

*aim &
engage*

Aim & Engage Arts Pitch

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FOR ARTISTS BY ARTISTS

“Take the stress out of the production and distribution process for the artists, allowing them to focus on making exceptional artwork.”

Our mission is about engaging people – not just in the artwork, but also in the people who make it.

CORE VALUES:

Beautiful Products: Create beautiful and affordable merchandise that can be printed and distributed in a timely manner to an international audience.

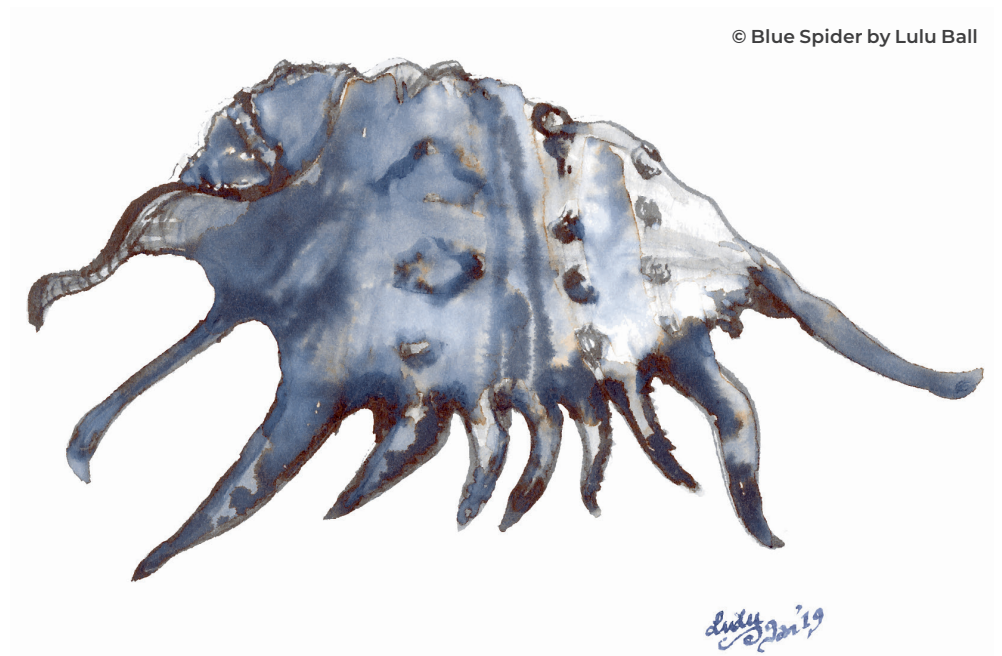
People over Profits: All our profits are distributed back to our employees and our artists.

Connecting each Other: Working together to connect audiences to their local artists.

Giving back to the Community: 10% of all our sales will be reimbursed back into the local communities where we operate.

Innovation: Look for new ways to constantly grow and change the artistic landscape through merchandising and storytelling.

Create Engaging Storytelling: Work together with artists to create meaningful stories related to their artwork.



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Working together for a better tomorrow: working together today to reshape the current art market for generations to come.

A better work/ life balance: With the power of modern technology, artists have the freedom to sell their work in their own time.



WHAT IS AIM & ENGAGE?

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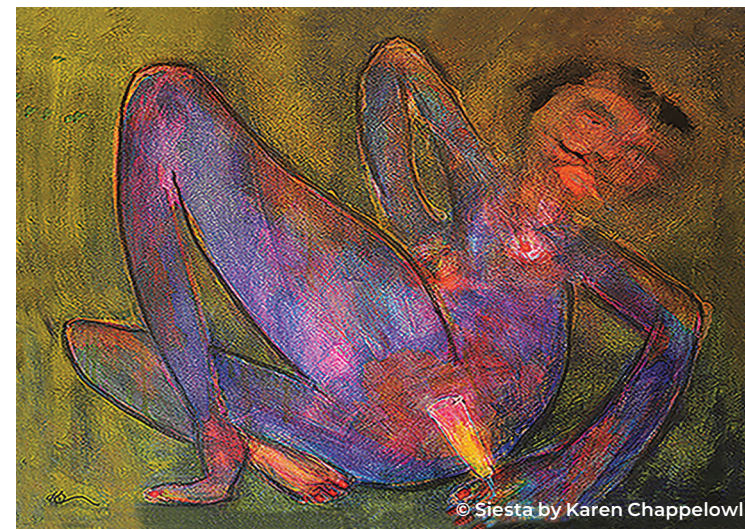
Aim & Engage is a private organization dedicated to the production and distribution of artwork to the world stage.

HOW DOES AIM & ENGAGE WORK?

Applicants can apply their artwork to the www.aimengagearts.com. The artwork is then voted on by other artists licensed by Aim & Engage. Winners of the vote will have their licensed artwork become Aim & Engage merchandise that we showcase on our web store.

Artists receive a licensing fee for each artwork featured on the store and get a commission for every item sold. People can purchase the merchandise directly from the store or become a monthly subscriber – called Aim Patrons

For every dollar that they assign to their monthly subscription through the website, they receive the same amount in the form of a voucher that can be redeemed on the Aim & Engage store. Aim Patrons also receive discounts on all shipping prices and invitations to exclusive exhibitions where Patrons can meet the artists. These exhibitions aren't just exclusively local, we'll work to bring our artists from all around the globe to give our Patrons the best possible experience.





WHY GET INVOLVED?

“We take the stress out of the production.”

HOW CAN I GET INVOLVED?

Before the subscription model comes into play, we are looking for artists whose work we will license.



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The merchandise created from their artwork will be made available at venues across Perth (and eventually nationally, then globally).

WHY SHOULD I GET INVOLVED?

The goal is to take the stress out of the production and distribution process for the artists. It allows them to focus on making exceptional artwork instead of housekeeping tasks. Who wants to spend time on a business when they could be focusing on themselves?

Working with Aim & Engage is a way for you to draw attention to your work while also earning an income for yourself.

By becoming part of Aim & Engage, you will help bring exposure to the work of hundreds of artists and engage with those creators in new, meaning-

ful ways. Aim & Engage will also employ the artists to directly lead the ground sales. This helps artists to connect directly with their communities, which gives them the strength and confidence to display their artwork.

We also want to support our local communities. One of our commitments is that for every sale that we make – either locally or globally – 10% is distributed back into the communities in which we are based in.

We intend to license many great artists to show their work on our platforms, providing merchandising opportunities and the ability to seek to create stable employment for our artists.

Our platform will provide the artists a wider audience and an opportunity to talk about themselves, their work, and their creative processes.

A DIFFERENT APPROACH TO BUSINESS

Here at Aim & Engage, we do business differently. We charge a base rate per item, and we also provide the tools and the freedom to price your merchandise and sell it your however you see fit.



WHAT ARE THE GOALS?

“Helping artists to connect directly with their communities.”

OPPORTUNITIES TO GET CLOSER TO THE COMMUNITY

Every few months, Members of the Aim & Engage website get an invite to an exclusive exhibition where artists and members come together to network. Members can also request (free of charge) exclusive pieces of artwork. This gives artists an opportunity to move outside their comfort zone and to allow them to enrich others with their creative talents.



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WHAT ARE THE GOALS OF AIM & ENGAGE?

- Establish market stalls in multiple different districts around the world.
- Work with the artists to create meaningful stories for their artwork.
- Aim to become a global brand that hires artists from around the world.
- Make merchandise more affordable without sacrificing quality.
- Inspire others to make art and share their stories.
- Fairly redistribute our profits back to our artists and employees.



WHAT ABOUT THE FUTURE?

“Working together for a better tomorrow.”

FUTURE REVENUE IDEAS

Aim & Engage is also developing additional concepts like acting as an agent on behalf of our artists in a local/national/global market. In this endeavour, we would actively seek and engage corporate and/or government commissions by showcasing our artists' portfolios and providing them the support they need. We could even work to fly artists internationally if commissioned by agents outside of Australia or bring international artists into Australia.

FUTURE IDEAS OF THE COMPANY

Patreon is a platform that Aim & Engage can use to supplement income in the instance that the sales do not meet the expenses the company incurs. Eventually, the idea of the Aim Club will fold, and the members will become divided into either shareholders or employees of the company. The voting process will no longer be public. Instead, it'd be privately voted on by the shareholders and employees. It is possible for a member to be both a shareholder and an employee of the company at the same time but will only be able to cast one vote. One idea we are currently working on is the idea of

a fair distribution of profits for our artists and our employees that we hire. The way we plan to organize this is to become a democratic workplace.

WHAT IS A "DEMOCRATIC WORKPLACE"?

A democratic workplace is a worker-owned cooperative where workers own the means of production as a shareholder, and the profits distribute back to the worker.

Part of our company structure is allowing our workers to actively vote to restructure or redirect the company in a meaningful way. For example, if you work in the sales department and need an additional salesperson, you can hire one. As a shareholder in the company, because the profits are directly sent back to you, you will never feel overworked or underpaid because you have control over the business.

DETAILS ABOUT BECOMING INVOLVED

- Step 1:** Subscribe via the Aim & Engage website (www.aimengagearts.com)
- Step 2:** When applications become available, apply as an artist or put a candidate forward.
- Step 3:** Applications are voted for by the Aim Club via Patreon.
- Step 4:** Artwork is made and then sold on the Aim & Engage market.

DETAILS ABOUT PROFIT DISTRIBUTION PLAN

Profit is calculated after three months. The company breaks even on its costs, and the remaining money is profit.

Profit is then distributed to the artists.

CONTACT DETAILS

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