

The Arts Crisis Strategy Canvas

Prepared for:

Prepared by:

Iteration:

Date:

Crisis Strategy

What is the general strategy you will take to meet the Goals in Box 2?



10

Art Product / Value Proposition

Precisely identify the A(a)rt Venture, Product or Service. Is this a For- or Non-Profit Venture?

What aesthetic, educational or other value does the A(a)rt product or service provide to A(a)rt consumers?



For-Profit House DJ.

Value: A better than average DJ from NC. Does shows for fans who are mentally & physically challenged.

1

Revenue Sources

What Revenue Sources are impacted? How are they impacted? List amount of Assets, Liabilities and Cash on hand.

Types
Direct Sales
Social Media
Marketing
F2F Engagement
Grants
Contracts

Sources impacted: Six house DJ contracts. SM ad and other SM revenue are basically steady

Liabilities: \$2,035/m
Assets: 2 CDJs, Mixer, Computer, headphones, Controller = \$5,780, a decent SM following.
Cash on hand: >\$1,000 - savings

4

Market / Audience Reaction

What is the initial Market / Audience reaction to the crisis? Is it expected to return in the short, medium or long term?

Example
Changes in Purchasing or Engagement
Contract Cancellation
Abandonment

All the venues are closed, so no live shows. About half of SM followers are attending online shows.

7

Strategic Activities

What specific Goals & Actions are required to implement the Crisis Strategy in Box 10?



Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	
Crisis Response Goal	
Action	

11

Crisis

What type of crisis is this?

Types
Economy-based
Market-based
Non-Profit Funding
Revenue Stream Loss
Other

COVID - 19



2

Existing Infrastructure

What kind of business infrastructure exists presently or is required? How is it impacted?

Examples
Studio Space
Brick & Mortar
Equipment
Partnerships
Relationships
Employees

A car for traveling to shows. DJ rig. Heavy social media presence.



5

Initial Response

What has been the business' Initial Response? Is it meeting the venture's goals during the crisis?

Example
Reducing Prices
Special Offers
Additional Value Offerings
Communication Changes

Just doing virtual house shows like everyone else.



8

Goals

What are the "big picture" goals of the venture during the crisis?

Examples
Survival
Opportunity
Lowering Costs
Increasing Sales
New Product Introduction

To make DJ-ing a full time job.



3

Key Partners / Suppliers

Who are the Key Partners or Suppliers and what resources do you acquire from them?

Examples
Managers
Venues
Booking Agents
Personal Network
Production Teams
Designers
Raw Materials

Ableton - Software
Apple - Computer
Venues in 3 cities



6

Competitor Response

What has been your Competitor's' Initial Response? Does it appear effective?

Example
Reducing Prices
Special Offers
Additional Value Offerings

Live streaming house shows. It seems effective for some of the better-know DJs. Not sure if they're making any \$ doing it that way but it's marketing...?



9