



My Mini Museum

By
Git With the Program

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Executive Summary

Many young individuals today are becoming less and less culturally literate. Cultural literacy is the concept that individuals, especially youths, should be knowledgeable in important facets of different cultures (including their own), in order to effectively interact and communicate with others in an increasingly diverse society. My Mini Museum delivers users a one of a kind experience intended to boost such cultural literacy amongst younger generations. My Mini Museum was created by Git With the Program, a girl's coding team based in Minneapolis, Minnesota. Git With the Program is run by three homeschooled girls: Isabella Boudreau, Gabrielle Boudreau, and Rachel Wurdemann.

1.1 Product

In My Mini Museum, users will be able to take photos within the museum and upload it to their personal collection. Then, they can select a museum floor plan and place their photos in different areas of their museum. Additionally, users can add their own summary of each piece to be displayed with their work of art (photo). This type of interactivity allows individuals to learn more about the items in the museum in a fun and engaging manner.

1.2 Purpose of This Plan

Git With the Program's business plan for My Mini Museum has two main purposes. The first purpose is to secure "investors." Since My Mini Museum has been designed to be non-profit, these "investors" will really be private donors. Non-profit businesses rely heavily on

donations, since they are not generating revenue from their business activities. Therefore, it is imperative for us to secure commitments from these private donors. Second, this business plan was created with the intent of establishing a straightforward outline for launch. With this plan as a guideline, Git With the Program can stay on track to successfully launch My Mini Museum.

Company Summary

2.1 Business Overview

As three ambitious female entrepreneurs, we would initially develop the application and market the product on our own. In the future, we would seek help from new staff members. Such staff members could act as ambassadors for our company and establish a working relationship with museums around the country. These individuals would “sell” our product to the museums and then maintain a relationship with the museum to glean information regarding user demographics, impact, and necessary updates/add-ons to the application. In short, we could use employees to act as the go-between for ourselves and the museums we service. As of right now, we do not need to outsource any services or assets in order to start-up My Mini Museum.

2.2 Market

All individuals visiting the Minneapolis Institute of Art (and eventually other art museums), have the opportunity to benefit from My Mini Museum. Children visiting the museum, as part of a school field-trip, are the particular target market of My Mini Museum. My Mini Museum will act as an educational enhancement to the kids’ school excursion, allowing

them to achieve deeper-levels of processing in regards to the exhibits. Our plan is to deliver My Mini Museum to art museums globally so that kids everywhere can boost their cultural literacy.

2.3 Market Comparison

Features	My Mini Museum	SMARTIFY	ANTWERP	Google Arts and Culture	Art Institute of Chicago App
Personalized Experience	X				
Catchy Name	X	X			
Game-Like Experience	X			X	
Anonymous (no need to log-in)	X	X	X		X
Directions	X				X
Simple And Easy For All	X	X			

2.4 Mission Statement

My Mini Museum aims to boost cultural literacy in younger people. We strive to deliver a fun and engaging experience that will better future generations.

2.5 Business History

Git With the Program identified a need for improved cultural literacy in their society. To address this need, Git With the Program collaborated with a local non-profit, Minneapolis Institute of Art (Mia). Minneapolis Institute of Art needed an application that would engage their

visitors, especially the younger visitors, with the art on display. By developing My Mini Museum, Git With the Program is working to resolve the matter of cultural illiteracy and address Mia's debacle of visitor engagement.

2.6 Who Are We?

Git With the Program is a business comprised of three young women: Isabella Boudreau, Gabrielle Boudreau, and Rachel Wurdemann. These three entrepreneurs are from the Minneapolis area of Minnesota.

Isabella Boudreau: Isabella's role with Git With the Program was to establish a working relationship with individual's at Minneapolis Institute of Art to develop My Mini Museum, author the company's Business Plan, and conduct business meetings.

Gabrielle Boudreau: Gabrielle's primary responsibility as a Git With the Program associate, was to develop the code for My Mini Museum. She worked tirelessly to make our team's vision a reality and is the reason that we are able to present a prototype of our app.

Rachel Wurdemann: Rachel Wurdemann, a valuable asset to the company, contributed to multiple aspects of our business. Rachel helped greatly during the ideation phase, generating multiple ideas for our app's functionality. She was heavily involved in writing pitch scripts and market research.

Isabella, Gabrielle and Rachel would like to thank their mentors Allen Ng and Dorothy Bergeland for their immense, positive impact on the team. Allen and Dorothy shared their extensive knowledge on coding and business strategy to help Git With the Program reach their

goals. Allen and Dorothy were invaluable, as they stepped in when we were struggling, gave our vision structure, and created a fantastic working environment for each member.

2.7 Outline for the Future

Git With the Program's immediate plan is to secure funding through foundation and government grants and to gain financial commitments from private donors. This funding will allow us to officially launch My Mini Museum on January 1, 2020, after ensuring that our app is functioning at our high-standard. Our long-term vision for the future of My Mini Museum is ambitious. We hope to eventually service art museums globally and, at some point, extend usage to other types of museums. Some goals that our business has set are:

- Update our app to include multiple, advanced add-on features
- Expand to art museums globally
- Expand to different types of museums

Product Description

3.1 Components and Features

My Mini Museum is a unique app that possesses a few notable components and features. First, users can learn about important museum terms that make the experience more realistic and “lifelike.” Second, My Mini Museum allows users to snap individualized photos of objects that speak to them and upload them to their virtual exhibit. Third, My Mini Museum allows user to personally connect with the art by asking them questions about their connection with the object

that they have photographed. There are also additional features that we plan to add-on to the app in the near future. These features will further enhance the user experience and improve the app's overall functionality.

3.2 Product Development

Currently, our app is partially functioning. It is not quite ready to be delivered to the general public. We would like to add a few additional features to My Mini Museum before we introduce the app to the public. Git With the Program has a high standard for their product and would like to continue to enhance the user experience. We would like to complete certain add-ons prior to delivery in order to provide an optimal user-experience.

Git With the Program plans on surveying their users after the first three months on the market. This survey would ask users questions about their experience and how they would like to see the product evolve over time. These surveys will provide us with the feedback we need to develop additional products/services.

3.3 Anticipated Impact

My Mini Museum will benefit users from an educational and social perspective. In terms of education, My Mini Museum will expose users to influential and notable artists. This exposure will also teach individuals more about the art's historical context and social impact. This educational aspect has been scientifically proven to benefit individuals socially.

A study performed by a team of social scientists from the University of Arkansas discovered the true impact of exposure to art on educational and social performance. In this

study, researchers discovered that students who had visited Crystal Bridges Museum of American art “showed dramatic increases in critical thinking, empathy, and tolerance” (Miller). This was especially true for students whose visit to Crystal Bridges was their first experience with an art museum. Furthermore, research shows that students who are exposed to cultural institutions, like museums and performing arts centers, not only have higher levels of engagement with the arts but display greater tolerance, historical empathy, as well as better educational memory and critical thinking skills” (Miller).

Therefore, My Mini Museum aims to effectively enhance students educational and social capabilities by exposing them to art and allowing them to interact with the exhibits in a manner that promotes deeper, more meaningful, levels of processing.

3.4 Competitive Edge

My Mini Museum is superior to similar apps on the market because it offers users the opportunity to personalize their experience. While other apps, such as Smartify and Google Arts & Culture are capable of presenting their users with educational information, they do not provide a personalized experience. By giving My Mini Museum users to a medium to express their own thoughts on objects, they have the chance to interact with the art more meaningfully. Our app is all about helping our users attain deeper levels of processing. Deeper levels of processing is defined as “the meaningfulness extracted from the stimulus rather than in terms of the number of analyses performed upon it” (McLeod). Really this just means that people better understand a topic when they can relate to it in a manner that is meaningful to them, not necessarily in the

most conventional or academic way. Two ways in which deeper levels of processing can be achieved are “reworking” and “imagery” (McLeod).

My Mini Museum offers its users each of these methods. Reworking is “putting information in your own words” (McLeod). My Mini Museum allows users to rework by summarizing the details of objects on display in their own words, as they answer questions pertaining to their virtual exhibit. Imagery, on the other hand, is literally creating an image to visually elaborate on and encode specific information (McLeod). My Mini Museum allows users to do this as well, by having them take their own photo of the art and customize it in the app to create their virtual exhibit.

Branding & Promotion

4.1 Messaging

My Mini Museum plans to use museum-related terms throughout the app. These terms will be educational and contribute to the realistic museum-like “feel” of the app. Some examples of such terms would be “Start curating” and “View your exhibit.”

4.2 Logo and Branding

**My
Mini
Museum**

Branding



Logo

4.3 Launching the Product

After conducting some user testing and making a few small changes to bring the app up to our high standard, we plan to launch My Mini Museum on January 1, 2020. We plan to launch this product by first providing use of our app to the Minneapolis Institute of Art. By launching here, we can monitor user experience and calculate usage to determine which other museums could start using My Mini Museum. To gain additional support and awareness for our app, we will host a launch party at the Minneapolis Institute of Art. Some additional steps we will take prior to launch are:

- Increase awareness of our app through word-of-mouth marketing
- Start a countdown to launch-date on social media
- Work with Mia to organize the launch party
- Post flyers about the app launch in local shops

4.4 Channels

Since My Mini Museum's target group is younger generations, we will try to market our app on channels that are accessible and frequented by children and teens. Git With the Program believes in a somewhat aggressive marketing approach that will reach multiple different communities. Therefore, we have decided that the most successful marketing strategy will be through social media campaigns, along with web-advertisements. Additionally, My Mini Museum will request to be mentioned on any advertisements for the museums in which it is used.

4.5 Long-Term Plan

Git With the Program's long-term plan for My Mini Museum is quite enterprising. We hope to expand our product immensely in the next five years. This expansion will include servicing multiple museums on a global scale. We believe in our product so firmly, that we plan on seeing it in many different art museums across the planet. Furthermore, Git With the Program, envisions My Mini Museum being used in other types of museums. For example, our app could be useful in natural history museums, science museums, and military/war museums.

Market Analysis

5.1 Market Overview

My Mini Museum taps into a relatively unsaturated market. There are a few other similar apps currently on the App Store and Google Play Store. However, none equal My Mini Museum in regard to boosting cultural literacy. My Mini Museum was developed with the intent of boosting cultural literacy and therefore has a great focus on personalization as a means to achieve deeper levels of processing.

5.2 Target Market Demographics

My Mini Museum was created with a specific user in mind. Though My Mini Museum will be fun and engaging for all individuals, the target market is a younger demographic. Specifically, we aim to service younger kids who are visiting the museum for educational purposes. A study by the American Alliance of Museums determined that roughly 55 million children visit museums across the U.S., with school groups, per year (American Alliance of Museums). This means that we are catering to a relatively large demographic. Furthermore, “museums spend more than \$2 billion each year on education activities; the typical museum devotes three-quarters of its education budget to K-12 students” (American Alliance of Museums). These statistics demonstrate the fact that our youthful target group is quite large.

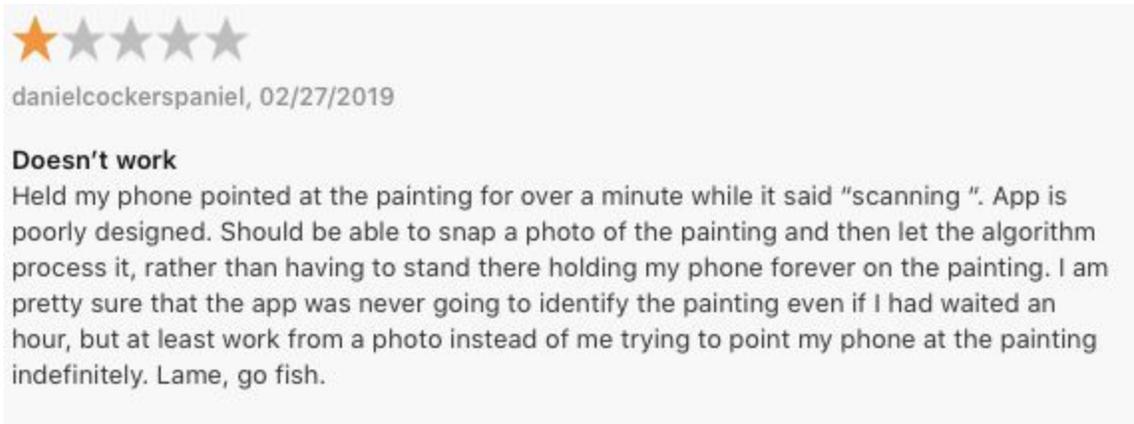
Statistics provided by the Minneapolis Institute of Art show that nearly 4,000 school groups visited the art museum in 2018, which equates to approximately 60,000 students.

However, this is not representative of the entire youth demographic. Minneapolis Institute of art sees, on average, 800,000 total visitors each year, 250,000 of which visitors are under 18 years of age. This means that only about 31% of the museums visitors are kids. We aim to increase this percentage and engage young visitors through our app.

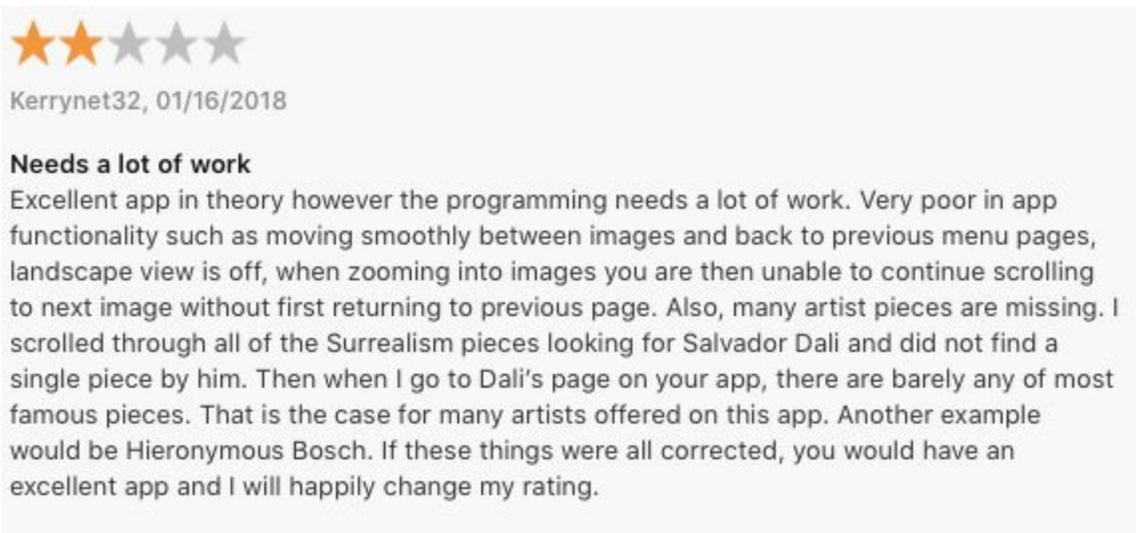
5.3 Competition Analysis

There are currently four apps on the market that are similar to My Mini Museum: Smartify, Antwerp, Google Arts and Culture, and Art Institute of Chicago. These apps will be My Mini Museum's direct competition.

- **Smartify** is an image-recognition app that allows users to scan and identify artworks in some museums. The app then pulls information from its database and presents the user with details pertaining to the piece of art that they just scanned. Smartify will also suggest similar objects for the user to explore, based on the art being scanned. Smartify, however, does not allow the user to personalize their experience in the same manner as My Mini Museum. Smartify is informative, whereas My Mini Museum offers both an informative and engaging, personalized experience. Smartify also possesses negative reviews on the app store, like the one below.



- The **Antwerp** app is an application that possesses guided tours for most of the museums in the city of Antwerp. The app allows users to be guided through museums in the area free-of-charge and on their own time. Antwerp also contains quizzes, puzzles and photo filters to make the experience more exciting for children. My Mini Museum will deliver a better experience than Antwerp because it will allow users to interact with the art rather than just see and hear about it.
- **Google Arts and Culture** app is My Mini Museum's biggest competitor. This app is quite comprehensive and presents the users with multiple fun features such as art selfie (which matches you with your museum doppelganger), virtual reality, image recognition, and virtual tours. Even though Google Arts and Culture allows the user to add favorite pieces to a "collection," it in no way allows the user to add their own personal touch to this collection as My Mini Museum will. Google Arts & Culture also has some bad reviews on the app store, such as the one below.



- **The Art Institute of Chicago** app delivers users the opportunity to navigate the museum, listen to audio tours, and learn more about pieces that speak to them. This is perhaps the least comparable app to My Mini Museum, as My Mini Museum will allow users to learn more about all of the artwork on display at a particular art museum, while also providing a personalized and customizable experience.

5.4 Marketing Segmentation

Git With the Program has identified a few different potential markets for My Mini Museum. Each market can effectively use My Mini Museum to enhance cultural literacy.

- School field trips
- After school programs
- “Normal” Museum visitors
- Homeschool groups

Marketing Strategy & Implementation

6.1 Entering the Market

We plan on entering the market by first launching our app in cooperation with Minneapolis Institute of Art. They will be the first art museum serviced by My Mini Museum. Our app will be accessible to all Minneapolis Institute of Art visitors. My Mini Museum will be especially useful to all of the students visiting the museum as part of school groups.

6.2 Pricing, Promotion & Distribution

My Mini Museum will be a free download on the App Store and Google Play Store. However, it will only be usable in museums serviced by My Mini Museum. This means that museums will have to cooperate with My Mini Museum in order for their visitors to access to our app within their establishment.

6.3 Production to Delivery

From now until our app's official launch, we plan to make a couple of steps towards bringing our app up to a fully functioning level. Git With the Program feels that there are two specific components that must be added to My Mini Museum in order to make the app fully marketable. The first step would be to code a function that allows user to easily share their virtual museums with friends and family. This sharing function would allow users to export their virtual museum to a pdf file and text/email it to the recipient of their choice. The second feature

that we feel is vital to the marketability of our app, is for users to retrieve information about the piece they are adding to their virtual exhibit from an external database. This data retrieval will give the application greater educational value.

6.4 Employees

At this point, My Mini Museum only has three employees. These employees are the founders, Isabella; Gabrielle; & Rachel. We anticipate needing a bit more help as the company expands and demand for our product increases. The first type of employee will need as My Mini Museum continues to grow is a Brand Ambassador/Representative. These employees will be responsible for maintaining communication with the museums we service and communicating the museums' needs with the company (and vice versa). These employees will ensure that all of our users are receiving the best experience possible. The next type of employee we will need is additional coders. Though we have successfully developed our app, we will need more coders to help improve our app and release periodic updates that will continue to enhance user-experience.

Financial Projections

7.1 Current Financial Situation

As of right now, Git With the Program has not secured any investors. As we are still in the production phase, we hope to obtain fiscal commitments from donors by the beginning of August, 2019. Further, we have not yet started the grant writing process. We plan to do begin grant writing by June 2019. This gives us time to properly allocate funds before our official

launch. These funds will be spent mainly on wages, fundraising activities, marketing/promotion, and general expenses.

7.2 Potential Profits

My Mini Museum will operate on a non-profit basis, and therefore we will rely most heavily on donations and grants for funding. The charts below detail expected donation and grant funding along with anticipated expenses. These numbers are based on research of non-profit business models.

Support & Income	2020	2021	2022
Individual Gifts	\$10,000	\$0	\$0
Foundation Grants	\$8,000	\$50,000	\$60,000
Government Grants	\$2,000	\$5,000	\$10,000
Corporate Contributions	\$2,000	\$10,000	\$15,000
Total:	\$22,000	\$65,000	\$85,000

Expenses	2020	2021	2022
Wage	\$12,000	\$30,000	\$40,000
Rent	\$0	\$12,000	\$22,000
Fundraising	\$2,000	\$3,500	\$6,000
Licenses	\$1,200	\$500	\$500
Legal Fees	\$2,000	\$2,000	\$5,000
Marketing & Promotion	\$1,500	\$2,500	\$6,000
General Expenses	\$1,500	\$14,500	\$5,500
Total:	\$22,000	\$65,000	\$85,000

*Year One, Work will be done at a home office with no cost. Year Two and forward, shared office space.

As shown, we plan to break even each year. However, any monies not used by our business will be reinvested into software development training. On the other hand, if there is a shortfall in funds, we will plan to increase fundraising activity. Our primary fundraising activities would be pickleball tournaments. These tournaments would raise money by charging each participant an entry fee and selling concessions. 75% of the money collected would go to our pocketbook, while the other 25% would be donated to a local art museum of our choosing.

Future Plans

8.1 Additional Features

Git With the Program has yet to add on certain features that will greatly enhance the app. We plan on adding advanced and creative functions to our app that will further engage our users. The following features will be added on after the initial launch to create a fantastic user-experience:

- PDF export capability (shareability)
- Undo Button
- More picture frames
- More floors/rooms to use
- Stylistic/Period categorization
- Categorization of emotions/feelings invoked by each piece

- Usable for other museums
- 3D interactivity (simulates a realistic museum visit)
- Ability to discard photos

8.2 Timeline of Milestones

Below is a list of milestones that Git With the Program has set for My Mini Museum.

Event	Date of Completion
Official Launch	January 1, 2020
Launch Party	January 2, 2020
Update to Version 2.0 (with add-ons)	June 1, 2020
Expansion to Other Art Museums	January 1, 2021, and onwards
Expand to Other Types of Museums	January 1, 2022, and onwards

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