

the
inland
empire
collective



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the inland empire collective launch plan.

the following documents have been prepared by sydney vargas

the following documents that are included:

lean canvas based business plan

start up and marketing budgets

mission statement

minimum viable product

link to actual website

pitch deck

press release (need)

company logo

Lean Canvas

Designed for:
the ie collective

Designed by:
sydney vargas

Date:
may 2021

Version:
2

<p>Problem</p> <p>you shouldn't have to leave your community there should be interest and opportunity where you are – beyond bezos</p> <p>storytelling in the inland empire doesn't use first person narratives to tell the experiences of our community</p> <p>no opportunities – besides warehouse work, for young inland empire creatives to support them to create in their community</p>	<p>Solution</p> <p>publish written and visual works by members of the community weekly</p> <p>host monthly writing workshops and classes for writers development</p> <p>foster a larger community through membership and events</p>	<p>Unique Value Proposition</p> <p>the inland empire collective will create both opportunity and community amongst writers and readers in their hometown.</p>	<p>Unfair Advantage</p> <p>i'm a creative from the inland empire and have experienced this hunger myself. and i did get out and into the city but, it wasn't sustainable</p> <p>i missed home, i met, grew up with and worked with the most creative people and want this community to be supported locally</p> <p>i know the community</p>	<p>Customer Segments</p> <p>teens and twenty somethings</p> <p>a storyteller who lives in the inland empire works a dead-end job and dreams of creating, plans their projects while scanning in the warehouse or on their daily commute. Spends their own money to bring those plans to fruition on their only days off.</p>
<p>Existing Alternatives</p> <p>how the problems are solved today</p> <ul style="list-style-type: none"> - enrolling in school - moving out of the inland empire especially straight into big cities (la, sf) - just never creating because need to work 	<p>Key Metrics</p> <p>the breeze paper at chaffey community college is a student press that serves as a natural starting point for members of the community prior to the pandemic that class averaged around 30 new students every semester</p> <p>pulling in around 100\$ and ad</p>	<p>High-Level Concept</p> <p>the rookie of the inland empire</p>	<p>Channels</p> <p>monthly classes hosted by creatives in the community</p> <p>newsletters</p> <p>website</p> <p>bi-annual physical magazine publication</p>	<p>Early Adopters</p> <p>teens and twenty somethings 'stuck' in the inland empire</p>
<p>Cost Structure</p>		<p>Revenue Structure</p>		

EXPENSES

START-UP COSTS YEAR 1 YEAR 2 YEAR 3

FIXED

STAFFING AND OVERHEAD

Freelance Writer Budget		5,200	7,800	10,400
Freelance Art Budget			5,200	10,400
Freelance Photography + Video			5,200	10,400
Editor Pay		29,692	31,177	32,736
Payroll taxes		4,453	5,902	5,722

VARIABLE

MARKETING BUDGET

Social media marketing		4,529	5,450	6,970.00
Digital advertising		2,264	2,725	3,485
		2,264	2,725	3,485

TECHNOLOGY & DESIGN

Website design	480	480	480	480
Software	599	599	599	599

EVENT

Venue	0	556	556	1,080.00
Food & Beverage	50	225	225	2,205
Event permits		included	included	25
Classes		149	149	149
Class Teacher's Cut		3,600	7,200	10,800

REVENUE

Membership		30,000	50,000	100,000
Advertising		8320	10,400	13,000
Event ticket sales		6,000	6,000	17,500
Class ticket sales		6,000	12,000	18,000

PROFIT/LOSS

	-1,129	837	8,463	56,534
Revenue	0	50,320	78,400	148500
Expenses	1,129	49,483	69937	91,966

Breakdown of Expenses

52 published stories weekly x \$100 per piece = 5,200 bump up pitches by \$50 ar
1 Commissioned Illustrator weekly x \$100 per piece = 5,200
1 Commissioned photog weekly x \$100 per piece = 5,200
\$14.28 x 40 hours a week x 52 weeks = 29,692 with an annual 5% increase
15.3% of 29,692 = 4,453

10% of total budget of 40,092 (staffing and overhead) = 4,500
500 / 6.70 = 74 Instagram Ads 500 / 7.19 = Facebook Ads [https://www.webfx.c](https://www.webfx.com)
1,000 / \$1.50 = <https://brandastic.com/blog/how-much-do-google-ads-cost/> 2,

Square Space has security built in sell subscriptions
<https://www.adobe.com/sea/creativecloud/plans.html>

\$150.00 x 8 hours + 10% discount = total <https://www.peerspace.com/pages/li>
\$45 x 50 people = 2,205 <https://www.thumbtack.com/ca/del-mar/catering/mar>
Alcohol Fee <https://www.fontana.org/DocumentCenter/View/9700/Special-Even>
Zoom software 10 (class fee) x 20 students = 100 per class 60% to c

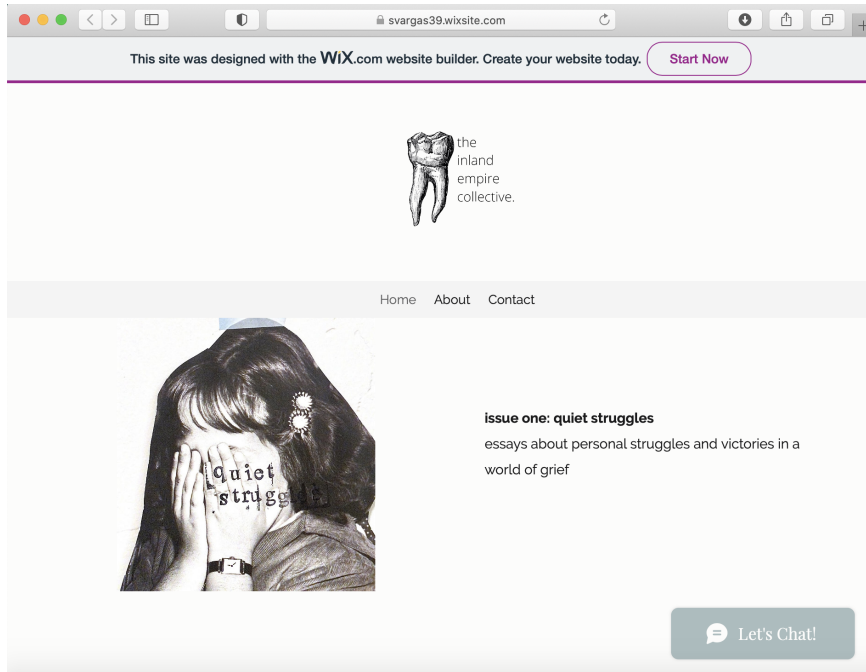
\$100 (annually will save you 20 dollars and full access to all the classes) x 500 s
\$ 160 4 ad spots x 52 weeks = 8,320

149 40% of annual class sales if minimum 10 students attend monthly
6,000 12 classes x 5 students pay \$100 = 6,000 increases by 5 students each year

minimum viable product

online publication & weekly newsletter

<https://svargas39.wixsite.com/website>

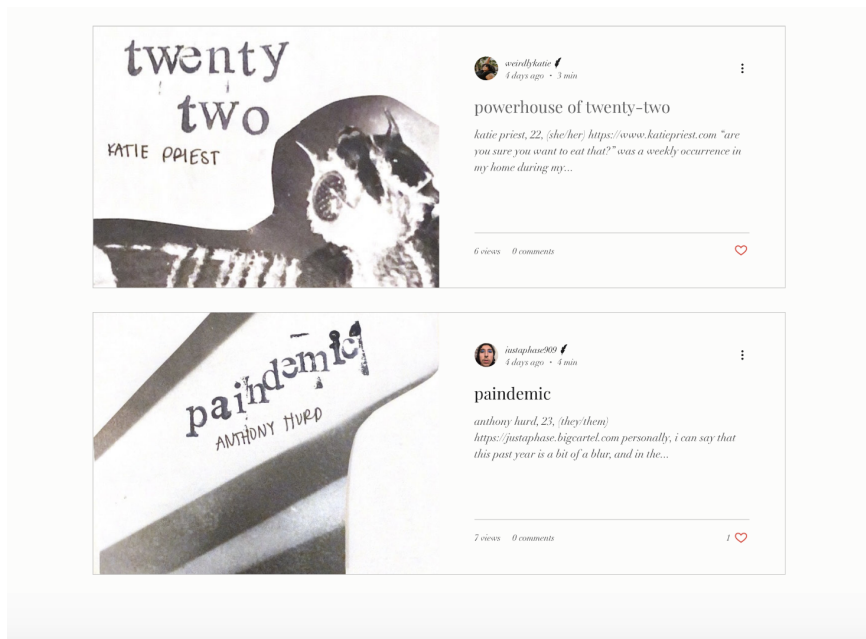


The screenshot shows a web browser window with the URL svargas39.wixsite.com. A banner at the top reads: "This site was designed with the WIX.com website builder. Create your website today. [Start Now](#)".

The main content area features the logo for "the inland empire collective." which consists of a stylized tooth icon and the text "the inland empire collective." Below the logo is a navigation menu with links for "Home", "About", and "Contact".

The featured article is titled "issue one: quiet struggles" and is described as "essays about personal struggles and victories in a world of grief". The article's cover image shows a woman with long dark hair covering her face with her hands, with the words "Quiet struggles" overlaid in a typewriter font.

A "Let's Chat!" button is located in the bottom right corner of the article preview.



The screenshot displays two social media-style posts. The first post is titled "twenty two" by "KATIE PRIEST" and features a black and white image of a bird. The text of the post reads: "powerhouse of twenty-two", "katie priest, 22, (she/her) <https://www.katiepriest.com> 'are you sure you want to eat that?' was a weekly occurrence in my home during my...". It shows 6 views and 0 comments.

The second post is titled "pandemic" by "ANTHONY HURD" and features a close-up image of a white surface with the word "pandemic" written in a typewriter font. The text of the post reads: "pandemic", "anthony hurd, 23, (they/them)", "<https://justaphase.bigeariel.com> personally, i can say that this past year is a bit of a blur, and in the...". It shows 7 views and 0 comments.



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our first issue + newsletter

welcome to the inland empire collective!

our first issue "quiet struggles," features artists anthony hurd, katie priest and yusrah.

in personal essays *paindemic*, *powerhouse of 22*, and *out* the authors get personal about their experiences inside the quarantine. navigating queer heartbreak, working through internalized fatphobia and coming out to an unaccepting parent.

the artists know these are universal experiences in both the inland empire + the world. they hope that someone finds comfort in their stories.

"it was such a tough time and im still going through it sadly but, im stronger everyday," yusrah said.

"it was such a tough time and im still going through it sadly but, im stronger everyday," yusrah said.

if you love the stories and want to further check out the work of these artists here are some ways to support them!

anthony hurd's online shop! (clay accessories and zine)

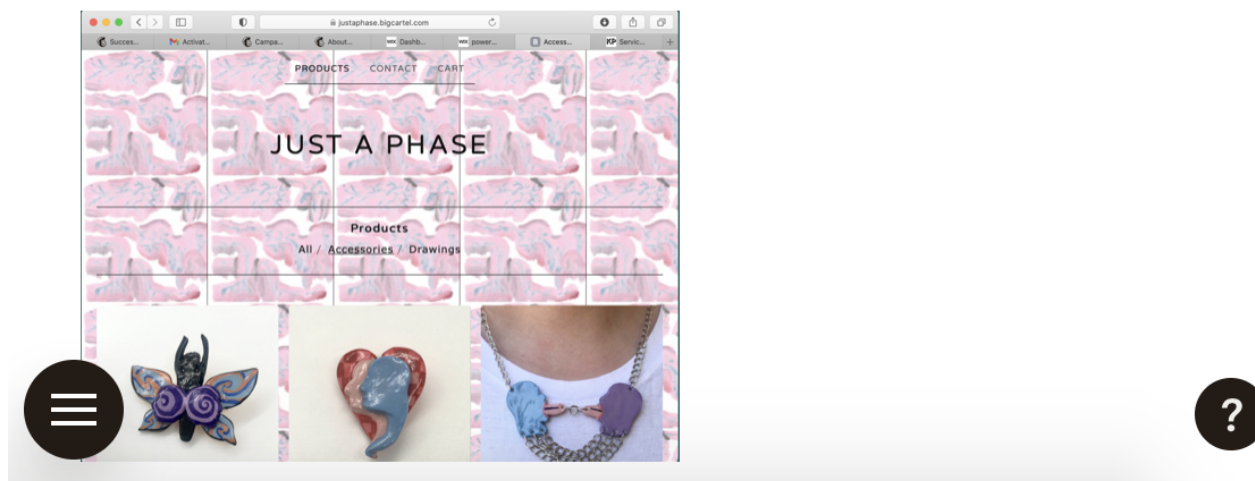
<https://justaphase.bigcartel.com>

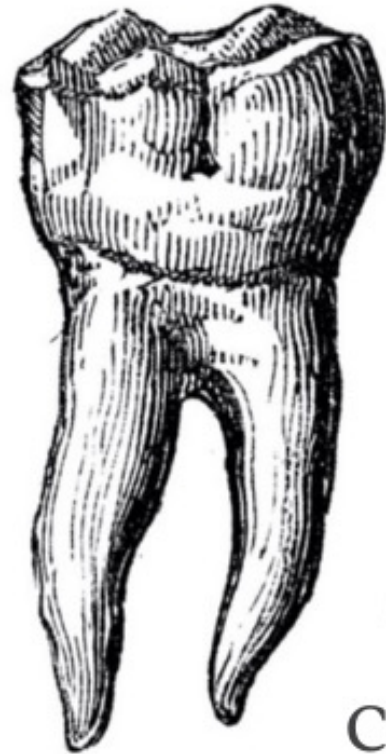
katie priest's podcasting services

<https://www.katiepriest.com>

as always e-mail us about pitches, feedback or paid promotions for your local business at theinlandempirecollective@gmail.com!!!!

[Start Shopping](#)





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“pulling stories straight from their roots”

problem

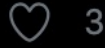
- the inland empire makes up about 11% of the state's population and received one percent of its public arts grants
- Amazon, is our area's largest employer with 20,000 employees, and there only looks as though there is more to come.





american healthcare gothic @veranable · Jul 24, 2020

eventually im going to make a formal post, buuut ig i can just say it here for now. i'm looking for employment within the **inland empire** area (remote works too, of course) im a trans neurodivergent **artist** whos got a lot to say. dm me!



Ramos
@RamosVSLs

I need some artists homies around the inland empire to kick it wit sometimes n smoke fr :/

9:29 PM · Oct 14, 2020 · Twitter for iPhone

1 Like



Geralts official wife @Opalfae · Dec 17, 2020

Replying to @Opalfae and @xpinchebri

Redlands and ie real criticism ? Lack of job opportunities for the working class to support and grow in ! If you love amazon you love the **inland empire** for supply and demand 🙄 there's a fkin dolls kill **warehouse** 5 mins away from me for crying out loud . **warehouse** city over here



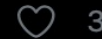
Future Forbe's 30 Under 30 @yoomazi · Oct 14, 2020

INLAND EMPIRE Artist Need To Stop Focusing On Doing Shows In LOS ANGELES.



Future Forbe's 30 Under 30 @yoomazi · Oct 14, 2020

If Inland Empire Artists Focused More On Throwing Shows In The INLAND EMPIRE Then There Wouldn't Be A Reason Why We Never Get A Spotlight.



Dolla Mike @DGE_Dolla · May 8, 2020

Where's all the **artist** in the **Inland Empire!** #StateyoName let's Work!



headlines about the i.e., written within the past few years



Home > Arts & Entertainment

Arts & Entertainment | Off The Record

California's best kept secret: the Inland Empire arts scene

By Sarah Bazy - January 14, 2020

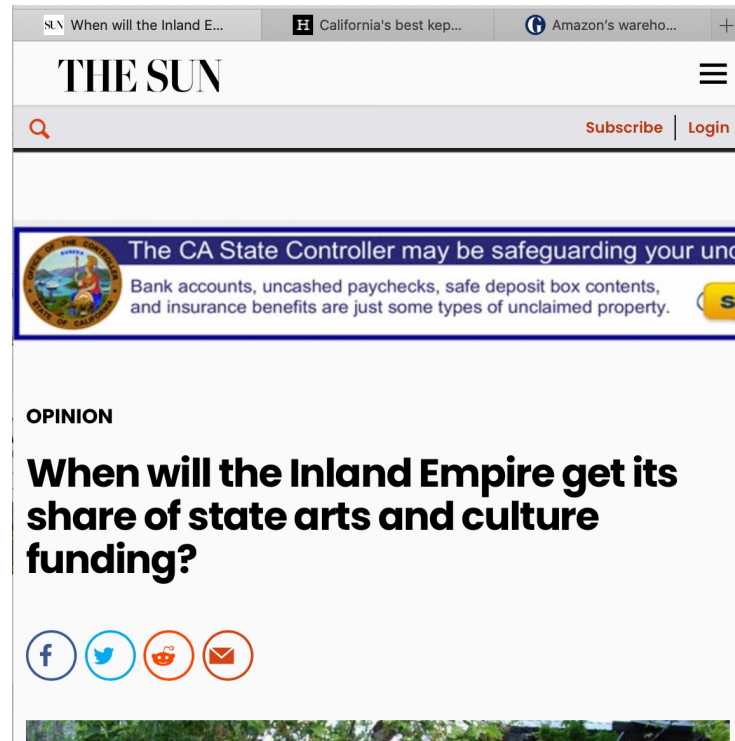
f t G+ p

Post Views: 770



The legitimacy of the Inland Empire music and arts scene has always been a hot topic of debate between folks from Los Angeles and people from the Inland Empire (IE). This subject gained even more attention in early September when musician [Tyler the Creator](#) took to [Twitter](#) to defame Moreno Valley and publicly thank his mom for not moving

Sarah Bazy /HIGHLANDER



THE SUN

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The CA State Controller may be safeguarding your unclaimed property. Bank accounts, uncashed paychecks, safe deposit box contents, and insurance benefits are just some types of unclaimed property.

OPINION

When will the Inland Empire get its share of state arts and culture funding?

f t r e



Sign in | Contribute →

The Guardian For 200 years

News | Opinion | Sport | Culture | Lifestyle

Environment | Climate change | Wildlife | Energy | Pollution

Amazon

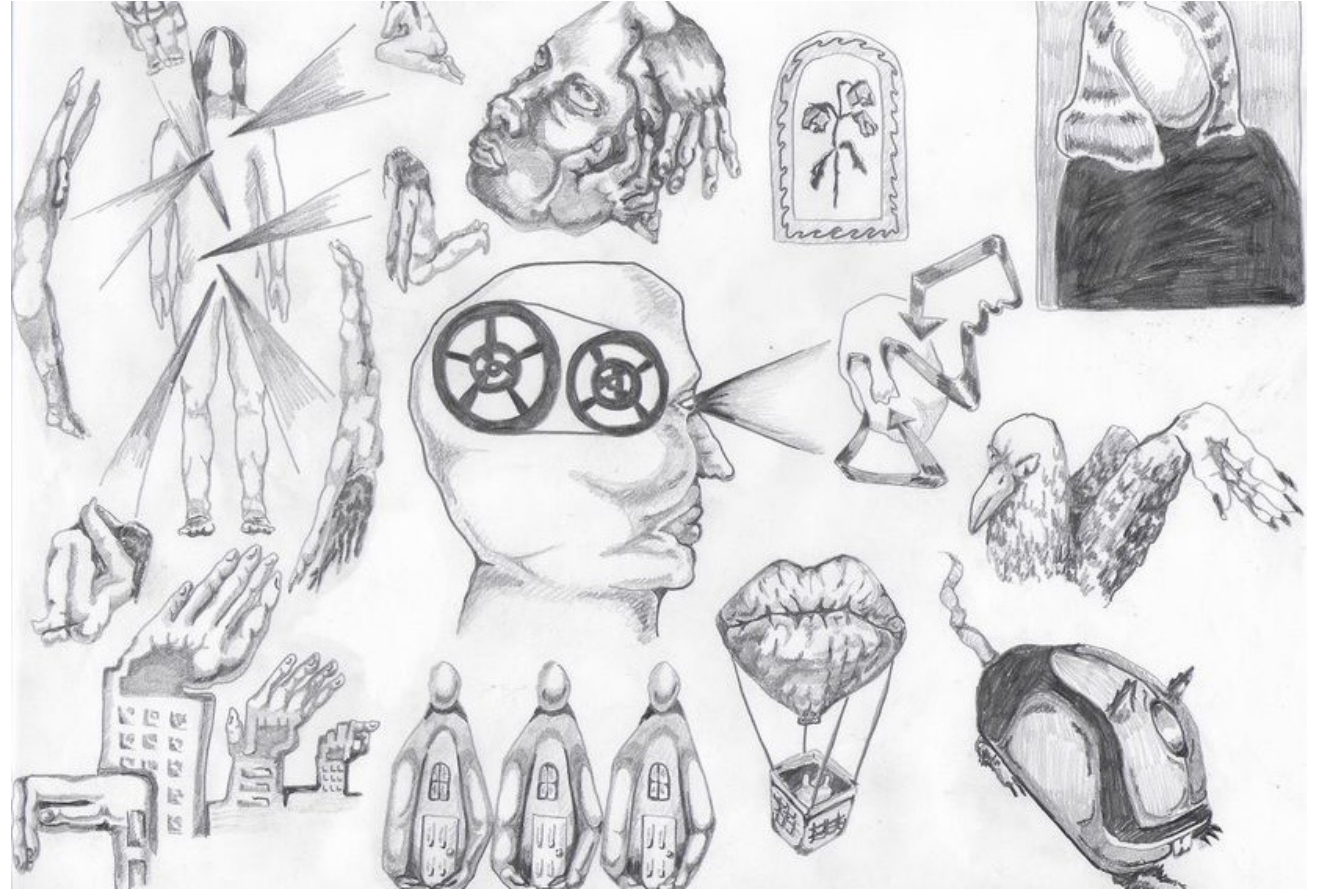
Amazon's warehouse boom linked to health hazards in America's most polluted region

Research shows warehouses, which have proliferated in California's Inland Empire, bring pollution that disproportionately affects people of color



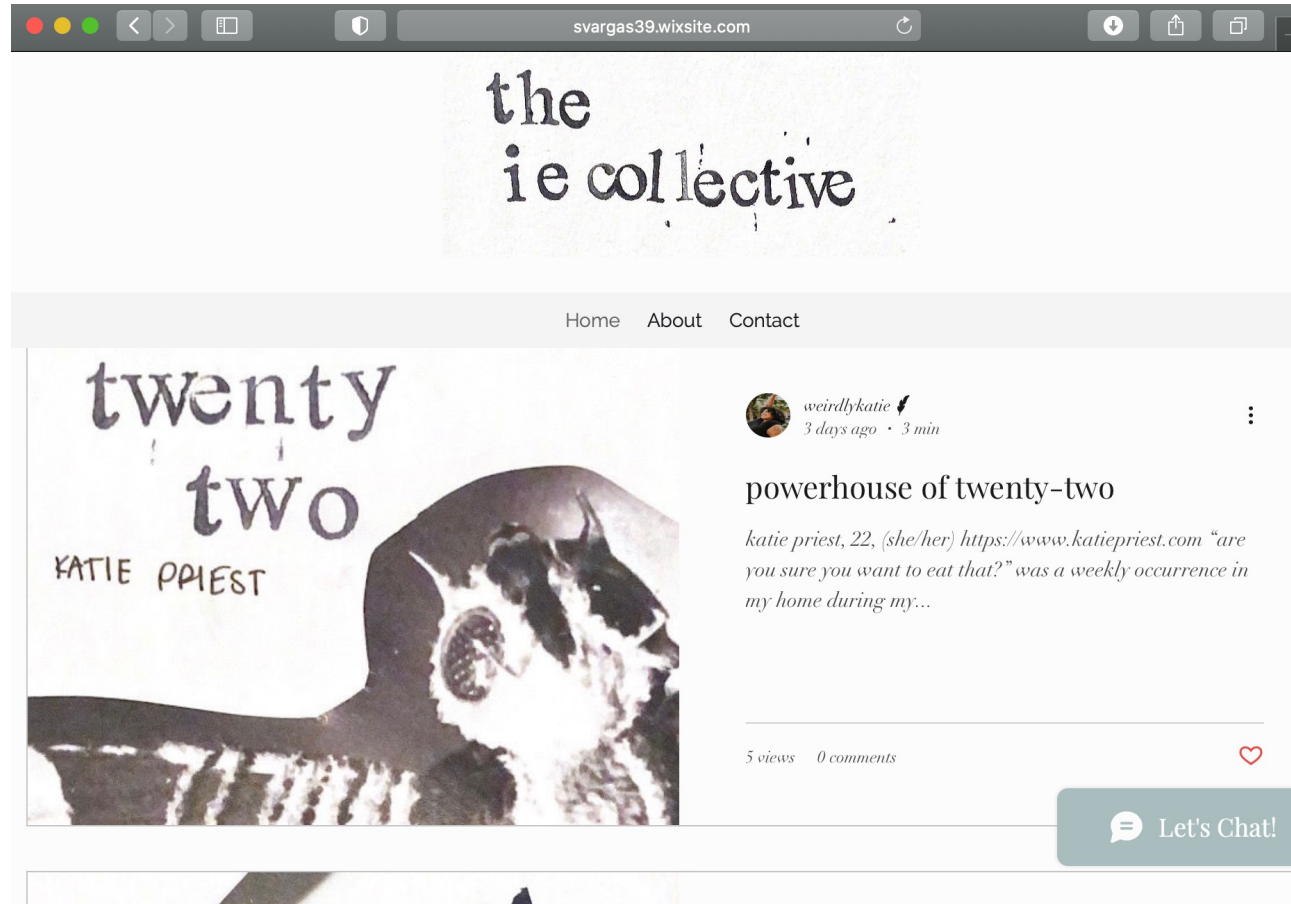
solution

- **we want to address this problem** by launching a non-profit media community to provide local creatives both opportunity and support.



house emoji by anthony hurd

product



- online publication
- weekly newsletter
- monthly classes hosted by creatives in the community

market size opportunity

- **we want to serve** inland empire teens and twenty somethings
- local community colleges alone hold 50,500 students who can both read and contribute to the collective



by anthony hurd

how would this make things easier for them?

- **creating** an audience for their storytelling throughout weekly online publication and newsletter
- **investing** in their artistic development by hosting writing classes and literary events
- **fostering** a community of writers and readers in the area to connect



by anthony hurd

how will the
collective fill the
gaps?

- light commitment
- little financial investment required
- access to paid opportunities and publishing
- access to larger community

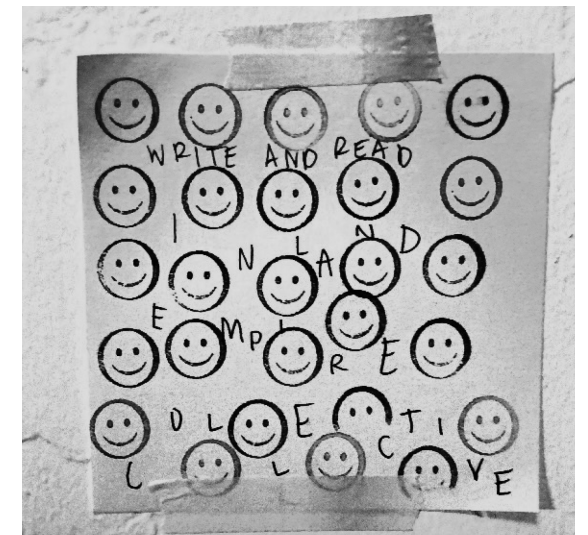
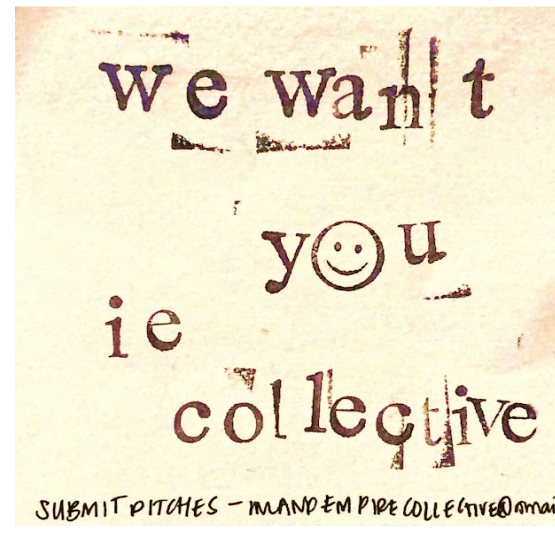
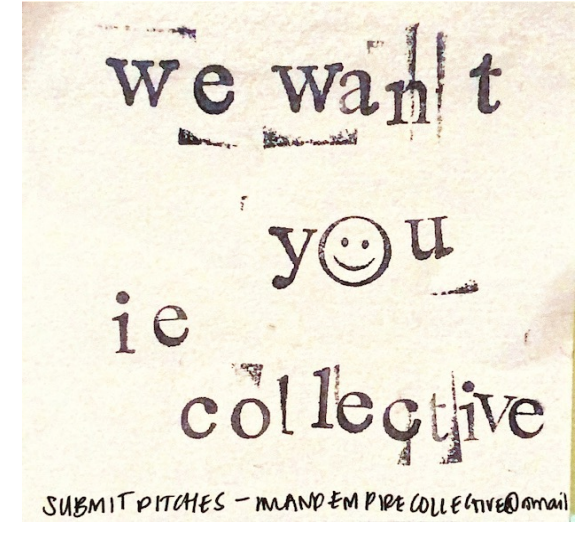
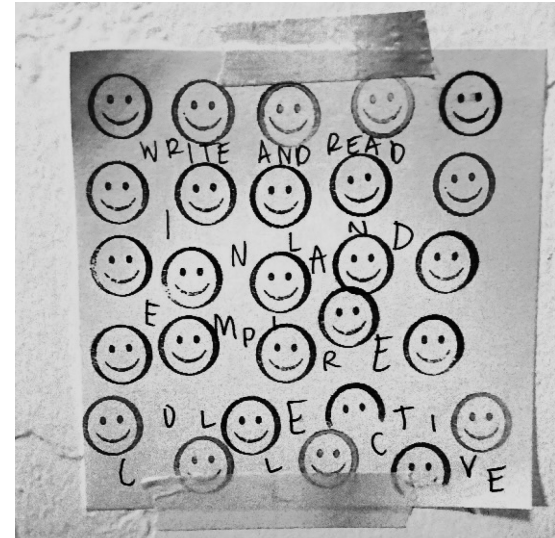
356 inland empire
creatives hired
annually

by year three
\$69,658 straight
back to the creative
community

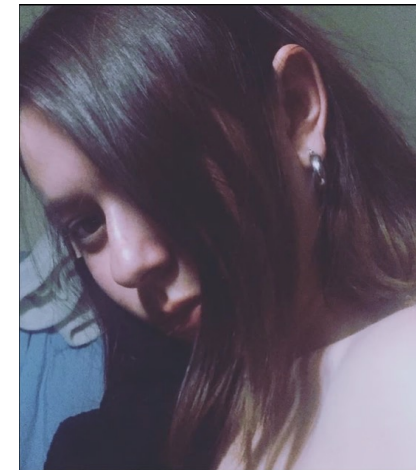
and were just
getting started

how we plan to reach the community

- hosting literary events
- partnering with local community colleges and bookstores
- offering paid promotions to local businesses
- provide a change in the community's warehouse culture placing importance by investing into young artists

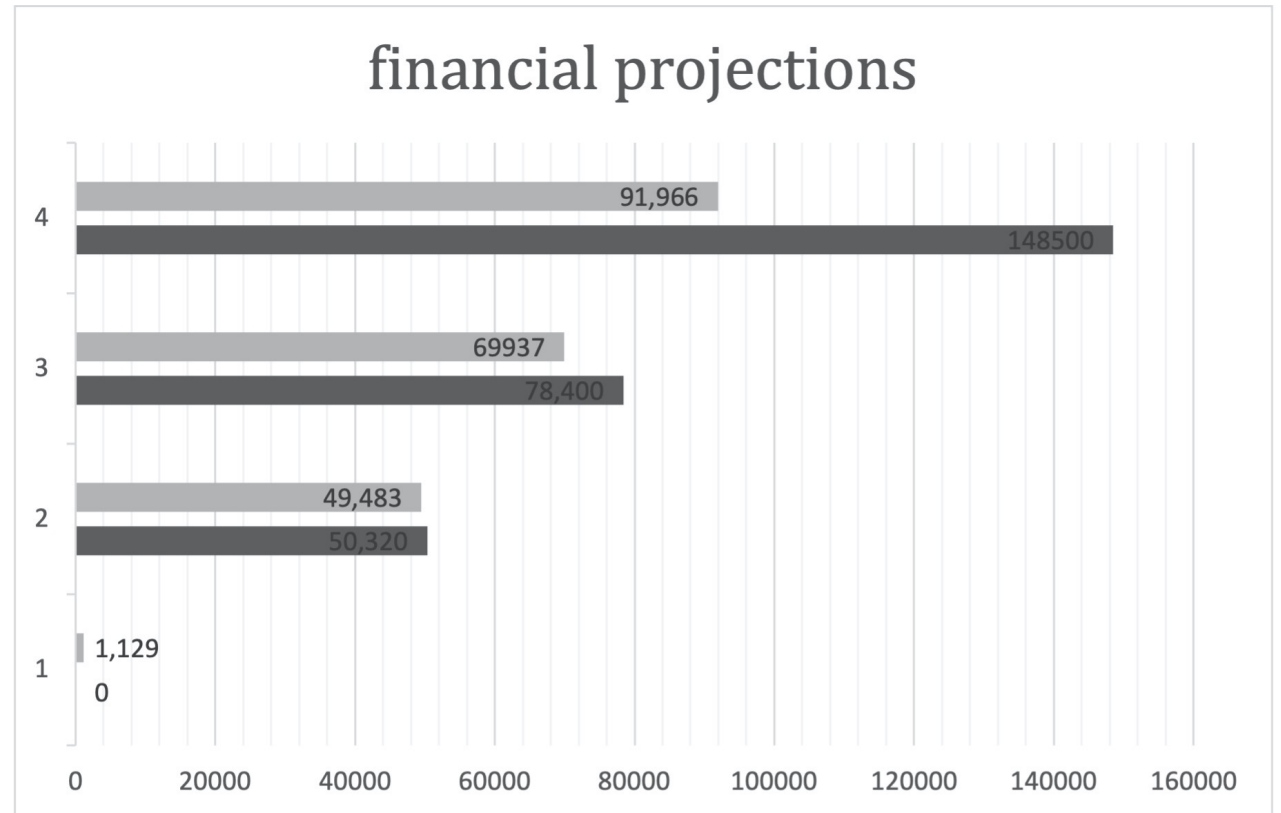


- sydney vargas; founder
- born and raised in the inland empire
- writer, filmmaker, creative
- wrote for the community college magazine



business model

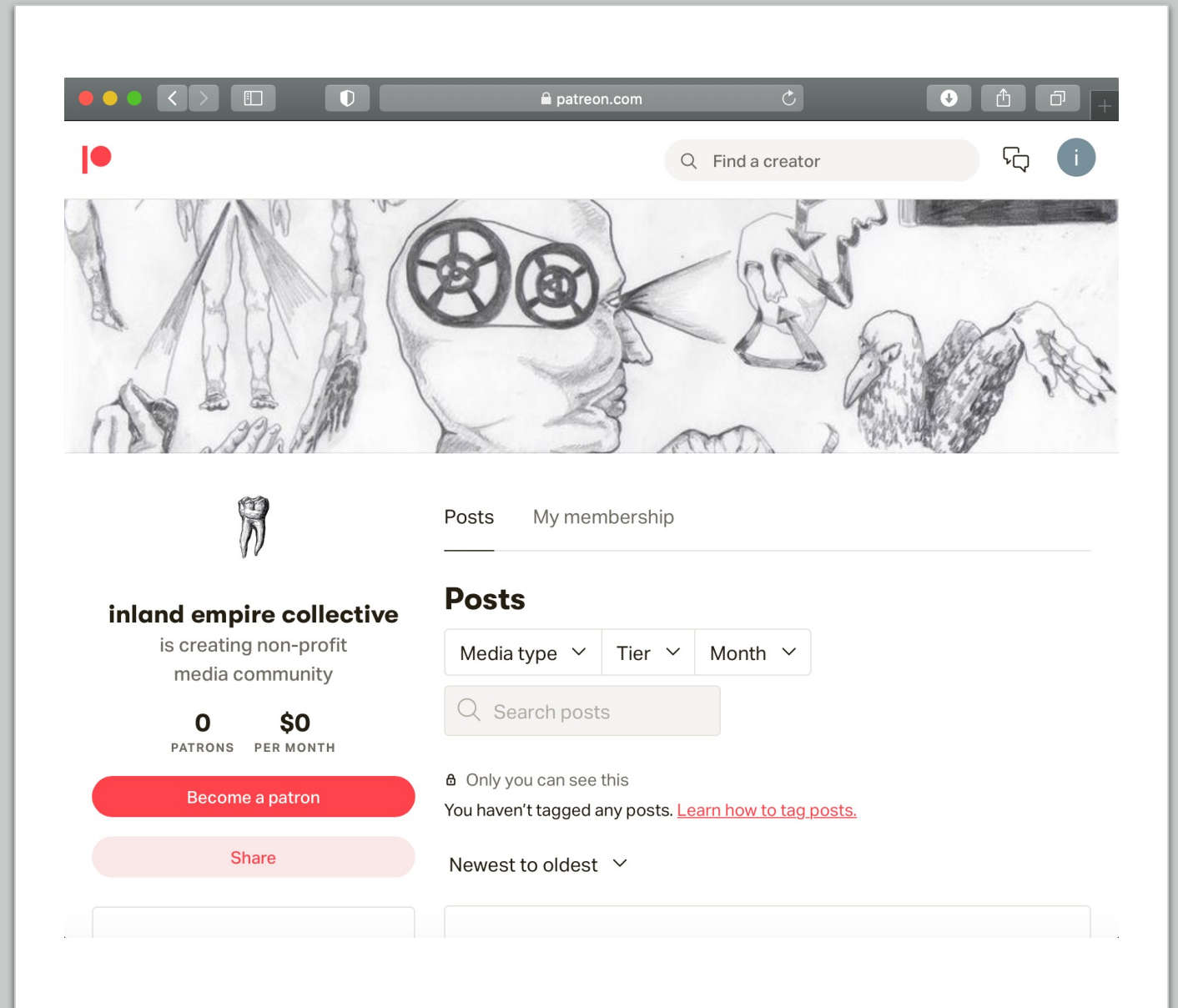
- we can financially be self-sustained by year three through
 - paid membership
 - sponsorships
 - paid promotions



by year 3 the company will have profits of 38.07%

how you can support

- patreon
- signing up for our newsletter



The screenshot shows a web browser window with the URL 'patreon.com'. The page features a header with a search bar 'Find a creator' and a profile icon. Below the header is a large banner image depicting a collage of sketches, including a human head with gears for eyes, a hand holding a pen, and a bird. The main content area displays the profile for 'inland empire collective', which is described as 'is creating non-profit media community'. It shows 0 patrons and a price of \$0 per month. There are two buttons: a red 'Become a patron' button and a light pink 'Share' button. To the right, there are tabs for 'Posts' and 'My membership', and a 'Posts' section with filters for 'Media type', 'Tier', and 'Month', a search bar, and a note that only the user can see this page. A dropdown menu for 'Newest to oldest' is also visible.