CREATIVE
PRODUCTS
FOR
CREATIVE
PEOPLE

This booklet shows examples of how creative work could be productized, and the Refresh+ tool has been applied in real life cases.

The cases will give you some ideas how to develop creative work into customer oriented products. When doing this, it is important to keep in mind that the creative core remains meaningful to the actor.

The examples shown here will open how, for example, a visual artist, a photographer, and an actress could better reach their customers.

WORKING AS A
VISUAL ARTIST

A second-year visual arts student is interested in traditional and digital painting. She has created art pieces for small exhibitions and as custom work. Besides visual arts, the Artist also loves to study foreign languages and she is interested in graphic design. Packaging design and 3D-modeling are something that she would love to learn in the future. She has versatile experience from art industry and she is eager to learn more. In the future, she sees herself working internationally.

MAPPING THE CONTEXT

The artistic work focuses on digital art. To become a graphic designer or to create packaging design, digital skills are the main area of expertise. To achieve that the Artist will need flexible skills and capability to use different art styles and methods. She is not tied to one trend but is able to adapt customer's needs. These days graphic design is minimalistic, so there is a niche for more artistic design. That makes her work unique.

Communication and good reachability are important for the Artist to become better known. Most artists might have personal social media accounts for themselves, not for the audience. If these artists don't share contacts or communicate about their work or services being available, how can potential customers approach them?

Good digital portfolio such as business Instagram account or Behance are great places to show the Artist's work. It is also important to describe the process

in words. E-mail and direct messages via Instagram or Facebook are good way to communicate with clients. Also, strengthening the Artist's own brand makes it easier to other people find her work.

CONTRIBUTORS AND MOTIVATIONS

Making connections and creating a network with other artists helps in creative industry. The Artist should find similar artists and connect with them. Finding people who do what you do, will be a huge inspiration for the future. Also connecting with artists that work in slightly different fields, such as modern art, can teach her something new.

To show her work to her audience, she will need a show-place. It can be virtual or physical. For physical venue the Artist will need money or grant. Connections are helpful in this case, for example, the Artist can find other artists to share a venue with. For free showplaces, artwork can also be shown in public places such as restaurants or outdoors.

The Artist could ask for local restaurant owners if they would like to have some art pieces on display. Contributors who purchase art pieces want to enjoy art in some form. Owning and watching art makes you feel good and it increases your comfort and spices up any living space. Money motivates contributors purchasing artwork for commercial purposes or ordering the Artist's services for designing packaging or illustration. Making profit also motivates venue owners and the Artist herself.

PRODUCT IDEAS

Selling digital art is increasing world-wide. NFT, also known as non-fundable token, is a cryptocurrency technique, and it is commonly used to sell digital art. Opportunities of selling and creating art digitally is limitless. For example, the Artist could make a sequence of her home towns most common attractions. She can make the artwork her own by making it colourful, dark, out of this world or even futuristic. Then she creates a NFT from the artwork and sells it. Therefore, someone could own an original piece of their home towns culture and history.

Other common way to sell art is by selling illustrations for books or tabloids. This gives a great number of options for the Artist, because she can choose her own method and style for the illustrations. Package designing is a big chance to be creative. Clients can be big companies that are looking for collaboration or limited-edition packaging. The Artist can also design for small business owners who want special packaging and visually appealing looks for their products.

"Internships are an easy way to develop skills and to learn from the best."

HOW TO PROCEED?

To improve skills, the Artist should study more about graphic design and packaging via online courses. She can also choose optional studies from her school's courses that will help her in the future. To create a personal brand and to gain visibility for her work, she could participate in competitions. Some competitions for young artists are free or affordable to participate in.

To gain more experience, most students do internships in companies, in their own field. Internships are an easy way to develop skills and to learn from the best. Because the Artist has only studied visual arts and has learned graphic design by herself, she should seek internship at advertising agency. There she will learn more about designing and marketing, which are important skills if she wants to employ herself in the commercial industry. To graduate she needs to make a thesis about a topic of her interest. She can also make the thesis for a client in an industry that she is interested in.

WORKING IN THE
VIRTUAL INDUSTRY

A new entrepreneur is hoping to employ himself as a game and application developer. He is an information and communication technology engineer specializing in gaming and interactive technologies.

He wants to leverage his skills by producing playful and fun utility and educational games which add value to his users through augmented reality and/or interactivity.

As an information and communication technology engineer, he hopes to be able to participate in the optimization of the virtual industry and education and develop his business into a significant party in the domestic market.

MAPPING THE CONTEXT

The goal of the business is to design and produce utility and educational games as well as applications for the needs of the industry. The intention is to turn difficult-to-understand or numbing topics into playful applications that entertain the learner. Accessibility and ease of use are also considered in the design and implementation to ensure that the product is as inclusive as possible.

The graphics aim for realism because the purpose is to produce educational and useful games that depict the real world and real devices. However, the graphics shouldn't be too detailed to avoid the program being too heavy, as the game needs to run smoothly on the client's devices.

"As a starting entrepreneur, he is a flexible partner as he is not tied to normal office hours. "

Reliability and punctuality are the cornerstones of his business operations. The work will be carried out according to the agreed schedule and criteria. As a starting entrepreneur, he is a flexible partner as he is not tied to normal office hours. His target group includes companies who need a game application to support their product or service.

The entrepreneur produces only one copy of each game and the distribution rights are sold to the customer company. The company is free to duplicate the game for the amount they require. The finished product is delivered to customer companies via download link or via memory stick.

The product is not particularly unique since there are similar entrepreneurs in the industry. For example, the product and game graphics are not branded according to his company, as they are intended to match the customer's brand, wishes, needs and equipment requirements as closely as possible. However, he stands out from his competitors as a flexible entrepreneur who has the time and interest to famililiarize himself with the needs of his client's company.

Businesses benefit from the training games he offers, for example, when they want to train their employees to use a device that does not yet exist but is being made or ordered. When the device then arrives, the staff is already familiarized with it and the device can be used immediately.

MARKETING THE PRODUCT

When thinking about marketing and communication, it is important to remember that the target group mainly consists of business representatives. Therefore, he should target his advertising to LinkedIn and utilize banner and display ads. It's a good idea to add a call-to-action into his ads, which encourages the target group to read more from his website or contact him and book their first appointment. Messages can be exchanged via email or via phone and appointments can be arranged through Zoom or at the client's office.

CONTRIBUTORS, MOTIVATIONS, AND ENABLERS

Contributors can be, for example, the entrepreneur's existing networks, such as former classmates who have studied gaming and interactive technologies, with whom he can collaborate with or ask advice from. In addition, he knows a copywriter who can help with textual content which he can use on his website.

What motivates people to help is the desire to help a new entrepreneur with a win-win approach in mind. By helping, they gain work experience and new opportunities for work. Helping is possible because the members of the network don't have to commit to activities for long, because everything is project based.

Our IT-entrepreneur handles customer appointments, contracts, and billing so that others can focus on the work they do the best.

Other contributors can be entrepreneurs, such as content producers, who may act as subcontractors. Customer companies are among the contributors, as they provide money, feedback, work experience and possibly also recommendations which allow the business to continue.

MAPPING THE PRODUCT

One of the strengths of game developing is that finished applications are easy to duplicate and therefore their distribution is inexpensive and effortless. VR applications made for the customer are unique and the customization opportunities are almost limitless and can be done according to the customer's wishes. Additionally, their immersion is much stronger than when playing with traditional display devices because VR devices allow the so-called hands-on learning-by-doing methods.

However, making and testing 3D models and game mechanics is tedious and time-consuming for only one person. Product pricing can be challenging in relation to larger competing companies that make similar entities with a larger team and can deliver applications on a faster schedule than the IT-entrepreneur.

Instead of charging by hours, the entrepreneur should sell different service

"The appearance, level of graphics and educational level of detail can be tailored according to wishes of the customer."

packages to his customers, so that they can choose the most suitable one from the pre-priced packages. This way, the customer already knows what they are getting and by what price when making a purchase decision. However, he must pay special attention to packaging planning to ensure that the work is not sold too cheaply in relation to the overall workload.

Application development offers numerous possibilities. For example, original versions of popular applications can be further developed with add-ons and extensions if the original application in question is successful enough. Although, popular applications can be copied relatively easy, and competitors may sell add-ons and extensions to companies at a

lower price.

One possibility for a new product is a virtual reality training package designed for a client company, which helps the company's employees learn to perform practical maintenance procedures. The appearance, the level of graphics and the educational level of detail can be tailored according to the wishes of the customer. The target group of the product can include companies, schools, communities, and others who want to utilize virtual reality in their teaching activities. The competitors of the product are other IT companies that specialize in developing games based on virtual reality.

PRICING THE PRODUCT

The entrepreneur already has all the tools needed for development work, such as a powerful computer and VR glasses. He can use the free version of the Unity game engine in his work if his company's revenue doesn't exceed $ 100,000 a year. If the limit is exceeded, additional costs will occur in obtaining a paid licence. The entrepreneur should also spend some money on targeted advertising that directs potential customers to his website.

Products can be priced in a few different ways, such as using a fixed price that can be set for each task in the project. In this case, the customer can purchase a 3D-modeling of their product for the sum of X euro.

The second option is to create pre-priced product packages from which the customer would be able to choose one or more. So, the customer could buy an application development package and a maintenance package.

PACKAGES

1. Application development includes a customer needs assessment through a meeting after which game designing and implementation can begin. Finally, the finished game can be published on behalf of the customer, on a platform where the target audience can download it from.
Price for the whole package: xxxx €

2. Maintenance includes a customer needs assessment through a meeting, after which a user survey can be organized to collect feedback. The feedback can then be analysed. Using the data from the analysis a maintenance will be done to a previously created application on behalf of the customer, for example, by adding user accounts. Finally, editing the content can be done based on the received user feedback. Price for the whole package: xxxx €
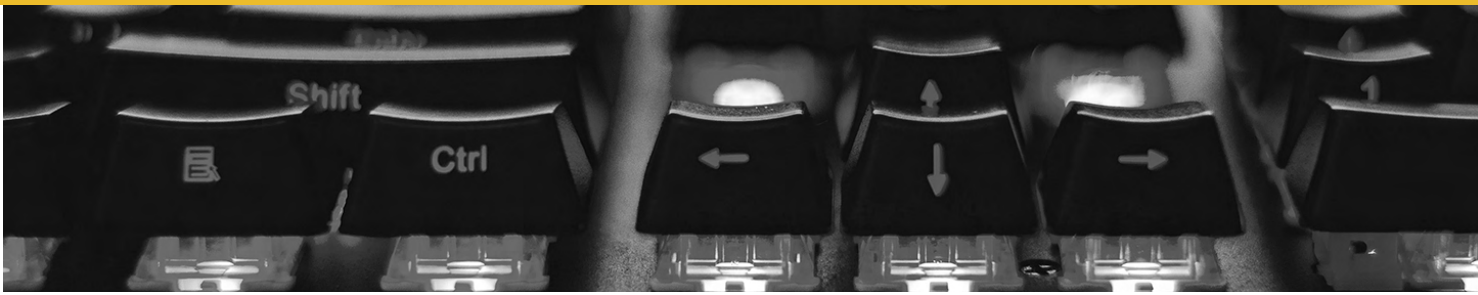
PRODUCTION PROCESS

1. The first step is to conduct a meeting with the representatives of the customer company to map out their needs. The mapping includes finding out what kind of hardware the game is needed for and what kind of maintenance procedures the game is supposed to teach.

2. Then the customer provides the necessary materials, such as graphic instructions of their company brand, ready-made 3D models or drawings, based on which the virtual training environment is implemented.

3. Next, our gaming entrepreneur begins the design process, after which they meet again and discuss possible modifications before moving on to the production process.

4. When the product is ready, he delivers it to the customer company in a preagreed manner or uploads it to the customer's target group in the app store.

5. As an after-sales service, he can offer product maintenance and try to make sales by offering the option of additional or extension parts.

HOW TO PROCEED?

The company has already been registered and the start-up costs have been paid. The tools needed for application development have also been acquired. Now all that is left, is to create different packages from the existing products and set a pre-determined price for them.

The entrepreneur's company has its own website, that still needs some suitable content produced, such as product and package descriptions and other texts, that sell the services for potential customers who visit the site. In addition, it would be a good idea to add a few work samples to the site to help people understand the opportunities and benefits of the applications. It is also worth paying attention to the search engine optimization of the website so that as many people as possible can find his services organically.

Since he wants to reach business representatives, it would be a good idea for him to set up an active LinkedIn account for his business, which he could use for communicating. With interesting and reaction-provoking updates, it would be possible for him to reach a lot of the target group completely organically.

THE PRODUCTIZATION OF
DIGITAL THEATRE

A third-year theatrical expression director student with background studies in digital communication, is interested in making a product utilizing her skills. She hopes that productization will unite both communicative and artistic expertise. She has been involved in screenwriting and theatre production and has previously directed two plays through school. In the future, she hopes to be directing her own plays independently.

MAPPING THE CONTEXT

Focus for the productization is to combine both communicative and artistic competencies with placing more emphasis on theatre, directing and/or teaching. The director student especially enjoys

screenwriting and mentoring people. She used to do a lot of commercial work, but marketing isn't among her biggest interests. She is efficient at production work as well as coordination, but she does mention that if the project involves big money and a tight schedule it is often very stressful.

For live performances, the director student will find her audience mostly in theatre students as well as theatre enthusiasts. If her product is based on digitization, it is easy to focus on an audience that enjoys theatre and watching the play through digital means. We call this audience a digital audience. Marketing for the product will be mostly done on social media as well as utilizing word-of-mouth. Since digital theatre is still quite new, it is

important to appear very professional and easily approachable on the media.

It is also possible to increase media visibility in connection with a newspaper or other media outlet for example through an interview.

What makes her product unique is that she utilizes her skills and previous education, which brings a new kind of digital edge to traditional directing or screenwriting. In addition to basic digital skills, her expertise includes project management, coordination, scheduling, website updating, coding and content production in Finnish.

CONTRIBUTORS, MOTIVATIONS, AND ENABLERS

To create a play from scratch requires team effort. Not only that, but the director student's strength is in guiding others, so

building a team around her is especially important. She needs to collaborate with other theatre director students, performers, and musicians and the biggest motivators she currently has to offer is getting support and a partner from her. Other motivators are the experience gained from being a part of the play and the occasional "moment of fame".

Performances are normally held at the theatre, but digitalization opens the possibility to have them in unexpected locations. According to the director student, cooperation with this would be done with the owners of various venues, such as the owner of a restaurant or a shopping centre who wants a digital theatre performance as the entertainment for their venue. To know how the audience will react, she will provide a two-way streaming service to make it more authentic for the performers.

In the future it might even be possible to do the performances with motion capturing, making it 3D for the digital venue.

Finally, she will need a space where equipment can be stored, and the performance can be practised and presented from. Since the play is presented digitally, there is no actual need for seats for the public and so the space must only be large enough to fit the set for the play and the necessary streaming equipment.

Tools for the digital service include the platform in which the service is designed, and the hardware used to capture the presentation as a live image and sound on the digital stage.

It is also important that customers are given precise instructions for tracking the live performance to anticipate and prepare for error situations during the live broadcast. The director student's expertise can be utilized in the design and development of a digital service, in a screenwriting team, and naturally as the main director.

MAPPING THE PRODUCT

The director student's final product is performances through digitization where the atmosphere of live theatre is brought to various venues and events through a two-way streaming service. The strength of the product is that one show can be sold to many venues at the same time. Although sold in different places, audiences in different venues get their own communal experience. The idea is unique enough to spark discussion and help with networking and selling the product.

The weakness of the product is that live streaming is unpredictable. There might be unexpected problems with the system during the live performances. This product has the opportunity to raise theatre to new popularity. When presented in different venues and marketed effectively, it is possible to find new customers, who didn't know they would like theatre. The only threat the product possesses is that once the idea and foundation are led, it is easy for others to do the same thing. Theatre cannot be patented, so the unique idea is sure to get other competitors.

> *"It is recommended for her to choose optional studies such as courses about project managing."*

PRODUCTION PROCESS

1. After putting a team of actors, musicians, and lighting-, film-, and sound experts together, customers are surveyed, and possible grants are applied for. Money is mainly needed to rent a space and the needed equipment.

2. Screenwriting begins, this is usually done in a team. This is done after surveying customers so that they know which direction the best suits their customers.

3. Rehearsals begin. While rehearsing the play, it is important experiment with the equipment and test that it works as desired.

4. Because the sales are done in advance, it is easy to start marketing and eventually revealing the venue and showtime of the play.

HOW TO PROCEED?

To make her idea into an actual product, the director student needs more experience in being a part of the production team outside of the school environment. She should utilize her connections in theatre and join as many projects as she can before starting one of her own. It is recommended for her to choose optional studies such as courses about project managing.

To make her product into a brand she will need to gain visibility and that can be done with good marketing. She already has some marketing experience, but she should turn her focus into benchmarking so that she can apply what she learned from it into her marketing strategy. Also, it is very recommended that she utilizes her existing network connections for marketing activities.

Lastly, she needs to graduate and spend her time studying optimally. For example, in her thesis she can already start building a two-way streaming platform, gather data about customers and put everything together in theory. This way it will be much easier to do everything in practice.

DANCE THERAPY
AS A CAREER PATH

A nursing student who has been dancing for over 15 years at various levels wants to combine her hobby with her future profession which is why she has taken art therapy and dance teacher courses as further studies. She is currently working as a dancer, a temporary dance teacher without a degree, and she holds various dance birthdays. Her dream is to become a dance art therapist.

MAPPING THE CONTEXT

The dancer values trust and wants to create a professional and creative image of herself. Art interprets and expresses feelings that are inexplicable in words or that have been previously hidden and unknown. Through art, one can seek balance in one's inner world and harmony in one's life. Most importantly she wants to help her clients feel empowered. Our target group includes anyone who can benefit from dance therapy and is interested. Dancing has a proven effect on well-being.

She is very active in social media, so marketing will also be strongly focused on that platform. Customers are also reached through traditional newspaper advertisements and store notice boards. She chose Instagram and Facebook as her social media channel choices. There she wants to appear easily approachable. The content can include information about dance art therapy, calming quotes, an introduction of her, and good memories and moments

from her classes (with the permission of the clients). She will also need her own website, through which orders and inquiries are handled from and where products are described in detail.

The core of the concept is thus a service where dance art therapy is implemented for a group. The group should not be too large, as she must be able to consider each participant. A suitable group size is 6–12 people. Because she works alone, her time is limited. According to her calculations, she can take a maximum of two different groups in one month to allow time for planning lessons as well as having some free time for herself. Classes are held for one group twice a week.

DANCE ART AS AN ACTIVITY

Dance art therapy has a very different effect compared with other physical activities. For example, dance therapy focuses more on mental health effects. Studies are showing that dance not only prevents brain degeneration and ageing but may even correct them.

In dance art therapy, clients are offered a positive and encouraging atmosphere where everything is considered. Successes are always rewarded and celebrated whereas hidden or unexpressed feelings are released by seeking a deeper connection between clients and the instructor. Trust in the therapist is important to the client. The object is to grow together as a group and as a service, as it is always possible to develop the service with the help of customer feedback.

CONTRIBUTORS, MOTIVATIONS, AND ENABLERS

Although she will work as an instructor on her own, she could use some help in other areas. For example, she will need her own website and a general graphic look. The design process is easy to outsource with a graphic designer. In addition, she will need to rent some sorts of facilities for her services, big enough to dance in. It is questionable if she has time to run her own customer service and marketing on top of designing and instructing all the dance therapy classes.

For starting up, it might be a good idea to outsource herself and get potential customers from foundations such as the Finnish Student Health Service (YTHS). YTHS is a foundation that provides health care services to students at Finnish universities.

MAPPING THE PRODUCT

The final product includes dance therapy lessons in a group put together by the instructor. The lessons either by monthly subscription or by appointment. The product is the same for everyone involved, but by buying more than once at the same time, the customer can save some money. The prices for the modules are based on an online comparison and were made to be very competitive to acquire customers while starting up.

One of the strengths of dance art therapy is that you take care of your mind and body at the same time. Dance art therapy requires a certain kind of connection between the client and the instructor, and this makes her invaluable to her customers. Therefore, there is no need to hire more instructors because you would be letting your customers down. This can also be seen as weakness, because if the instructor gets sick, the lessons must stop

"The design process is easy to outsource with a graphic designer."

completely until she gets better. Dance therapy does not correspond to a visit to a psychologist, although it has positive effects on well-being and mental health.

The aim is to create long-term customer relationships by increasing trust between the supervisor and the customer. Long-term client relationships as well as returning clients enable the creation of a small community around dance art therapy to enjoy the positive effects of it. The threat is that there may not be enough customers in one area, so the service must be moved to a livelier city, such as Helsinki, where the competition is also fiercer.

PACKAGES

1. One-time visit 30 €. The purpose of this product is to get acquainted with the methods and practices of dance therapy and to generate additional sales by getting the customers to buy more visits.

2. Order of ten visits 170 €. The objective of this product is to create a calming space for the customers where they learn to be able to respond genuinely and truthfully. It is also important to generate additional sales by getting the customers to buy more visits.

3. Continuous order 80 € / month. Important skills can be acquired during dance therapy lessons. Long-term, they offer skills such as learning how to develop and trust your ability to be present empathetically or learning how to translate non-verbal movements into insights.

PRODUCTION PROCESS

1. The production process starts from customer mapping and benchmarking. Doing the groundwork is important to guarantee success and have a sustained flow of customers.

2. After finding the location, the search for the actual rented facilities begins. Once the space is acquired, choreographies and the contents for the lesson are then made.

3. The marketing begins. Apart from social media, customers are sought through newspaper advertisements and store event boards. Friends are asked to join for a couple of lessons to give some constructive and honest feedback.

4. The first lessons are held. The most important step is asking customers for feedback and to keep working towards improvement.

5. Creating a brand and opening a website. Making a website is done by outsourcing a graphic designer. Creating a brand doesn't happen in one night, it is a long process which will happen over the years. Here the most important part is making the customer path as accessible as possible.

HOW TO PROCEED?

The nursing student has already taken art therapy and dance teacher courses as further studies. She has also danced for over 15 years and has acquired enough skills and knowledge to teach a dancing class of her own.

For her to become a dance art therapist she should complete her nursing studies and focus on her future internships and thesis towards healthcare, psychology and/or dance therapy to understand her future clients better. The certificate she will acquire from her studies creates a more professional image and will also increase reliability between her and her clients. Overall, she is in a very good place to start carrying out her own dream.

"Doing the groundwork is important to guarantee success and have a sustained flow of customers."

BECOMING A PROFESSIONAL
PHOTOGRAPHER

A photographer wants to make his hobby into an actual career. Currently, he is juggling in between his day job as a mail man and photography gigs he does on the side.

He has a very active social media platform with over 3000 followers and has done several partnerships photographing for smaller starter companies. When making the transition with photography from a hobby into a career he wishes to be able to also photograph for bigger and more well-known companies.

MAPPING THE CONTEXT

One of the biggest values the photographer wants to upkeep is sticking to quality work and never forgetting to keep working on himself and developing his skills. Even though he wants to make photography a profession he wants to keep the same relaxed feeling in the way he photographs for his customers. Acquiring long-term customer relationships is very important for financial security. The photographer has a big advantage in the fact that he has a large following on social media and already acquired customers.

To get more customers and keep the

customers he already has, an online store will be created for his photos. On the same page, there are also photo galleries of filming gigs for which his customers will have their own usernames for. Each customer will have their own portfolio to which only they have access to.

From there, the customer can upload an agreed-upon number of photos or purchase more at a specific unit price.

What makes the photographer stand out and make his work unique, is his style. Most of the time photographers know exactly what they want and if they are given free hands when it comes to creativity, their work will stand out as their own. When comparing different photos from the same photographer you start to notice a specific pattern and a style in which they like to shoot their shots. The photographer in question often has very warm tones, sharp colours, and vivid use of lights in his work.

CONTRIBUTORS, MOTIVATIONS, AND ENABLERS

The photographer already has his own equipment, but he needs his own website and customers. Luckily, it is easy to out-source making the website. He has already been building his own brand through social media and it is important to keep the same style and feeling on the website to keep everything consistent. The new website works great as a home page that customers will be directed to.

Collaborations can be a big opportunity for a start-up entrepreneur. Visibility is quite affordable, but it is important to be careful when offered visibility in the form of payment. It is not advisable to go with every offer at all and it is important for the photographer to consider the benefits of his own business.

MAPPING THE PRODUCT

The final product includes different packages that contain a fixed number of images. The prices for the packages are based on an online comparison and were made to be competitive while still valuing the amount of work that is put into taking these photographs.

It is also possible to buy image licences for separate photos outside the agreement. The price for that will be 45 € / photo. Each package includes a 2-hour photo shoot at the customer's desired location. Depending on the travel distance, the customer may have to pay additional costs.

On top of this, the photographer offers additional packages with very specific objectives, such as a photography course about documenting businesses and a photo shoot that includes interior design according to the wishes of the customer.

PACKAGES

1. The package contains 20 images for the customer's image gallery, of which 8 images have download rights. The price of the package is 299 €

2. The package contains 50 images for the customer's image gallery, of which 25 images have download rights. The price of the package is 749 €

3. The package contains 100 images for the customer's image gallery, of which 50 images have download rights. The price of the package is 1299 €

4. A photo shoot that includes interior design according to the wishes of the customer. Colour harmony and objects included in the pictures are chosen by the customer. For example, an object full of emotional value such as their grandmother's old tea set.

5. A photography course on documenting the customer's own business. In this course, the customer will learn to take pictures of their office, products, and customer experiences and tell visual stories about their business.

PHOTO: Pexels / Sam Forson

"Competitions are not only great for experience but can also lead into new partnerships and customers."

HOW TO PROCEED?

The photographer should develop his skills in image processing and video shooting to get the most professional looking photographs and film. To get visibility, he should participate in photography competitions. Competitions are not only great for experience but can also lead into new partnerships and customers. He should practice his people skills and networking and let his personality shine not only on his photos but also when contacting his customers. As long as he sticks to quality work and developing his style, he is guaranteed to succeed.