

FROM ARTIST TO CREATIVE ENTREPRENEUR

BUSINESS ACUMEN FOR ARTISTS

80% of artists don't make a living from their art.



"Being good in business is the most fascinating kind of art"

Andy Warhol.

Only **1 in 4** people are living up to their creative potential.

ARTISTS ARE INTEGRAL TO A COUNTRY'S INNOVATION AND ECONOMY

25%

of the world's economy is driven by the creative industry.

80%

of people feel that unlocking creativity is key to economic growth.

4%

of all jobs are in the creative industry, almost the same as the financial services sector.

ARTISTS AND THOSE IN THE CREATIVE SPHERE FACE SEEMINGLY INSURMOUNTABLE CHALLENGES

TOP 4 CHALLENGES



FUND SOURCING¹

MAKING SALES²

MARKETING AND PROMOTION³

PLANNING AND MANAGING FINANCES⁴

ONLY ONE PROGRAMME IN SA HAS THE SOLUTION

The UCT GSB Business Acumen for Artists programme

13
WEEKS

spent honing business acumen skills

6
MONTHS

of personalised mentoring support

Programme benefits include:



Develop fluency in the language of business



Understand how to price a product or service



Gain financial and money management skills



Improve your project management skills



Finalise a business plan



Network and learn from other creatives



For more info on the

BUSINESS ACUMEN FOR ARTISTS PROGRAMME

visit www.gsb.uct.ac.za/Business-for-artists or email execed@gsb.uct.ac.za
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