

Foreword

Written by NACHO

We are two creatives specialized in the production of very complex design developments.

On the one hand we have Javier, a specialist designing pieces for galleries and museums around the world, who collaborates directly with public and private companies. Some different areas that got enriched with his style are as diverse as fashion, technology, industrial design, and actively participating in cultural events; lately he was involved in [virtual art pieces in the metaverse using](#) blockchain technology, investigating the boundaries between the physical and digital worlds.

On the other hand, there is myself, Nacho, a specialized developer with broad experience in mass consumption product designs like spirits, chocolates, coffee, and many products one can find in a supermarket. I also developed full graphic security for many banks and governments in South América. That's how I am familiar with Kurz, as I have been a loyal customer for many years.

We don't personally know each other but we realized that our vision towards development and design was similar, and started making pieces together using different processes, thereby raising the complexity of our creations each time. When Javier shared his vision towards art with me, I instantly realized that Kurz was the partner with whom we could bring art to a whole new level.

To his surprise, Kurz filled the void between his imagination and what can actually be manufactured. We did everything we could to buy Kurz materials, but unfortunately we experienced certain problems that eventually made each project more difficult to achieve, rendered it uncertain in many aspects, and that took overall several more months to coordinate. As we always set higher goals with every piece, we evidenced a communication void that hindered the entire process of coordination.

This made us wonder if the communication with Kurz would have been clearer, the final results could have been better. That moment we saw it would be of great convenience for both parties to work together in a collaborative environment.

Myself, both as a yearlong client of Kurz and brands alike, and as a mass product designer, managed to identify the existence of a tangible gap between the generation of developers that grew up in digital environments and those who grew up in close contact with the printing world. Perhaps it is due to this generational gap and the way our current future creatives consume information and products that this new generation lacks connections with printing in any form.

We have come to the realization that we can work with Kurz, and desire to be part of the bridging of this gap that connects Kurz with creative developers.

In the many online meetings, ideas were sent back and forth, allowing us to discover a very kind and open team of people that listened to our proposals and perspectives. Nacho's insight as a developer and loyal user of Kurz, and Javier's point of view as an exceptional artist and experienced designer contributed to the strengthening of ties within the team and vision of the project.

After Javier visited Kurz, he definitely felt a religious conversion to Kurz's quality and high tech. This visit was the final detail needed to conceive the Kurz Universe.

What you are about to embark upon is an exciting and adventurous journey for both parties. Be prepared to expect the unexpected. Our journey is about to begin.

Kurz Vniverz®

a project by Kurz

A journey for the creative developers to discover the future of digital-to-physical art (appliances).

A universe that explores the essence of Kurz, taking creatives on a journey through a whole range of solutions specially created for the future of design, art and the new applied technologies to come.

So...What exactly is the Kurz Universe?

Nothing less than an integrated platform conglomerating several of KURZ solutions directed to creative developers with access to thoroughly curated combinations of bespoke materials.

Simultaneously, it will unite and interlace combinations of Kurz technologies in a creative and sophisticated way; we propose to develop "The Definitive Kurz Sample Box", a sampling tool with Kurz solutions' state-of-the-art samples, NFT-integrated, augmented reality and other multiple factor security authentications that will open up the creatives minds to new possibilities in order to transcend the digital and physical boundaries.

About the project

The Kurz Vniverz® project consists in the conglomeration of many specific branches within Kurz to develop a value proposition specifically focused on the most creative sectors. This new approach strategically places the company in the epicenter of innovation, bridging the gap between the advanced complex solutions developed by Kurz and the creative sectors who are capable of using such solutions in unprecedented manners like Javier.

The collaboration with him will trigger an interconnected chain of events that exposes the company to creatives worldwide, creatives who will be keen on incorporating Kurz's solutions into their daily endeavors. At the same time, the current customers will also be exposed to fresh new ideas and appliances of Kurz innovations, giving more sense to the necessity to make "The Definitive Kurz Sample Book " described in this proposal and to have it ready. Our collaboration will set the ground as an example of what can be possible through KURZ's unique development process.

The Vniverz® consists in the special curation of low and high complexity solutions merged in a unique and dedicated service platform for artists and creative developers.

Why should Kurz Vniverz® exist?

Given the gap between your customers demanding both complex and simple solutions, there is a role for a client in the middle that has the potential to create a win-win situation for the company-within-the-company, which will prove to be fruitful in manifold ways.

These targeted customers are creative developers that can become customers but are not aware of the entire array and multiple combinations of solutions provided by KURZ that might be of their interest.

These new customers are in need for the company to introduce and guide them into this new creative platform of hitherto unheard-of possibilities. That's why all the original Demsky pieces we produce with Kurz will be the greatest introduction to new materials and security solutions available for this new market.

These new customers have the need for the company to guide them into this channel in order to “digimaterialize” art and ideas alike.

Creative developers are not capable of maintaining consistent quality in their pieces because oftentimes they lack the access to high quality and complex materials or, alternatively, they are utterly unaware of the existence of the possibility of such solutions out there. Besides, many creators find it easier and faster to work with low quality materials imported from China.

This new audience is composed of artists and designers, art galleries, museums, design studios, billion-dollar art projects that are materializing their NFT artworks and so forth; don't let this segment mislead you: this audience is not composed of financially broke art students. Rather, they are private companies and creatives that big enterprises hire to develop the products of the future.

We are of the conviction that a collaboration on a series of pieces will captivate, inspire and entice this new audience to work with these solutions in their own developments.

Why you should not miss the opportunity and capitalize on this collaboration

We face a huge opportunity, given the current context of physical and digital art worlds along with their demands, this alliance can potentially bring unprecedented benefits and accomplishments for both parties. We only have to embrace this opportunity together and retrieve as much as possible.

Demsky's new concept of “ectoplasmic” Art experience will surely have big repercussions in the worldwide art movement. Allowing creators to move beyond the perceived limits and manufacturing their imagination. As we already said, Kurz can bring Demsky's pieces to the next level of art value and high-end construction; thereby raising the bar for the rest of the artists. Old and new clients will open their minds to new possibilities in design.

The wave of potential demand that will emerge as a result of the exposure of Demsky's pack to his large audience is one we highly suggest to capitalize, not only financially but culturally: a specific thing that has to be highlighted is that the world is going through several revolutionary changes with digitalization. The NFT universe combined with the physical world is in the early stage of adoption and it is already opening new opportunities. We are in a specific moment where there is up until now no specific word for what it is to combine the digital and physical worlds. Curiously, some of the NFT's digital characteristics have similarities with the security solutions that Kurz provides in the physical world.

Why does Kurz Vniverz® require this Business model?

Before making this proposal, we were steady Kurz customers and developed certain pieces of art using your materials. We experienced the current customer path, and evidenced that the communication is hampered between our sector and your solutions.

KURZ's solutions is the "de facto" option whenever we intend to make complex pieces of art. But on some occasions the communication gap represented a 10 month delay process. Meanwhile DEMSKY independently made more than 30 pieces in that same period. While developing this proposal (DEMSKY - KIN sponsorship) we saw it was convenient to advance a business model that we consider necessary to reach and correctly process these new segments at their fullest potential.

If it is done properly, this Universe can position Kurz in the art world as an advanced brand that is at the forefront of new solutions and materials, opening a new window of possibilities for artists, graphic designers, design studios, art galleries, museums, collectors, product designers, art dealers and others, outside the network of regular Kurz clients.

Elements that shape this universe:

To create this Universe we first need to design, develop, produce and promote in close collaboration with Kurz a series of art pieces, a new sample book and a marketing strategy. Additionally, we will need to finish developing and help implement a new business model that fixes the communication problem we experienced and fully integrates Kurz's current structure in a proposal directed to creatives. A model that doesn't represent relevant additional expenses to the company or cause any further extenuating efforts, something that we consider a positive characteristic of this project.

KIN's Development

"A good developer looks both ways before crossing a one-way street."

First, this project has to go through a revision process to refine ideas and set the limits in close collaboration with Kurz's team. Then we will be able to adjust the scope and make the final edits to the project to present it for final approval.

Demsky's Exploration

Demsky art pieces with all Kurz solutions will be strategically presented.

The Definitive Kurz Sample Book

A three volume sample book specially curated that resumes the best solutions for creative developers.

Architecture and Interior Design

Demsky will build spaces that will show how Kurz solutions can be used to shape new worlds in the future of creation.

Collaborations

We will collaborate in some other side projects with Kurz involving this universe.

What we exactly need to create Kurz Vniverz®

To create this Universe we need the following things:

Kurz's willingness to make this universe possible
Kurz's requirements and expectations of this project
Demsky's requirements (*)
KIN's requirements (*)

The roadmap to Kurz Vniverz®

Every trip has its map, and below you will find the proposed timeline to bring about the Vniverz®.

Progress

We have jumped through many hoops. See below "Where we are".

How it works

Detailed explanation of the scenery behind Kurz Vniverz®.
The Kurz Vniverz® was conceived as a result of the intention to create the next generation of art pieces with Javier, which subsequently opened our eyes to see that creative developers need an introduction to the essence of Kurz. They need to experience this universe of solutions in a journey specifically created to shape this new future for art & design. To do so, a bridge has to be created to establish the connection between them both.

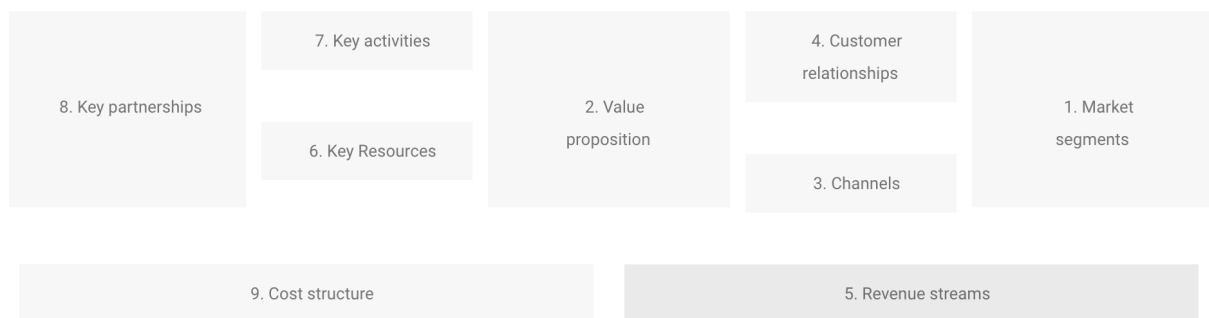
The chart above describes how the universe (Vniverz®) incorporates into the company, establishing a new channel to reach a new audience of customers, while not interfering with any current activity. This project functions with a custom business model that fixes every problem that might occur. After the execution, It will leave a platform to process a new wave of the creative developers from around the world.

Business model

The Kurz Vniverz®: a new channel to connect the company with new customers

This massive collaboration will bring waves of new customers with different requirements that will need to be addressed correctly. We have developed a business model that we think suits the demands of the market with a value proposition from your company.

It is built based on our perception of how we can help you make the small adjustments that will open new markets and business opportunities that will be a result of the exposure of our collaborations. This custom business model was developed from an outside analysis and it requires refining in close collaboration with the company leaders. This refinement is part of the project we are willing to do. We would like Kurz to assign us some employees and resources, since we are eager to team up with you.



1. Market segments

The set of characteristics that the people belonging to this segment have in common. Given that it is composed of many creative industries, we decided to group them under the “Creative Developers” tag. You can find the detailed explanation of who they are and what they do in the Market segments section of the business model canvas.

2. Value Proposition

The section where we bridge what the Creative Developers do and look for with that which KURZ has readily available. With few adjustments this segment will become a profitable one that will also push innovation to its boundaries.

3. Channels

This section describes how the company will reach the Creative Developers, and how it will deliver the value proposition to them.

4. Customer relationships

A relationship has to be established and maintained with Creative Developers to enable a healthy, profitable and innovative association. They are capable of demanding solutions regularly, they just need to be guided and assisted to such solutions and logistics.

5. Revenue streams

The detailed analysis of how the different business units within Kurz jointly become a revenue generating system by attending Creative Developers.

6. Key resources

The list of detailed assets required to make the Kurz Vniverz® business model work appropriately.

7. Key activities

The description of the required activities to enable the Kurz Vniverz®.

8. Key partnerships

The network of suppliers and partners that combined make the Kurz Vniverz® work.

9. Cost structure

The description and characteristics related to the costs involved in this business model.

1. Market segments

Personification of the Creative Development segment.

Below you will find the list that we prepared to identify specific persons and institutions that are ideal solvent customers for Kurz's solutions. It must be noted that this list is made up of trendsetters with great exposure and reach that will trigger exponential demand for Kurz's solutions.

This list must be considered as the one including the nominees that will receive "The definitive Kurz Sample Box" immediately after DEMSKY launches his original piece developed in this collaboration. Right after the collaboration with Demsky is unveiled, a wave of new customers will come and see the need for a business model that supports the new opportunities resulting from the collaboration including the Kurz box.

The customer path described below was elaborated to show some general phases of it where creative developers become customers. But in fact, these targeted customers need to be analyzed even further to determine if there are distinctions within each category.

"There is no universe without stars"

Museums and Galleries

Museums around the world have the necessity to authenticate physical pieces, need more technological materials and the official digital equivalence of the physical piece. Kurz can provide all the solutions from digital development to printed applications so these institutions can have full traceability of their collections.

Multi Talented Artists (That produce objects)

"Making a million a minute". - Ye.

Already successful and worldwide known, multi talented creative minds have a vast and proven impact in culture nowadays, shaping the future to come. This market segment is currently active in developing art, resources and groundbreaking products with different types of businesses such as: clothing brands, high-end fashion maisons, technology manufacturers, architecture, interior design and so on.

Some of the names we cited below of potential clients are probably the biggest trendsetters in modern lifestyle.

Art Producers

"We want to see the newest things. That is because we want to see the future, even if only momentarily. It is the moment in which, even if we don't completely understand what we have glimpsed, we are nonetheless touched by it. This is what we have come to call art."
- Takashi Murakami

Naturally born talented artists are focused on constant research and refinement of their already established vanguardist aesthetics, culture-crossing narratives and multidisciplinary works.

This market segment collaborates with big brands and have their own productions which are shown throughout galleries around the globe.

Technology Developers

"The first 90% of the code accounts for the first 90% of the development time. The remaining 10% of the code accounts for the other 90% of the development time." - Tom Cargill

Crafting the way humanity engages with technology on a daily basis, tech specialists develop alongside artists and creatives diverse gadgets: tools, equipment, entertainment devices and digital experiences, which are easily combined with Kurz's already existent solutions in many fields: from blockchain integration, plastics, touch appliances to software development and so on.

Creative Directors at Fashion (Not the brands itself)

"There is no line between designer and consumer". - Virgil Abloh

"I just tried to do what I love and create the things that I wanted to create." - Nigo

The fashion industry represents for the past 100 years the highest example and standard of limitless creation and imagination. Clothing embodies people's individuality and diverse lifestyles, a layer that can't be ignored and with an infinite potential for new applications, materials and combinations; a market segment in urgent need of smart and technology-wise fabrics, that Kurz can provide.

Fashion Designers

"Fashion should be a form of escapism, and not a form of imprisonment".
- Alexander McQueen

Creating the next trends and styles while testing the limits of materials, fashion designers have proven over time the need of textiles industries to move forward and rapidly along the ideas and imagination that they push constantly. These pieces made for wear and exhibition

require Kurz's customized and professional approach.

Graphic Designers

The visual cornerstone of any project is when designers bring to the table complex knowledge of technical aspects and image proposals to represent the visible essence of the clients; they also position themselves as artists who are tactical players facing the challenges of branding and marketing. Kurz offers a wide array of possibilities for them to put their ideas down in revolutionary materials and combinations.

Architects

“When I’m working on a problem, I never think about its beauty, I just think about how to solve the problem, but when I finish it, if the solution is not beautiful, I know it’s wrong.”
- Richard Buckminster Fuller

Every urban landscape in the world and in the history of humanity has been conceived by forward thinkers and risk takers willing to change the way we engage with constructions. Today's architects don't perceive space in simple terms of dimension and volume. Instead, they interpret space as an essential asset to creativity and are therefore eager to try new materials like the ones we found in Kurz.

Industrial Designers

“Design is about the betterment of our lives poetically, aesthetically, experientially, sensorially and emotionally”. - Karim Rashid.

Strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences. Industrial design bridges the gap between what is and what's possible. Kurz can guide future clients to apply all the technologies available to projects and creations.

Interior Designers

Space planning can be a way to describe an interior designer's duty, but that's far from today's understanding of the importance of well designed interiors; the evolution of this area is one to admire, having impacts between cultures and persons everywhere.

Taking always into account the past and present to shape the future, Kurz is already at the forefront of innovative design and materials that can be offered to potential new partners in this field.

Design Studios

Strong conglomerates such as Media Monks led by big and renowned visionaries in the arts, design studios, create countless objects, clothes, books and set new trends overtime. Other visionaries can be introduced to the entire Kurz Universe, for them to conceive new pieces for their customers.

Alternative Profile Product Developers

"Every great developer you know got there by solving problems they were unqualified to solve until they actually did it." – Patrick McKenzie

There is always someone behind the curtain making sure things run smoothly for everyone to enjoy. Alternative profile product developers are in charge of the toughest parts of a project, which demand creative and artistic ideas, academic resources, cultural awareness, business insights, consulting-type intelligence and technical abilities to be carefully merged for a product to succeed and exist.

In every area and in every field necessary Kurz has the support and expertise to bring ideas to life all the way through, something very needed by product developers of the future.

Gamers, Metaversers and Digital Entrepreneurs

Standing at the edge of technology and the newest developments in digital community interaction and merchandise selling; this segment has an enormous reach in gaming culture and digital worlds, bringing new formats and supports for digital art, video games and metaverse entertainment; they present as ideal partners, surely willing to work and develop a variety of products with Kurz, and never before seen solutions for the digital and physical merging worlds.

Other Industries

A blank canvas of endless potential, many clients to explore with, offering them solutions in security, packaging and manufacturing. Kurz is already a leader in the business of high technology labeling and security measures, the perfect match for a still developing, but thriving sector.

Street Art

The wild and leading source of the last 50 years of urban aesthetic explorations, street art has evolved to a new definition in contemporary interpretations of art, long ago was left behind the concept of vandalism as a synonym to street art; but guerrilla artists still dominate cities worldwide.

Doubtless to say, graffiti artists and painters are leading developers in new types of pieces, installations, murals, paintings and urban interventions to mention a few. Kurz fits as the ideal agency for the development of products and material supply.

Universities and Institutions

Educating and researching all year round, learning and teaching institutions are some of the key endeavors in preparing the future of professional human resources to the world. Nonetheless, we know that technologies and cultural shifts sometimes evolve faster than the

academic structure can keep up with in any field. Kurz is the perfect bridge to keep the leading innovators and the future professionals connected through work and research.

2. Customer path

The chart below describes the behavior and activities performed by the customers in the different stages to become a customer.

Aware	Appeal	Ask	Act	Advocate
- Social Media	- Wow! factors	- Curiosity triggered	- User experience in platform	Development of a sense of loyalty is generated after any interaction with our brands
- Google Ads	- Quality of the pieces shown in videos, expositions and sales.	- Evaluation	- Convenience in detailed guidance to print the pieces	-Recommendation of artists
- Articles	- Physical & Digital catalogs	- Communities & social circles word of mouth.	- Expectation	-Social media
- Reviews		- Information available online.	- Reception	-Word of mouth
- Word of mouth & advocacy		- Articles, features & reviews.	- Unboxing	-Exhibitions
- Art galleries		- Accessibility & guidance	- Interaction with design	
- Artistic outlets		- Physical & digital catalogs	- Opening experience	
			- Post purchase experience	

3. Value proposition

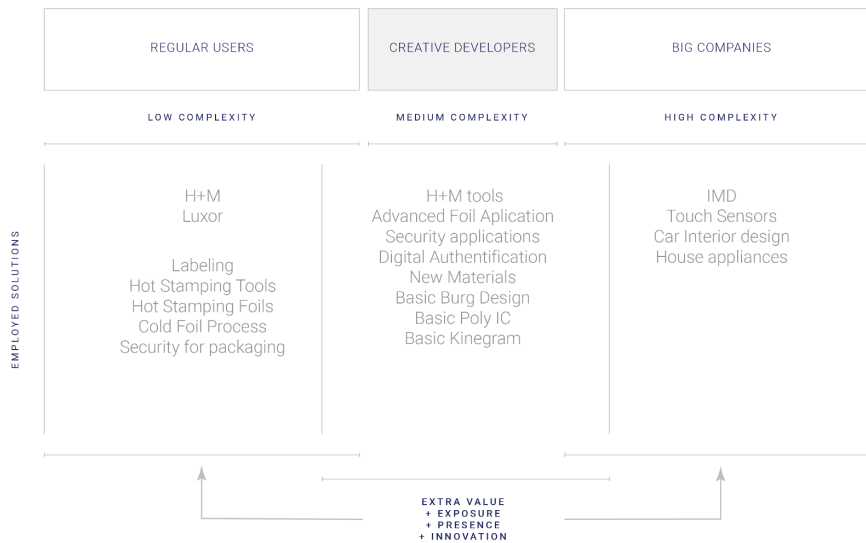
An integrated platform of Kurz Vniverz®. solutions focused on creative developers

The Kurz Vniverz®. is the name of the project we created to become a bridge between the futuristic materials and solutions made by Kurz, and the new audience of potential customers. Given our point of view, as real examples of creative developers who became your customers, we can authentically suggest ideas for you to reach our market segment properly. We developed the Kurz Vniverz® proposal to share our interests, insight and vision about the creative sectors and your company.

We understand the real value that this project represents for the creative industry as well as for you. By creating this bridge, your company will get to work with innovators capable of reaching new limits and their creativity will flow towards your client base as well.

We see great potential in interconnecting unexplored physical and digital worlds with creative and technological approaches. It could even unify Blockchain technologies, security solutions, cryptocurrencies, metaverses and physical pieces in unprecedented ways.

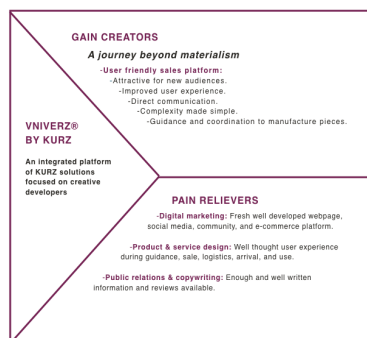
This collaboration represents a significant business opportunity with new partnerships in sight and a tremendous cultural and financial impact by and for the company in many fields.



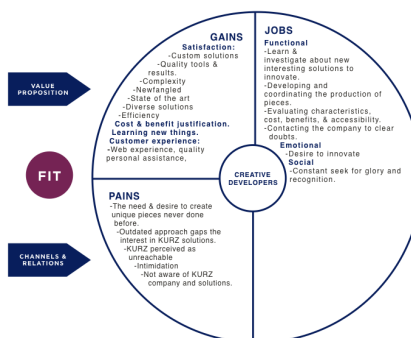
We identified that by making the Vniverz®, your company will have everything set up to reach this new segment properly. The chart below describes the creative developers, it contains a well thought analysis of the different tasks and emotions they experiment throughout their creative process. The list described in the gains section shows the things that they appreciate and look for. Below, the pain section describes the list of things that interrupt any potential relationship between them and Kurz .

With this detailed description of the creative developers, we can easily connect and illustrate how the Kurz Vniverz® becomes a valuable proposal that fits the segment.

VALUE PROPOSITION OF KURZ VNIVERZ®



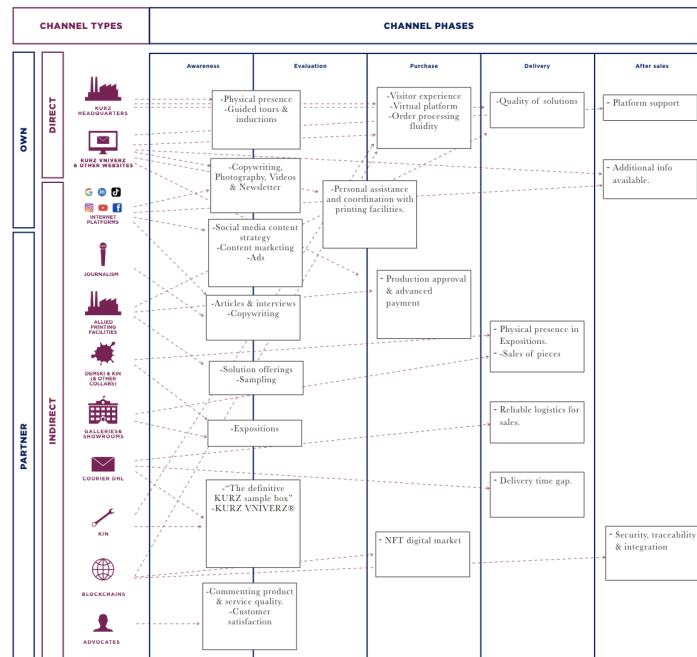
CREATIVE DEVELOPERS



4. Channels












In the table below you will find the most relevant channels identified.

Each channel has dotted lines that relate with the specific topics to consider in order to have an effective touchpoint with the customers along the different channel phases.



5. Customer relationships

A relationship has to be established and maintained with creative developers to enable a healthy, profitable and innovative association. They are capable of demanding solutions regularly, they just need to be guided and assisted to such solutions and logistics.

		MOTIVATIONS		
		CUSTOMER ACQUISITION	CUSTOMER RETENTION	BOOSTING SALES
CUSTOMER TYPE	TARGETED CREATIVE DEVELOPERS	 DEDICATED PERSONAL ASSISTANCE <hr/>  + THE DEFINITIVE KURZ SAMPLE BOX	 CO-CREATION  DEDICATED PERSONAL ASSISTANCE	 AUTOMATED FIDELITY PROMOTIONS
	REGULAR CREATIVE DEVELOPERS	  AUTOMATED GUIDANCE PERSONAL ASSISTANCE	  COMMUNITY INVOLVEMENT DEDICATED PERSONAL ASSISTANCE <hr/>  + THE DEFINITIVE KURZ SAMPLE BOX	 AUTOMATED SALES & PROMOTIONS

The chart above describes how the Vniverz® will manage long-lasting relationships with the creative developers. These relationships are driven by three different motivations each with their own specific types of relations.

The strategy to launch the Vniverz® and to acquire the first customers is by sending to the targeted creative developers the gift of the “Definitive Kurz Sample Box” along with dedicated personal assistance to guide them through the Vniverz® and through solutions. On the one hand, they will live the full “Definitive Kurz Sample Box” experience and some will automatically become customers. On the other hand, another number of creatives will share and comment their perception of the company and the “Definitive Kurz Sample Box”, reaching their social media exposure. This will bring waves of regular creatives that follow the targeted celebrities who in turn will reach the Vniverz® in big quantities. An automated system will be needed to start processing some of their requirements in a standardized format that simplifies the job for the sales assistant in the next stages.

5. Revenue streams

The detailed analysis of how the different business units within Kurz jointly become a revenue generating system by attending creative developers.



From right to left we show you how the potential clients will connect with Kurz solutions in order to have their products developed on the different business units to finally complete the sale and manufacturing processes.

6. Key resources

The list of detailed assets required to make the Kurz Vniverz®. business model work appropriately.



7. Key activities

The description of the required activities to enable the Kurz Vniverz®.

8. Key partnerships

The network of suppliers and partners that combined make the Kurz Vniverz® work.

9. Cost structure

The description and characteristics related to the costs involved in this business model.

Deliverables

As the first project on the Universe, we first need to design, develop, produce and promote in close collaboration with Kurz a series of art pieces, a new sample book and a marketing strategy among other products and documentation for the project to succeed.

Below you will find all the deliverables we had in mind for the first Kurz Universe experience.

The Project

The complete description, guideline and business model to the Kurz Universe developed by Kin.

The Essential Kurz Box

This limited edition box will contain the Demsky Universe art piece, the NFT three step authentication certificate, QR software to extend the physical dimension to the digital world, the Kurz sample book and the official Mission jacket.

The essential kurz box proposal is directed to bait new customers. It is part of the trade marketing strategy to reach new clients and to open their imagination.

- Demsky Art Piece.- epic rendition of Demsky's Universe object crafted with Kurz solutions.
- Kurz Sample Book.- limited edition sample book exposing complete and redefined applications and possibilities of Kurz materials.
- NFT Certificate.- 3 step security authentication and verification of the Demsky Art Piece, developed with multiple Kurz solutions.
- Anima QR Software.- Custom software for the digital extension/exploration and NFT view of the Demsky Universe Piece.
- Mission Jacket.- Futuristic jacket for the chosen recipients of the Box.

Demsky Universe Art Piece

The futuristic Demsky monolith, built with Kurz materials in never before seen combinations.

Architecture and Interior Design

We will explore the mix of Kurz Saporit® with foils and plastics, especially designed for interiors. Also, we expect to have a triple collaboration between us and bolivian architect Freddy Mamani, to carefully plan a space room with Demsky's designs and Freddy's architecture.

Somehow like the outstanding and recognized experience we had in the Cartier room.

Link Cartier:

<https://www.youtube.com/playlist?list=PL2ZEQdZu50e5nUx1YI0auUu3OIqxwzX5W>

Demsky - Kin Collaborations

The following are the immediate plans we have to start collaborating with Kurz:

- 15 pieces for Denver expo
- Development of 2 Bolivian spirit products for export
- Prototype development for a euro bill
- Interior design for Kurz expo booths
- Requests and commissions by Kurz

Timeline

Given that this business model was elaborated from an external point of view, it needs to go through revision and approval with your company's leaders. We elaborated the chart below to describe and assess the development stage of the project and also included some topics of interest related to each stage.

The timeline below describes and relates the activities that we intend to do as part of a bigger picture, which in this case is the Vniverz.

Requirements

Kurz initial tasks

- Carefully review the current state of the project as presented on the web
- Share the project with what you would consider *persons of interest*
- Make the effort to share the project with other branches that are potentially involved

Kurz Requirements

After reviewing the Vniverz project, Kurz should evaluate the proposal and clear every doubt with us. Then, we recommend sending us a list of specific requirements drawn up by the company board alongside their own views on the project to make it a reality.

This list will be provided to our team and will be considered in the final project.

Kin Requirements

- Visit the Kurz HQ and select the materials to be used and curated in the Definitive Box.
- Personally supervise the development and manufacture of the pieces made with Demsky.
- Sponsorship to make private pieces, collaborations and expositions.
- Direct the final stages of development of the Vniverz project and the business plan implementation.

Demsky Requirements

- Sponsorship to elaborate private pieces, collaborations and expositions

Where we are

In this section you will have a glimpse of what we have worked on so far.

Below is a list of categories where our team already made advancements:

- Kurz Vniverz® Business model generation

- Conceptualization and scope of the “Definitive Kurz Box” (Trade marketing hook strategy)
- Kurz Vniverz® (Plan of the Demsky & Kin collection, and the platform to process the new creative developers we attract)
- Demsky’s art drafts.

FAQ

1. Q: We are a b2b business. Why make an exception for the Universe approach?

A: Everything that can be done, will be done. Given that the potential demand from the creative sector is evident, it is a matter of time before Kurz or any competitor submerges into these deep waters.

2. Q:How can we measure the success of this project?

A: We will prepare a set of key performance indicators and a grid to assess the progress.

3. Q:The business model does not suit us entirely. We have a proposal, are you open to new points of views?

A: Given that our insight comes from an external point of view, we are aware that there might be several adjustments to do in our proposal. We are flexible and open to the different perspectives towards this venture.

4. Q: How will this project be financed?

A: This project is modeled as a new business unit and strategy with benefit for Kurz, therefore the funds required need to be an investment from the Kurz research and development area. As we are eager to work with you, we already invested several consulting hours to make this proposal.

5. Q: We have the right people to work on the project, can we bring them in?

A: We look forward to starting working with your talented people to finish developing the Vniverz®.

6. Q: How soon can we start to work on the project?

A: We have already started and are currently waiting for your approval to dive deeper in the Vniverz®.

7. Q: We have already made special projects, why is this one worth it?

A: Our proposition is the result of your previous efforts. As those projects probably raised the bar at their moment, the bar now needs to be raised even higher.

8. Q: It seems like a demanding project both in time and in resources, what are your projections to make the Vniverz?

A: Before assigning any funds to execute the project, first you need to hire us to adjust the scope and vision of the project considering your requisites and interests. Then we will be able to determine and project the amount of investment required for the whole venture.

9. Q: How to proceed?

A: You need to check and review our proposal in great detail with your team. Then you need to evaluate your interest, your expectations and we need you to share your requirements with us.

10. Q:How will you work with us?

A: There are different roles and skills required to finish developing this project. We expect Kurz to sponsor the Demsky & Kin collaboration to make complex pieces of art. Besides, we also consider it ideal if Kurz hires our services to finish developing the business model and specific strategies such as the “Essential Kurz box”.

11. Q: What does your team expect from us?

A: We expect willingness from your team to work with us and our new ideas, clear communication channels, and assistance to coordinate and make the pieces.

If there is any question that we haven't answered yet, please don't hesitate to reach us.