

VALUE PROPOSITIONS

With a vision to enhance and improve the world through creation, learning, discovery, education and kindness, I create content for my own enjoyment, sanity and for a living.

I am an extensive creative who offers my multi-faceted skill set in three areas of design to reach the greatest number of clientele and provide the sought after result

A. P. Barnes-Keoghan - Fine art for specialist client; scientific and realism illustration, painting and sculpture

- Exclusive one-off pieces
- High value
- Carefully prepared and presented
- Traditional
- Scientifically accurate and detailed
- Lasting and timeless
- Graphite, charcoal, pen & ink, watercolour, bronze sculpture

A. P. BARNES & KEOGHAN
— FINE ART —

Oi Barnes! - University Clubs and Society's Event Photographer

- Affordable
- For university club's and society's events and formal dinners
- Fast turnaround (from photo to client within 48 hours)
- Oi Barnes! Branding
- Can provide hard copy prints for additional extra
- "Super social"
- Similar age to majority of university students

[Oi]
BARNES!
P H O T O G R A P H Y

VALUE PROPOSITIONS



EXTENSIVE CREATIVE

albarkeo - Freelance Artist

Commercial prints and designs available through numerous online distributors

'Start to finish' work for small businesses or separate clients requiring commission-based designs in any or a combination of the following techniques:

Illustrator & Painter

- Digital & traditional
- Vibrant use of colour
- In-depth characters
- Cute factor
- Affordable
- Graphite, pen & ink, watercolour, acrylic

Sculptor

- Wax sculpture (Including surf wax)
- Digital sculpture (for 3D printing)
- Silicone mould making
- Resin casting
- Sculpture-based artificial reef enthusiast

Graphic Designer

- Poster, Infographic & Logo specialist
- Clever & thought provoking designs
- Fast poster creation
- Informative

Photographer

- Australian animal specialist
- Unique landscape destinations
- Camping & tracking for animals
- Comedic & cute wildlife photography
- Numerous established residences across Australia
- Exceptional prints

KEY ACTIVITIES



EXTENSIVE CREATIVE

Designing the product is done preferably in person with the client however can be over the phone or via email/video call

Production depends on the exact work, a large amount can be completed anywhere digitally, some products will require work in studio

Delivery is also dependent on the outcome, large amounts are digital, some can be posted or delivered in person

Problem solving of designs will be completed in tangent between the client and any potential test customers

The network which the work is then shared on will be decided by the client

[O] BARNES!

Preparation of the night is achieved via contact form on my website, Facebook, email, in person* or over the phone*

*With follow up email

The photography is all completed at and around the venue and delivered digitally

The network which the work is then shared on will be decided by the client

A. P. BARNES ∞ KEOGHAN

FINE ART

Designing the artwork is done preferably in person with the client however can be over the phone or via email/video call

Production will involve digital sketches so that the client is aware of the what the end result will look like, a large majority of works will require time in the studio

Initial delivery can be via the internet or in person, final outcomes will be delivered preferably in person, or by express postage

The network which the work is then shared on will be decided by the client

KEY RESOURCES

Pens

0.03-3mm

Calligraphy

Gel pens

Erasers

Vinyl

Rubber

Kneadable

Photography

Camera body

Lenses

- zoom

- portrait

- wide-angle

- macro

Tripod

Flash

Spare batteries

Carry bag

Paper

Archers

Illustration Board

Strathmore coloured paper

Canvases

Cotton papers

Bamboo papers

Paints

Watercolour

Acrylic

Gesso

Texture paste

Paint thinner

Masking fluid

Pencils

Mechanical & refills

Graphite

Charcoal

Sculpture

Mixing containers

Armature wire

Sculpting tools

Plaster bandage

Paper towel

Silicone

Clay

Wax

Surf Wax

Bronze

Resin

Foil

Frames

Ready-mades

Custom frames

Technology

Laptop

Monitor

Mouse

Cooling pad

Drawing tablet

Phone

Headphones

USB

Hard drives (external & portable)

Software

Adobe Creative Suite

Sculptris

ZBrush

Microsoft Suite

Evernote

Picasa

NIK Collection

Many resources are used across all three business platforms

CHANNELS

	Current	Future (+ increase, - decrease exposure)	Cost	Visitors, view & reach	Time Investment
Misc					
Search Engines	✓	✓	Free	-	Low
Website	✓	✓ +	\$24 per Year	200 visitors per month	Low
Word of Mouth	✓	✓ +	Free	50-250 individuals per week	Low
Social Media Based					
Facebook (page)	x	✓	Free (very low exposure without sponsored ads)	NA	Low
Facebook (Personal)	✓	✓ +	Free	~1000	Low
Instagram	✓	✓ +	Free	~350	Low
Snapchat	✓	✓ +	Free	<50	Low
Portfolio Based					
Sketchfab	✓	✓ +	Free	Unknown, likely <10 per week	Low
Viewbug	✓	✓	Free	Unknown, likely <10 per week	Low
Behance	x	✓	Free	NA	Moderate
LinkedIn	x	✓	Free	NA	Moderate
Distributors					
Society6	✓	✓ +	\$1 Paypal Connection Free	Unknown, likely <10 per week	Low
Redbubble	x	?	Free	NA	Moderate
Print All Over Me	x	✓	?	NA	Moderate
Spoonflower	x	?	?	NA	Moderate
Threadless	x	✓	?	NA	Moderate
SpreadShirt	x	✓	?	NA	Moderate
Emailing List	x	✓	Free	NA	Moderate
Etsy	x	✓	Shop - Free A\$0.26 per listing, 3.5% selling price to Etsy, 2.5% currency conversion	NA	Moderate

CUSTOMER RELATIONSHIPS

www.albarkeo.com currently acts as the central point of albarkeo as well as Oi Barnes! and A. P. Barnes-Keoghan. The website currently does not have a personal storefront however will include one in the near future. A. P. Barnes-Keoghan will eventually include a website when there is enough significant content

The contact form-to-email on albarkeo.com allows for exchanges between clients in regards to all three business platforms

albarkeo

Continuous reporting on progress updates allows the first design to require little to no reiterations and changes

Follow up emails are sent asking for any further requirements of designs

Feedback available on all major online distributors via comment sections and feedback buttons

Oi Barnes!

In-person discussion is made about the event
Dedicated attempt to photograph every single person at the event

Quality photography and amusing name to call out during night

Outgoing personality and photographing techniques that bring out genuine smiles

Providing last minute or booked in advance services
Generally able to continue working if client requires

A. P. Barnes-Keoghan

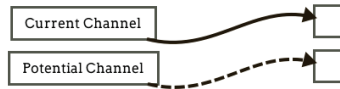
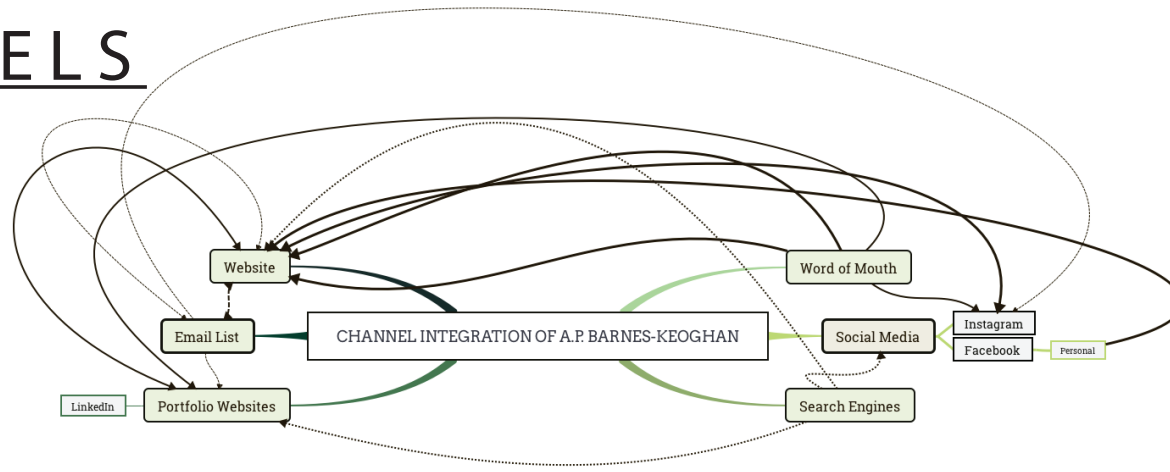
Offered to clients who truly want an exceptional piece of work

Nurturing the desire for beautifully made and constructed art through branding and story

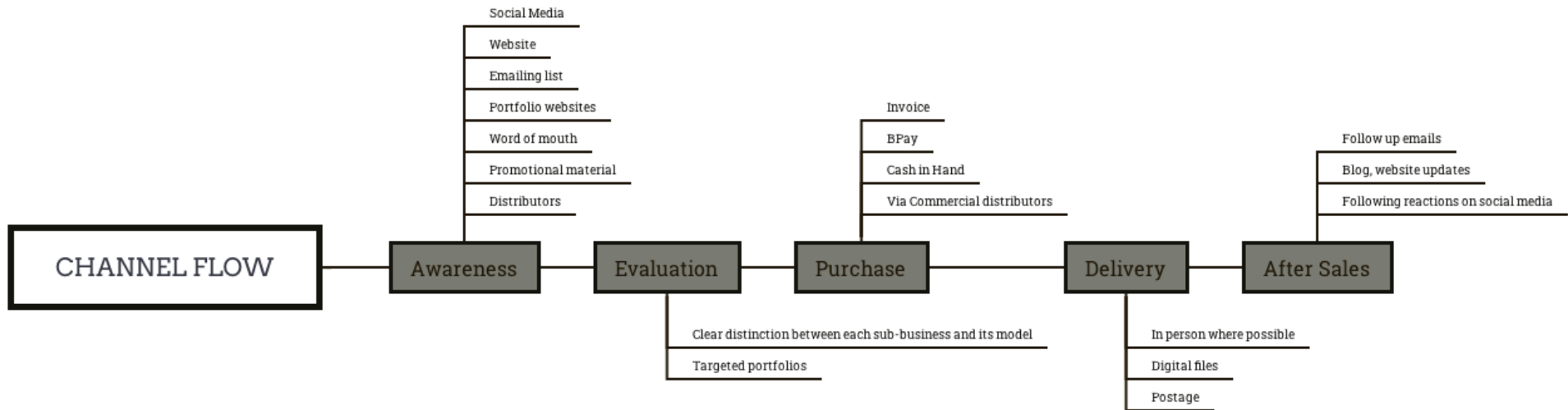
Exclusivity and contempt in knowing that the pieces that are made are one of a kind, full rights including copies

All works dated and signed, letters or notes can be included at the clients wish

CHANNELS



A. P. BARNES ∞ KEOGHAN
FINE ART



COST STRUCTURE

ALBARNES!

Key costs

- Cost Driven
 - Simplicity
 - Hourly Rate
 - Singular, effective distributor
- Photography equipment
 - Time for travel
 - Photography hours
 - Editing & compiling hours



EXTENSIVE CREATIVE

Key costs

- Laptop
- Studio Space
- Printing

Limited Changes cost structure phasing into a Progress Report structure as full extent of costing for various designs are established

Based off an hourly rate

Cost Driven to reduce cost for multiple products to clients

Many online distributors of work

A. P. BARNES & KEOGHAN FINE ART

Value Driven & Progress Report Structures
Restricted volume of work produced per technique

High cost, high value work
Exclusive creations
Singular distributor

Key costs

- Studio space
- Canvases
- Framing
- Foundry costs
- Paint
- Bronze
- Brushes
- Primers

KEY PARTNERS & SUPPLIERS

Key Partners

Scanning

Design Building (UoN)

Printing

UoN Xerox

Digital Print Services (Newcastle City Council)

NCP Printing

Office works (Kotara)

Framer

Aaron Framed It! (Georgetown) -
Readymade and custom built frames

Postage

Australia Post - Click & Send (regular),
Startrack Courier (on-demand express
courier service)

Webhost provider

Wordpress.com and Wordpress (app)

Finances

Commonwealth Bank

Paypal

Tasplan Super

Acorns

UoN Foundry

Distributors

Society6

Threadless

Print all over me

Spreadshirt

Redbubble

Spoonflower

Etsy

Portfolio Websites

Artstation

Viewbug

Behance

Sketchfab

LinkedIn

Data Storage

Google Drive

Dropbox

Creative collectives

Octapod.org

Markets

Olive Tree Markets

Hunt & Gather Markets

Art Bazaar

Materials & Equipment Suppliers

General

eBay

Paints

Eckersly's (Hamilton)

Adamstown Newsagent - Schminke Watercolour

Melbourne Artist Supplies (VIC) - Daniel Smith

Watercolour, Golden Acrylic

Artery (TAS) [home base]

Canvas Prints

Canvas Factory

Officeworks

Sculpture

Barnes.com

MW Supplies (Broadmeadow)

Aldaxstore

Foundry (UoN)

Bunnings

Photography

Kogan

Camerahouse (Newcastle)

Digidirect

Ebay

CUSTOMER SEGMENTS

Students



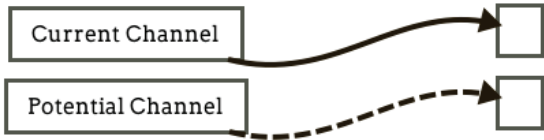
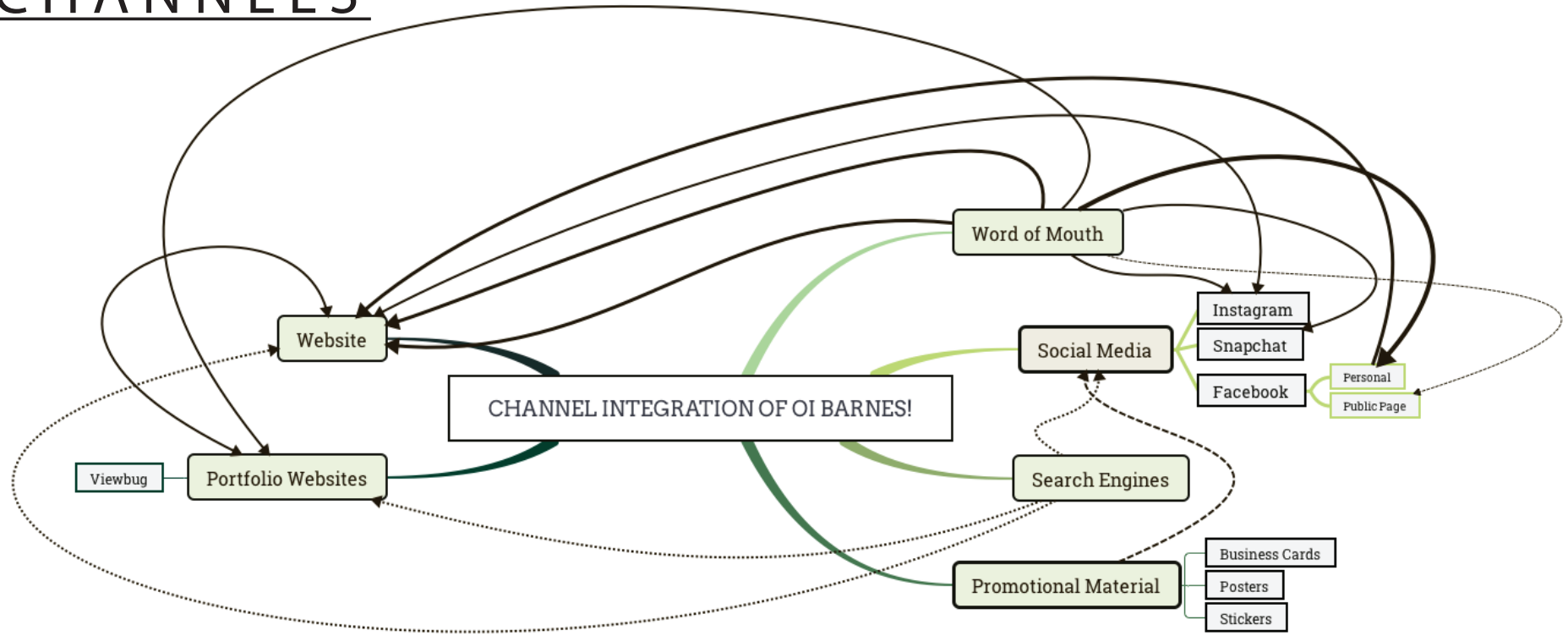
Small Business Design, Mass Market Items



Specialist Clients

A. P. BARNES ~ KEOGHAN
— FINE ART —

CHANNELS



REVENUE STREAMS



Current Streams

- Solely photography at formal events

Potential Streams

- Photography of social events
- Offering to photograph college parties
- Prints
- Videography
- Solo shoots

Notes

Clients currently paying via Bpay or cash, both methods are successful, Paypal is offered however no clients have chosen to pay this way

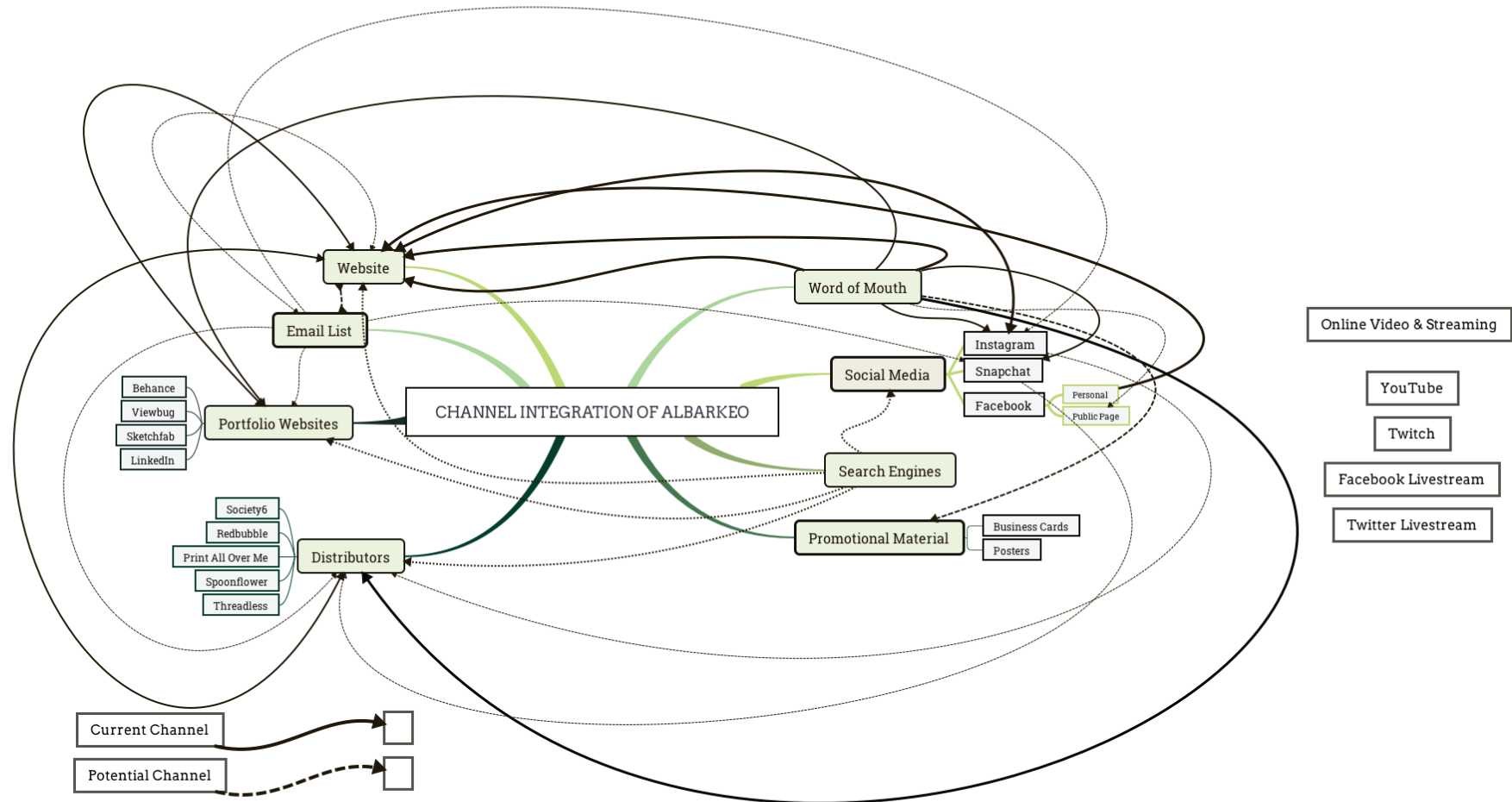
Some clients have said they would be willing to pay more as "oh we've got stacks of funding"

Prices have increased somewhat along with demand

Asset and usage fees are both included in price, once better lenses are invested in, a justifiably significant increase can be made as quality of photography will increase noticeably

Some negotiation is often made e.g. if food and drinks for the night are included price per hour can be reduced

CHANNELS



REVENUE STREAMS

albarkeo

Current streams

- Singular payments for usage of files
- Full assets of new designs (logos, posters, business cards)
- Prints
- Adjustments for different uses e.g. websites, phone apps, print

Future streams

- Larger selection of online retailers
- Stock photography and videography
- Lending of files

Notes

Closer colleagues have not been willing to pay sustainable amounts

Multiple customers willing to pay in alcohol rather than the equivalent amount in cash (likely to be a trend of college culture)

Based off an hourly rate, prices negotiable depending on scope of work

Cost driven, therefore bulk quantities will result in a reduced cost for clients as the process becomes more streamlined

BPay, Cash in hand, Paypal all accepted

BPay currently the most common payment form

A. P. BARNES ~ KEOGHAN

Current Streams

Resin sculpture
Illustration
Watercolour painting

Future Streams

Acrylic painting
Oil painting
Bronze sculpture

Sculpture-based Artificial Reefs
Sales through an art dealer

Notes

BPay, Cash in hand, Paypal all accepted

BUSINESS STRUCTURE

