

Chroma

Business Plan

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Executive Summary

Many years in the art community, there has been a looming issue of artists who are being underappreciated. Sometimes having their art reposted without credit or permission, the algorithm completely finding them irrelevant if they skip a few days of posting, or the typical art theft. To make matters worse, there has been a polarizing debate of the new and latest threat to traditional artists known as AI art. Though innovative and quick to type a prompt and get something with just a few seconds, AI takes assets from various artworks and plasters it around without a single thought of creativity. This often leads to inconsistencies in art styles. It's since become quite a troublesome matter that actual artists have been accused of AI art, showing the blur and disdain for certain art styles.

Chroma is a social networking service that dedicates itself to building a space for artists to share their art with others without the fear of experiencing art theft and other potential threats for an artist. Additionally, we wanted a way for every artist to share their art with other peers with similar interests. Though it's mainly an artist exclusive community, non-artists are allowed to make an account to find people to commission. Chroma takes consideration in minimalistic UI with understandable UX design to help make posting art and chatting with people efficient and easy.

Company Description

Mission Statement

Chroma's mission is to empower and elevate the global artistic community by providing a secure and vibrant platform for artists to freely share their creations. Our commitment is to create a specialized artistic ecosystem that brings a sense of belonging, where every artist, regardless of their style or background, feels valued, protected, and inspired.

Products & Services

Chroma, a social networking service, is designed to address the needs of artists by creating a specialized artistic ecosystem. It provides a platform for artists to share their work without fear of art theft or other potential threats. While primarily an artist-exclusive community, Chroma also allows non-artist to commission work.

Vision

Chroma envisions a world where artists thrive without fear. We see a global community where creativity knows no bounds, and artists connect and collaborate freely. Our goal is for Chroma to lead the way, transforming the digital art space with authenticity, innovation, and collaboration.

Competitive Advantages

Chroma looks into some of the well-known art communities: ArtStation, DeviantArt, and the niche community of Artfol. ArtStation has an air of exclusivity and is mainly for professional artists looking for hire, while Artfol and DeviantArt have been known to be targeted to anyone. Two issues ArtStation and DeviantArt have is their polarizing reception of endorsing AI art and that they have a membership to gain access to many exclusive features. Nothing much has been said for Artfol, but has not been on the radar in the artist community around 2021. However, they are on the stance against AI art.

Chroma plans to have engagement with not just artists but a mindful community willing to help support others.

Competitor Analysis

DeviantArt

Subsidiary business
Has both an app and website
Pro AI art
Has a premium membership/subscription
Made for anyone
More community engaged

ArtStation

Has both an app and website
Pro AI art
Has a premium membership/subscription
Made for professional artists
Made as an art portfolio

Artfol

Private business
Has both an app and website
Against AI art
Made for everyone
More community engaged

Meeting the Company's Needs

Challenge: Limited connectivity and exposure for artists.

Our solution: Creating a specialized artistic ecosystem.

Challenge: Artists facing issues like lack of credit or art theft.

Our solution: Chroma introduces robust security measures, protecting artists from these common concerns.

Challenge: Adapting to changing trends in social media.

Strategy: Chroma commits to ongoing evolution, incorporating user ideas to stay dynamic and appealing.

Challenge: Expanding and retaining an active user base.

Strategy: Chroma plans to form partnerships and actively seek user feedback for continuous improvement.

Goal: Make a fun and friendly artist community.

How: Chroma connects artists, has challenges, and spaces for them to work together.

Value: Chroma offers a user-friendly interface with a personalized touch.

Benefit: Artists can customize their profiles, making Chroma a unique and expressive platform.

SWOT Analysis



Minimal design that is easy to look at
Offers various categories of communities (fanart, art mediums, etc.)
Freedom of page customization.
Engaging Features



Algorithm Development
May be open to spam if not regulated
Limited Initial User Base
Dependency on Aesthetic Themes



Growing Online Art Community
Collaborations and Partnerships
Art trades and commissions made easier
Continuous Improvement through Feedback



Competition
Potentially new technology within the art community being introduced and damaging (besides AI) to digital and traditional artists.
Security Risks and Art Theft