According to HubSpot, a well-designed user interface could raise your website's conversion rate by up to 200-400%.

SEO and Visibility:

Websites with good design and user experience tend to rank higher on search engines. HubSpot notes that 75% of users never scroll past the first page of search results.

Brand Consistency:

Lucidpress found that consistent brand presentation across all platforms increases revenue by up to 23%.

Recognition and Trust:

According to Nielsen, 59% of consumers prefer to buy products from brands familiar to them.

Social Media Engagement:

Posts with images receive 650% higher engagement than text-only posts, as reported by WebDam.

Impact on Revenue:

According to Forbes, businesses that invest in design see a 219% increase in revenue compared to those that don't.

Competitor analysis

The level of competition can vary based on factors such as expertise, market focus, and service offerings. This are some agencies that we consider as our startup competitors:

Studio Output (London, United Kingdom):

Huemor (London, United Kingdom):

Dept (Amsterdam, Netherlands)

Rawnet (Guildford, United Kingdom):

Lemonade (Paris, France):

Superlovers (Berlin, Germany):

MadeByShape (Manchester, United Kingdom):

Adwyse & Co. (Zurich, Switzerland):

Hanno (London, United Kingdom):

Reactive Graphics (London, United Kingdom):



Average price for a website.

With our competitive commission rates ranging from 5,000 EUR to 10,000 EUR, we offer an advantage over our competitors. Our pricing is both affordable and a necessary investment for the clients needs.

The majority of our competitors exert their market influence in the northern side of Europe, primarily in the United Kingdom. We believe this presents a significant opportunity for our company to establish itself as a design leader in the rest of Europe and certain parts of the USA. Our advantage lies in the digital nature of our product and our ability to operate remotely, allowing us to effectively reach and serve clients in various regions.



Competitor analysis

Distribution Channels:

The competitors mostly use social media to distribute their products and services. Our idea is to use social media for promotion but to widen the distribution by registering the studio on freelance sites. We aim to grow in places where there are clients interested only in the services we provide, which targets customers more effectively. This doesn't mean that our social media presence will be compromised; we will work hard on the image and the brand of the company.

Conducting a SWOT analysis in parallel with our competitors, we've identified the following:

Strengths: Our key strength lies in offering affordable prices and a unique style. Rather than being a conventional design company, we focus on selling feelings and motivations, not just websites.

Weaknesses: Starting from ground zero requires extensive networking and dedication to grow the brand. Particularly as a solo venture initially, but with a solid idea and a step-by-step execution plan.

Opportunities: With the ease of remote work in 2024, we have opportunities to advertise on platforms where our target clients frequent. Collaborating with successful entrepreneurs further solidifies our business idea for exceptional results.

Threats: While opportunities arise, the online competition intensifies. Our focus is on being distinct and providing unique solutions, acknowledging the challenges of standing out in the online world.



Marketing Plan

Unique Selling Proposition (USP):

Our USP centers around bold designs and a philosophy that places equal importance on information and aesthetics. This distinguishes us from many current competitors in the market.

Target Audience:

Our target audience is intentionally broad, spanning small startups, larger companies, and local businesses.

Website Optimization:

Our website is made to be fast, informative and to showcase our products and plans in the best way.

Content Marketing:

To leverage current trends, we will utilize short videos and reels on platforms like TikTok, Instagram, and YouTube Shorts. This approach not only showcases our work philosophy but also attracts potential clients and takes advantage of the algorithms on these platforms for free marketing.

Social Media Presence:

We will establish a robust presence on platforms such as Instagram, Facebook, LinkedIn, Twitter, and Pinterest. Our aim is not only to showcase our portfolio but also to convey the personality and values of our company.

Partnerships and Collaborations:

We are actively planning to collaborate with YouTubers and influencers, offering them exposure in return for publicity. This strategic partnership approach will enhance our brand visibility and reach.





Email Marketing:

We will regularly send exclusive special offers to individuals who have expressed interest in our services by registering to receive updates on our website.

Online Advertising:

Our strategy involves reinvesting all initial commissions back into the company, allocating funds for paid advertising on platforms such as Google, YouTube, and various social media channels. We closely analyze algorithms to optimize our approach for the best possible reach on each advertising platform.

Industry Events:

We plan to actively participate in events hosted by industry leaders like WordPress and Shopify. Our attendance, both online and in-person where feasible, will facilitate networking opportunities with potential future clients.

Sales Plan

Client Consultations:

We offer free client consultations to understand what the potential client needs and how we can solve their problem.

Customized Proposals:

After showing interest, we will send a proposal to the client where we break down the timeline, costs, and approach.

Client Testimonials:

To ensure trust with our clients, we will collect testimonials for all finished projects and display them to foster trust between us and future clients.

Subscription Plans:

As we offer one-time commissions, we also provide a monthly subscription where the client can task us with any service we can provide (with the exception of branding and web design). It comes with a 3-day conversion guarantee, which is useful for clients in need of constant design and those running campaigns.

Referral Program:

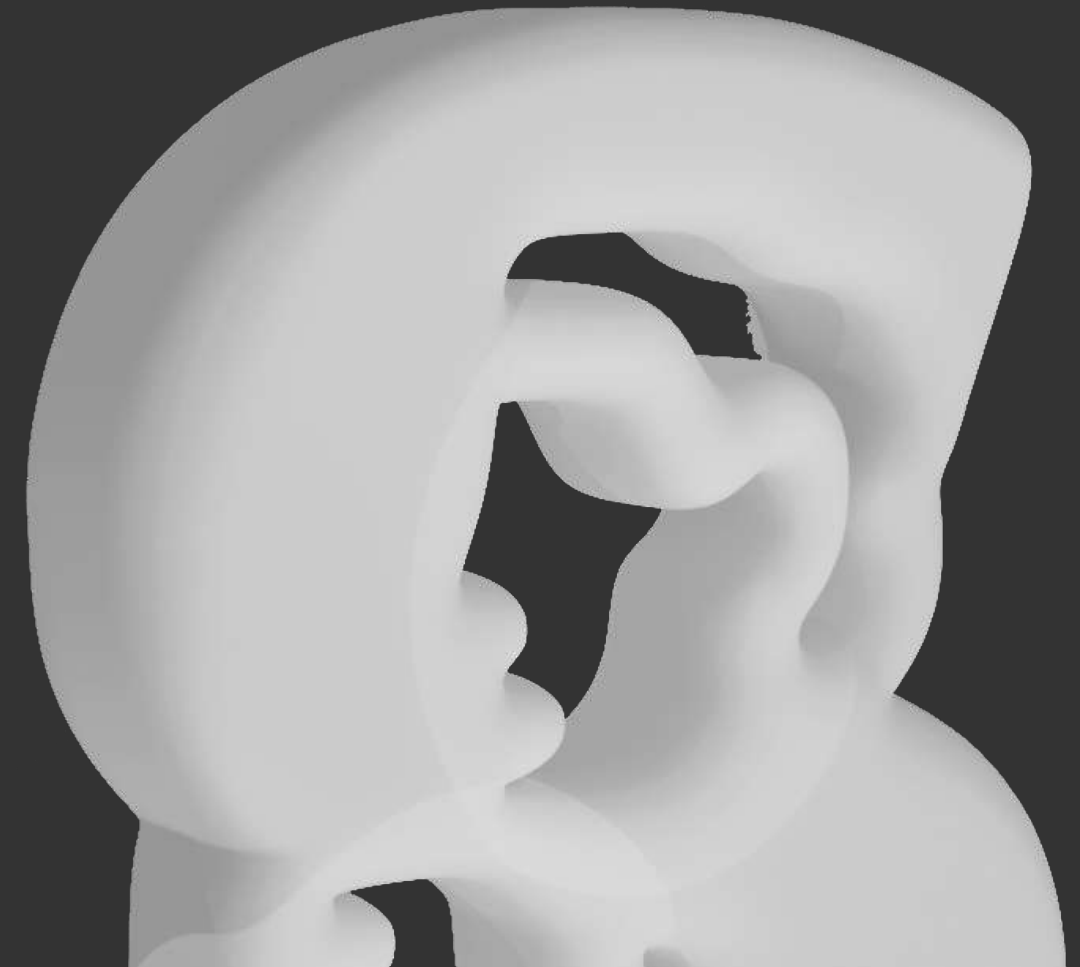
We will establish a referral program to encourage satisfied clients to refer our services to others. The new client will receive a discount, and the past client will also enjoy a discount on any future commissions.

Client Retention Strategies:

We will develop strategies to nurture and retain existing clients, including ongoing support, maintenance packages, and loyalty incentives.

Continuous Improvement:

We will regularly evaluate the effectiveness of our marketing and sales strategies, analyze metrics, gather client feedback, and make adjustments to optimize results.



2 Year Financial Plan

Year 1:

Revenue Projections:

Project-Based Income:

We aim to secure 2 orders of significant projects and 5 orders of smaller projects every month, resulting in a monthly revenue of €35,000.

Subscription Plans:

Our monthly subscription program will heavily involve freelancers, with a target of acquiring 3 customers per month.

Expenses:

Operational Costs:

€300 Subscription costs

Free marketing strategies in the beginning

€3,000 Marketing budget monthly in the future

Salaries and Freelancers:

We anticipate having one freelancer assist with every significant project, with a budget of up to €1,000 per project.

Marketing and Advertising:

€3,000 monthly

Technology and Equipment:

Hardware maintenance: €300 monthly

Cash Reserve:

Maintain a 20% reserve of every project.

Invoicing and Payment Terms:

30% upfront deposit

30% midterm payment and 30% final payment for bigger projects, or 70% last payment for smaller projects

2 Year Financial Plan

Year 2:

Client Retention:

Estimate that 30% of previous clients will follow up with new projects or maintenance orders.

Scaling Operations:

In parallel with the expansion of the company, more freelancers or remote workers will be hired to ensure every client is satisfied with the due date.

Marketing Expansion:

Marketing budget growth from €3,000 monthly + 10% of every project

Profitability Analysis:

Profit margins are estimated at 70%. We will adjust our expenses as long as it doesn't affect the quality of our service.

Regular Financial Reviews:

We will conduct regular reviews of financial performance and adjust the plan based on actual results.

Emergency Fund:

We will continue to build and maintain an emergency fund to navigate unexpected challenges.

Tax Planning:

We will consult with a professional; at this time, the tax estimate is at 11%.

Break Even Analysis

Break Even Analysis:

Fixed Costs: €3600 (including the 3000 spent on advertisement, these fixed costs are an estimated spending after the first few orders and after the company collects more profit to be able to afford the paid advertisement)

Variable Costs per Unit: €2,500

Average Selling Price per Unit: €5,000

Contribution Margin per Unit: €2,500

Break-Even Point (in units) = **1.44 units**

Since we cannot sell a fraction of the product, when rounding up to 2 units, selling these units with an average price of €5,000 each will cover all costs. This results in a 56% profit from the second unit and 100% profit for every subsequent unit sold.

These are rough estimates, and as the company accumulates orders and builds a database, these estimates can be calculated more accurately.

Detailed Services Breakdown

Web Design

Time to complete: 2 weeks- 2 months

Price:

Single page simple: 1500 EUR

Multiple page simple: 2000 EUR

Single page complex: 2000 EUR

Multiple page complex: 4000 EUR

Multiple page complex + : 4000 EUR-10 000 EUR

Shopify ecommerce simple: 1000 EUR

Shopify ecommerce complex: 2000 EUR

Design + Coding: 10 000

Branding

Time to complete: 1 - 4 months

Price:

Logo, ads templates, colors, website, 5 custom designs, 15 mockups : 5000 EUR

Logo, video ads, advertisement strategy, photo ads, 15 mockups, complex website, image templates, colors : 10 000 EUR

Subscription

Renews every month

Price:

Design 3 day conversion: 7 000 EUR

Design 1 day conversion: 15 000 EUR

Logo:

Time to complete: 1 month

Price: 600 EUR

Revisions: first 3 free, every revision after 50 EUR

Event branding:

Time to complete: 1 month

Price:

Poster, billboard, social media design, video design: 1500 EUR

Brand redesign:

Time to complete: 1 - 4 months

Price:

Logo, ads templates, colors, website, 5 custom designs, 15 mockups : 4000 EUR

Logo, video ads, advertisement strategy, photo ads, 15 mockups, complex website, image templates, colors : 6 000 EUR

These parameters are not set; every client receives a custom offer with prices that can vary, either less or more than our primary ones. Every client is required to pay 30% upfront, and the rest is due after completion.

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