

BLDC / EAP Business Plan Competition
Qualification Application + Executive Summary
Due October 17, 2014 to rcmurphy@cityofbinghamton.com

Describe your business:

Idea Kraft is a Binghamton, NY based full-service creative studio that specializes in branding, identity, packaging and website design.

Describe your experience in this line of business:

I earned BFA and an MFA with honors from the Academy of Fine Arts in Wroclaw, Poland with a Major in Product and Graphic Design, and began my career as an in-house designer for MeadWestvaco in Sydney, NY. I started my freelance business in 2011 and became self-employed at the beginning of 2013, and I have been running a successful creative agency since then. In September 2014, I began working on an M/WBE application with the assistance of the EAP program at the SUNY Broome Campus.

Describe your target market(s):

The targeted customer is a small- to medium-size company that needs to establish or refresh their branding, or needs to bring new products or services to the market.

Describe your competitive advantage in this market:

Idea Kraft's competitive edge is based the owner's diverse, European background, business philosophy and creativity. Her work has always been recognized for its world class and high quality design services. The company is known for its attention to detail, innovative, "out of the box" ideas and flawless execution. The company also offers services that are unique to the area, such as packaging design, merchandising design and product design.

Do you have a comprehensive written business plan? Yes Partial No

How would you use the prize money? (Be specific. If multiple uses, include budget)

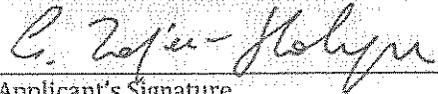
The \$5,000 grant will be used to purchase additional equipment (laser printer and Mac Pro computer) and to create a part-time marketing position.

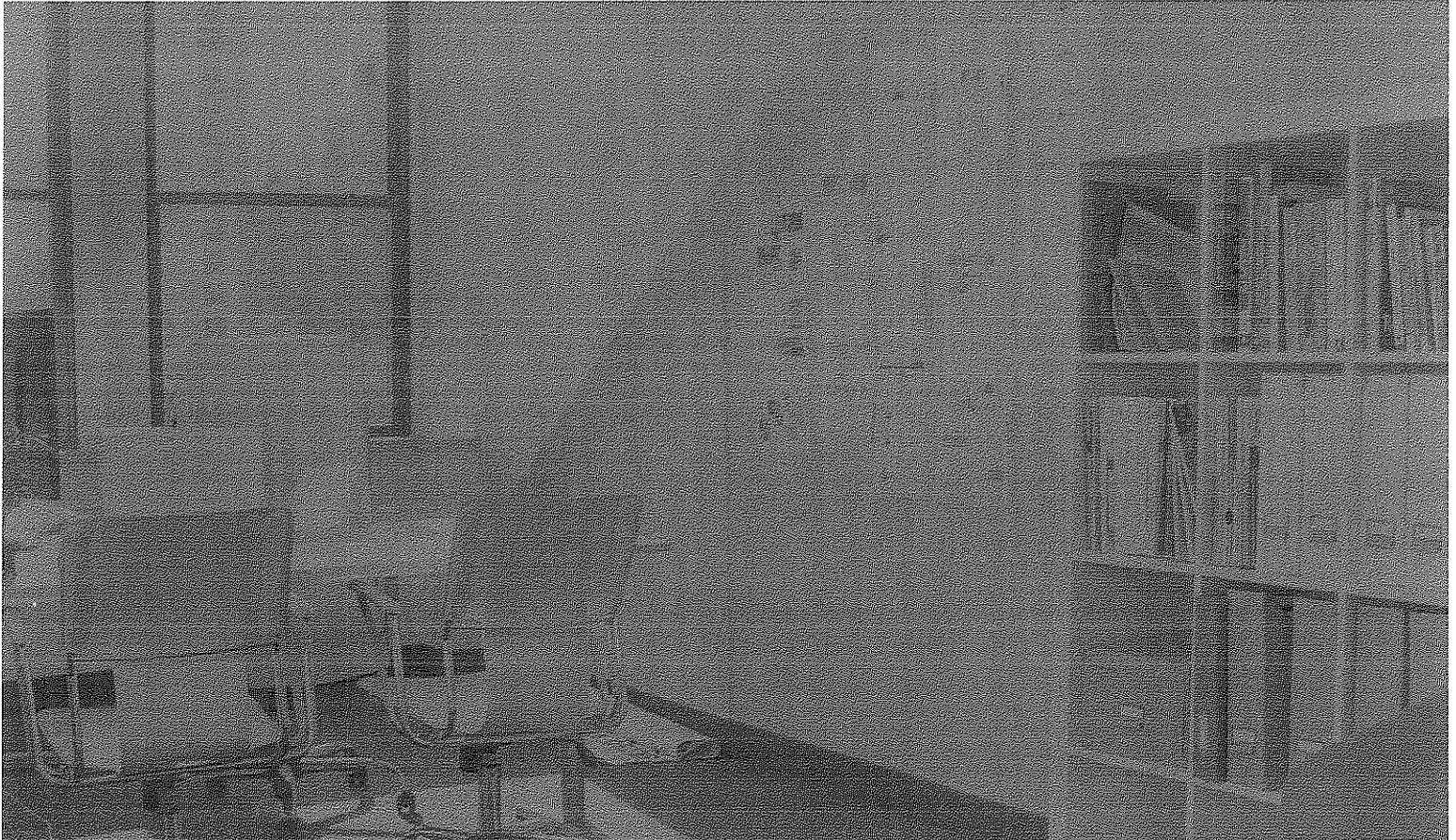
What are the sources and uses of financing for your business?

A \$10,000 bank loan was granted for office furniture and working capital.

PLEASE INCLUDE 1-2 PAGE EXECUTIVE SUMMARY. EMAIL QUALIFICATION APPLICATION FORM AND 1-2 PAGE EXECUTIVE SUMMARY TO RCMURPHY@CITYOFBINGHAMTON.COM ON OCTOBER 17, 2014. OUTLINE FOR EXECUTIVE SUMMARY IS ATTACHED.

I declare that the statements made in this application - including attachments - are true, correct, and complete to the best of my knowledge. False statements shall be sufficient cause for dismissal of this application.

	10/15/14
Applicant's Signature	Date
Ewelina Zajac-Holdrege, Owner/Creative Director	10/15/14
Applicant's Name	Title



EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

Idea Kraft
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ABOUT IDEA KRAFT

Idea Kraft is a Binghamton, NY based full-service creative studio that specializes in branding, identity, packaging and website design. Idea Kraft offers clients a fresh, unique perspective regarding visual communications and provides high quality design solutions that combine innovative design ideas with rational business strategies. Idea Kraft has been designing branding programs and digital campaigns in Upstate New York for several years now. Our client list includes Fortune 500 companies, small start-ups and everything in between. In September 2014, the agency started working on an M/WBE application with the assistance of the EAP program at the SUNY Broome campus.

TARGET MARKETS

The targeted customer is a small- to medium-size company that needs to establish or refresh their branding or bring new product or services to the market.

Industry

Companies hire outside design firms and freelancers to fulfill their graphic design and visual communications needs, and to gain a fresh perspective and innovative ideas for their product or services.

The current list of active clients includes: Modern Marketing Concepts, ACCO Brands, CAT® Lights, E-Z Red Company, Central National Gotesman, Inc., Progressive Dental.

Competitors

Currently there are several local agencies such as Riger, Hue and Ad Elements that provide similar services. Idea Kraft is collaborating with a few of them in order to provide support to local organizations, including CAST (Communication Association of the Southern Tier), where the owner of Idea Kraft serves as a President.

Competitive Advantage

Idea Kraft's competitive edge is based on the owner's diverse, European background, business philosophy and creativity. Her work has always been recognized for its world class and high quality design services. The company is known for its attention to detail, innovative, "out of the box" ideas and flawless execution.

The company also offers services that are unique to the area, such as packaging design, merchandising design and product design.

FINANCIAL ANALYSIS

Profit/Loss to date and projected sales

	2013	2014	2015	2016	2017
Gross sales	81,585.00	149,791.08	160,276.46	171,495.81	183,500.51
Expenses	34,634.00	91,692.39	98,110.86	104,978.62	112,327.12
Net Profit	46,951.00	58,098.69	62,165.60	66,517.19	71,173.39

EXECUTIVE SUMMARY

FINANCIAL ANALYSIS

Idea Kraft will double its revenues by year 2017 by expanding existing client contracts and acquiring new clients. The agency will grow their customer base by providing clients with competitive priced projects due to reasonably low overhead, creative, practical designs that add more value than competing graphical art firms, and superior customer attention. The \$5,000 grant will be used to purchase additional equipment and to create part-time marketing position.

MARKETING STRATEGY

Over the next few months Idea Kraft will focus on these activities for key marketing efforts:

1. Networking: leveraging relationships through local organizations such as the Chamber of Commerce
2. Maintaining and improving current client relationships to increase the potential for referral
3. Targeting new customers: designing a print and web campaign to introduce the agency to local businesses
4. Social media advertising

LEADERSHIP TEAM



Ewelina Zajac-Holdrege | Founder + Creative Director

Ewelina Zajac-Holdrege has been working professionally since 2004. Her educational credentials include a BFA and an MFA with honors from the Academy of Fine Arts in Wroclaw, Poland with a Major in Product and Graphic Design. Due to her multicultural background and exposure, she offers her clients a unique vision and creative thinking with a talent and experience from several different art disciplines. Ewelina specializes in branding, identity, packaging and website design. Her work has been recognized by many influential design organizations and major publications. She started her career as a Junior Graphic Designer at MeadWestvaco in Sidney, NY and spent the next seven years working in the In-House creative department there, eventually rising to the position of senior graphic designer. After that she worked as a Senior Graphic Designer at Modern Marketing Concepts in Binghamton, NY before she decided to pursue her long time dream of running her own creative agency. In preparation for starting her own business she has been working as a freelance graphic designer since 2008, building relationships and growing her client base.

MILESTONES



