

# **Launching Your Career**

## *Company Project Report Part 1: Business Plan & Acts of Dissemination*



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Campus:	<b>The Hague</b>
Date of submission:	<b>18/03/2022</b>
Word Count of Company Project Report: Business Plan & Acts of Dissemination	<b>6,054</b>
Word Count of Company Project Report: Market Research Report	5,798
Total Word Count	<b>11,852</b>

# Preface

Launching Your Career (LYCar) is the final phase at Hotelschool the Hague, which aims to prepare students for their professional future in an industry of their choosing. The pre-plan for LYCar included the Career Launching Tool and Career Launching Plan. The author of this report chose the entrepreneurial track to peruse the LYCar journey. A Plan of Approach guided this Company Project Report, which contains a market research report, business plan, and acts of knowledge dissemination. Strategic Hospitality Management and Change (PLO 6) was the focus of this project. The following report is the LYCar Company Project Report (Part 1), consisting of the Business Plan and Acts of Dissemination, the final deliverable of the Hotelschool The Hague curriculum to attain a Bachelor in Hospitality Management.

## Executive Summary

There is growing evidence that the pandemic has acted as a catalyst to changing trends in the hospitality industry (Callaghan et al., 2021, p.02). Aash Creations has identified a business opportunity to create a new market in the wellness segment of hospitality to realise its vision of fostering emotional and social wellness.

The analyses of primary research, literature review and financial models resulted in the identification of evolving hospitality trends and recommendations to support the strategy of Aash Creations to achieve its vision, thus linking to the Program Learning Outcome 6.

The following summary is for Part 1 of The Company Project Report.

This Business Plan aided in operationalising an Art Skills & Hobby Centre called Aash Creations in Trivandrum, India. This business will be registered as a Limited Liability Partnership and launched as an online service enterprise. Aash Creations promotes emotional and social wellness through art skills and art-based wellness programmes.

Aash Creations will launch with three service programmes: Art Skills Development Program, Acrylic Painting Course and Emotional & Social Art for Teenagers. Current and future service programmes are developed and delivered by the in-house Art Therapist of Aash Creations. The target market for these services are adolescents between the ages of 12-18. The target audience for these services will consist of adolescents and parents, as they possess the purchasing power for these services.

For the upcoming five years, Aash Creations will require a total investment cost of **₹3,227,095** and a total operating cost of **₹33,864,300**. 14 Profit and Loss Statements were created based on varying levels of debt financing and capacity to gain a deeper understanding of the financial performance of Aash Creations. Scenario 8 with 25% debt financing and 100% capacity is the goal to achieve for Aash Creations. The business will be profitable from the second year and will continue to grow.

The knowledge gathered through the development of Aash Creations was shared among various stakeholders such as attendees of a conference, the target market, people involved in the mental health domain, therapists, potential consumers, and the public through acts of dissemination. Seven acts of knowledge dissemination were carried out during this project.

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## List of Abbreviations

Abbreviations	Full-Form
AR	Augmented Reality
FTE	Full Time Employee
GST	Goods and Services Tax
HTH	Hotelschool The Hague
LLP	Limited Liability Partnership
MRR	Market Research Report
VR	Virtual Reality

## **Section I: Business Plan for Aash Creations**



# Company Synopsis

## Start-up Concept

This business plan aided in operationalising an Art Skills & Hobby Centre in Trivandrum, Kerala, called **Aash Creations**. This centre will provide art skills and art-based wellness programmes through workshops and individual sessions. The goal is to deliver these services to all age groups, corporate clients, schools, and universities.

The services incorporate art therapeutic principles and practices to encourage thoughtful reflection to embark on a transformational journey. Aash Creations uses Emotional Intelligence and Theory-U as the pillars of service delivery (*For further details, refer to Market Research Report (MRR)*). These services will teach clients about art, expand their skills and creative thinking, and simultaneously help them explore their emotions subtly to promote personal growth, emotional and social wellness.

Catering to all these target markets as a start-up would be overly ambitious. This business plan's prime directive is to outline the specifics for an immediate launch. The business plan will focus on launching three art-based programs offered to adolescents between 12-18.

## Online Enterprise

Based on the recommendation made in the MRR, Aash Creations will launch as an online enterprise and offer the services through an online platform. As an online enterprise, Aash Creations can deliver to an international market, reduce operational costs and hire staff without having them move or commute (BigCommerce, 2022; Sherman, 2022).

Every business in India is registered with the Ministry of Corporate Affairs. Aash Creations will register as an LLP which provides the benefits of a limited liability company and the flexibility of a partnership (Parliament of India, 2013). Additionally, there is mandatory GST registration in the business's name under the Central Goods & Services Tax Act (ibid).

The GST registration will allow Aash Creations to open a bank account in its name to obtain a payment gateway for the website. The payment gateway is a mandatory requirement for an E-commerce business. It allows for financial transactions carried out on the website through credit and debit cards, and internet banking through various banks (Ahlawat & Associates, 2021).

To safeguard the business, strict adherence to the terms and conditions of the business is mandatory. Aash Creations will draft the terms and conditions, disclaimers, and privacy policy. Small businesses require general Liability insurance to protect themselves from lawsuits and general liability claims, with an average cost of ₹4,850 monthly (Hartford, 2022; Insureon, 2022a).

## Brand Set-up

Vision	
Fostering Emotional & Social Wellness	
Mission	
Provide a creative safe space for art, learning and personal transformation	
Values	
<b>Acceptance</b>	We practice acceptance as an active process of recognizing our people, customers, experiences, emotions, and ideas.
<b>Creativity</b>	We value creativity as a practical process that allows to create original ideas, processes, and solutions to problems.
<b>Yes Minded</b>	We strive to practice a 'yes' state of mind, with an open door to be approachable to anyone.
<b>Entrepreneurial</b>	We encourage an entrepreneurial mindset at the workplace creating solutions and service ideas that interest our customers.
<b>Unique Orientation</b>	We honour everyone's uniqueness regardless of our differing opinions, respecting one another not only because we are different but because we have differences, thus, personalizing our services for our customers.
<b>Open to Experience</b>	We value an active imagination; aesthetic sensitivity, attentiveness to feelings, preference for variety, intellectual curiosity, and challenging authority
<b>Fun!</b>	We value the importance of fun in life by providing a pleasurable and exciting experience to all our stakeholders.

# Business Strategy

## Governance & Leadership

### Partner, Shravan Suresh

Shravan Suresh<sup>1</sup> is 23-years-old, expected to graduate from Hotelschool The Hague in April 2022. Responsibilities include business strategy and planning, finance and accounting, marketing and sales, and operations.

### Partner, Asha Suresh

Asha Suresh<sup>2</sup> is a certified Art Therapist; responsibilities include product development and management, service delivery and customer relationship management. For the launch of Aash Creations, Asha has designed three programs: Art Skills Development Program, Acrylic Painting Course and ES (Emotional and Social) Art.

## Goals & Objectives

As a start-up, it is essential to set goals for business, 77% of small businesses do not keep track of their goals, and they are unable to achieve their vision (Bos, 2010). Setting goals will provide the business with a direction, track progress, keep everyone accountable and motivated (Guinness, 2020). Aash Creations will focus the business goals to create our presence in three domains: Onsite (traditional), Remote (Online), Multiverse (VR, Digital, AR). The long-term and short-term goals for Aash Creations are as follows:

### Long-term Goals:

1. Establish two profitable art studios in Trivandrum and Cochin to become the leading art skills development provider in Kerala within 3 to 5 years
2. Pilot one Aash Creations wellness services in the Metaverse by 2024

Using the Metaverse as a service medium to offer art skills development programs is innovative and could allow Aash Creations to become the pioneers of art-based service in the wellness industry in a virtual world. The Metaverse will accelerate the new standard of online shopping and deliveries (Fowler, 2021). Using AR and VR enable people to have an interactive experience and explore the offering of brands from their homes (ibid). It will take time before everyone gains access to high-speed broadband connections, and the prices for VR hardware are high, all of which are required to enter the Metaverse (Alvim, 2022). Developing new technologies will soon make it accessible and affordable (ibid). This technological development has only been initiated and setting the goal to incorporate it into our business can benefit the business.

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<sup>1</sup> Shravan's LinkedIn Profile: <https://www.linkedin.com/in/shravan-suresh-2488a9127/>

<sup>2</sup> Asha's LinkedIn Profile: <https://www.linkedin.com/in/asha-suresh-5581a511/>

3. Launch Aash Creates web/mobile application by 2024 to create an Aash Creation Community.

Clients will interact, share their experiences with art pieces, form groups, and book sessions through this portal. This platform will promote co-creation among its members.

### **Short-term Goals:**

1. By June 2022, Aash Creations needs to create an online presence by publishing the company website and marketing channels.
  - 1.1. Publish company website
  - 1.2. Create and post content on social media platforms
  - 1.3. Educate customers through blog articles about the benefits of our services
2. Collect information from potential clients, E.g., Name, email, and contact number, to create an Aash Creations customer database with at least 1,000 constituents by the end of 2022.
3. Develop and market art skills and development programmes for the next target market; Adults (18+), by Q1, 2023.
  - 3.1. Conduct Market Research to understand the buying intentions and needs of adults; by Q3, 2022
  - 3.2. Create Marketing Plan for the service programmes; by Q4, 2022
  - 3.3. Develop Service Programmes; by Q4, 2022
  - 3.4. Introduce Service Programmes; by Q1, 2023
4. Develop service programmes to cater to the B2B market, mainly corporate clients, by Q4, 2023.
  - 4.1. Conduct Market Research to understand the buying intentions and needs of corporates clients for emotional intelligence and personal competence development program; by Q4, 2022
  - 4.2. Create Marketing Plan for the service programmes; by Q1, 2023
  - 4.3. Develop Service Programmes, by Q3 of 2023
  - 4.4. Develop Relationship with Corporate Clients; ongoing process from Q4, 2022
  - 4.5. Introduce B2B Service Programmes, by Q4, 2023

## Triple bottom line

### People

**Customers:** Aash Creation's services aim to improve the customer's mental health by fostering emotional and social wellness. The customer-centric approach to service delivery ensures that each customer's specific requirements are met. They learn new art skills and techniques, have fun, and relax while embarking on a transformational journey.

**Staff:** Actualising the values of Aash Creations will create a company culture. This company culture will guide the behaviour of the employees. The behaviour will define Aash Creations more meaningfully than product lines and market share.

### Planet

By encouraging customers to follow a transformational journey as suggested by Theory-U, Aash Creations help create a co-creative environment that results in planetary wellbeing. Additionally, launching the business as an educational online service enterprise limits the carbon footprint created by this organisation.

### Profit

The business's financial performance will be tracked and measured through annual reports and monthly metrics. Several scenarios have been analysed for five years to determine the business's success based on the financial investment concerning the revenue and operating cost. These scenarios depict differing performance levels to set financial goals and realise situations to avoid, all in the effort to make Aash Creations a profitable business.

The goal of following the triple-bottom-line is to achieve a sustainable growing business. Bringing everything together to make Aash Creations a household name, focused on providing a customer-centric service in a niche market while looking after the planet and finding financial success.

## Business Model Canvas

<b>Key Partners</b> <ul style="list-style-type: none"><li>- Cloud and online service providers</li><li>- Mobile application developer</li><li>- Art supplier for paints, canvas, equipment for the art studio</li><li>- Social Media Marketing Agency</li><li>- Restate Agency/ Commercial space landlord</li></ul>	<b>Key Activities</b> <ul style="list-style-type: none"><li>- Creating online presence and brand image</li><li>- Lead generation to convert interested parties into customers</li><li>- Design, develop and deliver new service programmes for new target markets</li><li>- Set-up Aash Creation Art Studios</li></ul> <b>Key resources</b> <ul style="list-style-type: none"><li>- Information and Technology Infrastructure to conduct online sessions</li><li>- Aash Creation Studio</li><li>- Metaverse Hardware</li><li>- Teaching and art counselling resources</li></ul>	<b>Value Propositions</b> <ul style="list-style-type: none"><li>- Personalized classes</li><li>- Fun &amp; Relaxing Environment</li><li>- Service offered through an online medium</li><li>- Development of art skills, techniques, and creative thinking</li><li>- Personal growth and competence development</li><li>- Improved emotional and social wellness</li><li>- Development of emotional intelligence</li><li>- Transformational journey (Theory-U)</li></ul>		<b>Customer Relationships</b> <ul style="list-style-type: none"><li>- Personalized customer-centric approach to service delivery</li><li>- Online communication channels</li><li>- Mobile Application</li><li>- Direct call to Aash Creation Studios</li></ul> <b>Channel</b> <ul style="list-style-type: none"><li>- Aash Creations Website</li><li>- Social Media Channels</li><li>- Online/phone customer service</li><li>- Direct Sales</li><li>- Group Sessions</li></ul>	<b>Customer Segments</b> <ul style="list-style-type: none"><li>- Adolescents between the ages of 12 and 18</li></ul> <b>Future Segments</b> <ul style="list-style-type: none"><li>- Business Clients looking to purchase competence development programmes</li><li>- Adults seeking art skills development programs or emotional wellness services</li></ul>
<b>Cost structure</b> <ul style="list-style-type: none"><li>- <b>Investment: ₹3,227,095</b></li><li>- <b>Total Cost: ₹33,864,300</b></li><li>- Total Operating Cost: ₹3,521,049</li><li>- Total Pay Roll Cost: ₹30,343,250</li></ul>			<b>Revenue Stream</b> <ul style="list-style-type: none"><li>- Art skills development program</li><li>- Acrylic painting course</li><li>- Emotional and Social Art</li><li>- B2B Workshops</li></ul>		

## Service Programmes

The following services are designed and developed based on the knowledge and expertise of Asha Suresh. These programmes have been designed for the target market and their buying personas. The following service breakdown contains session details and highlights the benefits for clients.

Art Skills Development Program	
Learning Outcomes	<ul style="list-style-type: none"> <li>• Gain insight into the important elements of art.</li> <li>• Learn to use these art elements in artwork effectively.</li> <li>• Compose and create a still life artwork.</li> </ul>
Suitability	<ul style="list-style-type: none"> <li>• For students from 7-18 years old.</li> <li>• Beginners</li> </ul>
Cost	- ₹2,000
	<p>Elements of art are the foundation of creating art. In this 8-session course, students will explore different elements of art to use them deliberately and consistently in their future artwork.</p> <p>Session1: Line</p> <ul style="list-style-type: none"> <li>- Explore the essential elements of art, E.g., line, different types of line and how they are used effectively to create form and illusion.</li> </ul> <p>Session 2: Shape</p> <ul style="list-style-type: none"> <li>- Shape has many uses and functions. Students will learn to understand shapes in all their forms to recreate objects around them.</li> </ul> <p>Session 3: Value and Form</p> <ul style="list-style-type: none"> <li>- Value is what artists use to show 3-dimensional forms on a 2-dimensional surface. It portrays light and form.</li> </ul> <p>Session 4: Colour</p> <ul style="list-style-type: none"> <li>- Understanding colour theory. Exploring colour mixing and colour schemes to help students create their compositions and effectively convey their ideas.</li> </ul> <p>Session 5: Texture</p> <ul style="list-style-type: none"> <li>- Textures are expressive tools that artists can use to reinforce their messages. Students explore different ways to incorporate texture to express important messages in their artwork.</li> </ul>

	<p>Session 6: Composition</p> <ul style="list-style-type: none"> <li>- Understanding different rules of composition to create visually stimulating artwork.</li> </ul> <p>Session 7 &amp; 8: Observation drawing:</p> <ul style="list-style-type: none"> <li>- Drawing what the student sees is an excellent way to strengthen their perceptual skills and eye-hand coordination. Students will explore various observation drawing techniques like identifying basic shapes, measuring, comparing sizes, using grids.</li> </ul> <p>They will compose and complete a still life drawing using different elements of art they learned in the course.</p>
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Acrylic Painting Course	
Learning Outcomes	<ul style="list-style-type: none"> <li>- Learn about the basic visual elements of art.</li> <li>- Understand different colour schemes.</li> <li>- Basic acrylic painting techniques.</li> <li>- Complete two still life artwork.</li> </ul>
Suitability	<ul style="list-style-type: none"> <li>• 12 years and above</li> <li>• Beginners</li> </ul>
Cost	<ul style="list-style-type: none"> <li>- ₹2,000</li> </ul>
Modules Breakdown	<p><b>Modules:</b> This is a flexible program where participants can work at their pace. Approximately it will take four sessions to complete the course but may vary from person to person.</p> <p>Session 1: Introduction:</p> <ul style="list-style-type: none"> <li>- Introduction to materials.</li> <li>- Introduction to visual elements of art.</li> <li>- Values: How to mix and apply values to create illusion of light and shadows.</li> <li>- Basics of colour theory: Colour mixing and understanding colour schemes to create harmonious works.</li> </ul> <p>Session 2: Composition Planning:</p> <ul style="list-style-type: none"> <li>- Practice different blending techniques.</li> <li>- Choosing the theme, planning the composition, sketching.</li> </ul> <p>Session 3: Painting Still Life:</p> <ul style="list-style-type: none"> <li>- Underpainting.</li> <li>- Layering.</li> <li>- Painting the background.</li> </ul> <p>Session 4: Detailing and Finishing:</p> <ul style="list-style-type: none"> <li>- Adding details.</li> </ul>



	<ul style="list-style-type: none"><li>- Completing the artwork.</li><li>- Reviewing Future course of action.</li></ul>
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ES Art for Teenagers	
Learning Outcomes	<ul style="list-style-type: none"> <li>• Build self-awareness around emotions, thoughts, and behaviour.</li> <li>• Understand mind-body connection.</li> <li>• Learn techniques to regulate emotions.</li> </ul>
Suitability	ES Art offers a safe, creative space for teens from 13 to 18 years to explore their experiences express their thoughts and emotions to navigate their experiences around stress relationships, emotional distress, or anxiety.
Cost	- ₹2,500
Modules Breakdown	<p><b>Modules:</b></p> <p>Module 1:</p> <ul style="list-style-type: none"> <li>- Self-discovery through ART (3 sessions).</li> <li>- Use art to understand thoughts, emotions, and our triggers.</li> <li>- How they influence our behaviour and impact our relationships.</li> </ul> <p>Module 2:</p> <ul style="list-style-type: none"> <li>- Learn coping skills using art. (3sessions).</li> <li>- Learn coping skills to improve emotional regulation.</li> </ul> <p>Module 3:</p> <ul style="list-style-type: none"> <li>- Build empathy with listening skills practise (3sessions).</li> <li>- Empathetic, active listening improves our relationship at work and home.</li> </ul> <p>Module 4:</p> <ul style="list-style-type: none"> <li>- Goal setting: (3sessions).</li> <li>- Clarifying purpose and goals to track progress to achieve results.</li> </ul> <p>Module 5:</p> <ul style="list-style-type: none"> <li>- Journaling :(3sessions).</li> <li>- Track and course correct to align actions to the goals.</li> </ul> <p>Module 6:</p> <ul style="list-style-type: none"> <li>- Practise gratitude (3 sessions).</li> </ul>

	<p>Design structure for each module.</p> <p><b>First session:</b> Assessing and understanding “where I stand today.”</p> <p><b>Second session:</b> Techniques and tools that can be used to build self-awareness, regulation, or gratitude based on the module’s goal will be taught to clients.</p> <p><b>Third session:</b> The client and art therapist will review the journey and create a plan of action.</p>
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# The Marketing Plan

## Business Summary

### The Team

Aash Creations is an online enterprise that provides art-based solutions to promote emotional and social wellness for our customers.



**Asha Suresh** is an artist whose passion led her to pursue a career as an Art Therapist. She holds her MFL in Medical and Psychiatric Social work. Asha designs and delivers art development programmes that incorporate art therapeutic principles to develop our customer's artistic skills and simultaneously improve their mental wellness.



**Shravan Suresh** is expected to graduate with a bachelor's degree in Hospitality Management from Hotelschool The Hague in 2022. Shravan manages the company's customer-centric approach to service delivery and marketing content.

## SWOT Analysis

This SWOT aims to allow the marketing team to guide Aash Creations and lean into what the brand is doing well, improve the areas where it is not performing as desired, and capitalize on what it can while defending areas that could challenge. Here is the SWOT analysis of Aash Creations for the year 2022.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• <b>Specialization:</b> The art skills and development programmes offered by Aash Creations incorporates art therapeutic principles.</li> <li>• <b>Tried &amp; Tested Product:</b> Asha has tested the art development programmes in the market through her private practice. It has then been revised and refined to meet the target market's needs.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Small Customer Base:</b> The parameter used to define the target market suggest that there is only a population size of 622 adolescents in Trivandrum city (MRR, Ch.2.2).</li> <li>• <b>Small Workforce:</b> Asha is the only art therapist currently working; only a limited pool of clients can be serviced.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• <b>Interest in Digital Services:</b> Based on the findings of the MRR, there is a positive interest by the target market to avail these services through an online platform (MRR, Ch.3.1).</li> <li>• <b>Catering to a Different Demographics:</b> There is a possibility that parents could be interested in attending a similar programme designed for them (MRR, Ch.3.2).</li> <li>• <b>B2B Service:</b> These services can be developed to be offered to corporate clients looking for ways to engage their workforce.</li> <li>• <b>Introduction of the Metaverse:</b> A digital world that is an interconnected network of virtual spaces where people can interact. It can be used as an innovative medium to deliver the services offered by Aash Creations.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Competition:</b> Offering these services through an online medium means that Aash Creations will be competing with established business and university programmes that offer online courses (MRR, Ch.3.3).</li> <li>• <b>Lack of Finance:</b> As a start-up the financial investment into the company will be much smaller, compared to other business. The limited budget will make it difficult initially to reach all potential customers.</li> </ul>

## Business Initiatives

Aash Creations aims to acquire 50 new customers and retain 75% of the new customers to create a customer base for this year. To help the business achieve this goal, the marketing department will pursue the following initiatives.

### Initiative 1: Create a Company Website

Description	In the upcoming 12 months, the marketing department will create a company website to showcase the services offered by Aash Creation.
Goal of initiative	The goal is to create touchpoints with potential customers.
Metrics to measure success	Goal: <ul style="list-style-type: none"> <li>Operational website to allow services to be used by customers by June 2022</li> <li>Layout of website is completed by April 2022</li> </ul>

### Initiative 2: Create an Online Presence

Description	Aash Creations will need to invest resources to strategically build the online presence of the business to generate inquiries. The leads acquired through these campaigns need to generate revenue (MRR, Chs.3.1 and 3.3).
Goal of initiative	Combining new content and paid campaigns on social media and exploring online groups will allow Aash Creations to reach potential consumers.
Metrics to measure success	<b>Number of Inquiries:</b> The number of people who have contacted Aash Creations to learn more about the services. Goal: <ul style="list-style-type: none"> <li>Start paid promotions and content creation by June 2022</li> <li>100 new inquiries per month</li> </ul> Ten conversions per month

## Target Market

### Industries

For the year 2022, Aash Creations will be targeting the educational sector to sell our service and reach out to new customers:



(iStock, 2022)

### IGCSE & IB Schools

Within India, 201 Schools offer IB Programmes and over 500 IGCSE schools (CAIE, 2020; IB, 2022) (MRR, Chs.2.2 & 3.1). These educational institutes are an untapped market, considering the gap in the market identified through market research (MRR, Chs.3.2 and 3.3).



## Buyer Personas

Within our target market, the following buyer personas represent the ideal customer for Aash Creations (MRR, Chs.3.1&3.4)



(Shutterstock,  
2022c)

### The Casual Learner

The casual learner is interested in art but does not know where to start. They are looking to pursue art as a hobby and see it as an activity where they can have fun and relax. They may attend one or two sessions a month.



(Shutterstock,  
2022a)

### The Skill Learner

The Skill Learner is seeking to advance their artistic skills and pick up new techniques. They are willing to take on a long-term commitment to complete the entire art program recommended by Aash Creations.



(Shutterstock,  
2022b)

### The Mental Wellness Developer

The mental wellness developer seeks guidance and support to manage their emotional difficulties or improve their emotional wellness. These issues can range from learning how to manage academic-related stress to overcoming traumatic events or simply focusing on personal development.

## Competitor Analysis

We expect to compete with the following companies within our target market in Trivandrum.

### TINT Art

Products we compete with	TINT Online Course. They offer nine different online courses, one of them being acrylic painting (TINT, 2022).
How we can win	At Aash Creation's customer-centric approach will ensure the service provided to the customers are personalized (MRR, Ch.3.4).

### Flora

Products we compete with	Flora offers 134 courses related to art, including acrylic painting.
How we can win	Flora does not offer an online solution for their courses (MRR, Ch.3.1). They are solely focused on artistic skills, whereas Aash creations also seek to improve the mental wellness of our customers (MMR. Ch.3.4).

### Prayatna

Products we compete with	Prayatna offers Art and Craft Therapy focused on helping their clients with stress management and improving the brain's overall health.
How we can win	<p>The art therapy service offered by Paryatna is designed for children with special needs. This program treats ADHD, dyslexia, autism, speech, and visual impairment.</p> <p>Aash Creations focuses its ES Art service on a general population, which will allow the business to attract more customers. Furthermore, Aash Creations will look to develop ES Art for different age groups.</p>

## Marketing Strategy

### Product

Aash Creations is a skill and hobby centre that will launch three art-based services. These services are designed to meet customer expectations detailed in the previous chapter. These three programmes are:

- **Art Skills Development Program:** This program is designed for customers willing to take on a long-term commitment. The course is designed to accommodate beginners and help them reach an advanced level by improving their artistic skills and techniques.
- **Acrylic Painting Course:** This can be completed in four sessions and primarily focuses on beginner level painting. This course is more accommodating for customers who have changing schedules, new learners, people looking for a hobby, and those who wish to relax and unwind.
- **ES (Emotional & Social) Art:** This art-based counselling service leans more towards personal development, competence development, and emotional intelligence. The service is also designed to help adolescents struggling with their emotions and mental health. The number of sessions would be determined on an individual level.

### Price

Depending on the service chosen by the customers, the price will vary. Customers who opt for the art skills development program will be required to pay a total of ₹2,000 monthly. Those who decide to follow the painting course will be expected to pay ₹2,000 monthly, while ES Art is priced at ₹2,500 monthly. These prices have been decided upon the findings from chapter 3.1 (MRR). To create a customer-centric approach, customers can choose to pay for their session all-in-advance, per month or per-session.

### Promotion

The promotional efforts by the marketing team are focused on establishing an online presence for Aash Creations and building a good brand image, as this leads to an increase in the buying intention of customers (Gogoi, 2013; Hasan et al., 2015). Promotion of the services will be carried out through the following ways:

- Create a Company website to create touchpoints with customers
- Paid Campaigns on social media websites like Facebook and Instagram, and LinkedIn will generate more inquiries for the art programmes and educate customers.

### Place

Aash Creations will launch itself as an online educational service provider, as the target market is interested in using the service through an online medium. The art skills development program and painting course will be carried out as group sessions, using Google Meet, while ES Art will be carried out as an individual session with the Art Therapist.

### **Process**

Aash Creations will follow a customer-centric and hospitality-oriented approach to service delivery. The services offered require a personal touch as each client are encouraged to embark on a transformational journey, which can only be achieved through customizations to meet each client's specific needs.

### **Physical Evidence**

The physical evidence of Aash Creations will primarily come in the form of art created by the customers, presented on the company website and social media accounts. Furthermore, the company website will feature reviews about the services provided by Aash Creations to help build the brand's image as the service offered is largely intangible.

## Marketing Channels

(Appendix 1)

In 2022 Aash Creations will launch the company website and increase the following channels. The goal of using these channels is to create an online presence for Aash Creations, build brand reputation awareness, educate customers, and generate inquiries to convert them to customers.

### Aash Creations Company Website

Purpose of channel	Build brand awareness, reputation, and touchpoints for potential customers. Create a blog post to educate customers about art therapy and its numerous benefits.
Metrics to measure success	Monthly Goals: <ul style="list-style-type: none"> <li>• 1,000 page views</li> <li>• Post 2 blog articles</li> <li>• 500 views on blog articles</li> <li>• 5 Shares of blog articles</li> </ul>

### Facebook

Purpose of channel	Used for paid campaigns to generate inquiries for the services offered by Aash Creations
Metrics to measure success	Monthly Goals: <ul style="list-style-type: none"> <li>• Generate 50 inquiries</li> <li>• Convert 5 inquiries into customers</li> </ul>

### Instagram

Purpose of channel	Instagram will be used for paid campaigns and content generation campaigns to generate inquiries for the services offered by Aash Creations. The new content will aid in creating brand awareness.
Metrics to measure success	Monthly Goals: <ul style="list-style-type: none"> <li>• Gain 10 new follower</li> <li>• Publish 15 post</li> </ul>

- 30 Instagram 'Stories'
- Generate 50 Inquires
- Convert 5 inquires to customers

## LinkedIn

Purpose of channel	Create brand awareness and educate the market about the benefits of these services by sharing blog articles published on the company website
Metrics to measure success	Monthly Goals: <ul style="list-style-type: none"> <li>• 1,000 page views</li> <li>• 5 article reshares</li> </ul>

# Financial Analysis

The market research indicated that the target market is interested in and is willing to buy the services offered by Aash Creations. However, this is not enough to judge whether the business will succeed in the long run. Having a financial plan will aid in cash management; budgeting will provide a long term view, spot trends and measure the progress of the business (Chron, 2021).

## Financial Plan

The following summary tables were created based on the Profit and Loss Statements of 14 Scenarios (*for detailed explanation, refer to appendix 6-19*). For the first five years, Aash Creations will require a total investment of **₹3,227,095**. The scenarios assess the financial performance of Aash Creations when the investment cost is collected through 100%, 50% and 25% debt while operating at 100%, 50% and 25% capacity. Furthermore, over a five-year-period, Aash Creations will have a total operating cost of ₹3,521,049 and payroll cost of ₹30,343,250, bringing total expenses to **₹33,864,300**.

The numbers are based on researched assumptions, market research findings and Founder's expertise. For detailed explanation on assumed values, please refer to *appendix 2*, and for further elaboration on calculations, starting dates, revenue streams, expenses, and capacity, please refer to *appendix 3-5*

Although this business plan provides financial scenarios at 100% debt, it has been decided that Aash Creations will not be adopting this plan. As a start-up venture, banks may consider this business as too risky, and the process of applying for this large sum through a bank will be too time-consuming. Furthermore, approaching angel investors or venture capitalists to acquire the funds will result in a change in the legal structure of Aash Creations, which the management team does not desire.

Aash Creations will use Scenarios 8, 9, 10 and Breakeven Scenario 3 (25% debt) as a guide to make strategic and business decisions. It is important to note that while acquiring the investment through 25% debt, it is the only scenario that ensures at 50% capacity that the business will be profitable, while all other scenarios indicted a loss.

Scenario 9 represents a likely outcome in attracting clients to our business. The NPV is **₹182,911**, which indicates that this is a viable investment. Furthermore, the total net income is **₹-970,910** indicating the business has negative profitability at 50% capacity. However, Aash Creations will be developing the business and marketing strategy to reach 100% capacity at 25% debt. Scenario 8 represents the aspirational goal for Aash Creations with a total net income of **₹24,009,034** and NPV of **₹9,397,313** after five years. This indicates that Aash Creations is a viable and profitable investment.

Additionally, scenario 10 represents an unlikely scenario at 25% capacity. This is categorised as an unlike scenario based on the findings of the MRR. The data suggests that 84.2% of the target market are interested in the services offered by Aash Creations, and 85.5% have an intention to purchase these services. The interest levels and buying intention combined with the business and marketing strategy that Aash Creations will operationalise ensures the business can operate higher than 25% capacity, lowering the risk associated with this investment. Moreover, scenario 10 represents a danger zone for the business, and any revenue generated that meets these projections should be considered red flags. Lastly, Breakeven Scenario 3 indicates that Aash Creation should achieve a minimum of **₹34,725,136** in total revenue within five years to breakeven.

<b>Scenario 1: 100% Debt and 100% Capacity</b>	
Total Revenue	₹ 68,729,268
Total Net Income	₹ 23,745,726
NPV	₹ 8,218,555
PI	2.55
IRR	60%
ARR	286%
Payback Period	4.12

<b>Scenario 2: 100% Debt and 50% Capacity</b>	
Total Revenue	₹ 34,364,634
Total Net Income	₹ -2,142,345
NPV	₹ -2,237,411
PI	-0.69
IRR	-35%
ARR	-27%
Payback Period	9.41

<b>Scenario 3: 50% Debt and 100% Capacity</b>	
Total Revenue	₹ 68,729,268
Total Net Income	₹ 23,546,025
NPV	₹ 8,590,539
PI	5.32
IRR	92%
ARR	584%
Payback Period	4.10

<b>Scenario 4: 50% Debt and 50% Capacity</b>	
Total Revenue	₹ 34,364,634
Total Net Income	₹ -1,361,388
NPV	₹ -623,863
PI	-0.39
IRR	-26%
ARR	-33.75%
Payback Period	7.75



<b>Scenario 5: 50% Debt and 25% Capacity</b>		
Total Revenue	₹	17,182,317
Total Net Income	₹	-17,692,057
NPV	₹	-5,231,064
PI		-3.24
IRR		0%
ARR		-439%
Payback Period		Not Possible

<b>Scenario 6: 100% Equity and 100% Capacity</b>		
Total Revenue	₹	68,729,268
Total Net Income	₹	24,319,642
NPV	₹	6,976,992
PI		2.16
IRR		65%
ARR		301%
Payback Period		4.06

<b>Scenario 7: 100% Equity and 50% Capacity</b>		
Total Revenue	₹	34,364,634
Total Net Income	₹	-580,431
NPV	₹	-2,237,411
PI		-0.69
IRR		-25%
ARR		-7%
Payback Period		6.32

<b>Scenario 8: 25% Debt and 100% Capacity</b>		
Revenue	₹	68,729,268
Net Income	₹	24,009,034
NPV	₹	9,397,313
PI		11.65
IRR		136%
ARR		1190%
Payback Period		4.07

<b>Scenario 9: 25% Debt and 50% Capacity</b>	
Total Revenue	₹ 34,364,634
Total Net Income	₹ -970,910
NPV	₹ 182,911
PI	0.23
IRR	-20%
ARR	-48%
Payback Period	7.01

<b>Scenario 10: 25% Debt and 25% Capacity</b>	
Total Revenue	₹ 17,182,317
Total Net Income	₹ -17,692,057
NPV	₹ -4,424,290
PI	-5.48
IRR	0%
ARR	-877%
Payback Period	Not Possible

<b>Breakeven Scenario 1: 100% Debt</b>	
Total Revenue	₹ 41,292,561
Total Net Income	₹ 3,060,191
NPV	₹ 267
PI	0.00
IRR	-1%
ARR	38%
Payback Period	5.11

<b>Breakeven Scenario 2: 50% Debt</b>	
Total Revenue	₹ 38,782,385
Total Net Income	₹ 2,396,010
NPV	₹ 48
PI	0.00
IRR	7%
ARR	59%
Payback Period	5.58

<b>Breakeven Scenario 3: 25% Debt</b>	
Total Revenue	₹ 34,725,136
Total Net Income	₹ -617,651
NPV	₹ 0
PI	0.00
IRR	-20%
ARR	-31%
Payback Period	7.92

<b>Breakeven Scenario 4: 100% Equity</b>	
Total Revenue	₹ 45,185,855
Total Net Income	₹ 8,027,837
NPV	₹ 5
PI	0.00
IRR	24%
ARR	100%
Payback Period	3.93

## End of Business Plan

## **Section II: Acts of Dissemination**

# Acts of Dissemination

## Act 1: Virtual Round Table Event

The round table conference was hosted by Dr. Walsh on the 7th of October, 2021. During the Career Fair, the event took place where ten Hotelschool students presented their research ideas. The author presented the business concept of "Fostering Emotional and Social Skills with Art", which included the results of my desk research and conceptualization of my business idea (Suresh, 2021a).

Image 1: List of Presenters (Walsh, 2021).

Join Tomorrow with link below --- Round-Table Moment Thursday 07th October 15-1645 - Inbox

Delete Mark All as Read Create a Meeting Mark as Unread Archive Move Flag Sync

Join Tomorrow with link below --- Round-Table Moment Thursday 07th October 15-1645

Walsh, N, Dr. <N.Walsh@hotelschool.nl> Wednesday, 6 October 2021 at 13:32

To: Eglantine de Baillencourt; Noor Janssen; Aymeric Kabore; Schepe, ARAH, Ms.; Oruc, Y, Ms.; George Fleming; Stijn Hansen; Mathijs Driessen; Shrivani Suresh; +5 more

<https://www.hotelschoolcareerfair.online/>

Dear All,

For simplicity purposes, please could everyone join the MS Teams room tomorrow at 15 hours \*Thursday 07 October - via the link above.

Join the room at 15 hours:  
Click on the link above, then scroll down to the tab "Research" and join the MS Teams room --- like that.

We look forward to enjoying knowledge-sharing in a nice HTH setting.

ps. see timings for your own plannings.

See you tomorrow,

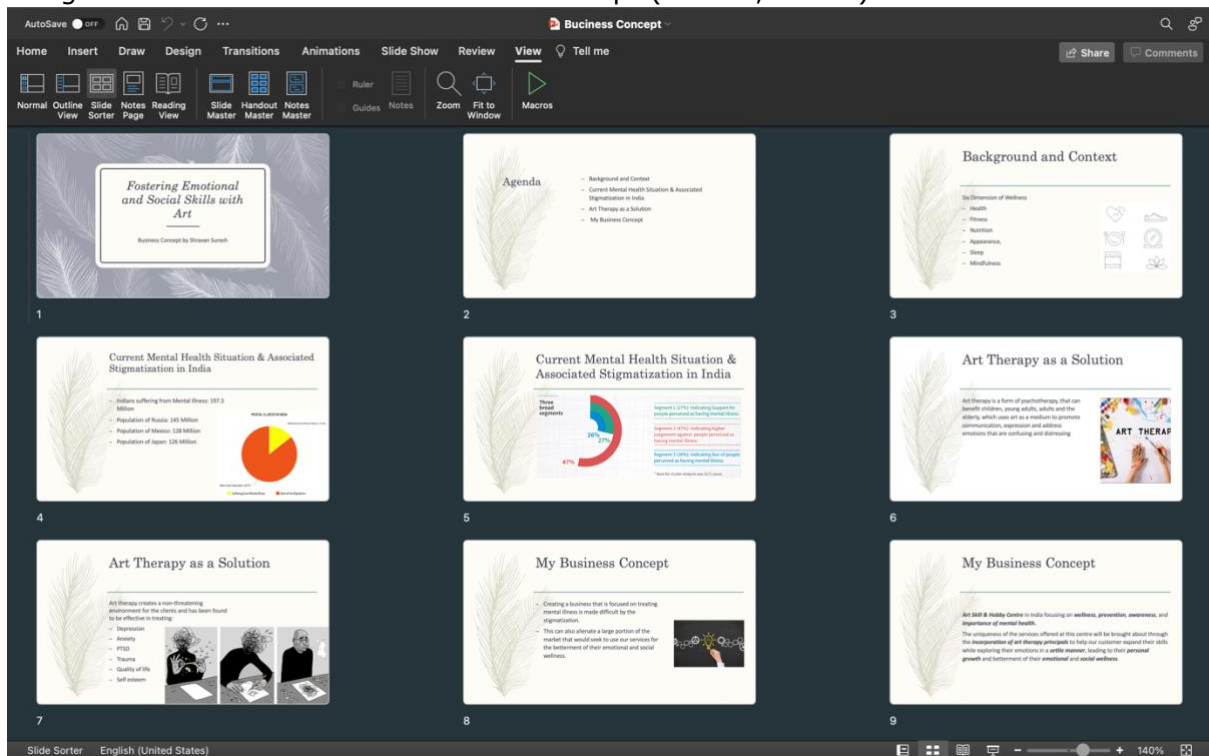
N. Walsh

Name/time indication	Topic
Aymeric Kabore 1505	"Using Accreditation to Transform Diversity, Equity, and Inclusion (DEI) Efforts into Diversity, Equity, and Inclusion Systems"
Mathijs Driessen 1515	"Discussing LYCar Research Topic/Plans"
George Fleming 1525	"Exploring how scuba diving can contribute to marine conservation in the Philippines"
Eleonora Slavkova 1535	"Discussing LYCar Research Topic/plans"
Noor Janssen 1545	Gender-sensitive management and its effects on organizations
Shrivani Suresh 1555	Fostering Emotional and Social Skills with Art.
Stijn Hansen 1605	EQ, Emotional Intelligence and Education Today
Eglantine de Baillencourt 1615	"Discussing LYCar Research Topic/plans"
	There will be time between presenters for discussion

Image 2: Group Photo of Presenters (Suresh and Oruc, 2021).



Image 3: Presentation of the Business Concept (Suresh, 2021a).



## Act 2: Published Blog Article on The Effectiveness of Art Therapy

While researching to create the literature review, much information was found regarding the effectiveness of art therapy. Since the services offered by Aash Creations incorporate art therapeutic principles, it seemed fit to share this information with the public and professionals interested in the topic (Images-4&5). The articles were shared through LinkedIn to reach a wider audience, with an accompanying brief about the article (Image-6). The LinkedIn post received 3,492 views.

*To read the blog article and LinkedIn post, please see appendix 20 and 21.*

Image 4: Blog Article Published on Aash Creations Website (Suresh, 2021c).

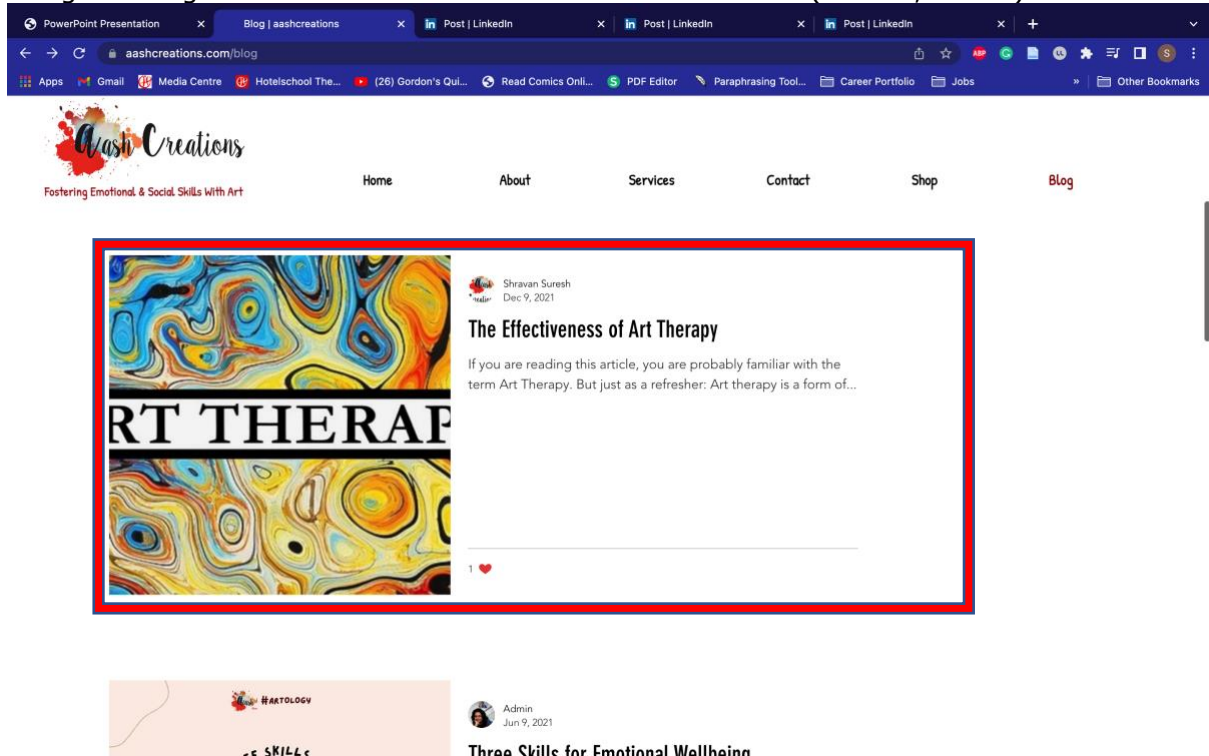


Image 5: Full Article (Suresh, 2021c).




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Shravan Suresh · Dec 9, 2021

## The Effectiveness of Art Therapy



If you are reading this article, you are probably familiar with the term Art Therapy. But just as a refresher: Art therapy is a form of psychotherapy, benefiting children, young adults, adults, and the elderly, which uses art mediums to promote communication, expression and address emotions that are confusing and distressing (1).

Now that we know what Art Therapy means, we can ask ourselves, is this therapeutic tool helpful? And how effective is it? Is it something you can benefit from?

When it comes to Art Therapy or any other form of clinical therapy, the most important thing to remember is that everyone responds to the therapy differently. Art therapy cannot be a one-size-fits-all but rather a personalized service.

Art therapy has a unique element that makes it stand out from other forms of therapy, which is because of its nonverbal and experiential character using mediums such as drawing, painting, and collages to allow the expression of feelings, memories, and thoughts (3).



Art Therapy has been found to be effective in treating the following:

- Post-Traumatic Stress Disorder (PTSD)
- Depression
- Anxiety
- Mood
- Trauma
- Distress
- Quality of Life
- Self-esteem

Q (3)(4)

For those of you who are curious to understand the inner workings of Art Therapy, we'll look no further. For example, take someone who suffers from PTSD. Art Therapy has been found to help process the traumatic experience by opening and harmonizing the traumatic memory through communication and documentation.

This is made possible as art therapeutic interventions allow individuals to distance themselves from the emotions and use their cognitive function to explore their emotions and encourage meaning-making processes (3).



Art Therapy is effective due to its non-threatening nature. When Art Therapy was used to help troubled adolescents, it was found to be effective in helping them process their emotions without feeling threatened (5).

This is made possible as the art created by the adolescent in a session helps the therapist understand their problems, particularly sensitive situations, for example, abuse or too embarrassing for the adolescent to reveal.

I hope that this article has been insightful, and you were able to learn something new today. Do you have any other questions come up? Share in the comments below.

**Sources**

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Fostering Emotional and Social Wellness

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**OUR NEWSLETTER**

If you are interested in learning more about us, please subscribe to our Newsletter.



Image 6: LinkedIn Post about the Effectiveness of Art Therapy (Suresh, 2021b).

The image is a screenshot of a LinkedIn post by Shravan Suresh. The post is titled "The Effectiveness of Art Therapy" and is a link to an article on aashcreations.com. The post includes a colorful abstract painting with the words "ART THERAPY" in the center. The post has 7 comments and 3,492 views. The user's profile picture is a circular image of a man with glasses. The post is dated 2 months ago. The user's bio states: "Hotelschool LYCar Student | Actively looking for new opportunities." The post text reads: "Dear Network, I am currently working towards my graduation at Hotelschool The Hague. I have chosen to complete this final course through the entrepreneurial track, by the end of which I will be able to operationalize my own start-up. I have partnered with an Art Therapist, Asha Suresh, to make this concept a reality. The primary goal of this project is to create a business plan that will allow for the operationalization of an Art Skill & Hobby Centre in Trivandrum, Kerala, which will focus on providing various art-based services that revolve around wellness, prevention, awareness, and the importance of mental health. Our aim is to incorporate art therapy principles to help our customer expand their skills while exploring their emotions in a settled manner, leading to their personal growth and wellness. My research has increased my knowledge and understanding of art therapy, along with its numerous benefits. As such I believe that this information needs to be shared, I have published a blog article that discusses the effectiveness of art therapy." The post includes hashtags: #business #growth #mentalhealth #project #wellness #arttherpay. The post is shared by Asha Suresh and 67 others. The post has 7 comments. The post has 3,492 views of your post in the feed. The post is shared by Asha Suresh and 67 others. The post has 7 comments. The post has 3,492 views of your post in the feed.

### Act 3: Data Collection Process

To gather sufficient data from the target market, the author approached the Principal of Trivandrum International School. The Principal agreed to distribute hard copies and the online version of the survey among the teachers and students at the school. The details of the collaborative process were documented and shared on LinkedIn and gained 2,844 views on the post.

*Please refer to Appendix 22 to read the article.*

Image 7: Data Collection Article on LinkedIn (Suresh, 2022).

The image is a screenshot of a LinkedIn post by Shravan Suresh, a Hotelschool LYCar Student. The post is titled "Data Collection Process" and describes a research project for his graduation at Hotelschool The Hague. He mentions using a combination of social media platforms and his network to distribute a survey to gather data from his target market. He also mentions reaching out to Richard Hillebrand, the Principal of Trivandrum International School - India, who supported him by distributing the survey among the students at the school. The post includes a list of topics covered in the survey: Buying intention, Level of interest in art/ learning art, Service expectations, and Preference of service medium (Online or Offline). It also mentions that the data findings from the survey will be visually presented in a market research report. The post ends with a photo of two men, Jobst Winter and the author, standing in a hallway. The post has 1 comment and 61 likes.

**Shravan Suresh** (He/Him)  
Hotelschool LYCar Student | Actively looking for new opportunities.  
3w · Edited · 🌐

In December, I commenced the data collection process for my research project for my graduation at [Hotelschool The Hague](#). I had used a combination of social media platforms and my network to distribute my survey to gather data from my target market.

Additionally, I had reached out to [Richard Hillebrand](#) the Principal of [Trivandrum International School - India](#), who supported me by distributing the survey among the students at the school. This allowed me to collect relevant data about my target market, essential for my research.

As a start-up, for our survival, we must understand our target market. With the outcomes from this survey, I can get a deeper understanding of their needs and use the data to drive the company's marketing strategy. By creating a marketing strategy for ourselves we will be able to market and sell our services easily and effectively.

The topics covered in the survey:

- Buying intention
- Level of interest in art/ learning art
- Service expectations
- Preference of service medium (Online or Offline)

The data findings from the survey will be visually presented in a market research report. The data will be used to create models and strategic decisions for the start-up. Currently, the most important finding within the population surveyed indicates that there is a large interest in our services. Now it is about finding the right way to market it.

Finally, I would like to show my gratitude to [Richard Hillebrand](#) for his help and support during my data collection process.

[#data](#) [#learning](#) [#art](#) [#arttherapy](#) [#research](#) [#network](#) [#marketingstrategy](#) [#entrepreneur](#) [#marketresearch](#)

[Jobst Winter](#) and 61 others

1 comment

Reactions

## Act 4: Market Insight Regarding Pricing

Once the data had been analysed, it was found that the topic of the pricing required further research. The data provided an answer on how services needed to be priced when catering to an Indian market; however, it was not clear how to offer the same services to a global market. The pricing information was represented through a graph, and the insight was shared on LinkedIn. This post had 528 views.

*The article can be found in appendix 23.*

Image 8: Market Insight Article on LinkedIn (S. Suresh, 2022c)

The image is a screenshot of a LinkedIn post by Shravan Suresh, a Hotelschool LYCar Student. The post is titled "How do you price a service when catering to a global market?" and discusses a market study conducted during his entrepreneurial journey. The study found that 86.7% of participants in India indicated prices between 1,000 to 5,000 INR, while 4.76% and 8.57% indicated higher price ranges. The post includes a bar chart titled "Price Indications" showing these results. The post also includes a call to action to follow the author and a link to the full profile.

**Shravan Suresh**  
Hotelschool LYCar Student | Actively looking for new opportunities.  
1w · Edited ·

**How do you price a service when catering to a global market?**

During my entrepreneurial journey, I conducted a market study to gain insights into the target market. This is a vital pre-step for any start-up, especially when you stop to consider that around 90% of all start-ups fail, 21.5% fail in the first year while 50% fail in the fifth year. A criterion that determines the success of any start-up is their understanding of the needs and behaviour of their target market. Failing to understand the target market will lead you to waste resources or find out too late that you have chosen the wrong target market.

It was decided that this start-up company will offer its new services through an online platform, a decision based on the data gathered through the research and the sudden shift to online learning promoted by the pandemic.

One area of investigation was related to price setting for the services. The majority of the participants in this study were people living in India while a small number of participants were located outside of India, namely from Europe and North America. When asked these participants the price they were willing to pay for our service, the participants who lived in India indicated prices between the range of 1,000 to 5,000 INR. Those who were living outside of India indicated a much higher price between 5,000 to 25,000 INR. This large divide in the price indication resulted because of currency conversion from either dollar or euros to rupees.

As an online enterprise, the data gathered on price was beneficial to set the price for our service when catering to the target market in India. However, I am yet to find an answer to the main question. I hope to develop a sustainable pricing model, balance the needs of the buyer and enterprise and consider the ethical implications of pricing for a service to a global market.

[#data](#) [#people](#) [#research](#) [#onlinelearning](#) [#startup](#) [#startupindia](#) [#entrepreneur](#) [#businessandmanagement](#)

**Price Indications**

Price Range (INR)	Percentage
1,000 to 5,000 INR	86.7%
5,000-10,000 INR	4.76%
10,000-25,000 INR	8.57%

Mayca Chardon and 2 others

## Act 5: Aash Creation Presentation with Trivandrum International School

On 11-February-2022, Asha and Shravan met with the Vice-Principal and Head of the Art Department to provide them with an introduction of Aash Creations. During this presentation, Shravan explained the following about Aash Creations:

- Origin of the company
- Aash Creations Vision,
- Services Offered: art therapy sessions promoting emotional and social wellness and art skills development programmes
- The uniqueness of these services

Asha Suresh had presented the previous clients she worked with to show how Aash Creations is best suited to provide an art therapy workshop for their students.

A discussion between Aash Creations and teachers made the expectations and needs of the school clear, to develop a personalised services programmes for the students. The following information was gathered after the discussion:

- Trivandrum International School is interested in making use of Aash Creation's art therapy services for their students.
- The workshop will take place on 9th and 10th of April, four sessions of 2 hours each.
- The workshop will cater to students between the age groups of 14 to 15 and 16 to 18.
- Age group 14 to 15- Emotional well-being and coping skills
- Age group 16 to 17- Goal setting and journaling for self-discovery

Image 9: Company Profile Presentation and Workshop Discussion (Suresh and Suresh, 2022)

**Art Therapy Workshop for TRINS Students**

**OUR VISION**  
Fostering social and emotional wellness.

**ABOUT US**  
Creative Safe Space For Learning Art and Personal Transformations

**WHAT WE DO**

ART SKILLS DEVELOPMENT PROGRAM	EMOTIONAL & SOCIAL WELLNESS THROUGH ART
<ul style="list-style-type: none"> <li>Art &amp; Design Individual Coaching</li> <li>Regular Art classes for Young Artist</li> <li>Acrylics Painting Course</li> </ul>	<ul style="list-style-type: none"> <li>Individual Art Therapy Sessions</li> <li>Teens Wellness Series</li> <li>Train the Trainers Workshop</li> <li>Corporate Wellness Program</li> </ul>

**Q & A**

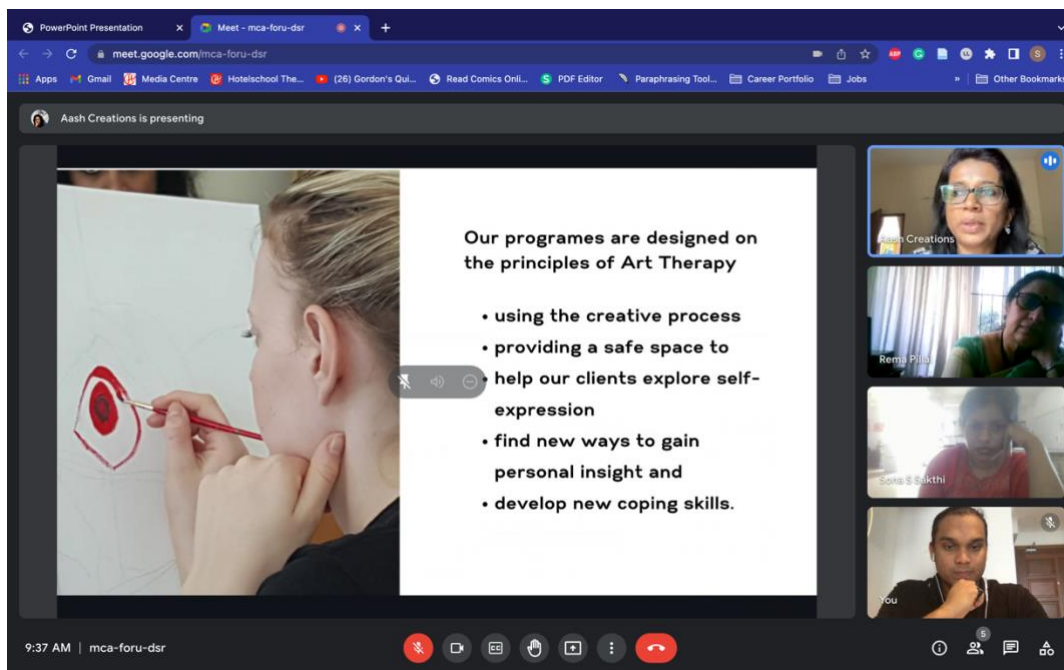
- Age group of students?
- Number of students?
- How many sessions?
- Online or Offline?

**EMOTIONAL COPING SKILLS Timeline**

SESSION 1	SESSION 2	SESSION 3
Building Awareness about their current coping mechanisms	Exploring various coping skill techniques	Reinforcing the journey so far and planning future actions



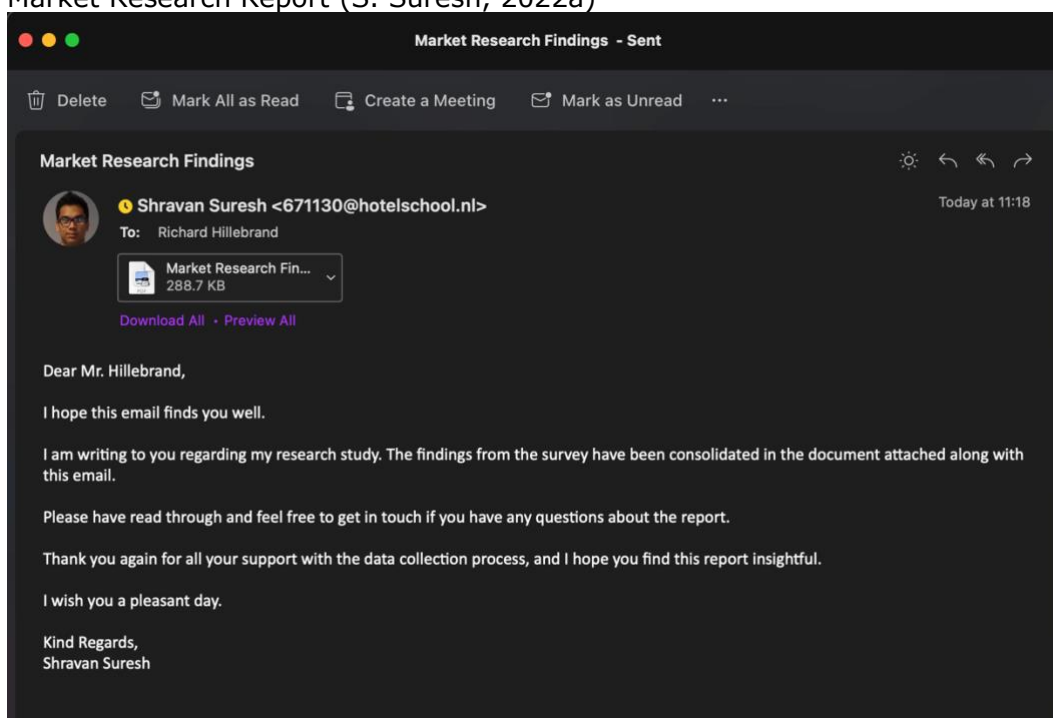
Image 10: Discussion with Trivandrum International School's Vice Principal and Head of the Art Department (Suresh and Suresh, 2022)



## Act 6: Sharing the Market Research Report with the Principal of Trivandrum International School

The data collected about the target market was used to create a Market Research Report. The report establishes trends and market insights which was shared with the principal of Trivandrum International School. The students and teachers at this school took part in this research study.

Image 11: Email sent to the Principal of Trivandrum International School with attached Market Research Report (S. Suresh, 2022a)



## Act 7: Conducting Art Therapeutic Workshops for the Students at Trivandrum International School

In addition to sharing the findings of the market research report with Trivandrum International School, Aash Creations will be conducting four art therapeutic workshops for 54 students at the school. The workshops will take place between 9<sup>th</sup> and 10<sup>th</sup> April 2022. The agreed Program is as follows:

Aash creations has designed the following 2 programs to meet the requirements, using the principles of Art Therapy. These programs will be delivered using the creative process, ensuring a safe space for participants to explore self, to find new ways to gain personal insight and develop new coping skills.

- Emotional Wellbeing & Coping Skills for Age Group 14-15 Years - This is a series of 3 group workshops and 2 one on one coaching sessions happening in between the workshops.
- Goal Setting and Journaling for Age group 16-17 Years - This is a series of 3 group workshops and 2 one on one coaching sessions happening in between the workshops.
- As the initial step, it is proposed to conduct the first group workshop focusing on Emotional Awareness for Age group 14- 15 on 9th April 2022 (2 cohorts of 10 participants each); and Goal Setting workshop for Age Group 16-17 Years on 10th April (2 cohorts of 10 participants).

Image 12: Confirmation Email for art therapeutic workshops (Suresh, 2022d)

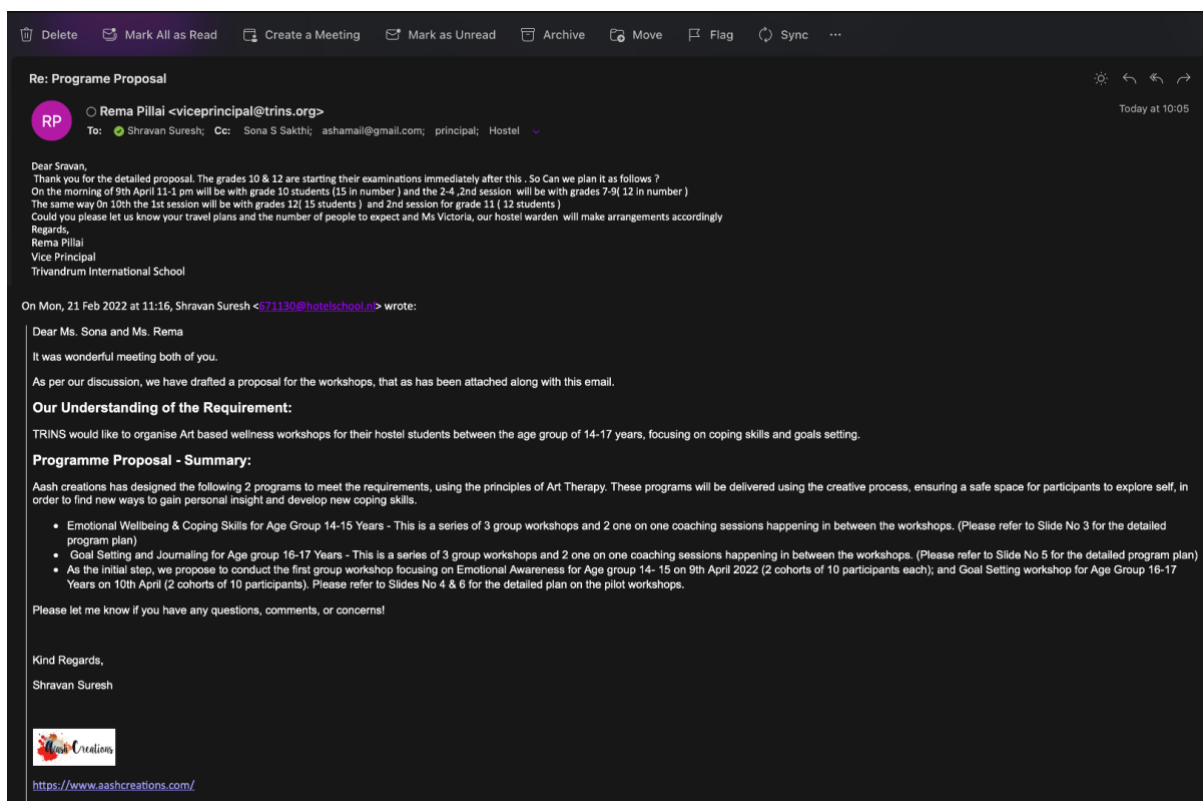


Image 13: Programme Proposal



## OUR UNDERSTANDING OF THE REQUIREMENT

TRINS would like to organise Art based wellness workshop for their hostel students between the age group of 14-17 years, focusing on coping skills and goals setting.

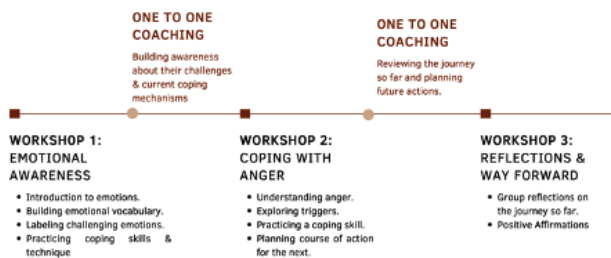
## PROGRAMME PROPOSAL - SUMMARY

Aash creations has designed the following 2 programs to meet the requirements, using the principles of Art Therapy. These programs will be delivered using the creative process, ensuring a safe space to participants to explore self, in order to find new ways to gain personal insight and develop new coping skills.

- Emotional Wellbeing & Coping Skills for Age Group 14-15 Years - This is a series of 3 group workshops and 2 one on one coaching sessions happening in between the workshops. (Please refer to Slide No 3 for the detailed program plan)
- Goal Setting and Journaling for Age group 16-17 Years - This is a series of 3 group workshops and 2 one on one coaching sessions happening in between the workshops. (Please refer to Slide No 5 for the detailed program plan)
- As the initial step, we propose to conduct the first group workshop focusing on Emotional Awareness for Age group 14-15 on 9th April 2022 (2 cohorts of 10 participants each); and Goal Setting workshop for Age Group 16-17 Years on 10th April (2 cohorts of 10 participants). Please refer Slides No 4 & 6 for the detailed plan on the pilot workshops.

## Emotional Wellbeing & Coping Skills

PROGRAM OVERVIEW (AGE GROUP:14 TO 15 YEARS)



## Emotional Wellbeing & Coping Skills

INTRODUCTORY WORKSHOP

### WORKSHOP 1: EMOTIONAL AWARENESS

- Introduction to emotions.
- Building emotional vocabulary.
- Labeling challenging emotions.
- Practicing coping skills & techniques

### AGE GROUP 14 - 15 years

### DATE & TIME 9th April 11am to 1pm: 1st batch 2pm to 4pm : 2nd batch

## Goal Setting & Journaling for Self Discovery

PROGRAM OVERVIEW (AGE GROUP:16 TO 17 YEARS)



6

## Goal Setting & Journaling for Self Discovery

### INTRODUCTORY WORKSHOP

#### WORKSHOP 1: GOAL SETTING

- Explore personal strengths.
- Visualize future goals.
- Create a plan of action.

#### AGE GROUP

16 - 17 years

#### DATE & TIME

10th April  
11am to 1pm: 1st batch  
2pm to 4pm : 2nd batch



About Aash  
Creations

www.aashcreations.com

#### WHO WE ARE

Creative Safe Space for  
Learning Art and  
Personal Transformations

#### OUR VISION

Fostering social and emotional  
wellness.

#### WE VALUE

- Acceptance
- Creativity
- Yes Mindedness
- Entrepreneurial
- Unique orientation
- Openness to experience
- Fun

8

## WHAT WE DO

#### ART SKILLS DEVELOPMENT PROGRAM

- Art & Design  
Individual Coaching
- Regular Art classes for  
Young Artist
- Acrylic Painting  
Course

#### EMOTIONAL & SOCIAL WELLNESS THROUGH ART

- Individual Art Therapy  
Sessions
- Teens Wellness Series
- Train the Trainers  
Workshop
- Corporate Wellness  
Program

www.aashcreations.com

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## OUR CLIENTS



www.aashcreations.com

CLIENTS	PROJECTS
Green Valley International School	Individual Coaching for Art & Design students
Vellore Institute of Technology	Power of Positive Thinking
Holy Trinity Vidhyabhavan	Goal Setting Workshop
Lakshmivilasam High School	Enhancing Self Esteem (10 sessions program)

10

## OUR CLIENTS



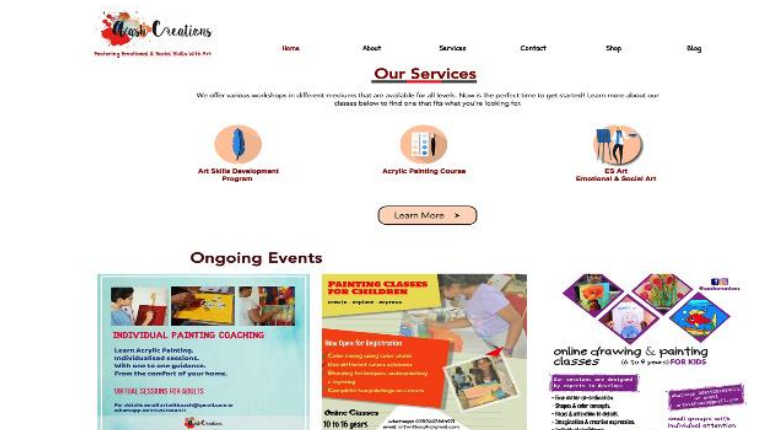
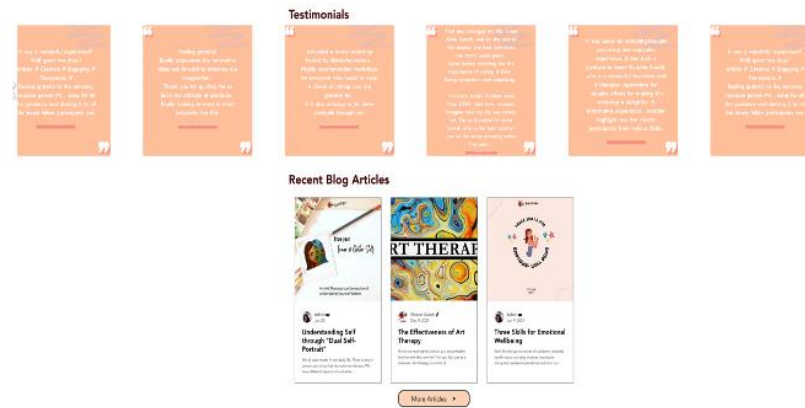
CLIENTS	PROJECTS
Amity College of Arts	Self-Awareness & Self-Discovery for Teachers
I Call, Counselling Services	Emotional Wellness Workshop for Counsellors
Studium Professional Learning Center	Art Therapy as a tool for delivery for Teachers.
Endo, Global Pharmaceutical Company	Journaling for Self-Discovery for Employees



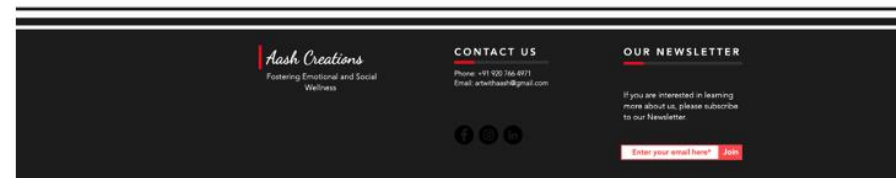
# Appendices

## Appendix 1: Marketing Channels


### Home Page (Aash Creations, 2022c)



### Shop With Us



## About Us Page



Fostering Emotional & Social Skills With Art

[Home](#)
[About](#)
[Services](#)
[Contact](#)
[Shop](#)
[Blog](#)





### About us

We offer self-development workshops for kids, teenagers and adults, Corporates and Schools through the creative medium of storytelling, drama, visual arts, movement and music.


Expressive Arts Therapy uses various arts—movement, drawing, painting, sculpting, music, writing, sound, and improvisation—in a supportive setting to facilitate growth and development. It is a process of discovering ourselves through any art form that comes from an emotional depth.

Our 'Self Development through Expressive Arts' programs are an opportunity to explore your strengths, express your fears, shed your inhibitions, strengthen your relations and build your confidence. It offers a safe place to process your emotions and thoughts and build your self-esteem.

We also offer regular acrylic and oil painting classes for both kids and adults.

### Message from Asha



From an accidental business career into a full-time Artist, then as an Art Coach for all aspiring artists; and now as an Art Therapist.

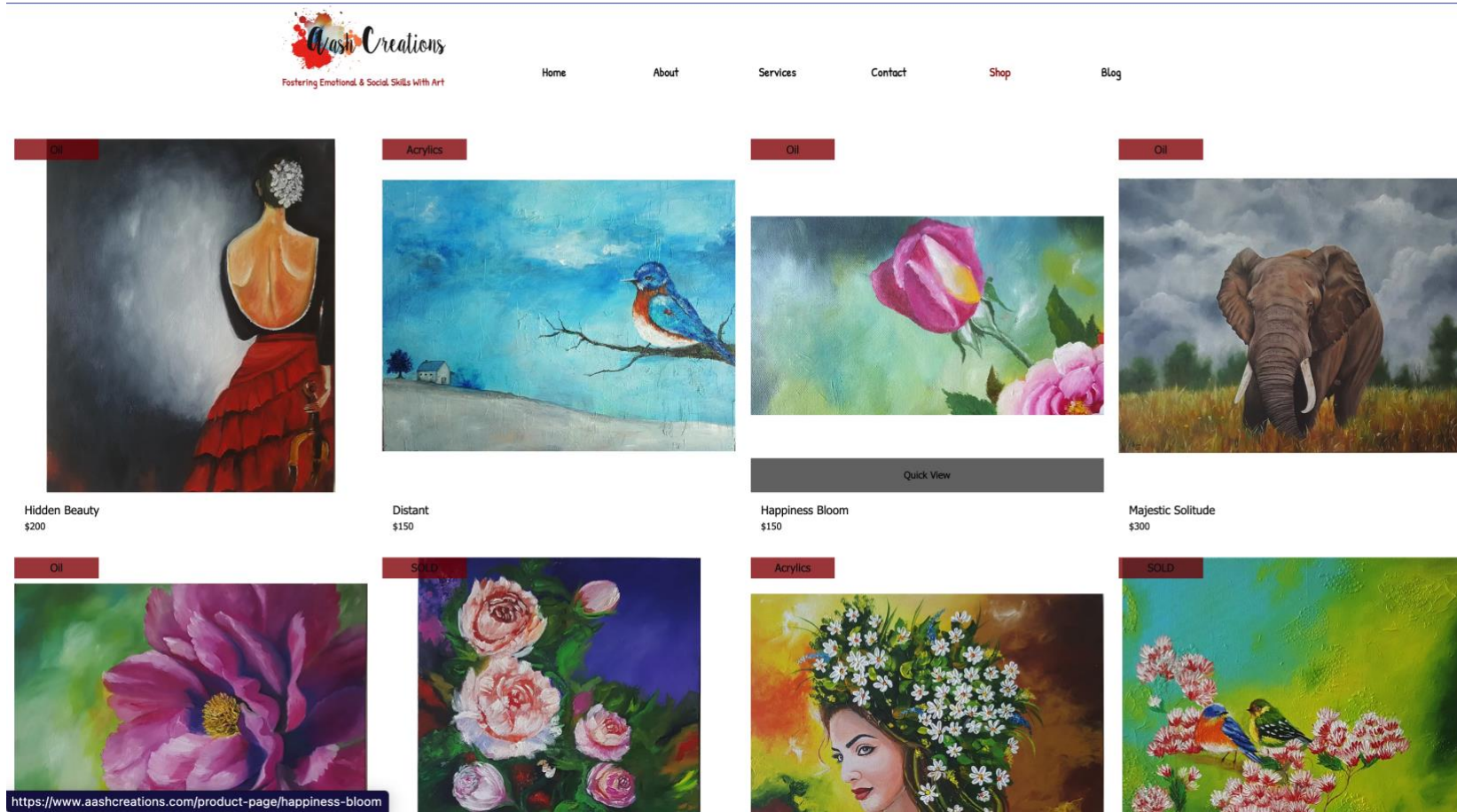
In retrospection, hot summer of 2012, gifted me adieu to my last corporate career in Professional HR practice with a conglomerate in Middle East - a voluntary sabbatical turned into a life-changing process of self-discovery.

I am happy that I followed my colour, full of dreams. As thoughts synced with my brush-strokes; each canvas painted were lucidly transforming me. While I experience the power of arts; finding me itself turned out to be my passionate Art; through self-discovery, acceptance and expression. All safely helping me landing to a hitherto unknown horizon of emotional wellbeing and personal growth. It has been an interesting life journey, each experience contributing to who I am today.


That was the birth of a practising Expressive Art Therapist. A Master's Degree and an M Phil in Social Work sculpted my skills to a Professional Counsellor. Experiencing and witnessing the power of the creative process on myself and my clients, I got myself certified as an Expressive Art Therapist (EAT).

As an EAT, I work with children and grown-ups, using various expressive mediums—movement, drawing, painting, music, & writing. It's been a gratifying experience holding a safe space for my clients through individual and group Expressive Arts sessions. Supporting them to discover and accept unknown aspects of self and to express their feelings leading to personal growth and emotional wellbeing.

## Online Shop Page




## Services Page


[Home](#)
[About](#)
[Services](#)
[Contact](#)
[Shop](#)
[Blog](#)

### Services

We promise to provide you with a creative safe space for art, learning & personal transformation



#### Art Skills Development Program


In this program, you will be able to gain insight into the important elements of art. Learn to effectively use various art elements in your artwork. We will also teach you how to compose and create a still life artwork.

[Learn More >](#)

#### Acrylic Painting Course

This course is designed for new learners. You will learn about the basic visual elements of art, understand different color schemes and basic acrylic painting techniques. By the end of this course, you will create 2 still life artwork.


[Learn More >](#)




#### ES Art Emotional & Social Art

Here at Aash Creations we strive to improve and develop your wellness. By using our ES Art Service we will work closely together to build your self awareness about your emotions, thoughts, and behaviors. We will also help you understand mind-body connection and learn techniques to regulate your emotions.

[Learn More >](#)





**CONTACT US**  
Phone: +1(100) 104-6911  
Email: aashcreations@gmail.com

**OUR NEWSLETTER**  
If you are interested in learning more about us, please subscribe to our Newsletter.

Enter your email here! [Join](#)



## Contact Us Page



## Contact Us

Feel welcomed to write to us to know more about our programmes or for partnering with us. We will be in touch soon.



EMAIL 

First Name \*

First Name

Last Name \*

Last Name

Email Address \*

Email

Phone Number

Interest area \*

Choose an option

Organization

Optional

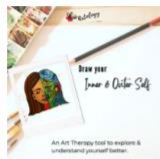
Leave us a comment: \*

We'd love to hear from you

Submit



## Blog Page



**Understanding Self through "Dual Self-Portrait"**  
We all wear masks in our daily life. There is only a certain part of us that the outer world sees. We have different aspects of ourselves...

Join our mailing list  
Name   
Email Address



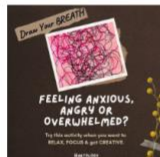
**The Effectiveness of Art Therapy**  
If you are reading this article, you are probably familiar with the term Art Therapy. But just as a refresher, art therapy is a form of...



**Three Skills for Emotional Wellbeing**  
With the disruptive nature of pandemics, besides health issues, our daily routines have been disrupted, we have been disconnected from our...



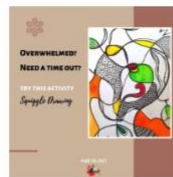
**Why Expressing Emotions is Important?**  
Expressing emotions helps us to ease its grip over our wellbeing. Dr Edward Berman, author of The Drawing and Playbook Workbook, writes...



**Draw your Breath – An effective mindfulness and stress management tool.**  
Drawing your Breath can be done any time when there is too much going on in our head and we want to calm down and relax. I can do this...



**Practicing Gratitude for Happiness**  
Practicing gratitude helps us focus on good things in our life and thus experience happy emotions. It's not just about feeling thankful...



**Scribble Drawing for Stress Management**  
We all have our moments of anger, breakdowns, frustrations which can emotionally overwhelm us making it difficult to focus and move on...



**Observation Drawing for kids**  
Observation drawing is sketching what you see as realistically as possible. Also, called 'drawing from life', this practice not only...



**Design your Happiness**  
Isn't it empowering to know that we can make our happiness happen? Researchers have shown that it is possible for us to influence our...



**Managing our Emotions**  
How often do you find yourself losing your temper or later regretting what you said in the heat of things? Triggers, situations, etc...



**6 PSM, an Effective Story Telling Skills development method.**  
I was exposed to a Force Story Making (PSM) during my Expressive Art Therapy course. It is used as a projective tool for assessment and...

Fostering Emotional and Social Wellbeing

**CONTACT US**

Phone: +31 (0)20 160 4975  
Email: [arash@arashcreations.com](mailto:arash@arashcreations.com)

**OUR NEWSLETTER**

If you are interested in learning more about us, please subscribe to our Newsletter.

## Facebook Page (Aash Creations, 2022a)

**Expressive Arts for  
EMOTIONAL & SOCIAL WELLBEING**

**Aash Creations**  
@aashcreations · Art

Home · Reviews · Videos · Photos · More

**About** See all

Art in Learning

From an accidental business career into a full-time Artist, then as an Art Coach for all aspiring artists, and now as an Art Therapist. In retrospect... See more

790 people like this  
803 people follow this

<http://www.aashcreations.com/>  
[artwithaash@gmail.com](mailto:artwithaash@gmail.com)  
Art  
aashcreations

**Photos** See all

**Videos** See all

**Positive Thinking** 🧡 - A nasty email ...  
7 views · a day ago

**Pages Liked by This Page**

- Prakash Garg
- Domestika
- Aham Designer Boutique
- Kerala Hotel
- Chithragraha ART Consultancy Dubai

**Page transparency** See all

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created · July 2, 2014

**Related Pages**

- Surabhi Suran's Art Artist
- Sugar Bowl Bakery
- Chilanka - the performing arts School

**Aash Creations** is at Online.  
February 13 at 12:21 PM · Instagram ·

**Positive Thinking** 🧡

A nasty email from a client or boss, an argument with our partner or child, is good enough to ruin our day. We repetitively think about that one event the whole day to lose focus and feel miserable. We easily lose sight of the positive client feedback we received the previous day or the fun time we had with our family over the weekend.

This habit of ours to easily get attracted to the negatives and stick with it repetitively can be attributed to human... See more

**80% of our thoughts are  
NEGATIVE**

Like · Comment · Share

**Aash Creations**  
February 7 at 12:26 PM ·

We are starting a new batch for our weekly art classes for kids. Each week we engage in creative drawing, colouring and painting projects. As children draw and paint they learn about different colors, shapes and forms.

During the process of art making they learn to plan, make choices and overcome challenges... See more

**Online Art Class**

- Join Our online Art class.
- Draw, color and Paint.
- Learn, express, create & have fun

Live Interactive small Group Classes  
5 to 12 years

DM TO REGISTER

2 Shares

Like · Comment · Share

**Aash Creations**  
February 2 at 12:12 PM ·

**Observation Drawing skill:**

Our young artist drew "eyes" in our last class. The focus was to build their observation skills.

Before starting the process of drawing, children were encouraged to observe the reference picture closely to look for all possible details. We discussed various eye parts, it's shapes, size, colour and texture... See more

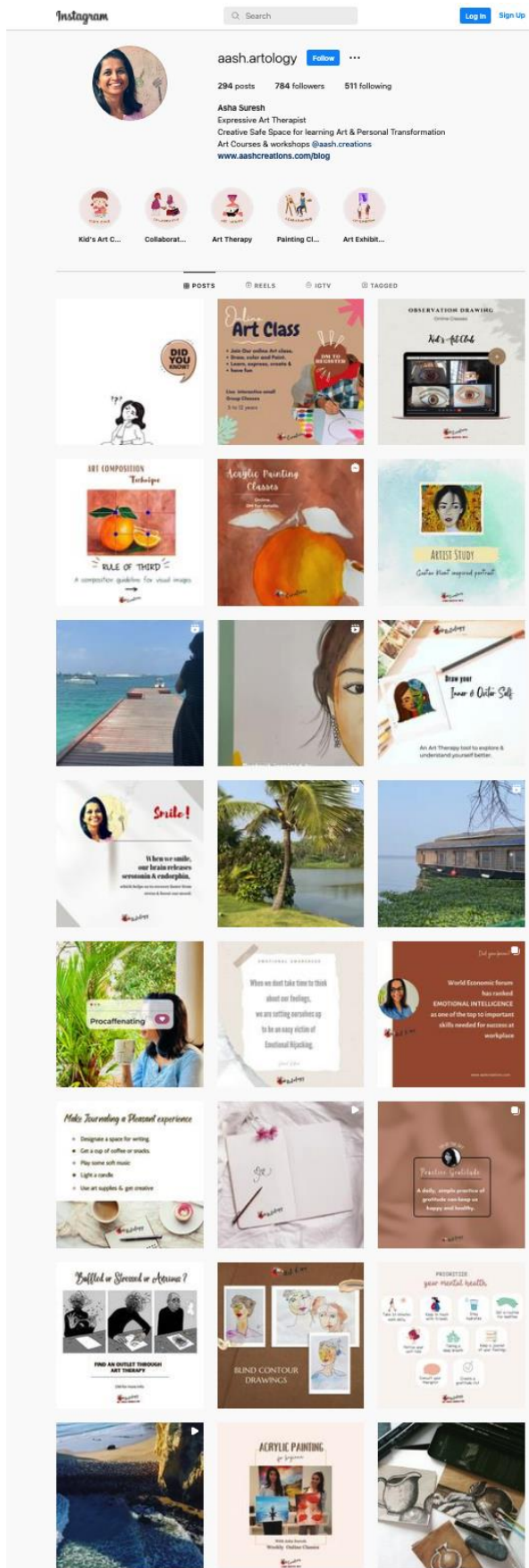
**OBSERVATION DRAWING**  
Online Classes

**Kid's Art Club**

Like · Comment · Share

Privacy · Terms · Advertising · Ad Choices · Cookies · More · Meta © 2022

## Instagram Page (A. Suresh, 2022)





## LinkedIn Page (Aash Creations, 2022b)

LinkedIn interface showing the Aash Creations page. The page header includes navigation links (Home, My network, Jobs, Messaging, Notifications, etc.) and a search bar. The main content area displays the Aash Creations profile, which includes a cover image with the text "Wellbeing through Expressive Arts", a bio, and a list of posts. The posts feature various images and text related to art therapy, such as "Why is it important to express our emotions?", "4 THINGS ABOUT ART THERAPY", and "SHUTS DOWN THE CREATIVITY". The page also shows a sidebar with a list of connections and a section for "Connections that work here".

**Aash Creations**  
Emote Artfully, Express Socially  
Mental Health Care · Trivandrum · 30 followers

Asha works here · 2 employees  
Following Visit website More

Home About **Posts** Jobs People

All Images Videos Articles Documents Ads

**Aash Creations**  
30 followers

**Aash Creations**  
30 followers · 9mo ·

Why is it important to express our emotions?  
Expressing emotions helps us to ease its grip over our well-being. Dr. Edmund Bourne, the author of The Anxiety and Phobia Workbook, warns that ...see more

**Blog | aashcreations**  
aashcreations.com

Like Comment Share Send

Be the first to react

Stay one step ahead  
See exclusive Premium insights on 450k+ companies  
Upgrade to Premium

**Aash Creations**  
30 followers · 9mo ·

Do I need artistic skills to take part in Art Therapy sessions? What is the benefit of Art Therapy? How does it work? What happens in an Art Therapy session? These are some of the questions raised commonly about Art Therapy ...see more

**ART THERAPY HELPS TO**  
Connect with your inner self  
Does not require artistic skills  
4 THINGS ABOUT ART THERAPY  
It's for everyone

Like Comment Share Send

Be the first to react

**Aash Creations**  
30 followers · 9mo ·

All of us have experienced shame for some of the things we have done. But when shame takes over, it shuts down our capacity to learn and grow. What we practice grows stronger. ...see more

**SHUTS DOWN THE CREATIVITY**  
OUR BRAIN ATTACHES  
GROWTH & LEARNING

**GENERATES DOPAMINE**  
TURNS ON THE LEFT  
CENTERS OF OUR

SWIPE

Like Comment Share Send

Be the first to react

**Aash Creations**  
30 followers · 9mo ·

"I avoid speaking in a meeting because I fear that I may be wrong, even though I have the knowledge and expertise in my area of work."  
"I don't say 'no' to my friend because I am scared that I will upset her ...see more

## Appendix 2: Assumed Values

Assumptions			
Assumption	Values	Explanation	Source
Rates			
Inflation Rate: 2022-2026		The projected inflation rates from 2022-2026	(O’Neill, 2021)
2022	4.88%	This data was collected from Statista.	
2023	4.32%		
2024	4.09%		
2025	4.02%		
2026	4.05%		
Tax Rate	30%	The income tax rate set by the Government of India is 30% for 2021-2023. It is assumed that this tax rate will remain the same till 2026	
Average Interest Rate	11.00%	Based on the information available on Paisabazaar, banks offer an interest rate between 14% to 22% on business loans. Information on interest rates of 17 banks in India. This data was used to calculate the average interest rate on bank loans in India.	(Paisabazaar.com, 2022)
WACC Rate	9.90%	The average WACC Rate of companies in India is 9.9 with 2.0 standard deviation	(Finbox, 2022)
Revenue			
	Monthly Rate		
Art Skills Development Program (Adolescents)	₹2,000	Price Set based on the Market Research Report	
Acrylic Painting Course (Adolescents)	₹2,000		
Es Art (Adolescents)	₹2,500		
Art Skills Development Program (Adults)	₹2,000	It is assumed that the prices will stay the same based of the findings of the market research report	
Acrylic Painting Course (Adults)	₹1,500		
Es Art (Adults)	₹2,500		
Personal Competence Development & Emotional Development (Corporate)	₹15,000	Based on Asha Suresh's Experience	
Revenue from Aash Creations Application Subscriptions	₹350	Aash Creations will be using flat rate subscription model. The price for the application offered by Aash Creations will be set at \$4.99 monthly.	(Acosta, 2021; Campbell, 2021;

		This price was selected based on the prices set for wellness applications currently available in the market.		Creveling and Goldman, 2021; Nguyen, 2021)
Aash Creations App Growth	15% Annually	It is assumed that all clients who will join Aash Creations will subscribe to the application, with additional 15% growth in subscribers through marketing to avail. our courses and services.		
Metaverse Service	Price per Customer	₹2,700	35% increase in the selling price of art skills programmes. The Metaverse pilot program will start in year 3, with a group of 5 clients monthly. It is assumed that will be able to add 1 new group each year	
	Annual Revenue per Group	₹162,000		
Expenses				
Capital Expense	Monthly Rate			
Studio Furniture & Décor	₹372,900	Cost associated with starting an art studio, particularly to decorate the studio. This is the maximum cost to decorate and furnish an art studio		(Starterstory, 2022)
Life Span of Furniture	15 years	Various pieces of furniture have different life spans; thus, an average life span of 15 years is assumed		(The Spruce, 2019)
Metaverse Hardware	₹15,495	According to digit.in, it is possible to purchase a VR head set for ₹3,099 which is compatible with any smartphone that runs on the latest versions of IOS and Android. As this is an untested service with several unknowns, Aash Creations will only invest in five headsets to pilot the program, before considering investing heavily on the service		(Digit, 2022)
Web & Mobile Application	₹1,118,270	Based on the available information about app development, Aash Creation will have to invest \$15,000 to create an app for the business		(Binmile, 2021)
IT Infrastructures	₹1,601,376	IT infrastructures includes laptops for all employees and two office printers. Aash Creations will provide the Lenovo IdeaPad S540 to all 21 employees (₹73,870 per laptop) and the printer will be Canon PIXMA G6070 (₹25,053 per printer)		(Amazon, 2022a; Amazon, 2022b)
Inverter	₹28,848	In India it is normal for electricity to cut out. This can cause problems for the operations for Aash Creations. It is normal practice to have an inverter in place as a backup source of power. This will be necessary for both studios. An inverter that is best suited for commercial use is Luminous Hkva 2 Kva Sine Cruze Wave UPS Inverter. It has a 15-year lifespan.		(Amazon, 2022e)
Centralised Air Conditioner	₹44,000	To ensure maximum comfort for both employees and clients, both studios will be fitted with a centralised air conditioning unit with a 20-year life span		(India Mart, 2022)

Kitchen Essentials (Fridge, Kettle & Microwave)	₹42,456	Necessary equipment for employees to warm up, store their food and make tea and coffee. Each studio will have a kettle (₹888), a fridge (₹15,050) and a microwave (₹5,290)	(Amazon, 2022c; Amazon, 2022d; Amazon, 2022f)
Licenses & Permit Fees	₹3,750.00	Government fees involved with registering as an LLP	(ClearTax, 2021)
<b>Operating Expenses</b>			
Rent Studio 1	₹20,000	Based on the information available, it is determined that it is possible to rent a commercial space with 600-800sq.ft for ₹20,000 monthly, in Trivandrum (99acres, Olx, Magicbricks)	(99 Acers, 2022; Magicbricks, 2022; OLX, 2022b)
Life Span of Studio	50 Years	Established through research. There is no residual value for the building after life span	(Shingobee, 2021)
Rent Studio 2	₹35,000	Based on the information available, it is determined that it is possible to rent a commercial space with 600-800sq.ft for ₹35,000 monthly, in Kochi (99acres, Olx, Quikr)	(99 Acers, 2020; OLX, 2022a; Quikr, 2022)
Social Media Marketing (outsourcing)	₹18,000	Aash Creations has chosen to outsource social media marketing to Recon Technologies. They charge ₹18,000 monthly for their services	(Rankon Technologies, 2022)
Web Hosting Service Annually (Domain Name): Wix	₹250	Cost indicated on Wix Invoice: 6,000 for two years	(Wix, 2021)
Business Email Hosting Service	₹225	Price of Business Starter Pack, by Google (G Suite)	(Google, 2022)
Canva Account	₹746	Price indicating by Canva for Canva Pro	(Canva, 2022)
Art Supplies & Equipment Online	₹1,000	Cost determined by Asha Suresh experience of conducting workshops	
Art Supplies & Equipment Offline	₹2,000		
Internet connection	₹2,001	This price indicated by Jio, who offer internet connection for business. They offer 3,300GB for ₹2,001 monthly fees.	(Jio, 2022)
Insurance	₹4,850	The average cost of insurance is \$65 monthly	(Insureon, 2022b)
Accounting & Invoice System		Intuit is offering an accounting software for small business. The first two years Aash Creations will be using their "Simple Start", which is ideal for star-ups and in Year 3 we will shift to the "Essential" program.	(Intuit, 2022)
Year 1	₹890		
Year 3	₹1,397		
Payroll Software		Zoho payroll offers payroll software for small business. When the organisation only consists of 10 employees, their services are free. They charge ₹50 annual for organization that have 20 employees or less. For this reason, Aash Creations will implement this cost from year, when the number of employees is expected to cross 10.	(Zoho Payroll, 2022)
Year 3	₹50		

Electricity/water	₹5,760	The average utility cost in India for an 85sq. meter property is ₹2,880. However, this is for a residential property. It is assumed that the utility cost for each studio property will be double this value		(Numbeo, 2022)
Consumables	₹2,000	Set expense by Aash Creations management team		
Transport Cost	₹5,000			
Travel/stay Cost	₹5,000			
Data Server space	₹5,999	Aash Creations will require a data server to store and access all customer, employee, and business data		(Salaryexpert, 2022a)
Microsoft Office Business		Aash Creations will be providing all employees with a Microsoft 365. As a small business Aash Creations will be using Microsoft Office 365 Business Basic (₹125 per user per month)		(Microsoft, 2022)
	FTE	Cost per month	Assumed cost per year based on FTE	(Microsoft, 2022)
Year 1	2	₹250		
Year 2	6	₹750		
Year 3	13	₹1,625		
Year 4	16	₹2,000		
Year 5	21	₹2,625		
Employees	Monthly Salary	FTE Number		
Art Skills Teachers				
Year 1		0	Average salary of an art teacher in India	(Salaryexpert, 2022h)
Year 2	₹37,224	1		
Year 3		3		
Year 4		4		
Year 5		7		
Art Therapist				
Year 1	₹37,504	1	Average salary of an art therapist in India,	(Salaryexpert, 2022b)
Year 2		2		
Year 3		3		
Year 4		4		
Year 5		5		
Cleaning Personnel				
Year 1		0	Average salary of janitor in India,	(Salaryexpert, 2022e)
Year 2		0		

Year 3	₹18,976	1		
Year 4		1		
Year 5		2		
Admin & Accountants Personnel				
Year 1	₹29,796	1	Average salary of administrative assistant in India	(Salaryexpert, 2022a)
Year 2		1		
Year 3		2		
Year 4		2		
Year 5		2		
Graphics/Video Editing				
Year 1		0	Average salary of video editor in India	(Salaryexpert, 2022i).
Year 2	₹63,424	1		
Year 3		1		
Year 4		1		
Year 5		1		
Content Writer				
Year 1		0	Average salary of content writer in India	(Salaryexpert, 2022c)
Year 2	₹40,637	1		
Year 3		1		
Year 4		1		
Year 5		1		
Marketing Personnel				
Year 1		0	Average salary of marketing assistant in India	(Salaryexpert, 2022f)
Year 2		0		
Year 3	₹28,611	1		
Year 4		1		
Year 5		1		
IT Technician				
Year 1		0	Average salary of IT technician in India	(Salaryexpert, 2022d)
Year 2		0		
Year 3	₹54,728	1		
Year 4		1		
Year 5		1		
Product manager				
Year 1		0	Average salary of product manager in India	

Year 2		0	(Salaryexpert, 2022g)
Year 3		0	
Year 4	₹106,237	1	
Year 5		1	
Total FTE	21		

### Appendix 3: Dashboard

Inflation Rate	
Year 1	4.88%
Year 2	4.32%
Year 3	4.09%
Year 4	4.02%
Year 5	4.05%
Tax Rate	
	30%
Investment	
Studio Furniture & Décor	₹3,227,095
Metaverse Hardware	₹372,900
Web & Mobile Application	₹15,495
IT Infrastructures	₹1,118,270
Inverter	₹1,601,376
Centralised Air Conditioner	₹28,848
Kitchen Essentials (Fridge, Kettle & Microwave)	₹44,000
Licenses & Permit Fees	₹42,456
	₹3,750

Finance		Total Debt	Interest/Yearly
Debt Scenario A	100%	₹3,227,095	₹ 354,980
Debt Scenario B	50%	₹1,613,548	₹ 177,490
Debt Scenario C	25%	₹806,774	₹ 88,745
Interest Rate	11.00%		
WACC Rate	9.90%		

Depreciation			
Items	Cost	Life Span	Depreciation per Year
Studio 1	₹240,000	50	₹4,800



Studio 2	₹420,000	50	₹8,400
Furniture & Décor	₹372,900	15	₹24,860
Inverter	₹28,848	15	₹1,923
Centralised Air Conditioner	₹44,000	20	₹2,200
Fridge	₹15,050	12	₹1,254
Kettle	₹888	5	₹178
Microwave	₹5,290	7	₹756
<b>Total</b>	<b>₹1,126,976</b>		<b>₹44,371</b>

<b>Revenue</b>	
Art Skills Development Program (Adolescents)	₹2,000
Acrylic Painting Course (Adolescents)	₹2,000
Es Art (Adolescents)	₹2,500
Art Skills Development Program (Adults)	₹2,000
Acrylic Painting Course (Adults)	₹2,000
Es Art (Adults)	₹2,500
Personal Competence Development & Emotional Development (Corporate)	₹15,000
Metaverse Service	₹2,700
Aash Creation Application Subscription	₹4,200

<b>Expenses</b>	
Rent Studio 1	₹240,000
Rent Studio 2	₹420,000
Social Media Marketing (Outsourcing)	₹216,000
Web Hosting Service Annually (Domain Name): Wix	₹6,000
Business Email Hosting Service	₹2,700
Canva Account	₹8,950
Art Supplies & Equipment online	₹12,000
Art Supplies & Equipment Studios	₹24,000
Internet connection	₹24,012
Electricity/water	₹69,120
Consumables	₹24,000

Transport cost	₹60,000
travel/stay cost	₹60,000
Data Server Space	₹71,988
Microsoft Office Business	
Year 1	₹3,000
Year 2	₹9,000
Year 3	₹19,500
Year 4	₹24,000
Year 5	₹31,500
Insurance	₹58,200
Accounting & Invoice System	
Year 1	₹10,680
Year 3	₹16,760
Payroll Software	₹50

<b>Employees</b>	<b>Cost</b>
Art Skills Teachers	₹446,690
	FTE
Year 2	1
Year 3	3
Year 4	4
Year 5	7
Art Therapist	₹450,049
	FTE
Year 1	1
Year 2	2
Year 3	3
Year 4	4
Year 5	5
Cleaning Personnel	₹227,714
	FTE
Year 3	1
Year 5	2
Admin & Accountants Personnel	₹357,555
	FTE

Year 1	1
Year 3	2
Graphics/ video editing	₹761,085
	FTE
Year 2	1
Content Writer	₹487,644
	FTE
Year 2	1
Marketing Personnel	₹343,336
	FTE
Year 3	1
IT Technician	₹656,737
	FTE
Year 3	1
Product manager	₹1,274,847
	FTE
Year 4	1

## Appendix 4: Starting Years

Capacity & Starting Years									
	Year 1	Year 2	Year 3	Year 4	Year 5				
FTE	0	1	3	4	7				
Art Teacher Capacity	180	720	1080	1800	2880				
FTE	1	2	3	4	5				
Art Therapist Capacity	180	180	300	900	1200				
Products									
Art Skills Development Program (Adolescents)	Starting Year 1								
Acrylic Painting Course (Adolescents)									
Es Art (Adolescents)									
Art Skills Development Program (Adults)		Starting Year 2							
Acrylic Painting Course (Adults)									
Es Art (Adults)									
Personal Competence Development & Emotional Development (Corporate)									
Aash Creations Application			Starting Year 3						
Metaverse Service									
Expenses									
Web Hosting Service Annually (Domain Name): Wix	Starting Year 1								
Business Email Hosting Service									
Canva Account									
Insurance									
Microsoft Office Business									
Social Media Marketing (outsourcing)									
Art Supplies & Equipment Online									
Accounting & invoice System	Starting Year 1			Upgrade					
Transport cost			Starting Year 3						
travel/stay cost									
Data Server Space									

Consumables					
Electricity/water					
Art Supplies & Equipment Offline					
Internet connection					
Rent Studio 1					
Payroll Software					
Rent Studio 2					Starting Year 5
<b>Employees</b>					
Art Therapist					
Admin & Accountants Personnel					Starting Year 1
Art Teacher					
Graphics/ video editing					Starting Year 2
Content Writer					
Cleaning Personnel Studio 1					
Marketing Personnel					Starting Year 3
IT Technician					
Product manager					Starting Year 4
Cleaning Personnel Studio 2					Starting Year 5

## Appendix 5: Capacity Scenarios

Capacity Scenarios						
		Y1	Y2	Y3	Y4	Y5
<b>Scenario 1: 100% Debt and 100% Capacity</b>						
Investment	₹3,227,095.30					
Number of Clients						
Art Teacher Capacity		180	720	1080	1800	2880
Art Therapist Capacity		180	180	300	900	1200
Corporate Workshops			6	12	24	30
Application Subscribers			1035	1587	3105	4692
Metaverse				60	120	180
<b>Scenario 2: 100% Debt and 50% Capacity</b>						

Investment	₹3,227,095.30					
Number of Clients						
Art Teacher Capacity		90	360	540	900	1440
Art Therapist Capacity		90	90	150	450	600
Corporate Workshops			3	6	12	15
Application Subscribers			518	794	1553	2346
Metaverse				30	60	90
<b>Scenario 3: 50% Debt 100% Capacity</b>						
Investment	₹1,613,547.65					
Number of Clients						
Art Teacher Capacity		180	720	1080	1800	2880
Art Therapist Capacity		180	180	300	900	1200
Corporate Workshops			6	12	24	30
Application Subscribers			1035	1587	3105	4692
Metaverse				60	120	180
<b>Scenario 4: 50% Debt 50% Capacity</b>						
Investment	₹1,613,547.65					
Number of Clients						
Art Teacher Capacity		90	360	540	900	1440
Art Therapist Capacity		90	90	150	450	600
Corporate Workshops			3	6	12	15
Application Subscribers			518	794	1553	2346
Metaverse				30	60	90
<b>Scenario 5: 50% Debt 25% Capacity</b>						
Investment	₹1,613,547.65					
Number of Clients						
Art Teacher Capacity		45	180	270	450	720
Art Therapist Capacity		45	45	75	225	300
Corporate Workshops			2	3	6	8
Application Subscribers			259	397	776	1173
Metaverse				15	30	45

Scenario 6: 100% Equity and 100% Capacity						
Investment	₹3,227,095.30					
Number of Clients						
Art Teacher Capacity		180	720	1080	1800	2880
Art Therapist Capacity		180	180	300	900	1200
Corporate Workshops			6	12	24	30
Application Subscribers			1035	1587	3105	4692
Metaverse				60	120	180
Scenario 7: 100% Equity and 50% Capacity						
Investment	₹3,227,095.30					
Number of Clients						
Art Teacher Capacity		90	360	540	900	1440
Art Therapist Capacity		90	90	150	450	600
Corporate Workshops			3	6	12	15
Application Subscribers			518	794	1553	2346
Metaverse				30	60	90
Scenario 8: 25% Debt and 100% Capacity						
Investment	₹806,773.83					
Number of Clients						
Art Teacher Capacity		180	720	1080	1800	2880
Art Therapist Capacity		180	180	300	900	1200
Corporate Workshops			6	12	24	30
Application Subscriber			1035	1587	3105	4692
Metaverse				60	120	180
Scenario 9: 25% Debt and 50% Capacity						
Investment	₹806,773.83					
Number of Clients						
Art Teacher Capacity		90	360	540	900	1440
Art Therapist Capacity		90	90	150	450	600
Corporate Workshops			90	150	450	600
Application Subscribers			3	6	12	15
Metaverse				794	1553	2346
Scenario 10: 25% Debt 25% Capacity						

Investment	₹806,773.83					
Number of Clients						
Art Teacher Capacity		45	180	270	450	720
Art Therapist Capacity		45	45	75	225	300
Corporate Workshops			2	3	6	8
Application Subscribers			259	397	776	1173
Metaverse				15	30	45
Breakeven Scenario 1: 100% Debt						
Investment	₹3,227,095.30					
Number of Clients						
Art Teacher Capacity		100	200	290	698	800
Art Therapist Capacity		120	150	200	800	1000
Corporate Workshops			5	5	10	10
Application Subscribers			800	1000	2000	3000
Metaverse				50	100	150
Breakeven Scenario 2: 50% Debt						
Investment	₹1,613,547.65					
Number of Clients						
Art Teacher Capacity		100	150	500	800	1000
Art Therapist Capacity		100	150	200	600	852
Corporate Workshops			6	6	12	12
Application Subscribers			800	1200	1800	2500
Metaverse				20	80	50

Scenario 3: 25% Debt						
Investment	₹	806,773.83				
Number of Clients						
Art Teacher Capacity		50	200	500	800	1000



Art Therapist Capacity		50	200	500	800	1000
Corporate Workshops			6	6	10	10
Application Subscribers (15%)			500	923.62	1500	2000
Metaverse				50	100	120

Breakeven Scenario 4: 100% Equity						
Investment	₹ 3,227,095.30					
Number of Clients						
Art Teacher Capacity		100	300	500	800	1000
Art Therapist Capacity		120	150	200	850	948
Corporate Workshops			5	5	10	10
Application Subscribers			900	1500	2000	3000
Metaverse				50	100	150

## Appendix 6: Profit & Loss Statement Scenario 1

Scenario 1: 100% Debt and 100% Capacity (₹)					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	377,568	1,502,208	2,248,344	3,744,720	5,993,280
Art-Based Counselling	471,960	469,440	780,675	2,340,450	3,121,500
Corporate Workshops		93,888	187,362	374,472	468,225
Subscriptions		4,534,790	6,938,015	13,565,248	20,504,509
Metaverse			169,906	337,025	505,683
<b>Total Revenue</b>	<b>849,528</b>	<b>6,600,326</b>	<b>10,324,301</b>	<b>20,361,915</b>	<b>30,593,197</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264

Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>		<b>-330,513</b>	<b>3,131,614</b>	<b>3,305,850</b>	<b>10,805,401</b>
Interest		354,980	354,980	354,980	354,980
Depreciation				35,971	50,681
<b>EBT</b>		<b>-685,493</b>	<b>2,776,634</b>	<b>2,914,899</b>	<b>10,414,450</b>
Cumulative EBT		-685,493	2,091,141	5,006,040	15,420,489
Income Tax			627,342	874,470	3,124,335
<b>Net Income</b>		<b>-685,493</b>	<b>2,149,291</b>	<b>2,040,429</b>	<b>7,290,115</b>
Cash Flows	-3,227,095.3	-685,493	2,149,291	2,040,429	7,290,115
Cumulative Cash Flow	-3,227,095.3	-3,912,588	-1,763,297	277,133	7,567,247
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA		-330,513	3,131,614	3,305,850	10,805,401
Depreciation				35,971	50,681
<b>Adjusted EBT</b>		<b>-330,513</b>	<b>3,131,614</b>	<b>3,269,880</b>	<b>10,769,430</b>
Cumulative EBT		-330,513	2,801,102	6,070,981	16,840,411
Adjusted Tax		-99,154	840,330	1,821,294	5,052,123
Adjusted Net Income		-231,359	2,291,284	1,448,585	5,717,307
<b>Adjusted Cashflow</b>		<b>-231,359</b>	<b>2,291,284</b>	<b>1,484,556</b>	<b>5,753,277</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>		₹8,218,555			
<b>PI</b>		2.55			
<b>IRR</b>		60%			
<b>ARR</b>		286%			
<b>Payback period in years</b>		4.12			

## Appendix 7: Profit & Loss Statement Scenario 2

Scenario 2: 100% Debt and 50% Capacity (₹)					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	188,784	751,104	1,124,172	1,872,360	2,996,640
Art-Based Counselling	235,980	234,720	390,338	1,170,225	1,560,750
Corporate Workshops		46,944	93,681	187,236	234,113
Subscriptions		2,267,395	3,469,007	6,782,624	10,252,255
Metaverse			84,953	168,512	252,842
<b>Total Revenue</b>	<b>424,764</b>	<b>3,300,163</b>	<b>5,162,151</b>	<b>10,180,958</b>	<b>15,296,599</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					

Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-755,277	-168,549	-1,856,300	624,443	2,656,017
Interest	354,980	354,980	354,980	354,980	354,980
Depreciation			35,971	35,971	50,681
<b>EBT</b>	-1,110,257	-523,530	-2,247,251	233,492	2,250,355
Cumulative EBT	-1,110,257	-1,633,787	-3,881,038	-3,647,546	-1,397,191
Income Tax				70,048	675,107
<b>Net Income</b>	<b>-1,110,257</b>	<b>-523,530</b>	<b>-2,247,251</b>	<b>163,444</b>	<b>1,575,249</b>
Cash Flows	-3,227,095	-1,110,257	-2,247,251	163,444	1,575,249
Cumulative Cash Flow	-3,227,095	-4,337,352	-4,860,882	-6,944,689	-5,369,440
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-755,277	-168,549	-1,856,300	624,443	2,656,017
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	<b>-755,277</b>	<b>-168,549</b>	<b>-1,892,271</b>	<b>588,472</b>	<b>2,605,336</b>
Cumulative EBT	-755,277	-923,826	-2,816,097	-2,227,624	377,711
Adjusted Tax	-226,583	-277,148	-844,829	-668,287	113,313
Adjusted Net Income	-528,694	108,599	-1,047,442	1,256,760	2,492,022
<b>Adjusted Cashflow</b>	<b>-528,694</b>	<b>108,599</b>	<b>-1,011,471</b>	<b>1,292,730</b>	<b>2,542,704</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹-2,237,411				
<b>PI</b>	-0.69				
<b>IRR</b>	-35%				
<b>ARR</b>	-27%				
<b>Payback period in years</b>	9.41				

## Appendix 8: Profit & Loss Statement Scenario 3

Scenario 3: 50% Debt and 100% Capacity (₹)					
	1	2	3	4	5
<b>Investment</b>	1,613,548				
<b>Revenue</b>					
Art Program	377,568	1,502,208	2,248,344	3,744,720	5,993,280
Art-Based Counselling	471,960	469,440	780,675	2,340,450	3,121,500
Corporate Workshops		93,888	187,362	374,472	468,225
Subscriptions		4,534,790	6,938,015	13,565,248	20,504,509
Metaverse			169,906	337,025	505,683
<b>Total Revenue</b>	<b>849,528</b>	<b>6,600,326</b>	<b>10,324,301</b>	<b>20,361,915</b>	<b>30,593,197</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-330513	3131614	3305850	10805401	17952616
Interest	177,490	177,490	177,490	177,490	177,490
Depreciation			35,971	35,971	50,681
<b>EBT</b>	<b>-508003</b>	<b>2954124</b>	<b>3092389</b>	<b>10591940</b>	<b>17724444</b>
Cumulative EBT	-508,003	2,446,121	5,538,511	16,130,450	33,854,894
Income Tax	0	886,237	927,717	3,177,582	5,317,333
<b>Net Income</b>	<b>-508,003</b>	<b>2,067,887</b>	<b>2,164,673</b>	<b>7,414,358</b>	<b>12,407,111</b>
Cash Flows	-1,613,548	-508,003	2,067,887	7,414,358	12,407,111
Cumulative Cash Flow	-1,613,548	-2,121,550	-53,664	9,525,367	21,932,478
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-330,513	3,131,614	3,305,850	10,805,401	17,952,616
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	<b>-330,513</b>	<b>3,131,614</b>	<b>3,269,880</b>	<b>10,769,430</b>	<b>17,901,934</b>
Cumulative EBT	-330,513	2,801,102	6,070,981	16,840,411	34,742,345
Adjusted Tax	-99,154	840,330	1,821,294	5,052,123	10,422,704
Adjusted Net Income	-231,359	2,291,284	1,448,585	5,717,307	7,479,231
<b>Adjusted Cashflow</b>	<b>-231,359</b>	<b>2,291,284</b>	<b>1,484,556</b>	<b>5,753,277</b>	<b>7,529,912</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹8,590,539				
<b>PI</b>	5.32				
<b>IRR</b>	92%				
<b>ARR</b>	584%				
<b>Payback period in years</b>	4.10				



## Appendix 9: Profit & Loss Statement Scenario 4

Scenario 4: 50% Debt and 50% Capacity					
Year	1	2	3	4	5
<b>Investment</b>	1,613,548				
<b>Revenue</b>					
Art Program	188,784	751,104	1,124,172	1,872,360	2,996,640
Art-Based Counselling	235,980	234,720	390,338	1,170,225	1,560,750
Corporate Workshops		46,944	93,681	187,236	234,113
Subscriptions		2,267,395	3,469,007	6,782,624	10,252,255
Metaverse			84,953	168,512	252,842
<b>Total Revenue</b>	<b>424,764</b>	<b>3,300,163</b>	<b>5,162,151</b>	<b>10,180,958</b>	<b>15,296,599</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-755,277	-168,549	-1,856,300	624,443	265,601
Interest	177,490	177,490	177,490	177,490	177,490
Depreciation			35,971	35,971	50,681
<b>EBT</b>	-932,767	-346,039	-2,069,761	410,982	2,427,845
Cumulative EBT	-932,767	-1,278,806	-3,348,567	-2,937,585	-509,740
Income Tax				123,295	728,354
<b>Net Income</b>	<b>-932,767</b>	<b>-346,039</b>	<b>-2,069,761</b>	<b>287,688</b>	<b>1,699,492</b>
Cash Flows	-1,613,548	-932,767	-346,039	287,688	1,699,492
Cumulative Cash Flow	-1,613,548	-2,546,314	-2,892,354	-4,674,427	-2,974,936
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-755,277	-168,549	-1,856,300	624,443	2,656,017
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	-755,277	-168,549	-1,892,271	588,472	2,605,336
Cumulative EBT	-755,277	-923,826	-2,816,097	-2,227,624	377,711
Adjusted Tax	-226,583	-277,148	-844,829	-668,287	113,313
Adjusted Net Income	-528,694	108,599	-1,047,442	1,256,760	2,492,022
<b>Adjusted Cashflow</b>	-528,694	108,599	-1,011,471	1,292,730	2,542,704
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹-623,863				
<b>PI</b>	-0.39				
<b>IRR</b>	-26%				
<b>ARR</b>	-33.75%				
<b>Payback period in years</b>	7.75				

## Appendix 10: Profit & Loss Statement Scenario 5

Scenario 5: 50% Debt and 25% Capacity					
Year	1	2	3	4	5
<b>Investment</b>	1,613,548				
<b>Revenue</b>					
Art Program	94,392	375,552	562,086	936,180	1,498,320
Art-Based Counselling	117,990	117,360	195,169	585,113	780,375
Corporate Workshops		23,472	46,841	93,618	117,056
Subscriptions		1,133,698	1,734,504	3,391,312	5,126,127
Metaverse			42,476	84,256	126,421
<b>Total Revenue</b>	<b>212,382</b>	<b>1,650,082</b>	<b>2,581,075</b>	<b>5,090,479</b>	<b>7,648,299</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-967,659	-1,818,631	-4,437,376	-4,466,036	-4,992,282
Interest	177,490	177,490	177,490	177,490	177,490
Depreciation			35,971	35,971	50,681
<b>EBT</b>	-1,145,149	-1,996,121	-4,650,837	-4,679,497	-5,220,454
Cumulative EBT	-1,145,149	-3,141,270	-7,792,106	-12,471,603	-17,692,057
Income Tax					
<b>Net Income</b>	<b>-1,145,149</b>	<b>-1,996,121</b>	<b>-4,650,837</b>	<b>-4,679,497</b>	<b>-5,220,454</b>
Cash Flows	-1,613,548	-1,145,149	-1,996,121	-4,679,497	-5,220,454
Cumulative Cash Flow	-1,613,548	-2,758,696	-4,754,817	-9,405,654	-19,305,604
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-967,659	-1,818,631	-4,437,376	-4,466,036	-4,992,282
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	<b>-967,659</b>	<b>-1,818,631</b>	<b>-4,473,346</b>	<b>-4,502,006</b>	<b>-5,042,964</b>
Cumulative EBT	-967,659	-2,786,289	-7,259,636	-11,761,642	-16,804,606
Adjusted Tax	-290,298	-835,887	-2,177,891	-3,528,493	-5,041,382
Adjusted Net Income	-677,361	-982,744	-2,295,456	-973,514	-1,582
<b>Adjusted Cashflow</b>	<b>-677,361</b>	<b>-982,744</b>	<b>-2,259,485</b>	<b>-937,543</b>	<b>49,099</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹-5,231,064				
<b>PI</b>	-3.24				
<b>IRR</b>	0%				
<b>ARR</b>	-439%				
<b>Payback period in years</b>	Not Possible				

## Appendix 11: Profit & Loss Statement Scenario 6

Scenario 6: 100% Equity and 100% Capacity (₹)					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	377,568	1,502,208	2,248,344	3,744,720	5,993,280
Art-Based Counselling	471,960	469,440	780,675	2,340,450	3,121,500
Corporate Workshops		93,888	187,362	374,472	468,225
Subscriptions		4,534,790	6,938,015	13,565,248	20,504,509
Metaverse			169,906	337,025	505,683
<b>Total Revenue</b>	<b>849,528</b>	<b>6,600,326</b>	<b>10,324,301</b>	<b>20,361,915</b>	<b>30,593,197</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-330,513	3,131,614	3,305,850	10,805,401	17,952,616
Interest					
Depreciation			35,971	35,971	50,681
<b>EBT</b>	-330,513	3,131,614	3,269,880	10,769,430	17,901,934
Cumulative EBT	-330,513	2,801,102	6,070,981	16,840,411	34,742,345
Income Tax	-99,154	939,484	980,964	3,230,829	5,370,580
<b>Net Income</b>	<b>-231,359</b>	<b>2,192,130</b>	<b>2,288,916</b>	<b>7,538,601</b>	<b>12,531,354</b>
Cash Flows	-3,227,095	-231,359	2,192,130	7,538,601	12,531,354
Cumulative Cash Flow	-3,227,095	-3,458,454	-1,266,324	8,561,193	21,092,547
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-330,513	3,131,614	3,305,850	10,805,401	17,952,616
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	<b>-330,513</b>	<b>3,131,614</b>	<b>3,269,880</b>	<b>10,769,430</b>	<b>17,901,934</b>
Cumulative EBT	-330,513	2,801,102	6,070,981	16,840,411	34,742,345
Adjusted Tax	-99,154	840,330	1,821,294	5,052,123	10,422,704
Adjusted Net Income	-231,359	2,291,284	1,448,585	5,717,307	7,479,231
<b>Adjusted Cashflow</b>	<b>-231,359</b>	<b>2,291,284</b>	<b>1,484,556</b>	<b>5,753,277</b>	<b>7,529,912</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹6,976,992				
<b>PI</b>	2.16				
<b>IRR</b>	65%				
<b>ARR</b>	301%				
<b>Payback period in years</b>	4.06				

## Appendix 12: Profit & Loss Statement Scenario 7

Scenario 7: 100% Equity and 50% Capacity (₹)					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	188,784	751,104	1,124,172	1,872,360	2,996,640
Art-Based Counselling	235,980	234,720	390,338	1,170,225	1,560,750
Corporate Workshops		46,944	93,681	187,236	234,113
Subscriptions		2,267,395	3,469,007	6,782,624	10,252,255
Metaverse			84,953	168,512	252,842
<b>Total Revenue</b>	<b>424,764</b>	<b>3,300,163</b>	<b>5,162,151</b>	<b>10,180,958</b>	<b>15,296,599</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548

Art Teacher			465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing			793,964	826,437	859,660	894,476
Content Writer			508,710	529,516	550,803	573,111
Cleaning Personnel				237,028	246,556	493,478
Marketing Personnel				357,378	371,745	386,801
IT Technician				683,598	711,078	739,877
Product manager					1,326,096	1,379,803
<b>Total Payroll Expenses</b>			<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>			<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>			-755,277	-168,549	-1,856,300	624,443
Interest						
Depreciation				35,971	35,971	50,681
<b>EBT</b>			-755,277	-168,549	-1,892,271	588,472
Cumulative EBT			-755,277	-923,826	-2,816,097	-2,227,624
Income Tax						176,542
<b>Net Income</b>			<b>-755,277</b>	<b>-168,549</b>	<b>-1,892,271</b>	<b>411,931</b>
Cash Flows	-3,227,095	-755,277	-168,549	-1,892,271	411,931	1,823,735
Cumulative Cash Flow	-3,227,095	-3,982,372	-4,150,921	-6,043,192	-5,631,261	-3,807,526
<b>Cash Flow for Capital Budgeting Models</b>						
EBITDA		-755,277	-168,549	-1,856,300	624,443	2,656,017
Depreciation				35,971	35,971	50,681
<b>Adjusted EBT</b>		<b>-755,277</b>	<b>-168,549</b>	<b>-1,892,271</b>	<b>588,472</b>	<b>2,605,336</b>
Cumulative EBT		-755,277	-923,826	-2,816,097	-2,227,624	377,711
Adjusted Tax		-226,583	-277,148	-844,829	-668,287	113,313
Adjusted Net Income		-528,694	108,599	-1,047,442	1,256,760	2,492,022
<b>Adjusted Cashflow</b>		<b>-528,694</b>	<b>108,599</b>	<b>-1,011,471</b>	<b>1,292,730</b>	<b>2,542,704</b>
<b>Capital Budgeting Models</b>						
<b>NPV</b>	₹-2,237,411					
<b>PI</b>	-0.69					
<b>IRR</b>	-25%					
<b>ARR</b>	-7%					
<b>Payback period in years</b>	6.32					



### Appendix 13: Profit & Loss Statement Scenario 8

Scenario 8: 25% Debt and 100% Capacity (₹)					
Year	1	2	3	4	5
<b>Investment</b>	806,774				
<b>Revenue</b>					
Art Program	377,568	1,502,208	2,248,344	3,744,720	5,993,280
Art-Based Counselling	471,960	469,440	780,675	2,340,450	3,121,500
Corporate Workshops		93,888	187,362	374,472	468,225
Subscriptions		4,534,790	6,938,015	13,565,248	20,504,509
Metaverse			169,906	337,025	505,683
<b>Total Revenue</b>	<b>849,528</b>	<b>6,600,326</b>	<b>10,324,301</b>	<b>20,361,915</b>	<b>30,593,197</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548

Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>		<b>-330,513</b>	<b>3,131,614</b>	<b>3,305,850</b>	<b>10,805,401</b>
Interest		88,745	88,745	88,745	88,745
Depreciation				35,971	50,681
<b>EBT</b>		<b>-419,258</b>	<b>3,042,869</b>	<b>3,181,135</b>	<b>10,680,685</b>
Cumulative EBT		-419,258	2,623,611	5,804,746	16,485,431
Income Tax		0	787,083	954,340	5,343,957
<b>Net Income</b>		<b>-419,258</b>	<b>2,255,786</b>	<b>2,226,794</b>	<b>7,476,479</b>
Cash Flows	-806,774	-419,258	2,255,786	2,226,794	7,476,479
Cumulative Cash Flow	-806,774	-1,226,031	1,029,754	3,256,548	10,733,028
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA		-330,513	3,131,614	3,305,850	10,805,401
Depreciation				35,971	50,681
<b>Adjusted EBT</b>		<b>-330,513</b>	<b>3,131,614</b>	<b>3,269,880</b>	<b>10,769,430</b>
Cumulative EBT		-330,513	2,801,102	6,070,981	16,840,411
Adjusted Tax		-99,154	840,330	1,821,294	5,052,123
Adjusted Net Income		-231,359	2,291,284	1,448,585	5,717,307
<b>Adjusted Cashflow</b>		<b>-231,359</b>	<b>2,291,284</b>	<b>1,484,556</b>	<b>5,753,277</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>		₹9,397,313			
<b>PI</b>		11.65			
<b>IRR</b>		136%			
<b>ARR</b>		1190%			
<b>Payback period in years</b>		4.07			

## Appendix 14: Profit & Loss Statement Scenario 9

Scenario 9: 25% Debt and 50% Capacity					
Year	1	2	3	4	5
<b>Investment</b>	806,774				
<b>Revenue</b>					
Art Program	188,784	751,104	1,124,172	1,872,360	2,996,640
Art-Based Counselling	235,980	234,720	390,338	1,170,225	1,560,750
Corporate Workshops		46,944	93,681	187,236	234,113
Subscriptions		2,267,395	3,469,007	6,782,624	10,252,255
Metaverse			84,953	168,512	252,842
<b>Total Revenue</b>	<b>424,764</b>	<b>3,300,163</b>	<b>5,162,151</b>	<b>10,180,958</b>	<b>15,296,599</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>	<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>	<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>	-755,277	-168,549	-1,856,300	624,443	2,656,017
Interest	88,745	88,745	88,745	88,745	88,745
Depreciation			35,971	35,971	50,681
<b>EBT</b>	-844,022	-257,294	-1,981,016	499,727	2,516,591
Cumulative EBT	-844,022	-1,101,316	-3,082,332	-2,582,605	-66,014
Income Tax				149,918	754,977
<b>Net Income</b>	<b>-844,022</b>	<b>-257,294</b>	<b>-1,981,016</b>	<b>349,809</b>	<b>1,761,613</b>
Cash Flows	-806,774	-844,022	-1,981,016	349,809	1,761,613
Cumulative Cash Flow	-806,774	-1,650,795	-1,908,090	-3,539,297	-1,777,683
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA	-755,277	-168,549	-1,856,300	624,443	2,656,017
Depreciation			35,971	35,971	50,681
<b>Adjusted EBT</b>	<b>-755,277</b>	<b>-168,549</b>	<b>-1,892,271</b>	<b>588,472</b>	<b>2,605,336</b>
Cumulative EBT	-755,277	-923,826	-2,816,097	-2,227,624	377,711
Adjusted Tax	-226,583	-277,148	-844,829	-668,287	113,313
Adjusted Net Income	-528,694	108,599	-1,047,442	1,256,760	2,492,022
<b>Adjusted Cashflow</b>	<b>-528,694</b>	<b>108,599</b>	<b>-1,011,471</b>	<b>1,292,730</b>	<b>2,542,704</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹182,911				
<b>PI</b>	0.23				
<b>IRR</b>	-20%				
<b>ARR</b>	-48%				
<b>Payback period in years</b>	7.01				

## Appendix 15: Profit & Loss Statement Scenario 10

Scenario 10: 25% Debt and 25% Capacity					
Year	1	2	3	4	5
<b>Investment</b>	806,774				
<b>Revenue</b>					
Art Program	94,392	375,552	562,086	936,180	1,498,320
Art-Based Counselling	117,990	117,360	195,169	585,113	780,375
Corporate Workshops		23,472	46,841	93,618	117,056
Subscriptions		1,133,698	1,734,504	3,391,312	5,126,127
Metaverse			42,476	84,256	126,421
<b>Total Revenue</b>	<b>212,382</b>	<b>1,650,082</b>	<b>2,581,075</b>	<b>5,090,479</b>	<b>7,648,299</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548

Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>		<b>-967,659</b>	<b>-1,818,631</b>	<b>-4,437,376</b>	<b>-4,466,036</b>
Interest		177,490	177,490	177,490	177,490
Depreciation				35,971	50,681
<b>EBT</b>		<b>-1,145,149</b>	<b>-1,996,121</b>	<b>-4,650,837</b>	<b>-4,679,497</b>
Cumulative EBT		-1,145,149	-3,141,270	-7,792,106	-12,471,603
Income Tax					
<b>Net Income</b>		<b>-1,145,149</b>	<b>-1,996,121</b>	<b>-4,650,837</b>	<b>-4,679,497</b>
Cash Flows	-806,774	-1,145,149	-1,996,121	-4,650,837	-5,220,454
Cumulative Cash Flow	-806,774	-1,951,923	-3,948,044	-8,598,880	-13,278,377
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA		-967,659	-1,818,631	-4,437,376	-4,466,036
Depreciation				35,971	50,681
<b>Adjusted EBT</b>		<b>-967,659</b>	<b>-1,818,631</b>	<b>-4,473,346</b>	<b>-4,502,006</b>
Cumulative EBT		-967,659	-2,786,289	-7,259,636	-11,761,642
Adjusted Tax		-290,298	-835,887	-2,177,891	-3,528,493
Adjusted Net Income		-677,361	-982,744	-2,295,456	-973,514
<b>Adjusted Cashflow</b>		<b>-677,361</b>	<b>-982,744</b>	<b>-2,259,485</b>	<b>-937,543</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>		₹-4,424,290			
<b>PI</b>		-5.48			
<b>IRR</b>		0%			
<b>ARR</b>		-877%			
<b>Payback period in years</b>		Not Possible			

## Appendix 16: Profit & Loss Statement Breakeven Scenario 1

Breakeven Scenario 1: 100% Debt					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	209,760	417,280	603,722	1,451,890	1,664,800
Art-Based Counselling	314,640	391,200	520,450	2,080,400	2,601,250
Corporate Workshops		78,240	78,068	156,030	156,075
Subscriptions		3,505,152	4,371,780	8,737,680	13,110,300
Metaverse			141,588	280,854	421,403
<b>Total Revenue</b>	<b>524,400</b>	<b>4,391,872</b>	<b>5,715,608</b>	<b>12,706,854</b>	<b>17,953,828</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064

Admin & Accountants Personnel		375,004	391,204	779,383	810,714	843,548
Art Teacher			465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing			793,964	826,437	859,660	894,476
Content Writer			508,710	529,516	550,803	573,111
Cleaning Personnel				237,028	246,556	493,478
Marketing Personnel				357,378	371,745	386,801
IT Technician				683,598	711,078	739,877
Product manager					1,326,096	1,379,803
<b>Total Payroll Expenses</b>			<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>			<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>			<b>-655,641</b>	<b>923,160</b>	<b>-1,302,844</b>	<b>3,150,340</b>
Interest		354,980	354,980	354,980	354,980	354,980
Depreciation				35,971	35,971	50,681
<b>EBT</b>			<b>-1,010,621</b>	<b>568,179</b>	<b>-1,693,795</b>	<b>2,759,389</b>
Cumulative EBT			-1,010,621	-442,442	-2,136,237	623,152
Income Tax				170,454	827,817	1,472,275
<b>Net Income</b>			<b>-1,010,621</b>	<b>397,725</b>	<b>-1,693,795</b>	<b>1,931,572</b>
Cash Flows	-3,227,095	-1,010,621	397,725	-1,693,795	1,931,572	3,435,309
Cumulative Cash Flow	-3,227,095	-4,237,716	-3,839,991	-5,533,786	-3,602,213	-166,905
<b>Cash Flow for Capital Budgeting Models</b>						
EBITDA		-655,641	923,160	-1,302,844	3,150,340	5,313,246
Depreciation				35,971	35,971	50,681
<b>Adjusted EBT</b>			<b>-655,641</b>	<b>923,160</b>	<b>-1,338,814</b>	<b>3,114,369</b>
Cumulative EBT			-655,641	267,519	-1,071,295	2,043,074
Adjusted Tax			-196,692	80,256	-321,389	612,922
Adjusted Net Income			-458,948	842,904	-1,017,426	2,501,447
<b>Adjusted Cashflow</b>			<b>-458,948</b>	<b>842,904</b>	<b>-981,455</b>	<b>2,537,418</b>
<b>Capital Budgeting Models</b>						
<b>NPV</b>		₹267				
<b>PI</b>		0.00				
<b>IRR</b>		-1%				
<b>ARR</b>		38%				
<b>Payback period in years</b>		5.11				



## Appendix 17: Profit & Loss Statement Breakeven Scenario 2

Breakeven Scenario 2: 50% Debt					
Year	1	2	3	4	5
<b>Investment</b>	1,613,548				
<b>Revenue</b>					
Art Program	209,760	312,960	1,040,900	1,664,320	2,081,000
Art-Based Counselling	262,200	391,200	520,450	1,560,300	2,214,964
Corporate Workshops		93,888	93,681	187,236	187,290
Subscriptions		3,505,152	5,246,136	7,863,912	10,925,250
Metaverse			56,635	224,683	140,468
<b>Total Revenue</b>	<b>471,960</b>	<b>4,303,200</b>	<b>6,957,802</b>	<b>11,500,451</b>	<b>15,548,972</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476

Content Writer		508,710	529,516	550,803	573,111	
Cleaning Personnel			237,028	246,556	493,478	
Marketing Personnel			357,378	371,745	386,801	
IT Technician			683,598	711,078	739,877	
Product manager				1,326,096	1,379,803	
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>	<b>11,266,422</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>	<b>12,640,582</b>
<b>EBITDA</b>		-708,081	834,488	-60,649	1,943,937	2,908,390
Interest		177,490	177,490	177,490	177,490	177,490
Depreciation				35,971	35,971	38,815
<b>EBT</b>		-885,571	656,997	-274,110	1,730,476	2,692,085
Cumulative EBT		-885,571	-228,573	-502,683	1,227,793	3,919,878
Income Tax			197,099		519,143	807,626
<b>Net Income</b>		<b>-885,571</b>	<b>459,898</b>	<b>-274,110</b>	<b>1,211,333</b>	<b>1,884,460</b>
Cash Flows	-1,613,548	-885,571	459,898	-274,110	1,211,333	1,884,460
Cumulative Cash Flow	-1,613,548	-2,499,118	-2,039,220	-2,313,330	-1,101,997	782,463
<b>Cash Flow for Capital Budgeting Models</b>						
EBITDA		-708,081	834,488	-60,649	1,943,937	2,908,390
Depreciation				35,971	35,971	38,815
<b>Adjusted EBT</b>		<b>-708,081</b>	<b>834,488</b>	<b>-96,620</b>	<b>1,907,966</b>	<b>2,869,575</b>
Cumulative EBT		-708,081	126,407	29,788	1,937,754	4,807,329
Adjusted Tax		-212,424	37,922	8,936	581,326	1,442,199
Adjusted Net Income		-495,656	796,566	-105,556	1,326,640	1,427,377
<b>Adjusted Cashflow</b>		<b>-495,656</b>	<b>796,566</b>	<b>-69,585</b>	<b>1,362,611</b>	<b>1,466,192</b>
<b>Capital Budgeting Models</b>						
<b>NPV</b>		₹48				
<b>PI</b>		0.00				
<b>IRR</b>		7%				
<b>ARR</b>		59%				
<b>Payback period in years</b>		5.58				

## Appendix 18: Profit & Loss Statement Breakeven Scenario 3

Breakeven Scenario 3: 25% Debt					
Year	1	2	3	4	5
<b>Investment</b>	806,774				
<b>Revenue</b>					
Art Program	104,880	417,280	1,040,900	1,664,320	2,081,000
Art-Based Counselling	131,100	521,600	1,301,125	2,080,400	2,601,250
Corporate Workshops		93,888	93,681	156,030	156,075
Subscriptions		2,190,720	4,037,863	6,553,260	8,740,200
Metaverse			141,588	280,854	337,122
<b>Total Revenue</b>	<b>235,980</b>	<b>3,223,488</b>	<b>6,615,157</b>	<b>10,734,864</b>	<b>13,915,647</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548
Art Teacher		465,987	1,414,965	1,936,494	3,409,264

Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>		<b>-944,061</b>	<b>-245,224</b>	<b>-403,294</b>	<b>1,178,350</b>
Interest		177,490	177,490	177,490	177,490
Depreciation				35,971	38,815
<b>EBT</b>		<b>-1,121,551</b>	<b>-422,715</b>	<b>-616,755</b>	<b>964,889</b>
Cumulative EBT		-1,121,551	-1,544,265	-2,161,020	-1,196,131
Income Tax			-126,814	289,467	317,628
<b>Net Income</b>		<b>-1,121,551</b>	<b>-295,900</b>	<b>-616,755</b>	<b>675,422</b>
Cash Flows	-806,774	-1,121,551	-295,900	-616,755	675,422
Cumulative Cash Flow	-806,774	-1,928,325	-2,224,225	-2,840,979	-2,165,557
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA		-944,061	-245,224	-403,294	1,178,350
Depreciation				35,971	38,815
<b>Adjusted EBT</b>		<b>-944,061</b>	<b>-245,224</b>	<b>-439,264</b>	<b>1,142,379</b>
Cumulative EBT		-944,061	-1,189,285	-1,628,549	-486,170
Adjusted Tax		-283,218	-356,785	-488,565	-145,851
Adjusted Net Income		-660,842	111,561	49,300	1,288,230
<b>Adjusted Cashflow</b>		<b>-660,842</b>	<b>111,561</b>	<b>85,271</b>	<b>1,324,201</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹	0			
<b>PI</b>		0.00			
<b>IRR</b>		-20%			
<b>ARR</b>		-31%			
<b>Payback period in years</b>		7.92			

## Appendix 19: Profit & Loss Statement Breakeven Scenario 4

Breakeven Scenario 4: 100% Equity					
Year	1	2	3	4	5
<b>Investment</b>	3,227,095				
<b>Revenue</b>					
Art Program	209,760	625,920	1,040,900	1,664,320	2,081,000
Art-Based Counselling	314,640	391,200	520,450	2,210,425	2,466,037
Corporate Workshops		78,240	78,068	156,030	156,075
Subscriptions		3,943,296	6,557,670	8,737,680	13,110,300
Metaverse			141,588	280,854	421,403
<b>Total Revenue</b>	<b>524,400</b>	<b>5,038,656</b>	<b>8,338,676</b>	<b>13,049,309</b>	<b>18,234,815</b>
<b>Operating Expenses</b>					
Web Hosting Service	6,293		6,550		6,815
Email Hosting	2,832	2,954	3,075	3,199	3,328
Canva Account	9,387	9,792	10,193	10,603	11,032
Insurance	61,040	63,677	66,281	68,946	71,738
Accounting System	11,201	11,685	17,445	18,147	18,882
Social Media Marketing	226,541	236,327			
Art Supplies & Equipment	12,586	13,129	24,982	25,986	52,010
Microsoft Office Business	3,146	9,389	20,298	24,965	32,776
Internet connection			24,994	25,999	52,036
Payroll Software			52	54	56
Rent Studio 1			249,816	259,859	270,383
Electricity/water			71,947	74,839	149,790
Consumables			24,982	25,986	52,010
Transport cost			62,454	64,965	67,596
travel/stay cost			62,454	64,965	67,596
Data Server Space			74,932	77,945	81,101
Rent Studio 2					437,010
<b>Total Operating Expenses</b>	<b>333,025</b>	<b>346,954</b>	<b>720,455</b>	<b>746,455</b>	<b>1,374,160</b>
<b>Payroll Expense</b>					
Art Therapist	472,011	961,893	1,469,691	1,996,913	2,546,064
Admin & Accountants Personnel	375,004	391,204	779,383	810,714	843,548

Art Teacher		465,987	1,414,965	1,936,494	3,409,264
Graphics/ video editing		793,964	826,437	859,660	894,476
Content Writer		508,710	529,516	550,803	573,111
Cleaning Personnel			237,028	246,556	493,478
Marketing Personnel			357,378	371,745	386,801
IT Technician			683,598	711,078	739,877
Product manager				1,326,096	1,379,803
<b>Total Payroll Expenses</b>		<b>847,015</b>	<b>3,121,758</b>	<b>6,297,996</b>	<b>8,810,059</b>
<b>Total Expenses</b>		<b>1,180,041</b>	<b>3,468,712</b>	<b>7,018,451</b>	<b>9,556,514</b>
<b>EBITDA</b>		<b>-655,641</b>	<b>1,569,944</b>	<b>1,320,224</b>	<b>3,492,795</b>
Interest					
Depreciation			35,971	35,971	50,681
<b>EBT</b>		<b>-655,641</b>	<b>1,569,944</b>	<b>1,284,254</b>	<b>3,456,824</b>
Cumulative EBT		-655,641	914,303	2,198,557	5,655,381
Income Tax			470,983	0	1,037,047
<b>Net Income</b>		<b>-655,641</b>	<b>1,098,961</b>	<b>1,284,254</b>	<b>2,419,777</b>
Cash Flows	-3,227,095	-655,641	1,098,961	1,284,254	2,419,777
Cumulative Cash Flow	-3,227,095	-3,882,736	-2,783,775	-1,499,522	920,255
<b>Cash Flow for Capital Budgeting Models</b>					
EBITDA		-655,641	1,569,944	1,320,224	3,492,795
Depreciation				35,971	35,971
<b>Adjusted EBT</b>		<b>-655,641</b>	<b>1,569,944</b>	<b>1,284,254</b>	<b>3,456,824</b>
Cumulative EBT		-655,641	914,303	2,198,557	5,655,381
Adjusted Tax		-196,692	274,291	659,567	1,696,614
Adjusted Net Income		-458,948	1,295,653	624,687	1,760,210
<b>Adjusted Cashflow</b>		<b>-458,948</b>	<b>1,295,653</b>	<b>660,657</b>	<b>1,796,180</b>
<b>Capital Budgeting Models</b>					
<b>NPV</b>	₹	5			
<b>PI</b>		0.00			
<b>IRR</b>		24%			
<b>ARR</b>		100%			
<b>Payback period in years</b>		3.93			

## **Appendix 20: Blog Article on the Effectiveness of Art Therapy**

Art therapy is a form of psychotherapy, benefiting children, young adults, adults, and the elderly, which uses art mediums to promote communication, expression and address emotions that are confusing and distressing.

Now that we know what Art Therapy means, we can ask ourselves, is this therapeutic tool helpful? And how effective is it? Is it something you can benefit from? When it comes to Art Therapy or any other form of clinical therapy, the most important thing to remember is that everyone responds to the therapy differently. Art therapy cannot be a one-size-fits-all but rather a personalized service.

Art therapy has a unique element that makes it stand out from other forms of therapy, which is because of its nonverbal and experiential character using mediums such as drawing, painting, and collages to allow the expression of feelings, memories, and thoughts.

Art Therapy has been found to be effective in treating the following:

- Post-Traumatic Stress Disorder (PTSD)
- Depression
- Anxiety
- Mood
- Trauma
- Distress
- Quality of Life
- Self-esteem

For those of you who are curious to understand the inner workings of Art Therapy, well look no further. For example, take someone who suffers from PTSD. Art Therapy has been found to help process the traumatic experience by opening and harmonizing the traumatic memory through communication and documentation.

This is made possible as art therapeutic interventions allow individuals to distance themselves from the emotions and use their cognitive function to explore their emotions and encourage meaning-making processes.

Art Therapy is effective due to its non-threatening nature. When Art Therapy was used to help troubled adolescents, it was found to be effective in helping them process their emotions without feeling threatened.

This is made possible as the art created by the adolescent in a session helps the therapist understand their problems, particularly sensitive situations, for example, abuse or too embarrassing for the adolescent to reveal.

I hope that this article has been insightful, and you were able to learn something new today. Do you have any other questions come up? Share in the comments below.

## **Appendix 21: LinkedIn Post on the Effectiveness of Art Therapy**

Dear Network,

I am currently working towards my graduation at Hotelschool The Hague. I have chosen to complete this final course through the entrepreneurial track, by the end of which I will be able to operationalize my own start-up. I have partnered with an Art Therapist, Asha Suresh, to make this concept a reality.

The primary goal of this project is to create a business plan that will allow for the operationalization of an Art Skill & Hobby Centre in Trivandrum, Kerala, which will focus on providing various art-based services that revolve around wellness, prevention, awareness, and the importance of mental health. Our aim is to incorporate art therapy principles to help our customer expand their skills while exploring their emotions in a settled manner, leading to their personal growth and wellness.

My research has increased my knowledge and understanding of art therapy, along with its numerous benefits. As such I believe that this information needs to be shared, I have published a blog article that discusses the effectiveness of art therapy.

## **Appendix 22: Data Collection Process with Trivandrum International School**

In December, I commenced the data collection process for my research project for my graduation at Hotelschool The Hague. I had used a combination of social media platforms and my network to distribute my survey to gather data from my target market.

Additionally, I had reached out to Richard Hillebrand the Principal of Trivandrum International School - India, who supported me by distributing the survey among the students at the school. This allowed me to collect relevant data about my target market, essential for my research.

As a start-up, for our survival, we must understand our target market. With the outcomes from this survey, I can get a deeper understanding of their needs and use the data to drive the company's marketing strategy. By creating a marketing strategy for ourselves we will be able to market and sell our services easily and effectively.

The topics covered in the survey:

- Buying intention
- Level of interest in art/ learning art
- Service expectations
- Preference of service medium (Online or Offline)

The data findings from the survey will be visually presented in a market research report. The data will be used to create models and strategic decisions for the start-up. Currently, the most important finding within the population surveyed indicates that there is a large interest in our services. Now it is about finding the right way to market it.

Finally, I would like to show my gratitude to Richard Hillebrand for his help and support during my data collection process.



## Appendix 23: Pricing Insights Post of LinkedIn

How do you price a service when catering to a global market?

During my entrepreneurial journey, I conducted a market study to gain insights into the target market. This is a vital pre-step for any start-up, especially when you stop to consider that around 90% of all start-ups fail, 21.5% fail in the first year while 50% fail in the fifth year. A criterion that determines the success of any start-up is their understanding of the needs and behaviour of their target market. Failing to understand the target market will lead you to waste resources or find out too late that you have chosen the wrong target market.

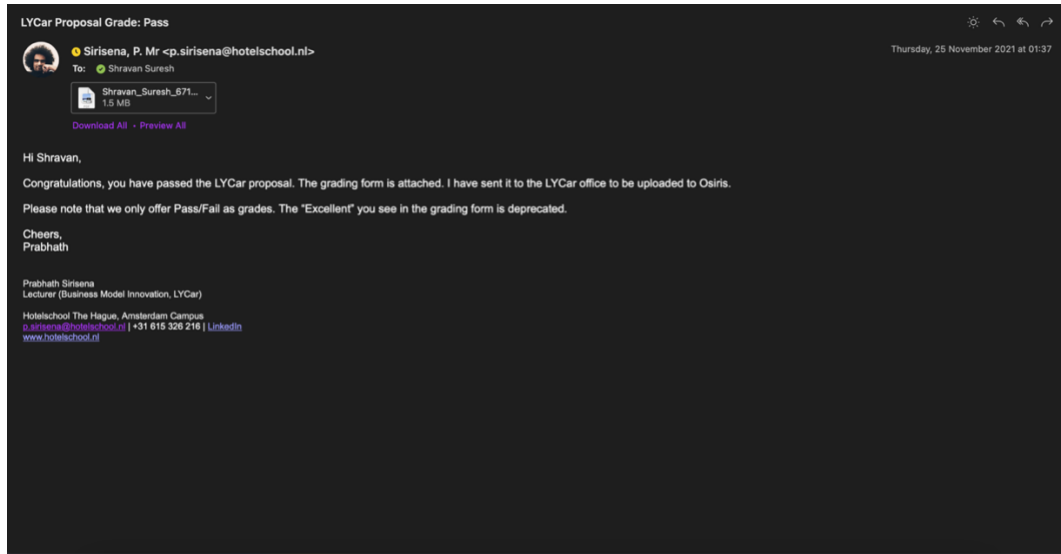
It was decided that this start-up company will offer its new services through an online platform, a decision based on the data gathered through the research and the sudden shift to online learning promoted by the pandemic.

One area of investigation was related to price setting for the services. The majority of the participants in this study were people living in India while a small number of participants were located outside of India, namely from Europe and North America. When asked these participants the price they were willing to pay for our service, the participants who lived in India indicated prices between the range of 1,000 to 5,000 INR. Those who were living outside of India indicated a much higher price between 5,000 to 25,000 INR. This large divide in the price indication resulted because of currency conversion from either dollar or euros to rupees.

As an online enterprise, the data gathered on price was beneficial to set the price for our service when catering to the target market in India. However, I am yet to find an answer to the main question. I hope to develop a sustainable pricing model, balance the needs of the buyer and enterprise, and consider the ethical implications of pricing for a service to a global market.



## Appendix 24: Assessment & Feedback Form Approved Proposal



Approved Proposal Email from LYCar Coach

## Assessment Form

### LYCar Proposal Grading Rubric

U.I.1 (Version LYCar 2020; 16 February, 2021)

Student Name:	Shravan Suresh	LYCar Coach:	Mr. Srisena
Student Number:	671130	Primary PLO:	6
Date Submitted:	15/11/2021	Secondary PLO(s):	2 & 11

Note: All boxes with red border to be filled by student

Preconditions (required for assessment)	Yes	No	Comments
<b>Checks content and completeness</b>			
<b>Executive Summary</b> is present, concise, can be read independently, contains information about process and content, focuses on results and outcomes.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>LYCar Proposal meets formal reporting criteria (according to e.g., LYCar Reading &amp; Writing Guide)</b>			
LYCar Proposal is written in English and is professional, including common basic components such as Intro, ToC, Conclusion etc.- see Reading & Writing Guide.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
LYCar Proposal is max. <b>5.000 words</b> (counting after Table of Content, incl. text in tables) - visual proof of wordcount is included in Appendices.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Harvard Referencing Style is used consistently, referencing to primary sources only, List of References is well presented.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Check (technical) formalities and submissions</b>			
Ephorus upload	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
LYCar Proposal incl. Appendices are uploaded in Osiris	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Ethics and data management</b>			
Ethical, integrity and data management requirements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
<b>Entitled to assessment? (All yes above required):</b>	<input checked="" type="checkbox"/>		

DD1: The student has demonstrated knowledge and understanding in a field of study that builds upon their general secondary education, and is typically at a level that is supported by advanced textbooks

	Excellent	Pass	No Go
1.1 Use of literature and knowledge of the field	Student uses in-depth literature and knowledge of the field throughout the report. The report contains no mistakes and factual incoherence.	Student uses in most cases literature and knowledge of the field in the report. The report contains some mistakes and factual incoherence in a limited part of the report.	No sufficient or correct use of literature and knowledge of the field in the report. The report contains mistakes and factual incoherence.
1.2 Intellectual depth and abstract thinking	Student takes all significant factors into account and looks from different perspectives, sees patterns, relates situations to concepts in order to solve larger problems. The reports show excellent thinking capacity of the student. New unique insights presented in the topic and depth of understanding displayed. Excellent linking between the elements and the underlying issues within the case situation.	Student takes different perspectives into account. The report shows intellectual depth (taking into account all significant factors and looking from different perspectives) in most parts of the report. Some patterns are clear. Some links have been made.	The report lacks intellectual depth (superficial and merely descriptive) in some parts of the report. Patterns are not sufficiently made clear.
Student Feedback:	Excellent <input type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	<p>I have used different literature sources to dive deep into the concept of art therapies. I have been able to establish and create a deeper understanding of the mental health situation in India. I have been able to highlight the for the service I am going to offer, along with the difficulties that I might may come up. I have brought in the effectiveness of art therapy while also looking at areas where this tool has not been as effective.</p>	
Assessor Feedback:	Excellent <input type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	<p>The social context for the setting up of the business has been well considered. Sufficiently extensive literature review that covers all key areas pertinent to the research and for making important strategic decisions for the business.</p>	

DD2: The student can apply their knowledge and understanding in a manner that indicates a professional approach to their work or vocation, and has competencies typically demonstrated through devising and sustaining feedback and solving problems within their field of study

	Excellent	Pass	No Go
2.1 Application of theories/models to situations at hand	Student uses a range of theories/models appropriate to the problems in the case skilfully and able to add their own unique perspective and insight. They own the model(s).	Student mentions a range of theories/models appropriate to the problems in the case and applying some of them in the correct way.	Mentioning models and theories but not using them in a correct way.
2.2 Possible impact and meaning of own work - dissemination of research	Student plans evaluation of impact and meaning of own work in relation to business and industry with sound underpinning. Identification of all stakeholders and acts of dissemination. Plan on how to effectively disseminate knowledge through different channels fitted for a variety of audiences is also presented.	Student formulates criteria for evaluation. Student describes possible impact and meaning of own work. Identification of stakeholders and planning of dissemination through at least one valuable channel with an audience is presented.	Student fails to describe criteria how to evaluate impact. No identification of stakeholders or realistic plan on dissemination of knowledge through at least one valuable channel with an audience.
Student Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input type="checkbox"/> Not Yet <input type="checkbox"/>	<p>Different models and theories have been used to strenght my argument. Various different stakeholders have been identified and four acts of dissemination have been planned.</p>	
Assessor Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input type="checkbox"/> Not Yet <input type="checkbox"/>	<p>There are multiple challenges to consider when planning to set up a business. Some of these are addressed through the proposed research project, and the rest would need to be dealt with as you progress with the entrepreneurial venture. The general outline is set up clearly in the proposal, and you would want to show your competence in all those areas in the next deliverable, the company report. It is good that you have already embarked on dissemination of your findings—you would want to continue with that practice throughout LYCar (and possibly beyond too).</p>	

DD3: the student has the ability to devise data gathering events, gather and interpret relevant data (usually within their field of study) to inform judgements that include reflection on relevant social, scientific or ethical issues

	Excellent	Pass	No Go
3.1 The Design Based Research Process	Student sets the research process up in a systematic and well-organized way. Student makes analysis of a problem, assesses a complex problem and formulates feasible solutions by using a design-based research approach. Logical flow from problem definition to Analysis to Solutions Design/Methods are well chosen and motivated.	Student analyses the problem, and formulates possible solutions underpinned by literature using a design-based research approach. Methods motivated and mostly logically chosen.	Insignificant problem analysis and methodology, research cycle not used.
3.2 Analysis and evaluation of data	Student plans analysis and evaluation of data/information well using appropriate (digital) tools and makes data-driven decisions. All statements are underpinned with facts and figures and/or referencing. The appropriate tools are used in all steps. Analysis is sufficiently complex with use of information from more than 2 different dimensions (practitioner, scientific literature, the organization and stakeholders).	Student plans analysis and evaluation of solutions clearly, with some flaws or uncertainties. Some statements are underpinned with facts and figures and/or referencing, some lacking. Analysis is sufficiently complex using data from at least one dimension and sufficiently backed up with literature.	Plan of analysis and evaluation of solutions is not clear. Statements are mostly not underpinned with facts and figures and/or referencing, some are contradicting. No tools are used. Lacking or no analysis and not backed up with literature.
Student Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	The report has been structure using the DBR cycle. The chosen solution design of creating a marketing plan is well chosen as it will play into the creation of the Business Plan. For this report I have chosen a mixed method of data collection in order to understand the target market's wants and needs. It will also help determine the success of this service.	
Assessor Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	The proposal follows the DBR process, and the proposed research is well structured. Care would have to be taken to ensure that the survey is sufficiently extensive and you would have enough participants for the outcomes to be meaningful.	

DD4: the student can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

	Excellent	Pass	No Go
4.1 Communication to audience making use of professional (business) English	Student divides information effectively in paragraphs/chapters. No noticeable errors in English usage and mechanics. Use of language enhances the argument and avoids abbreviations. Some statements are well varied, clear and tone are higher suitable for the specific audience and complement each other into an appealing, high-quality story. Highly skilful organizational strategy. The logical sequence of ideas increases the effectiveness of the argument and transitions between paragraphs strengthen the relationships between ideas. Sub-headings are employed effectively and the links between different sections are reinforced through linking expressions. Shows attention to detail in all parts of the report.	Student divides information in paragraphs/chapters. Errors in English usage and mechanics are present, but they rarely impede understanding. Use of language supports the argument. Sentence structure is varied. Voice and tone are generally appropriate for the intended audience. Generally, a clear organizational strategy. The sequence of ideas is most cases supports the argument and transitions between paragraphs clarify the relationship between ideas. The report is mostly comprehensively written and lacks some attention to detail in some parts of the report.	Distracting errors in English usage are present and they impede understanding. Use of language is basic, very general and does not support the argument. Sentences are general and repetitive. Voice and tone are not always appropriate for the intended audience. Basic organizational strategy, with most ideas logically grouped. Transitions between paragraphs sometimes clarify the relationship among ideas. The report is not comprehensively written and lacks attention to detail in most parts of the report.
Student Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	The report is organized into various chapters which follow the DBR cycle titles. Each section has its own sub-headings, all of which are numbered. The report has been proof read to remove grammatical errors.	
Assessor Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	The proposal is well written.	

DD5: the student has developed those learning skills necessary to continue to undertake further study with a high degree of autonomy

	Excellent	Pass	No Go
5.1 Plan on IQ development in PLO: Reflection on product(s)	Student has clear plans on what will be delivered and uses different evidence theory to underpin own work and reflect on it.	Student has a plan on what will be delivered and uses theory to underpin planned own work and reflect on it.	No clear deliverables mentioned and almost no theory to underpin own work and reflection.
5.2 Plan on AQ & EQ Self development	Student devises excellent ability to critically reflect on own developmental goals and demonstrates real growth mindset for life-long learning. Student proposes a demonstration of being able to self-direct, taking initiative in unpredictable situations. Student shows different metrics that can demonstrate development in terms of their EQ/AQ.	Student shows developmental goals and demonstrates growth mindset. There is a plan on how to reflect on values, attitudes and behaviour. Starting levels and desired end levels are described and measurements are provided.	Developmental goals are not concrete, there is no demonstration of growth mindset. Plan on how to reflect is vague and does not give enough substantiation to show growth.
5.3 Plan on EQ Social development	Student provides a plan on how to conduct a method of proof that shows development as an Intercultural Hospitality Leader. Excellent ability to contribute to the global society/local community as a responsible citizen. Excellent analysis of diversity of people the student will deal with. Possible effective collaboration with all stakeholders in different cultural settings. Hospitality is key to the project or work the student does.	Student provides a plan on how to prove development as an Intercultural Hospitality Leader. Plan on how to contribute to the global society/local community as a responsible citizen. Proposing ideas on how to collaborate with different stakeholders in different cultural settings. Hospitality is a differentiation in the student's project or work.	No clear plan on development as an Intercultural Hospitality Leader. Plan on how to contribute to global society/local community is missing. Ideas proposed on collaboration or hospitality are not sufficient.
Student Feedback:	Excellent <input checked="" type="checkbox"/> Pass <input checked="" type="checkbox"/> Not Yet <input type="checkbox"/>	There is a chapter in the report that dives into the IQ, EQ and AQ development. A plan has been set in motion to record and reflect the events that take place during my VUCA journey. There is plan set up to show proof of personal growth.	

Assessor Feedback:	Excellent	<input type="checkbox"/>	There is a sufficiently well thought out plan for facilitating personal growth. Please make sure that this is tracked and documented continuously, and reflected in your final deliverables.
	Pass	<input checked="" type="checkbox"/>	
	Not Yet	<input type="checkbox"/>	

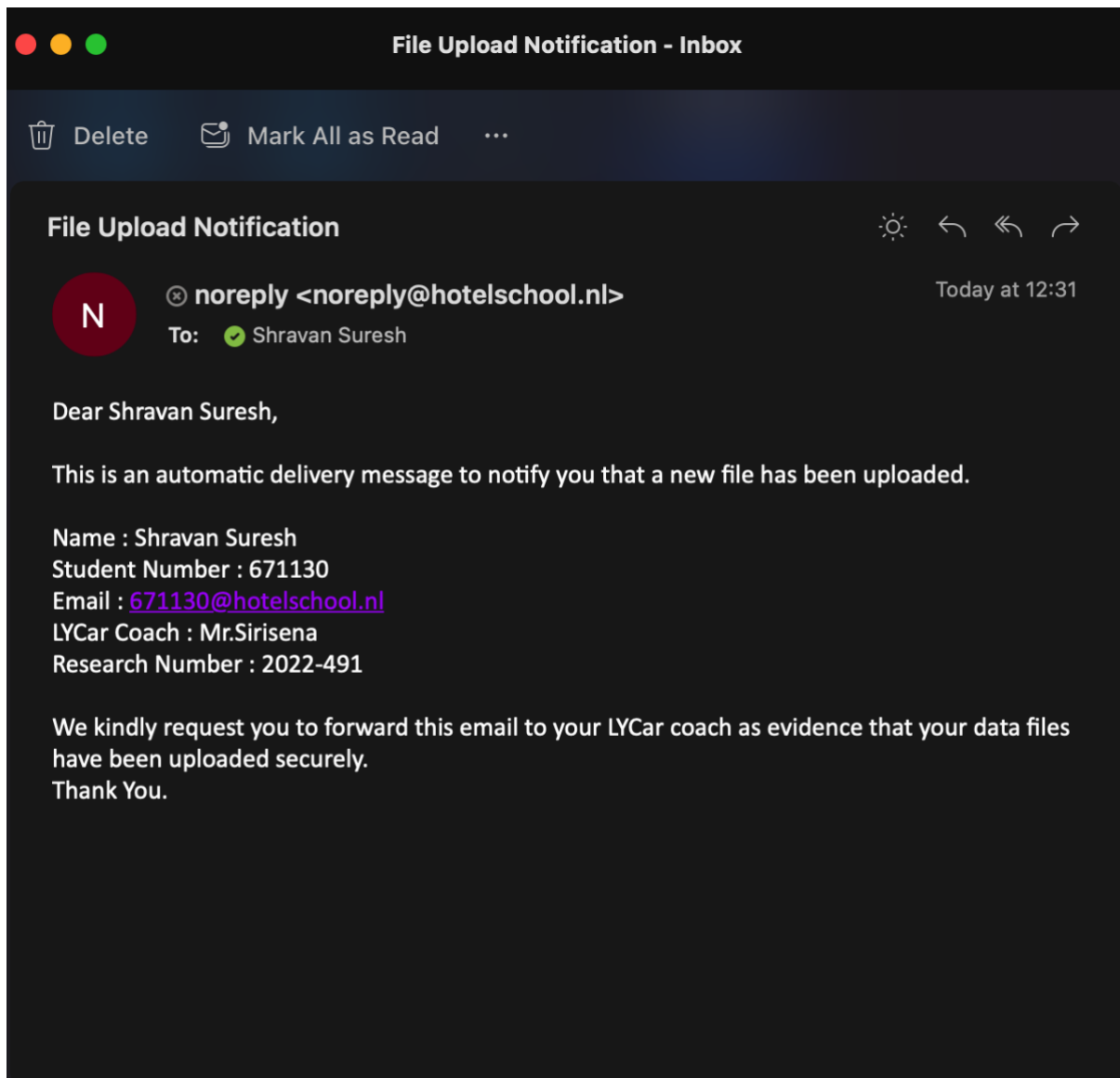
### Overall Assessor Feedback

This proposal went through multiple rounds of review and feedback, so at this stage there's hardly anything specific that can be pointed out as an area for improvement. It is a good proposal. Now the challenge is to make sure the execution lives up to it!

### LYCar Proposal Outcome

- |                  |                                     |  |
|------------------|-------------------------------------|--|
| Excellent        | <input type="checkbox"/>            | All qualitative criteria awarded a "Pass" and at least <u>three</u> qualitative criteria awarded a "Excellent"                               |
| Pass             | <input checked="" type="checkbox"/> | All qualitative criteria awarded a "Pass". "P" registered in Osiris. Student can continue with LYCar execution.                              |
| No Go            | <input type="checkbox"/>            | One or more qualitative criteria graded as "Not Yet". "F" registered in Osiris. Student re-writes LYCar Proposal with incorporated feedback. |
| Pre-Condition NY | <input type="checkbox"/>            | Pre-conditions not met. Student resubmits LYCar Proposal. No grade or feedback provided to the student.                                      |

## Appendix 25: Ethics and Data Management



## Appendix 26: Proof of Word Count

The screenshot shows the Microsoft Word interface with a document titled "Business Plan Draft 4". A "Word Count" dialog box is open, displaying the following statistics:

Statistics:	
Pages	41
Words	6,054
Characters (no spaces)	33,247
Characters (with spaces)	39,950
Paragraphs	616
Lines	1,338

The dialog box also includes a checkbox for "Include footnotes and endnotes" which is checked, and a "Close" button.

The status bar at the bottom of the window shows: "Page 47 of 110 6054 of 17452 words English (United Kingdom)".



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