

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!



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

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- 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!

