

---

# How to be a Successful Creative Entrepreneur

WORTH Partnership Project Weekend

Valencia. 01 March 2019

David Parrish MBA, MCMI, MIC, FCIM, FInstLM, FRSA, Chartered Marketer  
Creative Industries Consultant, Speaker, Trainer and Author



David Parrish. T-Shirts and Suits

## Overview

How to Make Money while you Sleep

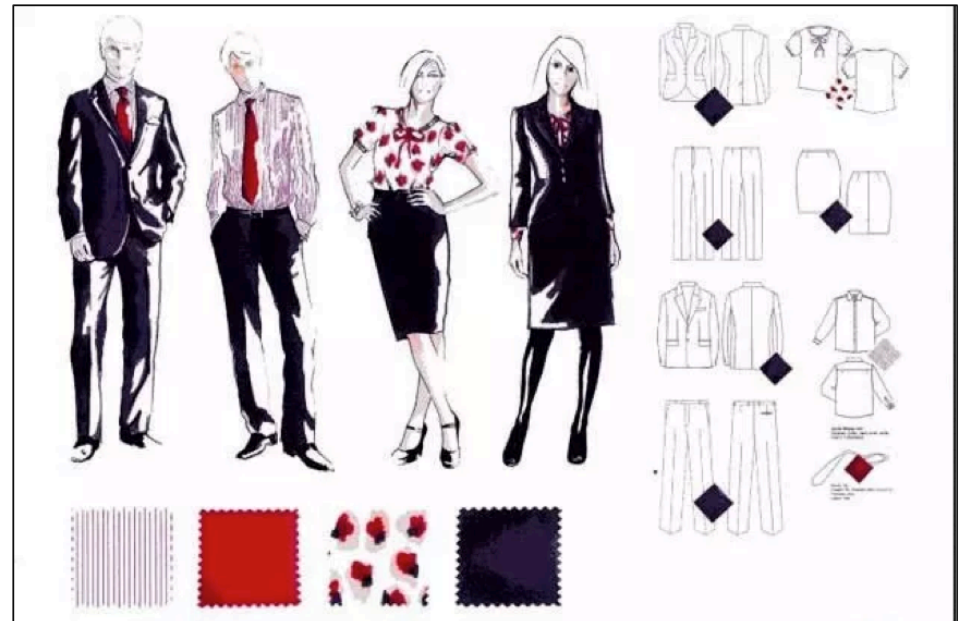
Creativity in the Studio and in the Office

Create Your Own Business Formula

“T-Shirts and Suits”

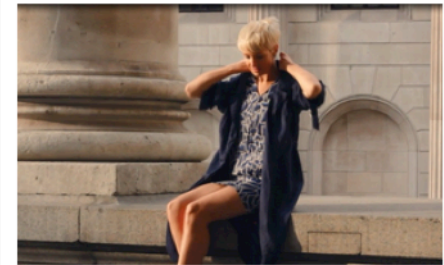


# Licensing



# Finance

Crowdfunder



**Tencel for People Tree**

London, United Kingdom

People Tree are ethical & sustainable fashion pioneers. We're crowdfunding to develop our Tencel collection & upskill our producer partners



Successfully overfunded

903  
Supporters

£56,308  
Raised

0  
Days left

Kickstarter



Explore Start a project

**KICKSTARTER**

By Cindy C. First created

## Adorably Hip Sweaters

A set of sweaters inspired by the adorable & lovable things in life, along with a hint of streetwear fashion.

£1,526

pledged of £1,772 goal

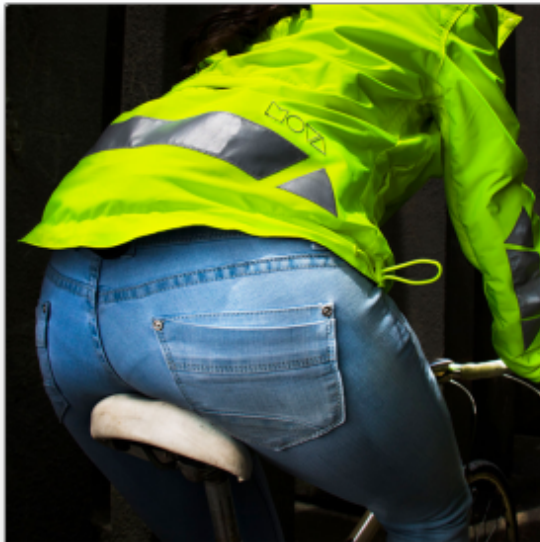
23 backers

27 days to go

Back this project

Remind me

All or nothing. This project will only be funded if it reaches its goal by Thu, March 21 2019 8:59 PM UTC +00:00.



**FUNDING**



**World's Best 3-IN-1 CYCLING JACKET - 15 Features**

22.000mm Waterproof, Reversible, Day and Night Visible, Hood fits your Helmet, packable & 8 pockets

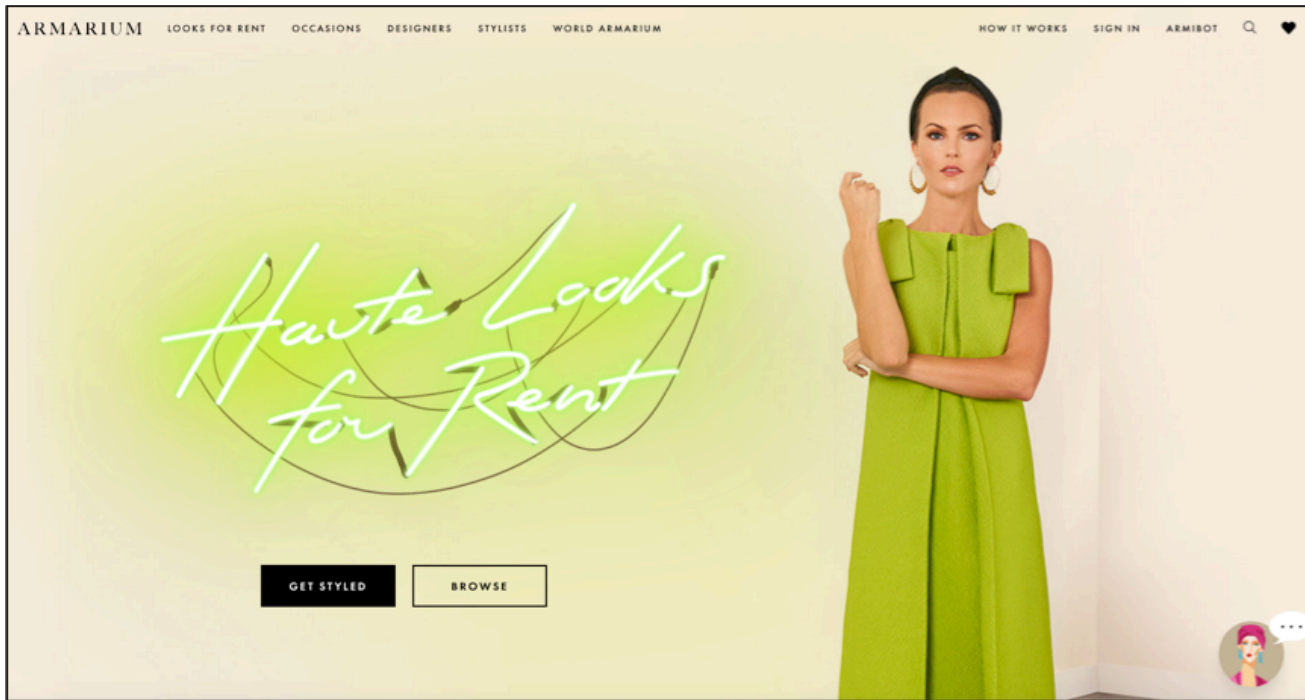
**FASHION & WEARABLES**

**\$169,068** USD raised **3,364%**

Now funding through **InDemand**

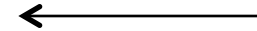
Indiegogo



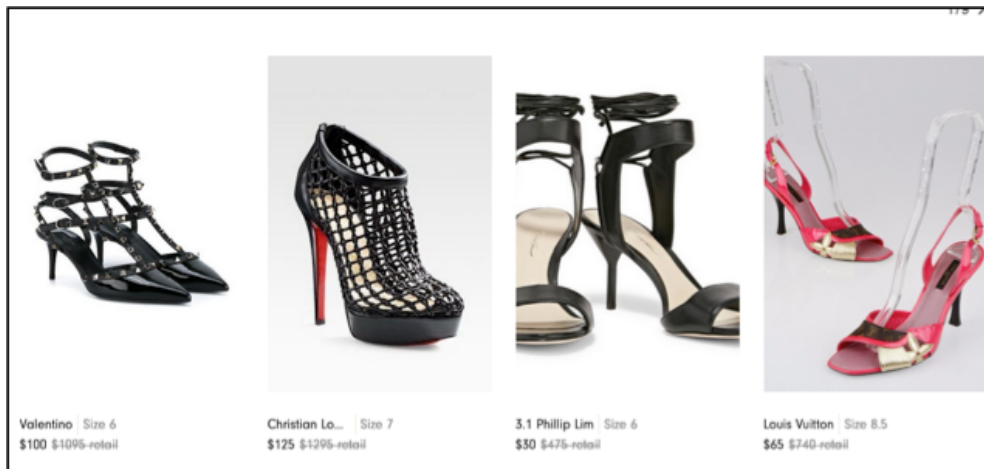


# Sharing

Armarium



Rent the Runway



Style Lend



---

# Create Your Own Business Formula

1. Competitive Advantage
2. Choosing Customers
3. Selecting the best options (from too many choices)





T-Shirts and Suits

## Create your own Business Formula

*This article was first published as 'Making a business plan' in the book 'Read this First: Growth and Development of Creative SMEs'. (ISBN/EAN 978-90-810079-2-4)*

David Parrish

### Creativity and Business

Some people regard creativity and business as being like oil and water – they just don't mix. They think it's a question of choosing between creativity or business. I disagree.

The challenge for creative people when planning a business is to combine skilfully the best ideas of both 'T-shirts' and 'Suits', in

entrepreneurs concerned and at its heart must be a feasible business formula. Both of these are therefore worthy of further consideration.

### Values and objectives

When working with creative entrepreneurs as a business adviser and trainer, the first things I invite people to consider are the fundamental objectives of the enterprise. Everyone wants to be successful, yet we can have very different definitions of success. For some people it is wealth, for others recognition, or maybe social objectives are the *raison d'être* as is the case with social enterprises. For many businesses it is a particular blend of these. It is not my job to define success for others – but as an adviser I do insist that entrepreneurs are clear about their own definition of success.

# The Formula

T-Shirts and Suits

## Crear su propia Fórmula de Negocio

*Este artículo se publicó por primera vez como "Realización de un plan de negocios" en el libro "Leer esto Primero: el Crecimiento y el Desarrollo creativo de las PYME". (ISBN / EAN 978-90-810079-2-4)*

David Parrish

los aspectos fundamentales. Cualquier plan de negocio debe basarse en los valores y los objetivos de los emprendedores y debe ser una fórmula de negocio factible. Ambas, por tanto, merecen ser consideradas.

Valores y objetivos

T-Shirts and Suits

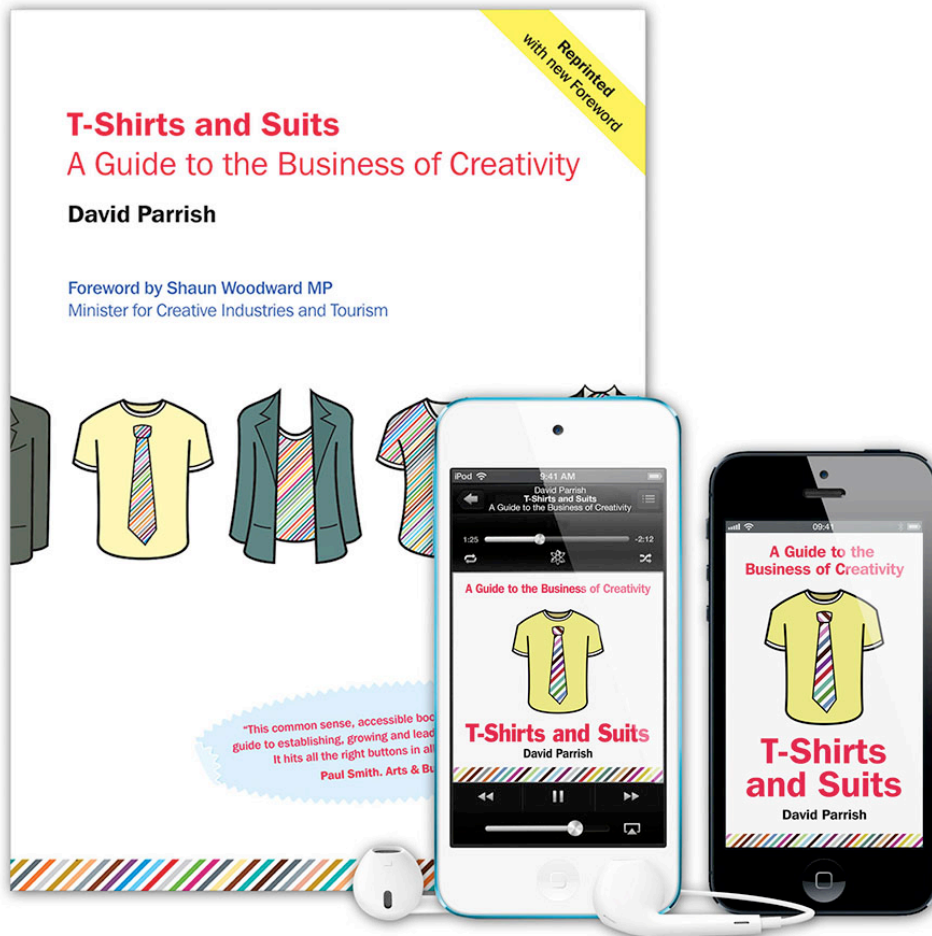
## สร้างสรรค์สูตรทางธุรกิจของคุณเอง

บทความนี้ตีพิมพ์ครั้งแรกในชื่อ 'Making a business plan' ในหนังสือ 'Read this First: Growth and Development of Creative SMEs'. (ISBN/EAN 978-90-810079-2-4)

David Parrish

ธุรกิจที่ดีควรเป็นเอกสารที่ธุรกิจสามารถใช้เพื่อการดำเนินงานได้ รวมทั้งยังสามารถช่วยให้ข้อมูลแก่บุคคลภายนอก ถึงประโยชน์ของธุรกิจ ผลตอบแทนจากการลงทุน การจัดการความเสี่ยง และประเด็นต่างๆที่เกี่ยวข้อง และพันธมิตรควรทราบ

# Creative Entrepreneurship books





---

# How to be a Successful Creative Entrepreneur

**[davidparrish.com](http://davidparrish.com)**



David Parrish. T-Shirts and Suits