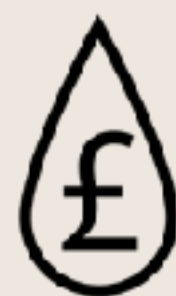


Planning to Play

CASE STUDY

Cloudfields helped Practice HD to create a business plan that took into consideration the Founder's lifestyle and ambitions for the future, which included a desire to build a self-funded Art + R&D arm.

We built a strategic plan based on Practice HD's business objectives, both short- and long-term, but also created a financial plan that could fund research and creative work alongside paid work. We built a rationalised, sustainable business model that offered direction for the future and a freedom to play. Further down the line we created infrastructure for fee calculation and proposals and coached alongside during fee negotiations, resulting in a fee 30% higher than initially proposed.



Financial Stability



Creative + Commercial Balance



Clear Vision

30%

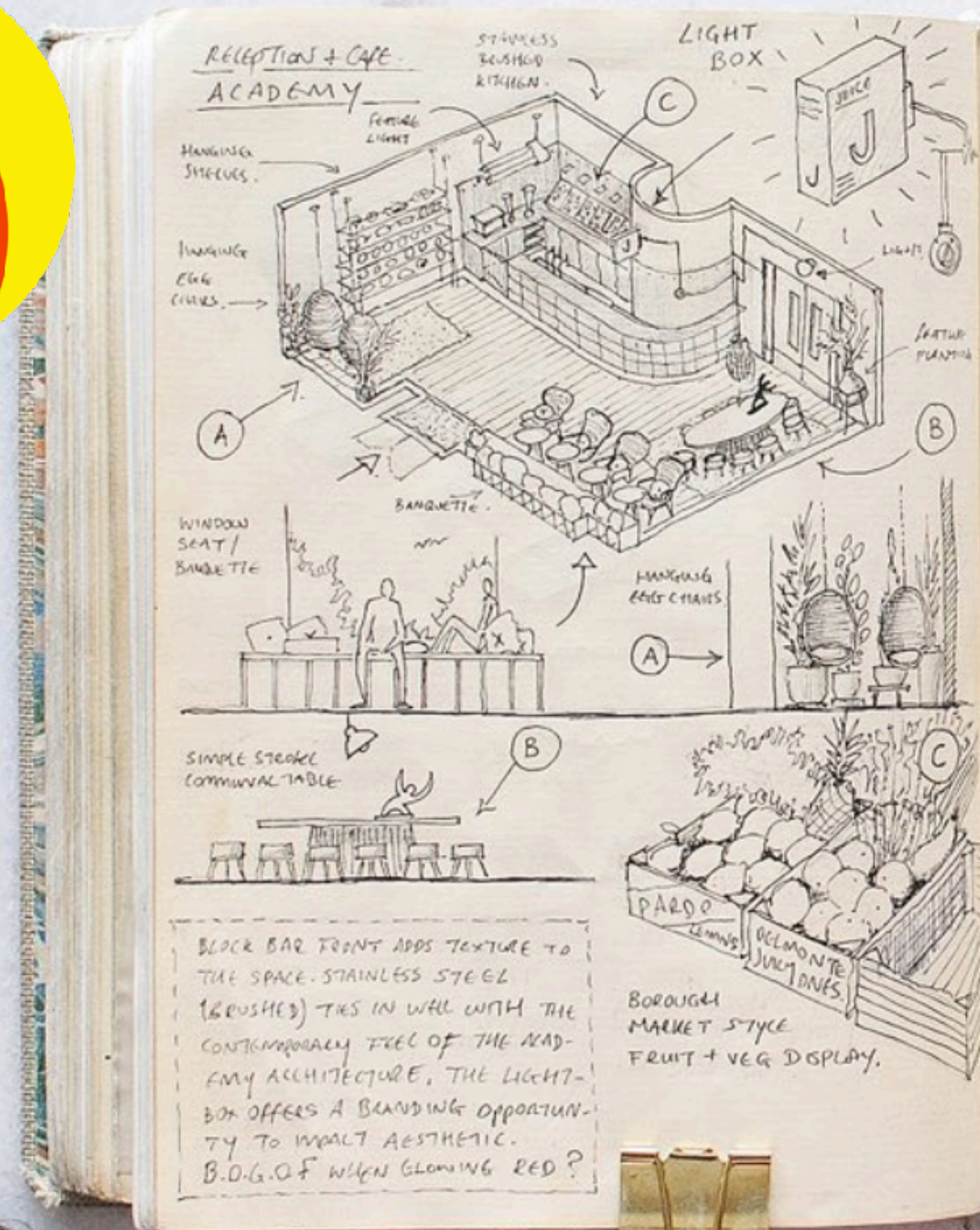
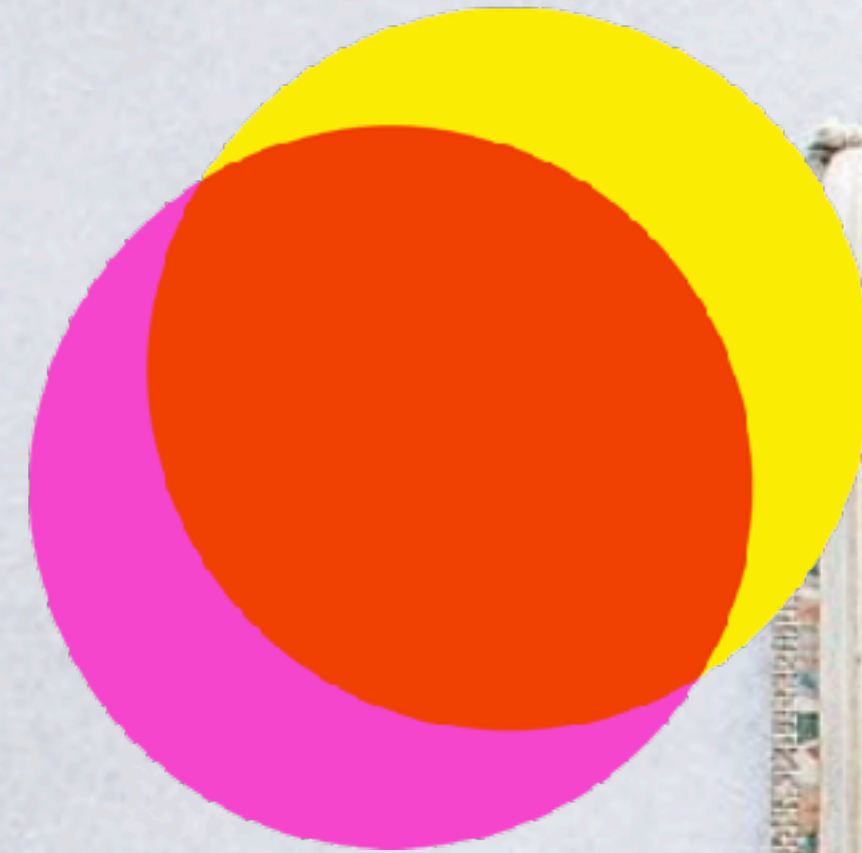
Increase in Earnings

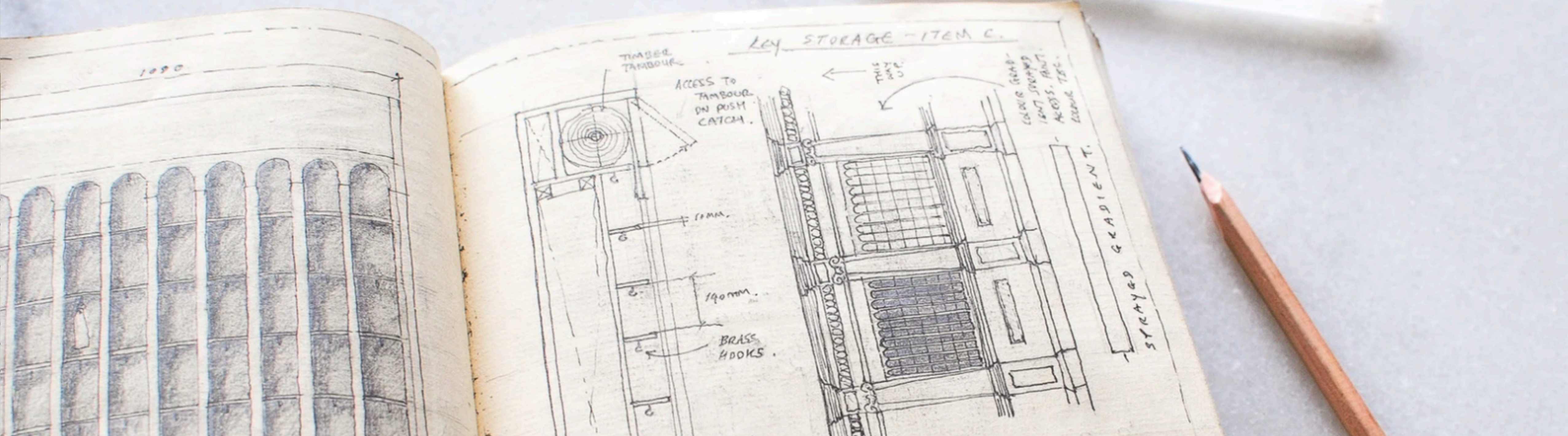


Fee Predictability



Predictable Cash Flow





Process Notes

We always focus on how to realise a client's vision practically. Being honest about long-term goals and the big picture means we can create a business around those dreams.

For Practice HD, we looked all the key aspects of the business, and started with the Founder's WHY. This created a clear purpose and set of values for the business which has foundation to anything that follows.

Next, we considered this vision framework in terms

of the long term plans and built infrastructure around it. This meant ensuring that 'art for art's sake' was built into the financial model so that the creativity which lay at the heart of everything could be financially supported.

We built a system around the Founder's architectural work so that the studio could afford to create without hurting the business financially.

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