

Please provide the following information about your business

Please select what best describe your business.

- Existing Business (in operation more than six (6) months)

Business Name

Local Art Plug

Form of Ownership

Limited Liability Company (LLC)

Business Address

808 Conagra Dr STE 400
Omaha, Nebraska 68102
United States

Date the business was established

05/26/2020

Website Address

<https://localartplug.com>

Company representative

First Name

Xavier

Last Name

Jackson

Phone Number

(402) 739-9725

Alternate Phone Number

(402) 319-9046

Email

xavier.jackson@localartplug.com

Name of Presenter

Xavier Jackson

More about your business

Nature of business - include a brief description of the product/service and the nature of your market. Submit product brochures, links to social media sites, and any other company literature. Please only share non-confidential.

Local Art Plug provides you with the tools to find artists, artworks, and events in your area. Our mission is to create stronger arts communities that are easily accessible. Our vision is to make it easier to find art and artists around the world. We plan to do this by bringing artists and art lovers together through life and experiences.

https://www.instagram.com/local_artplug/
<https://www.facebook.com/localartplug>
<https://www.linkedin.com/company/local-art-plug/>

Customer segment served

The problem our business is solving is making art accessible and creating an economy in which artists can thrive in their local area without having to move to a larger market. Many midwest artists feel as if they live in a market that is too small or not supportive enough to create a career. Traditional galleries have left gaps in the market causing emerging artists to flounder about or move to a city where they feel are more opportunities. An additional problem we are tackling faces NFTs and their use case in the physical world. Digital artists as well as artists of different

mediums now have a new platform to capitalize on with very little information or avenues to connect their work to the general public in a beneficial way that will sell.

Our solution is to provide professional practices; lawyers' offices, real estate development firms, chiropractors, government buildings, etc. Our white-glove art subscription service keeps their client-facing space fresh, keeps employees engaged, and creates a newly energized space every day. This model would create residual income for local artists, operate as a tax write-off for business owners, and motivate their current work staff to be more creative boosting employee morale. We also look to tie NFTs to NFC cards that will provide discounts and data on local shopping habits for creatives to create cross-promotion and sales within a local economy. This model would allow local business owners to create their own communities by combining with artists to create tokens that will be used to incentivize shoppers on the basis of receiving new exclusive limited content, providing both them and artists an extra source of income and engagement.

Goals for joining the accelerator

My three goals while in the accelerator are to solidify networks, logistical processes, and the equipment needed to make the subscription model thrive. I want to scale and replicate Local Art Plug in different cities throughout the midwest. Lastly, I want to test new market opportunities that will continue to help this company grow such as using NFTs to connect the digital and physical world.

Headshot of the company's CEO

- [IMG_4156.JPG](#)

Does the business own all rights (including intellectual property) to the material submitted and presented for this competition?

Yes

Describe your business, product or service and what differentiates it from your competitors.

Local Art Plug provides you with the tools to find artists, artworks, and events in your area. Browse the profiles of local artists in search of one-of-a-kind pieces of art and connect with them on a more personal level. In just a few easy clicks you can find a piece of art that speaks to you, connect with artists in your community, or find out what's going on that weekend in the creative world. Our mission is to create stronger arts communities that are easily accessible through our ecosystem. Our vision is to make it easier to find art and artists around the world. We are doing this by bringing by making art more accessible to everyone.

Competitive Advantages:

Artist compensation: Artists earn 80% of every transaction at LAP vs. 40-60% at galleries

No non-compete: No non-compete contracts at LAP vs. non-compete contracts at galleries

Local buyers: LAP has been identified as more attractive to local buyers than Etsy, ArtFinder.com, and Zatista.com

Artist-Buyer Relationships: LAP has better artist-buyer relationships than galleries, Etsy, ArtFinder.com, and Zatista.com

Subscription option: Subscription option exists at LAP, and not at galleries, Etsy, ArtFinder.com, and Zatista.com

Tax savings for businesses: Subscription works as an operating lease meaning that payments are considered operational expenses, and the asset being leased stays off the balance sheet.

Patreon offers the artist a platform in which they can generate revenue and cultivate an audience. It's great for established artists with an audience or more business-minded creatives. Not great for those trying to increase their local market share or artist who prefers to just create. Artsy does an excellent job of highlighting diverse artists from all over the world. They tend to focus on larger more established artists in larger cities. Smaller markets and

niche artists are often overlooked. Raw Artist gives communities the power to host local art events. However, they are seen as money grabbers in the creative world because of their 'pay to play' business model. Established artists stay away with a 10-foot pole, younger emerging artists benefit somewhat but at a cost. Paid more in exposure than actual sales. Etsy gives every creator a platform to start generating sales. This is awesome if you are a business-minded creative who doesn't mind doing the extra work to market and brand their product to the public. They miss completely on the community building and local ties aspect which often keeps these artists afloat.

Current status or stage of development of business: (e.g. working on prototype, produce in advanced development, etc.)

MVP in the market, working on a prototype.

Current sales revenue (dollar volume per month)

\$0.00

What is your gross annual revenue? (dollar volume per year)

\$0.00

Is this your primary business?

Yes

Is this your original concept?

Yes

Please specify your ethnicity.

African-American

What is your age?

18-30 years old

Is the business owned by a veteran?

No

Is at least 51% of the business owned and controlled by a woman?

No

Is your company a small business?

Yes

Do you have any investors or partners?

No

Is your business currently licensed or registered in the State of Nebraska or Iowa?

Yes

Is at least 51% of the business is owned, and controlled by an ethnic minority and please specify which one.

Yes, african american

Type of financing used to operate a business to date

- Personal Resources

Status of Business Plan

In preparation and available by

Indicate date available by

12/30/2022

Would you like free business advisory assistance in writing a business plan?

Yes

Types of business assistance needed (Check all that apply)

- Business Strategic Plan development
- Accounting and Finance
- Promotion and marketing assistance
- Administrative Support/Office
- Business Networking Opportunities

Do you need help building your Pitch Black registration material?

No

Please explain what services you or your organization can offer other clients of the Business Accelerator Program:

Marketing, content creation, collaboration, and partnership.

Consent 1

✓ I understand the Pitch Black Accelerator Program is designed to support the Midlands African Chamber emerging businesses to succeed and thrive. Participating in the Pitch Black Accelerator Program necessitates interaction with the assigned mentor, attendance at educational and networking sessions, and reporting to the Midlands African Chamber on business changes. Once selected as a Pitch Black Accelerator participant, I must become a member of the Midlands African Chamber.

Consent 2

✓ By registering and participating in this program, I consent to the recording of my likeness, image and/or voice and authorize the Midlands African Chamber to use photographs, videos, and audio recordings containing my likeness, image and/or voice in any medium for any purpose

Consent 3

✓ I agree to the terms and conditions of the [Pitch Black Accelerator Program](#).

Applicant's Name

Xavier Jackson

Applicant's Title

Founder & CEO

Date

12/15/2022

Signature

Xavier Jackson

Approved? (Admin-only)

- Approved