



**CREATED BY KENZIE AELLIG**

Cherry Magazine is a San Francisco-based publication that highlights those with underrepresented gender identities and sexualities within the world of arts and culture. Cherry is a place for people to showcase their work and represent themselves in a way that feels most natural and accurate to them.

It's a place for community, conversation, and growth.

Cherry is a sanctuary.

<b>EXPENSES</b>	<b>Start-Up</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>FIXED</b>				
<b>Staffing</b>				
Freelance Writers		\$5,000	\$7,000	\$10,000
Freelance Photographers		\$3,000	\$6,000	\$8,000
Freelance Art		\$1,500	\$3,000	\$3,000
Editors			\$15,000	\$15,000
Payroll Taxes		\$727	\$4,407	\$5,389
<b>VARIABLE</b>				
<b>Marketing Budget</b>				
Social Media Marketing		\$100	\$100	\$100
<b>Technology and Design</b>				
Website Design	included w/host	included w/host	included w/host	included w/host
Website Domain	included w/host	included w/host	included w/host	included w/host
Website Development	included w/host	included w/host	included w/host	included w/host
Website Host	\$89	\$89	\$89	\$89
<b>Events</b>				
Venue			\$500	\$500
Food & Beverage	\$100	\$250	\$250	\$500
Event Permits			\$25	\$25
Artists/Musicians	\$100	\$500	\$500	\$1,000
<b>Merchandise</b>				
Stickers	\$55 (100 stickers)	\$275 (500 stickers)	\$550 (1,000 stickers)	\$750 (2,000 stickers)
Clothing	\$500 (100 t-shirts)	\$750 (200 t-shirts)	\$1,000 (300 t-shirts)	\$2,500 (500 t-shirts)
Tote Bags	\$500 (100 bags)	\$750 (200 bags)	\$1,000 (300 bags)	\$2,500 (500 bags)
Pins	\$15 (100 pins)	\$30 (200 pins)	\$75 (500 pins)	\$150 (1,000 pins)
Print Magazine	\$150 (50 copies)	\$300 (100 copies)	\$400 (200 copies)	\$500 (500 copies)
<b>REVENUE</b>				
Online Subscriptions		\$6,000 (\$5/month)	\$12,000 (\$5/month)	\$24,000 (\$5/month)
Print Sales	\$600 (sell for \$15)	\$1,200 (sell for \$15)	\$2,600 (sell for \$15)	\$7,000 (sell for \$15)
Donations	\$500	\$1,500	\$3,000	\$6,000
Event Ticket Sales	\$1,000	\$3,000	\$6,000	\$10,000
Merchandise	\$3,400	\$7,700	\$12,500	\$22,000
Sponsors		\$1,000	\$3,000	\$5,000
<b>PROFIT/LOSS</b>				
Revenue	\$3,991	\$7,129	\$2,229	\$30,397
Expenses	\$5,500	\$20,400	\$39,100	\$74,000
	\$1,509	\$13,271	\$36,871	\$43,603

## BREAKDOWN OF EXPENSES

### MERCHANDISE

Stickers will be priced at \$3 each and cost approximately \$0.55 per sticker to produce.  
 Shirts will be priced at \$15 each and cost approximately \$5 per shirt to produce.  
 Tote bags will be priced at \$15 each and cost approximately \$5 per bag to produce.  
 Pins will be priced at \$1 each and cost approximately \$0.15 to produce.

### PRINT MAGAZINE

Print editions will be priced at \$10 each and cost approximately \$150 per 50 copies.

### ONLINE

Website subscriptions will cost \$5 per month or \$60 annually.  
 The website host will cost \$89 annually through the Elementor plug-in.

### EVENTS

Events will be priced at \$10-20 per ticket.

<b>Lean Canvas</b>		Designed for: Cherry Magazine	Designed by: Kenzie Aellig	Date: 10/13/21	Version: 01
<b>Problem</b>	<b>Solution</b>	<b>Unique Value Proposition</b>	<b>Unfair Advantage</b>	<b>Customer Segments</b>	
<ol style="list-style-type: none"> <li>Misrepresentation of people's gender identity and sexuality</li> <li>Lack of community for these groups of people</li> <li>Lack of space online for genuine critical conversation</li> </ol>	<ol style="list-style-type: none"> <li>Work in my publication will be created by people of misrepresented gender identities and sexualities who can represent their own communities accurately</li> <li>My publication will throw events such as art shows, flea markets, music events, etc. where people can feel welcome</li> <li>My publication will offer a space for people who genuinely want to have real conversations about gender/sexuality issues and learn/grow.</li> </ol>	<p>Although many feminist, queer, or even men's publications currently exist, it's almost impossible to find a publication that features people of traditionally excluded identities without making it the focus of the publication or a major identifying factor of those individuals. People want to be represented, but they also want to be seen as more than just their gender identity or sexuality.</p>	<p>As a part of the younger generation and part of these communities, I have a more natural understanding of the language and conversation surrounding these topics. I won't have to try to "act" progressive or update the language my publication uses like most other organizations are scrambling to do.</p>	<p>College aged, 18-30 year olds in the Bay Area. Interested in the underground arts scene in San Francisco/Oakland.</p>	
<b>Existing Alternatives</b>	<b>Key Metrics</b>	<b>High-Level Concept</b>	<b>Channels</b>	<b>Early Adopters</b>	
<p>Them mag (<a href="https://www.them.us">https://www.them.us</a>)</p> <p>Enby mag (<a href="https://www.enbymag.ca">https://www.enbymag.ca</a>)</p> <p>Salty mag (<a href="https://saltyworld.net">https://saltyworld.net</a>)</p>	<p>Followers on social media</p> <p>Listeners to podcast</p> <p>Viewers on website</p> <p>Attendance number for events</p>	<p>My publication = Pop Mag/Dazed for people of misrepresented gender identities and sexualities</p>	<p>Events</p> <ul style="list-style-type: none"> <li>- Flea market</li> <li>- Art shows</li> <li>- Music events</li> </ul> <p>Clothing</p> <ul style="list-style-type: none"> <li>- Merch</li> <li>- Pair with clothing line or artist</li> </ul>	<p>20-something art student minoring in women and gender studies. She/they or femme-identifying or non-binary person. Involved in the underground music and art scene in San Francisco. Loves to attend music shows.</p>	
<b>Cost Structure</b>		<b>Revenue Structure</b>			
		<p>Advertisements on the site (possible single-sponsor)</p> <p>Ticket sales from events (art shows, music events, etc.)</p> <p>Percent of sales from flea market</p> <p>Merch sales</p>			
<p>Lean Canvas is adapted from The Business Model Canvas (<a href="http://www.businessmodelgeneration.com/canvas">www.businessmodelgeneration.com/canvas</a>). Word Implementation by: Neos Chronos Limited (<a href="https://neoschronos.com">https://neoschronos.com</a>). License: CC BY-SA 3.0</p>					

## MIMINUM VIABLE PROTOTYPE

<https://online.flippingbook.com/view/551120138/>



## PITCH DECK

[https://www.canva.com/design/DAEvSUUBsMc/\\_3ZivLl7LwLWwqhtMC5bA/view?utm\\_content=DAEvSUUBsMc&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink/](https://www.canva.com/design/DAEvSUUBsMc/_3ZivLl7LwLWwqhtMC5bA/view?utm_content=DAEvSUUBsMc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink/)

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# cherry

MAGAZINE

FOR IMMEDIATE RELEASE

**San Francisco, California, December 10, 2021** – Cherry Magazine will be released on December 15, 2021 and will distribute 30 copies of the first print issue in San Francisco.

The magazine will focus on arts and culture and feature six stories that cover topics of gender identity, health and wellness, reproductive justice, and more from writers such as Ziggy Deberry, Lyn Brook, KK Interchuck, and and Cherry Magazine founder Kenzie Aellig. The magazine will be released on a bi-annual basis and will be targeted towards people of underrepresented gender identities sexualities, such as women, nonbinary people, and trans people ages 18-30 in the Bay Area.

“Cherry Magazine provides a platform for people of underrepresented gender identities and sexualities to showcase their work and report on all topics in the world of arts and culture,” said founder Kenzie Aellig. “It allows people to express themselves in a way they feel best represents them and their respective communities.

The magazine will function as both an online and print publication. Print issues will cost \$10 each and online subscriptions will cost \$5 per month. Although the website is currently under construction, print issues will be available as early as December 15, 2021.

The first issue will feature work by a variety of writers, artists, and photographers covering a range of intimate, personal topics as well as broader stories of social issues. Highlighted work includes a short essay by Ziggy Deberry, a Black, genderfluid writer whose work explores their personal journey with gender identity, as well as a written piece and playlist focusing on the experiences and works of Black female pop artists by up-and-coming “glitter pop-synth” singer Chloe Little. Also included is a photo story on the wondrous beauty of Paradise Valley, Montana by photographer Avery Wilcox.

More information about the upcoming magazine can be found at its website, [cherrymagazine.org](http://cherrymagazine.org), which is currently under construction.