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In the first half of the semester, I remember learning about the difference between nonprofit and for-profit companies and their faults. We learned that where they overlap is where we can make the greatest amount of profit and positive change within a community, and hopefully expand that reach of influence. Overall, there are a plethora of organizations within a spectrum of their Impact vs. Revenue and what they focus on. It is here in this spectrum where we must find a balance in sustainable revenue and positive impact.

Next within a start-up, one must create a value chain where they organize a list that expresses priority within the business values. For example, increasing revenue should be every business owner's first priority, then thinking about how I can do this while keeping myself engaged within the business' commerce, and so on... After distinguishing a value chain, I asked my animating question, which only revealed the purpose and mission of my idea for a start-up. From this, I can move to our "Lean Startup Methodology" process, which involves Building my ideas for my startup then Testing the Product /or Service it provides then Learning from the Data collected from that Test. This process only continues and builds onto the startup's Business Model, through dissecting, rebuilding, and refining it with each new Lean Startup Methodology process trial. We also learned from the Doughnut Economics which was explained by Kate Raworth as a compass to reform human progress within a more positive relationship between economics and the environment. This concept is something that we as a species can learn and develop from because it exemplifies a certain social and planetary awareness that if successful,

other businesses would have a harder time competing with due to the efficiency of the business's model.

The question I came up with is as follows, "How can I help other artists further develop their career and brand recognition toward peak affluence? Also, how can I do the same for myself yielding a profit and remain motivated and fulfilled in doing it?" with this question in mind I plan on creating a network of artists within a space I create for them and myself where we can collaborate, influence, and exhibit our work. My question affects others through helping younger and undervalued artists without a platform to push them further into the art scene of the world. Hopefully creating a better more effective sense of exposure for artists and balancing the other crooked systems in place within the high-end art market.

The economic group I selected was similar to my business in that both of our business models aimed to expose undervalued profitable services while positively impacting the local environment that surrounded the business. This is meaningful to me because I live in a town where locals are seemingly used for their services and stripped of their local privileges. Therefore, I am all for supporting the local environment infrastructure and keeping that infrastructure solely relevant to that area and the people most affected by it. After addressing our group's problem and working through it, my animating question was informed though this; specifically in finding that creating a business in another area from a known setting is very hard. Therefore I realized I would rather have my business centrally located in my hometown because I have more connections here and feel that it would come off stronger from an area in which I am well known.

To further my animating question I believe starting a portfolio would organize my thoughts and start to more formally outline my mission and help get the reality of this question into progress. I think maybe providing us with tools, the ones that we need to eventually address when starting a business, more early on so that we can progress on our own and ask questions as they come along. After our class strays, I can talk to my Art major adviser, as he is knowledgeable in this area of art or enroll in more finance classes that are more steered towards building a business. Also, I have been thinking of pursuing an art history minor to further my understanding of “established” art and artists, while learning more about the way art is valued. I have thought about how my study away experience might fit my art knowledge pursuance, specifically visiting the local art galleries and examining how they distinguish their artists from the high valued art that is shown in the big name museums of Europe. Sort of assessing the art scene of places that are very rich in culture and art, to figure out how one excels passed given standards that are needed to make it successful in the art world. Also this summer I plan on apprenticing under established artists that I have been talking with and learn about their process of finesse and making it in the art market. I also have a family friend who owns a gallery and hoping I can talk with him soon.