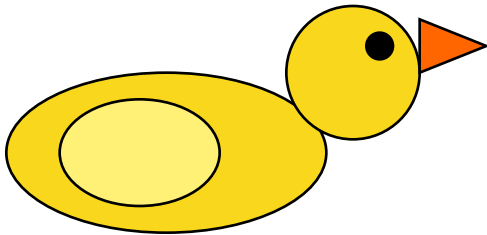


Terry Bauer Arts LLC

Business Plan

“A little art for everyone – from originals to click & print.”



■ A cheerful plan, just like a duck floating calmly above the water while paddling with purpose below.

Executive Summary

Terry Bauer Arts LLC is a San Francisco–based creative venture focused on bridging fine art and digital accessibility. The business operates an online platform where visitors can: 1) Purchase original artworks, 2) Order limited edition prints, 3) Access instant digital downloads ('click and print'). The mission is to democratize art ownership—offering high-value collectors original works while providing broader audiences with accessible, immediate art options.

Business Objectives

- Launch and maintain a fully functional e-commerce website with seamless art browsing and purchasing features. - Develop a tiered pricing model: original works (premium), prints (mid-tier), and digital downloads (accessible). - Build a recognizable brand identity that merges art, technology, and exclusivity. - Grow to \$100k in online art sales within the first two years through direct sales, collaborations, and marketing campaigns.

Products & Services

1. Original Artworks – One-of-a-kind paintings, drawings, and mixed media pieces. 2. Limited Edition Prints – High-quality reproductions of select works. 3. Digital Downloads (Click & Print) – Affordable instant downloads. 4. Future Offerings – NFT/digital ownership verification, collaborations with fashion, music, or product lines.

Target Market

- Collectors & Enthusiasts - Young Professionals & Digital Natives - Interior Designers & Decorators - Global Art Consumers

Revenue Model

1. Original Sales – High-margin, lower frequency. 2. Prints – Steady income stream. 3. Digital Downloads – Low price point, high volume potential. 4. Commissions & Collaborations – Custom art or brand partnerships.

Marketing Strategy

- Website Optimization - Social Media Marketing (Instagram, TikTok, Pinterest) - Email Campaigns - SEO & Blogging - Partnerships with galleries and creative collaborators

Operations Plan

- Website Platform: Shopify, Squarespace, or custom build - Payment Gateway: Stripe, PayPal, Apple Pay - Printing & Fulfillment: Print-on-demand services - Digital Delivery: Automated file release - Shipping: Insured shipping for originals, fulfillment partners for prints

Financial Plan

Startup Costs: - Website design & hosting: \$2,500 – \$5,000 - Branding & marketing setup: \$1,000 – \$3,000 - Print samples & packaging: \$500 – \$1,000 - Legal & administrative: \$500 – \$1,000 Revenue Projections (Year 1): - Originals: \$30,000 - Prints: \$25,000 - Digital downloads: \$15,000 - Collaborations: \$10,000 Total Year 1 Goal: \$80,000

Conclusion

Terry Bauer Arts LLC is positioned at the intersection of traditional art and digital commerce. By offering originals, limited prints, and instant digital downloads, the business captures multiple market segments while creating sustainable revenue streams. The website will serve as both a digital gallery and a global storefront, reinforcing the brand as innovative, accessible, and artistically authentic.