

JUMP START YOUR ART

MARKETING, RESOURCES, & GUIDES

A CAHA WORKSHOP

GUMA

Guam Unique Merchandise & Art

Presented by

Clifford Guzman
Executive Director, GUMA



Sponsored by





GUAM CAHA

Hafa Adai!

GUMA
GUAM UNIQUE MERCHANDISE & ART

Program Overview
September 24, 2016



The GUMA Vision Statement

“To mentor and support aspiring local artists, cultural producers and entrepreneurs, transforming their creativity, skills and innovative spirit into self-sustainable marketable products of the highest quality that are uniquely Guam.”

Program Overview

- Provides new and innovative ways to deliver the essence of Guam in a retail environment
- Assists artists, cultural producers and entrepreneurs become self-sustaining small businesses
- Provides access to mentoring, training, tools and support from a variety of expertise and resources



Who is Eligible for the Program?

- Local Artists, cultural producers and entrepreneurs:
 - ✓ With innovative, marketable and high-potential concepts
 - ✓ With existing products who require support in business development, production, packaging and/or branding
 - ✓ With existing products but little or no access to the retail market



4 Primary Steps

Products & Participants

- *Product Viability & innovation*
- *Creativity & Drive to Succeed*
- *Commitment to the process*



Training & Mentoring

- *16 Week Program*
- *Viable Business Plans*
- *Certificate of Graduation*



Incubator Program

- *Product Development*
- *Marketing & Mentoring*
- *Business Start Up Support*



Successful Self-Sustaining Business

- *Minimum of 2 employees*
- *On-Going support for 3 years*

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Training & Mentoring
Program



GUMA Training & Mentoring Program

- Highly flexible
- 16 week classroom training course
- Mentoring in merchandising and resources by experts
- Leverages existing training programs and partners
- Graduates can start their own businesses or to apply for GUMA Incubator Program Support



GUMA Training & Mentoring Program

- Training & mentoring focus:
 - ✓ Business basics from concept to operations
 - ✓ Product development
 - ✓ Branding & marketing
 - ✓ Distribution chain management
 - ✓ Market testing
 - ✓ Trademarks & Copyrights



GUMA provides the resources, training and mentoring.
The artist provides the creativity, commitment and willingness!

GUMA Training & Mentoring Program

- ✓ Developing a “Passion for Profit” (4 weeks)
- ✓ 12 week business planning training (SBDC)
- ✓ Individual mentoring and support
- ✓ Graduation with a viable business plan and certificate of completion
- ✓ Proxies, business partners or family members welcome to represent the artist!



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GUMA Incubator Program



GUMA Incubator Program

- Training and Mentoring Program Graduate
- Finalized business plan
- Product mock ups or samples (Shark Tank!)
- Scoring & Selection:
 - ✓ Product or concept viability
 - ✓ Business plan completeness
 - ✓ Presentation skills



GUMA Incubator Program

- Start Up Assistance in:
 - ✓ Product development chain
 - ✓ Branding & marketing consultation
 - ✓ Legal & operations assistance
 - ✓ Start-up materials, equipment or supplies
 - ✓ Trademarks & Copyrights
 - ✓ Monitoring and support for 3 years after start-up



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Program Highlights



Updates

- 47 graduates from Training & Mentoring Program
- 7 small businesses incubated last year
- 5 new businesses launching October 1st
- Over \$600,000 in support provided to participants
- GUMA store opened in Chamorro Village



Si Yu'os Ma'åse'!

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Si yu'os ma'ase!

