

OBERI studio

Business Plan

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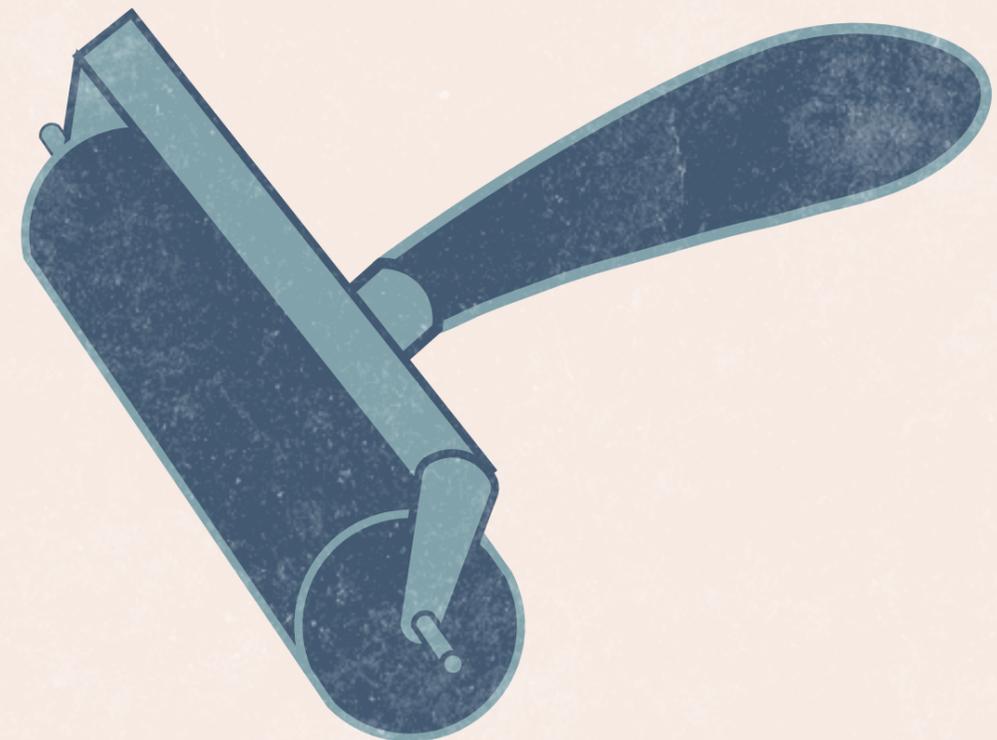
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OBERI

Oberi means “work”, “create” and is the base of “co-operate” in Cornish.

Oberi Studio is a small design and print studio based in Cornwall. With a strong focus on traditional printmaking, we are passionate about paper and ink and bring that sensibility to your visual identity project. We work with artists, community groups and companies to develop event design, sustainable packaging, branding and identities as well as small runs of commercial print, art books, posters and prints.

What do we offer?

Graphic Design

Visual identity and branding

Event Design

Invitation and stationery

Publications

Books Design

Creative print design

Paper engineering

Illustration

Printmaking

Print Studio

Eco friendly Risograph press

Screen printing

Letterpress

Etching press

Laser cutter

Small scale commercial printing

Open Studio spaces

Community Space

Workshops

Afterschool workshops

Graphic Design

Communicate

The beginning of every job starts with a friendly chat. We sit down with you to discover your needs and help you create a clear strategic brief that everyone can agree on. Conversation is vital, fancy biscuits encouraged.

Oberi are big fans of active listening to truly understand your needs. We will prepare a quote and arrange a mutually beneficial contract that will clearly cover the design process, deliverables, terms and conditions and copyright needs.

This is the perfect time to think big and get excited!

Collaborate

After the contract has been signed, we will begin the explorative stage of design. We work to discover your organisational goals and longer term objectives.

We love collaboration, more creative minds means more creative insight! We emphasis collaboration, both with you, and with a trusted mix of other creative professionals.

This is where the magic starts! We build on your input and will keep in touch every step of the way, to deliver a truly unique experience aimed at the heart of your design brief.

Develop

We develop three initial concepts to present, followed by refining your choice, testing and analysing the results. We're big believers in iteration and reflection, we'll give you time to sit with the idea and incorporate your feedback.

Once you're happy with the initial look and feel we get busy rolling out across the entire project! Our emphasis on craftsmanship and finish shine brightly in this stage, as we focus on each detail.

A final project presentation will lead to final approval.

Deliver

Our process will result in a unique design project that speaks to your target audience – and we'll provide you with all the tools you need to fully launch it.

The final stage in our design process will include all of the deliverables agreed on in the brief. From a brand identity book to printed collateral, we make sure you have all digital and print assets you need to support you in this vital final stage.

Print Studio

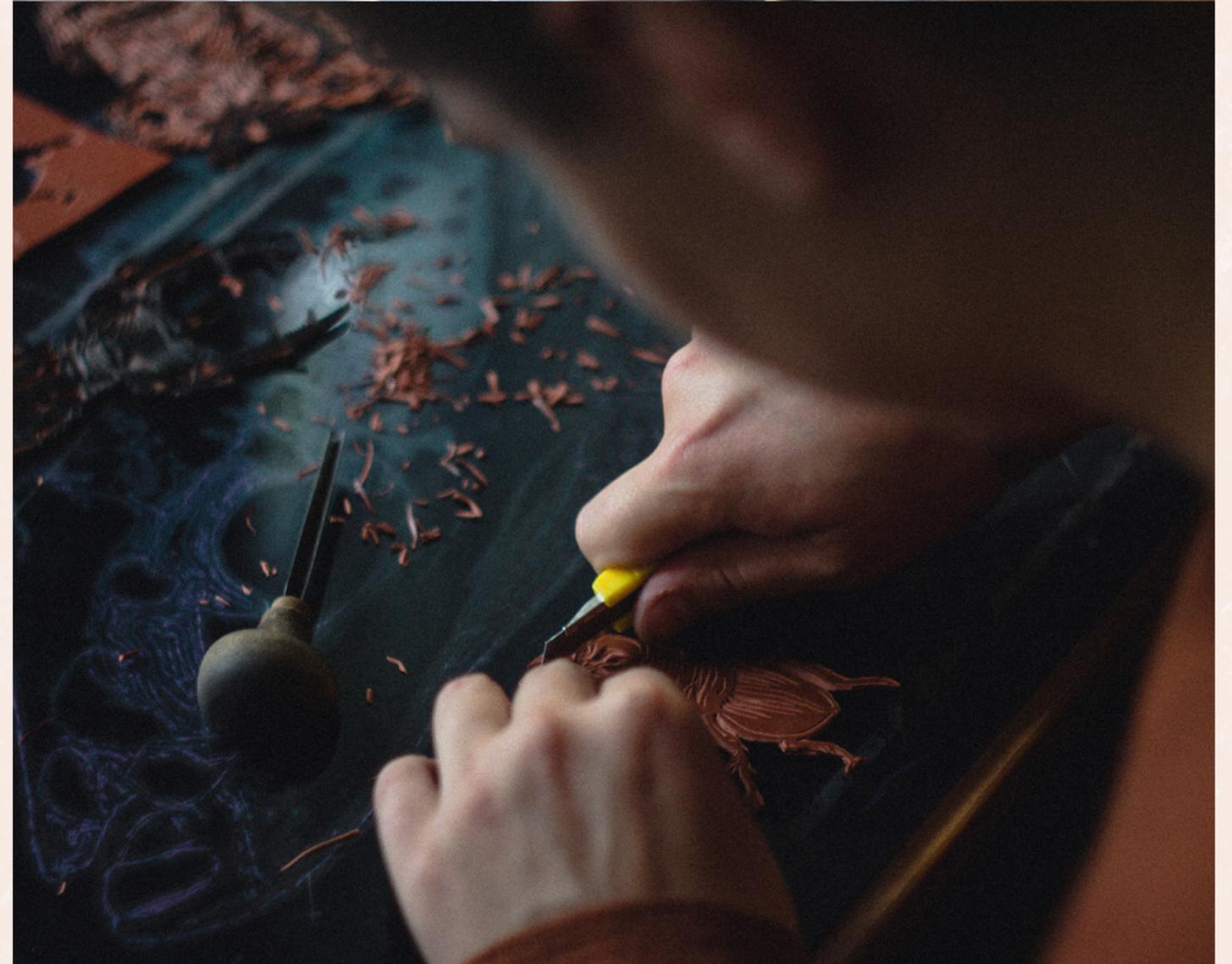
Our print space is at the heart of what we do. When Oberi was founded we started with nothing more than a Risograph machine and a passion for collaboration. Since then we've expanded to include screenprinting, letterpress and a refurbished etching press that can be used for a wide variety of print making techniques.

Whether you are an artist making limited edition prints, a designer eager to get their hands dirty, or simply want to feel the thrill of discovery, Oberi offers affordable access to tools and materials.

Open Studio spaces

Induction sessions and health and safety training are a requirement before open studio booking is allowed. Slots are available twice a week and cost £10 per hour. Supplies are also available to purchase at cost. Our popular assisted printing workshops fill up quickly.

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Community Space

Workshops

At Oberi we run regular workshops, including those taught by guest artists and makers.

Past workshops have included: custom Christmas cards, wreath making, linocut printing, monoprints, screenprinting tea towels and tote bags, an introduction to jewellery making, paper making, lasercut woodworking and more.

Workshops are an easy way to sample what Oberi has to offer - tea, biscuits and chats always guaranteed.

If you are an artist or craftsperson interested in running a workshop please get in touch!

Afterschool Workshops

Our weekly afterschool workshops aim at teaching children art and design skills, as well as give them an opportunity to learn practical and useful mending and making skills.

We run several themed workshops throughout the year including print making, letterpress, and the ever popular Hayle Carnival float building. All staff are DBS certified and we follow two deep leadership best practice.

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Who are we?



Lorri Trewhella

Originally born in the US, Lorri has lived in Cornwall for nearly 20 years. She holds a degree in Digital Visualisation from the University of Plymouth and a Masters Degree in Graphic Design from Falmouth University. Lorri specialises in print design, community events, and customer led design. She loves to help you make your special project a reality.



Fake Partnername

Fake Partnername is an expert in all of the things Lorri hates to do. They have an education in <blank> and specialise in brand identity and logo design. Partnername loves number crunching, marketing and promotional work.

Our Goals

Oberi Studio has big plans! Our aim is to expand as a community based maker space. The community is at the heart of everything we do, after 3 successful years, we are now in the position to expand the business. We have outgrown our space and require new and updated equipment. Our workshops have exceeded capacity and we need more staff to offer more spaces. We are seeking further funding to expand our premises, improve the availability of workshops, increase the amount and variety of our equipment, and employ more people locally as technicians and makers.

By 2028 we aim to move to a larger premises to accommodate multi-disciplinary workspaces, affordable office space for creatives, community workshops, event space, education outreach and a cafe/retail space.

With funding from a grant from The West Cornwall CLLD, we will be investing in more equipment and workshop space to enable us to expand our reach and community involvement.

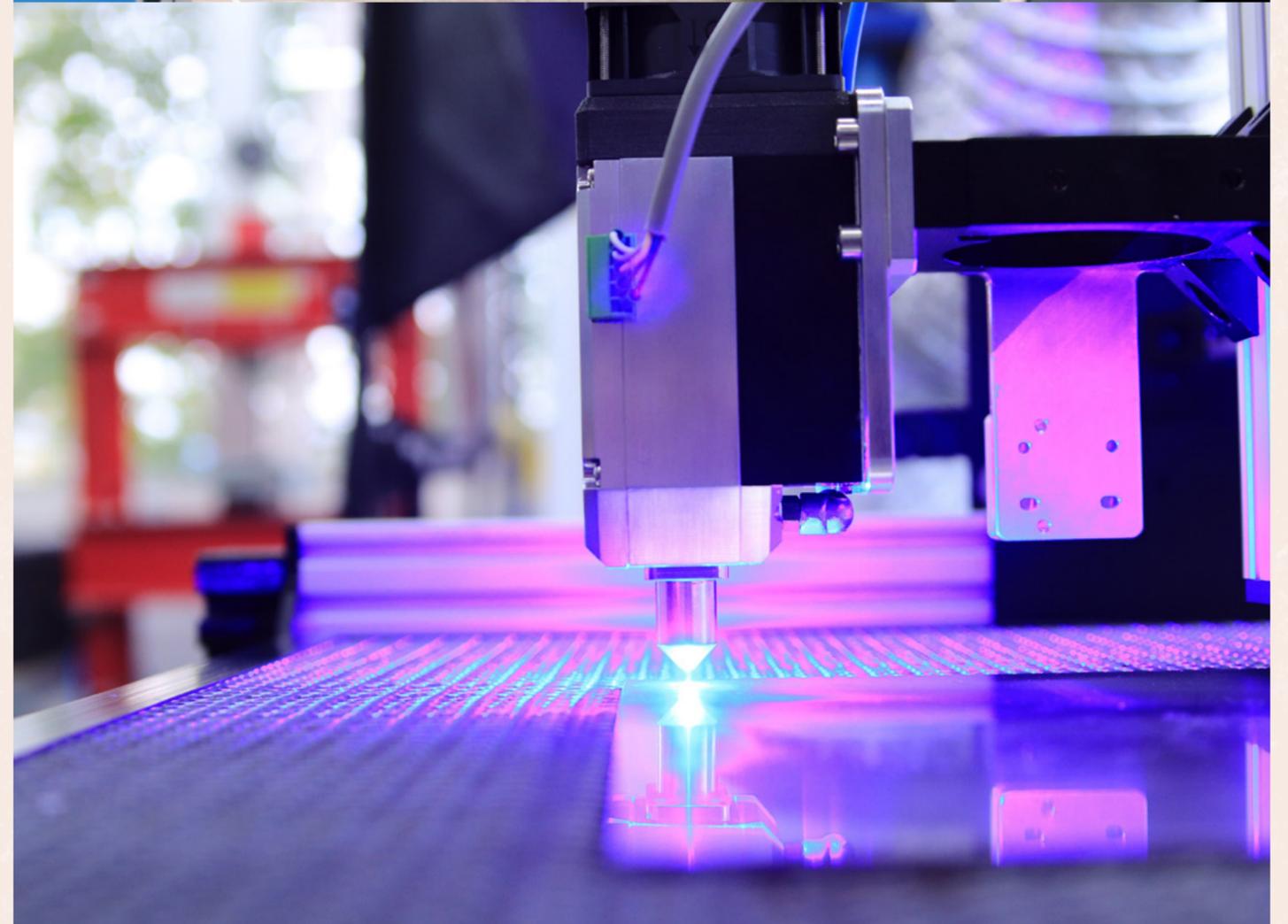


Maker Space

We champion the preservation of traditional craft skills as well as innovative new technology. At Oberi we love making, learning, exploring and sharing. Our space will be open to the curious - children, adults and anyone in between. We have a variety of maker equipment and will be adding 3D printers, laser cutters, CNC machines, hand tools, power tools and even sewing machines. If you have an idea, we can help you make it a reality.

We will have regular community make and mend sessions, repairing and upcycling everything from electronics to clothing. Funding will help us hire skilled technicians and train more local people, giving them practical skills and making them more employable.

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Event Space

Event space will be used to expand our range of workshops as well as be available for community events. Makers markets and craft fairs are always popular, and we will be pairing up with Breeze Art and Makers Fair to offer a quarterly pop up fair for local artists and makers to exhibit at.

Monthly Fix-it clinics will also be able to expand, offering a community resource and bringing together volunteers and experts to collaborate and encourage repairing or upcycling your possessions instead of throwing them away.

The event space is also perfect for an arts and crafts themed birthday party or small gatherings!

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Our Finances

Balance sheet

	2020	2019
Tangible assets	£26,631	£23,631
Stock	£5,293	£3,525
Debtors	£19,256	£8,253
Cash at bank and in hand	£13,160	£7,268
Creditors	£5,246	£11,815
Net assets	£59,094	£30,862

In our first year we were able to cover all expenses, pay off the remaining start up fees, and make a small profit. All profits have been reinvested into the business to pursue our goal of opening a community based arts and makers space.

Expansion expenses

New workshop rental deposit	£2,400
Workshop fit out	£6,000
Equipment	
2 colour Risograph machine	£8,100
4 extra colour drums	£2,600
Screen printing equipment	£1,458
Tabletop Lasercutter	£2,460
Staff costs	£27,000
Total	£50,018

Funding

50% matched funding grant	£25,000
Re-invested profits	£13,160
Commercial finance	£25,000

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Growth Goals

	Now	2022	2028
Staff			
Staff Costs	£60,000	£87,000	£191,000
Turnover	£110,800	£190,000	£520,000
Community projects	12	48	80

Market Analysis

Oberi Studios operate in a unique market niche. Cornwall is home to many creative business including hundreds of other graphic designers, one small Risograph Studio, and Krowji, “a professional working environment for creative people.” Oberi crosses over all of these spheres, offering a one stop shop for all of these services in West Cornwall.

	Nixon Design	Mount Pleasant Eco Park	Krowji	Oberi
Graphic Design	✓			✓
Risograph Printing		✓		✓
Workshops		✓		✓
Creative Working Space			✓	✓*

*after planned expansion

SWOT Analysis

Strengths

- Successful trading for the last three years
- Over 20 years combined experience
- Unique market position
- Workshop demand has exceeded capacity
- Community engagement growing year on year

Weaknesses

- Lack of current space to expand
- Not enough staff to meet workshop demand
- Not enough staff to operate commercial machines at full capacity
- Attention split between design business and maker space due to staffing needs

Opportunities

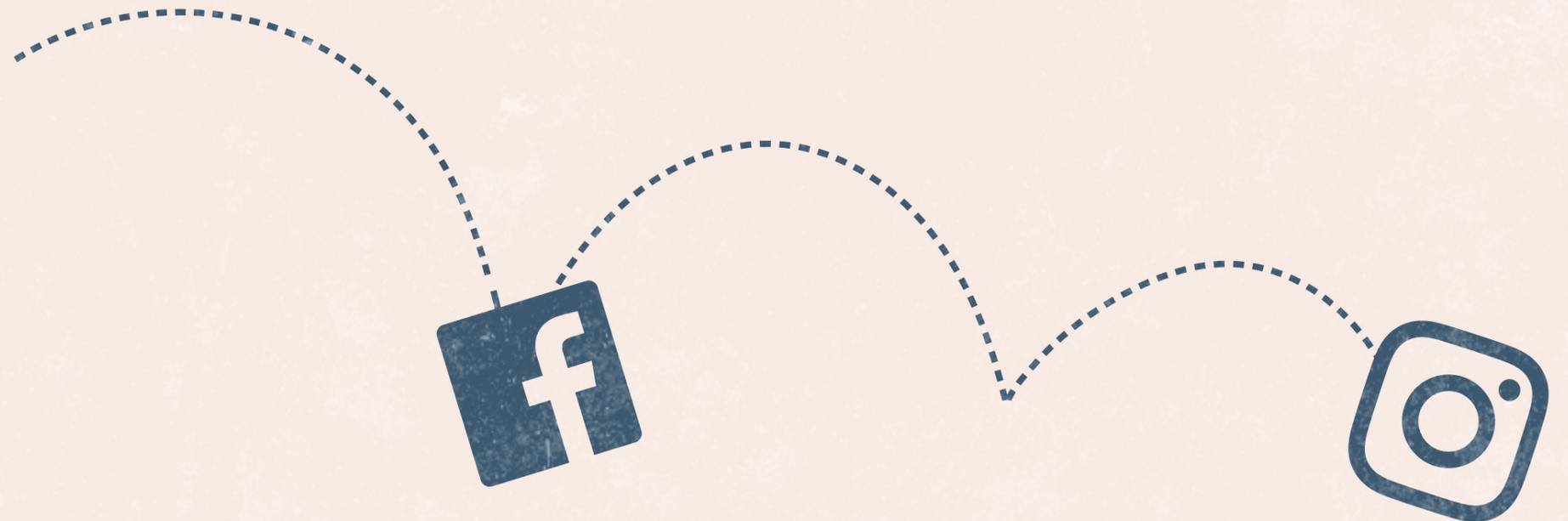
- Current premises have additional space available
- Expanded premises will enable us to meet demands for workshops
- Local school and organisations interested in attending workshops
- Funding from the The West Cornwall CLLD will help us employ and train more staff

Threats

- New pandemic restrictions that prevent fully attended workshops
- Potential worldwide economic downturn
- Competitors moving into maker environment
- School funding re-routed away from extra-curriculars and field trips
- Community interest shifts

Marketing Opportunities

- **Social Media**
- **Advertising workshops in Blackbird Pie - a free magazine distributed to local primary schools**
- **Local newspapers including the Hayle Pump, Cornishman and West Briton**
- **Community Facebook groups**
- **Family Friendly SouthWest**
- **Like & Share Giveaways on Social Media**
- **Live Instagram stories**
- **Local Events and festivals**
- **Collaborations with local artists and makers**



Get in Touch!

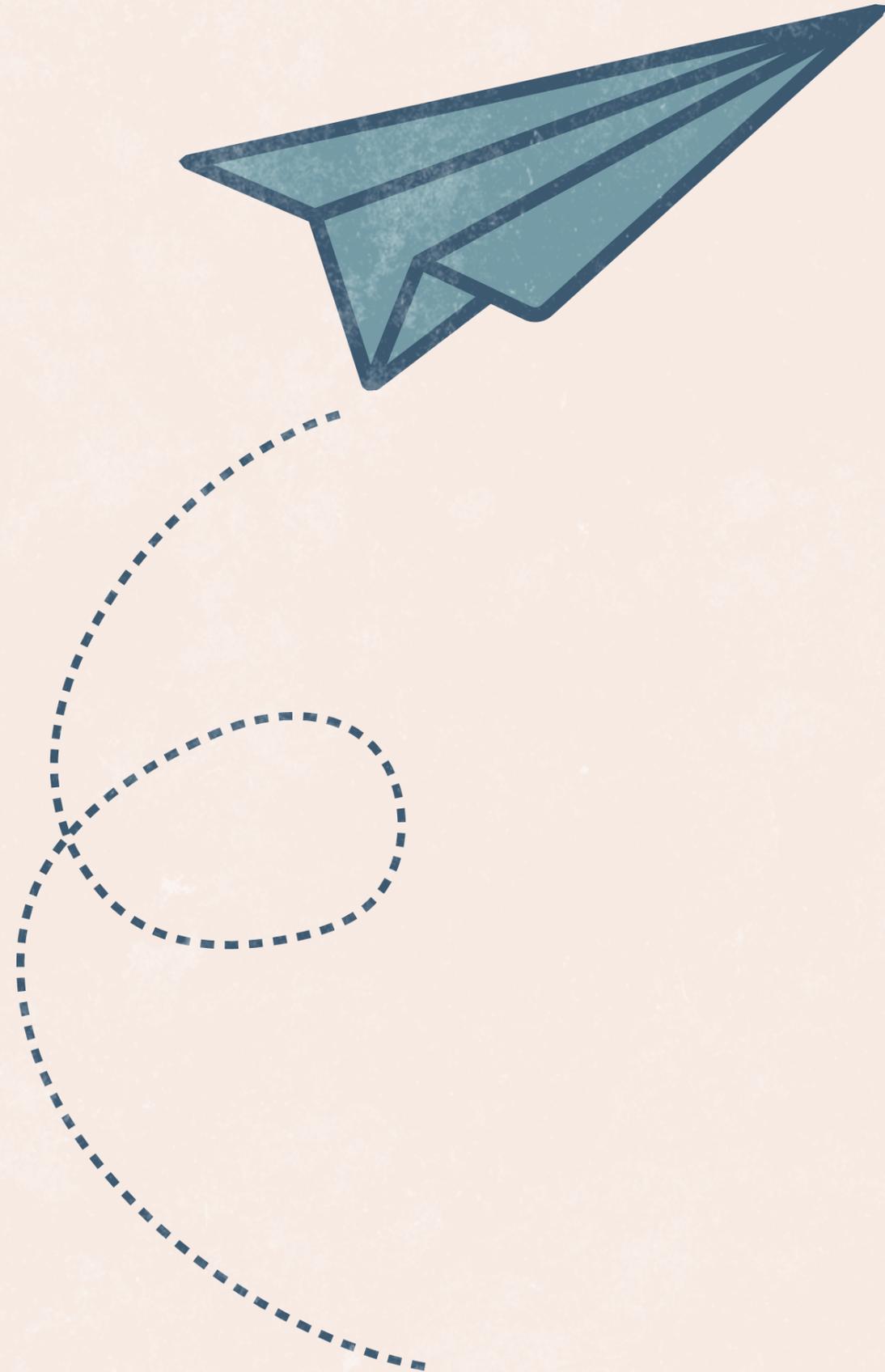
Whether you want to commission us for a design job, are interested in signing up for a workshop and simply want to have a chat about what you can contribute to the local community we'd love to hear from you.

OBERI

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Supported by



**COMMUNITY
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