

# DRAGON DEN PITCH

## GROUP PROJECT

Tags: # storytelling, # graphic design  
# concept development # designthinking  
# problem solving

Date: August 2023

Role: Designer, Art director

My responsibility was to develop a concept, storytelling/pich, we all supposed to work on some layouts, come with some name suggestions

## REQUIREMENTS

- Development of product/service concept including visuals that help sell the idea

- Development of project pitch with only a little emphasis on the business side of the project: Problem/Solution - Product/Service - Target Audience - Team - Business Model - Investment Possibilitlies. (Examples pitch content: Pitch Canvas / Dragons Den Pitch Guidance)

- Final Outcomes

**Name suggestion**

Creative Minds	MentorX
Art Mentor	TalentTrek
Mento	ArtConnect
Art Quest	
ARTMatch	

**Introduction:**

We, the creators, set out on a journey that redefines the fundamental nature of arts in a universe where creation has no limitations. Welcome to "ArtMentor," our innovative project. ArtMentor is a platform for the development of artists that cuts across boundaries, unleashes potential and ushers in a new era of creative cooperation. Together, we seek to revolutionise the way artists connect, collaborate, produce, and discover their genuine masterpieces.

**THE NAME**

Anjo's Platform name suggestion was LENAHA, The name is a summary of "Lend a Hand" We all agreed that this name describes better the updates done to the Product concept

**WHAT IF**

**The perfect creative match:** Inspired by the matching mechanics of popular dating apps like Tinder, LENAHA brings together artists, designers, and creatives with similar design aesthetics and specialties to collaborate on unfinished projects. Whether you're a graphic designer seeking an illustrator's touch or a photographer in need of an animator's expertise, LENAHA provides an interactive and seamless way to find the perfect creative match.

When a user posts an unfinished project, the platform could suggest potential collaborators based on compatible aesthetics and skills. By swiping right, users express interest in collaborating with each other.

**Collaboration Chat and Video Conferencing:** Once a match is made, users can engage in real-time communication through the platform's integrated chat system. LENAHA also provides video conferencing capabilities, fostering virtual meetings and brainstorming sessions.

**Our mission**

**LENAHA** is set to transform the creative industry by providing a user-friendly and efficient platform for artists and creatives to connect, collaborate, and bring unfinished projects to life. With its innovative concept, secure payment options, and a supportive community, the app becomes the go-to platform for creative professionals seeking meaningful collaborations on a global scale. Together, LENAHA empowers artists to unleash their creative potential and produce outstanding works that captivate the world.

**Pitch perfect**

Distinguished investors, today we present to you an opportunity that is set to reshape the creative landscape as we know it. Allow us to introduce LENAHA, a revolutionary app poised to become the nucleus of the creative industry. With a mission to ignite collaborations, amplify creative potential, and redefine success, LENAHA is not just an app – it's a paradigm shift waiting to happen.

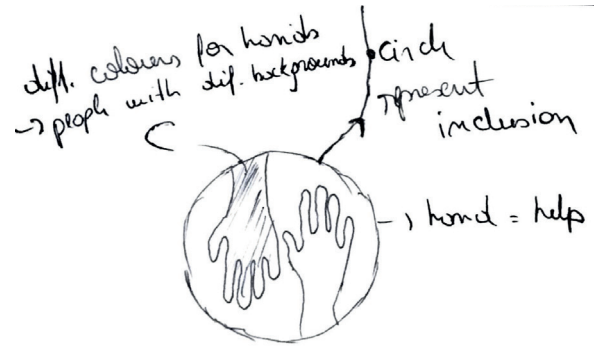
Dear Investors, LENAHA beckons you to join us on this extraordinary journey. Together, we will redefine the very essence of creativity, inspire collaboration on an unprecedented scale, and pave the way for a future where artistic possibilities are limitless.

Dear investors, You are invited to join LENAHA on this extraordinary journey. Together, we will reinvent the very definition of creation, ignite new levels of cooperation, and open the door to an era in which the possibilities for the arts are limitless.

THE LEVANTE LAJON



- different colors
- represent diversity (color sym)



THE LEVANTE LAJON



- hand position shows the mood of help

After we decided to use Anjo's app logo suggestion I com with this variants, wasn't taken into consideration.

### The right story

Selling is a complex human process and is about so much more than price, quality or our "value proposition". The story behind the product help us reach people and win them over.

Our story focuses on the **Audience Profile Story**, so we should wonder :

- Who is our audience?
- What kind of problems are we solving for them?

### Simple Sales Stories

We could try to convince the investors to buy our idea by telling stories about existing customers or users.

"Someone like you buys this product." Or..."Someone you like buys this product." These simple stories work because we're constantly monitoring other people, looking for wisdom in the crowd. Plus, other people are acting as beta-testers of new products, lowering the risk for us

### The Story var 1

Imagine an artist entering ArtMentor's virtual world, a breathtaking place filled with limitless creativity. They can access a wealth of unfinished concepts waiting for their magic with only a few clicks. The platform seamlessly matches artists to projects based on their distinct skills, preferences, and objectives. A painter comes upon a canvas longing for a dash of surrealism, and a digital artist comes across a pixelated wonder wanting for vibrant life. This interaction is captivating, compelling, and a demonstration of the strength of human connection through art.

### The Story var 2

Imagine a world where unfinished artworks remain hidden in the shadows, longing for the touch of a creative soul to bring them to life. Countless artists, each with a unique gift, are held back by limited resources, lack of mentorship, and missed opportunities for collaboration. Their potential remains untapped, and the art world misses out on the brilliance they possess.

### The Story var 3

In the midst of this creative struggle, our group of artists came together with a shared vision. We visualised a digital sanctuary where unfinished works are discovered by their deserved creators and where creativity knows no boundaries. As a result, a platform called ArtMentor was born. It connects artists from all backgrounds and promotes international partnerships across cultural boundaries

## Why join LENAHA

- Unlock Hidden Potential:** LENAHA provides a platform for bringing unfinished projects to life, giving artists the opportunity to explore new ideas, styles, and collaborations they might have never considered.
- Secure Payment Options:** LENAHA ensures that your artistic contributions are valued and compensated fairly, with secure payment options that protect your intellectual property rights and creative efforts.
- Endless Inspiration:** Discover a treasure trove of unfinished projects spanning various artistic disciplines, providing you with a wellspring of inspiration and creative challenges to tackle.
- Collaborate Beyond Boundaries:** Collaborate with fellow artists, designers, and innovators from different corners of the world, infusing diverse perspectives and ideas into your projects.
- Showcase Your Talents:** LENAHA offers a platform to showcase your unique artistic talents, gaining exposure to a global audience of art enthusiasts, potential clients, and industry professionals.
- Cultivate Meaningful Connections:** Forge meaningful connections within a supportive community of like-minded individuals who share your passion for creativity, collaboration, and artistic expression.
- Elevate Your Portfolio:** By engaging with LENAHA's diverse array of projects, mentorship opportunities, and collaborations, you'll enhance your artistic portfolio and gain a competitive edge in the creative industry.

