Art Without a Roof is a social clothing company designed to inspire social responsibility through the creative expression of youth artists impacted by homelessness. Our mission is to positively change the lives of impacted youth by bringing them greater opportunity for higher education and sustainable lifestyles. We source our designs from artists that are impacted by homelessness, and embed a donation of a portion of the profits to fund homeless art therapy youth programs, as well as fund educational scholarships for our impacted artists.
1. Innovation product and warranty

We are a socially innovative clothing line made by artists that are impacted by homelessness. Our first products we are focusing on are high quality t-shirts. Once a week an Art Without a Roof team member volunteers at the Monarch School, and other art therapy programs that support the homeless. Each week, we collect the artwork that both the artists and our social company agree fit our clothing line. Before we leave, we give the artists a visual idea of what we're looking for in his or her next art piece. We have found that it is best not to influence the artists' work too much, because their work is expressive and personal.

Through the sale of our clothing, we plan on funding the first crucial steps our beneficiaries need to receive higher education and stimulate long-term success. Fifteen percent of the profit from each sale will go back to further the education for that impacted artist. Some students impacted by homelessness are unable to finish high school and for those students, we plan on funding tutors for their GED as well as providing the capital for their GED test. For others who plan to graduate from High School with their diploma, we plan on providing a scholarship for them to go to Art School. For our partnered art therapy programs, we will donate ten percent of our profits to fund art supplies and general improvements to the programs so that they can reach more students impacted by homelessness. Also, we intend on purchasing a screen printer for each art therapy program that we work with so that the youth impacted by homelessness will learn the trade of making and designing t-shirts. This way, we will be able to provide jobs and an income for impacted students to create and design clothing for Art Without a Roof. Eventually, we plan on giving a large portion of the equity in the company to our beneficiaries, our artists who are/were impacted by homelessness, so that they can put an end to the cycle of homelessness within their family. Our social impact will enable a creative and therapeutic outlet for homeless youth to express themselves, while empowering them and encouraging entrepreneurship and the importance of furthering education. At the same time, our clothing line will inspire our customers, Generation-Y, to get involved with social issues and seek solutions. Art Without a Roof promises to deliver only good things to our beneficiaries. We also promise not to harm or exploit our talent.

In this process of collecting artwork for our designs, we are collecting the original artwork that we will be able to sell later to businesses that prefer to be socially conscious. This way, local shops, restaurants, and libraries will advertise our clothing line for us by showing our artists original work on their store’s wall. For an original painting, we will charge companies more than the minimum amount that our impacted artist is asking for.

Also, every painting or drawing that the artists’ create for our social company is property of Art Without a Roof. This way, we will have a database of artwork from students impacted by homelessness. We will be able to license out our artwork to other companies to make socially conscious products.

2. Social Impact Mantra: “Art Without A Roof employs and supports education of at-risk youth by emerging as a leader in the socially conscious-apparel industry.”

Beneficiaries- At-risk youth that are impacted by homelessness will achieve: a greater sense of purpose, a therapeutic outlet, they will learn a trade (screen printing), opportunities for a higher education, and opportunities for employment.

Customers- those who are interested in helping homeless, youth, those in need, engaging in a philanthropic effort, those who want to wear clothing that is more than just a trend--would gain purpose and satisfaction knowing that they are helping someone else all the while gaining a great item of clothing.
3. Environment & Resources

Up to this date we have secured most of our current resources for free. These resources include: the Zahn Innovation Center located on San Diego State University campus, various opportunities that arise from the Zahn Center, successful mentorship, and the art therapy program at the Monarch School. The art therapy programs connect us with the impacted youth artists and provide a space for them to create art. These programs also provide the artists with a professional art therapist as well as minimal materials, such as: canvases, paintbrushes, drawing materials, easels, and therapeutic guidance.

Within the next three months, we plan on continuing to establish partnerships with art therapy programs and art therapy schools to work along and establish relationships with their talented students. We also plan to establish promotions and partnerships with local businesses looking to make a social impact for funding for art materials for our impacted artists. For example, we plan to partner with businesses that sell art materials, so that we can donate them to our art therapy programs. In that time, we also plan on developing a video for a crowd funding campaign to raise money through pre order sales.

In the next six months, we plan on staying in the Zahn Innovation Center at San Diego State, as well as applying to various other social business incubators in the surrounding area. We also plan to launch our brand with our first lines of t-shirts, which will get funded by either bootstrapping, and a well thought out crowd funding campaign. We will also be looking for a social venture capitalist to fund our costs of scaling our clothing line.

When it comes to our customers, our target market is twenty to thirty year olds who shop online, have a medium to high-level income, and are interested in social issues. After collecting sixty-five customer interviews with open-ended questions, we found that our target market is trying to help a social cause, because they want to make a difference in the world and make themselves feel good. Our socially aware purchasers want to create educational opportunities for youth impacted by homelessness, because they want to see other kids succeed and have as good quality of a life as they had. We also found that they want to create educational opportunities for youth impacted by homelessness because they believe that social intervention will achieve its greatest effect if its focus is on children.

In our customer interviews, we found that our target market is trying to give back to our social cause, while being fashionable and trendy through their clothing style. Our purchasers want to feel or show that they are making a change in the lives of at-risk youth by funding their education. Also, we found that customers who are informed about nonprofits and social causes are aware that government grants have run dry and that companies that give back to social causes are making an impact. We also noticed that although our customers care for our cause, they consider the style of the shirt first before they consider the social impact.

4. Donors and Investors

Socially conscious businesses and institutions that are looking to contribute to the well being of the community may be interested in donating to our cause to have a direct positive impact on at-risk youth artists. We will establish a partnership with local businesses and institutions that will have positive impacts on both entities. By giving back to Art Without a Roof, it will create a positive reputation for their business within the local community.

Social Venture Capitalists who are looking to make a positive impact on at-risk youth may be interested in investing into our social company. At this point, the only
investments made into the company are by the co-founders: $97.00 from Matthew Wayne, and $36.00 from Mitchell Gilbert. The capital was spent on our first prototype order of 25 t-shirts and a mobile card reader for Entrepreneurship Day at San Diego State University.

In the following three to six months, we hope for an opportunity with a social venture capitalist to arise via our resources. In any case, our co-founders will try to raise at least ten thousand dollars within the next three to six months to start the production process for creating our goods and to leave enough capital to spend on a well thought out marketing plan. Fortunately, two of our co-founders, Ryan and Mitchell have a minor in marketing. Our impacted youth artists, the partnered art therapy programs, our social company, and our investors all financially gain from our impacts that we aim to deliver.

Within the next six months, we are looking for an investment from a social venture capitalist that will go towards our first line of t-shirts, website development and completion, and marketing tools.

5. Social Impact Baselines & Milestones
   People outside of our customer base, will be able to see our impact by our message on our shirts and brand recognition. Our customers will know that with each purchase of Art Without a Roof clothing, at least $8 is being donated to change the direction of at-risk youths’ lives by providing them with the opportunity to become financially sustainable, and receive an education. For our product to be successful, we must impact at least ten artists in the next three months. In the next six months, we aim to impact at least fifteen youth artists impacted by homelessness, and in one year we should have had and continue to impact at least twenty at-risk youth. In three years from now, we aim to have directly impacted over fifty at-risk youth artists.

Below are our beneficiary milestones. These milestones are guaranteed as part of our innovation product warranty.

1) Using a trained art therapist allows the at-risk youth artists to become emotionally healthy by therapeutically expressing themselves through the process of creating artwork.
2) We provide opportunities for the at-risk youth artists to reach a higher education and teach them the production of screen-printing onto t-shirts.
3) If they cannot or do not make a career on their own, we give the impacted artists screen printing training, so that they have the skills to work with us, make an income, and support themselves.
4) Our impacted artists that we hire will learn the ins and out of the business so that they, our beneficiaries, can run the business and take equity in it, which gives them the means to give their children and grandchildren a better life and education.

6. Assumptions and Givens
   The Zahn Innovation Center at San Diego State University have created a sense of urgency for our team by requiring weekly updates and monthly deliverables, which we must meet in order to remain members of the business incubator. This has really helped us push our social enterprise to where it is now and we are continuing to thrive with dedication and fulfillment. Also, the youth impacted by homelessness at the Monarch School have created a sense of urgency and determination for us to get our company on its feet and start empowering the youth with our brand.

Our target of raising an initial one thousand dollars through the sale of our t-shirts to fund the donation of a t-shirt printer to our first non-profit partner, the Monarch School,
will motivate customers to support our cause. After showing the impact of creating a small business within our nonprofit partner, customers will be even more engaged to support us as we scale to new locations and help others in need. Our ultimate goal of decreasing rates of homelessness is the overlying motivation and reason for customer support.

Within the next year, we must achieve the following things to be successful. We must: secure our t-shirt manufacturer, gathering fifteen designs from the youth artists impacted by homelessness, develop two new partnerships with ARTS and Toussaint Academy, and enough product sales to be able to support materials for our art therapy programs, GED tutoring, and the cost of the GED for the youth artists at Monarch. Also essential to our progress, is securing a t-shirt manufacturer, printing our first line of t-shirts, and acceptance to our key online channels such as shopwithmeaning.org.

To this date, we have guaranteed partnership with Monarch, which will allow us to impact at-risk youth and gather creative designs for our clothing apparel. We have guaranteed guidance and mentorship from the Zahn Center and Kamyar Rahrovi for eight more months. We have guaranteed access to a photographer who can take exceptional pictures of the art and format it properly for transfer to a t-shirt. We also, have a streetwear intern who is up to date with fashion and excellent marketing insight.

Competing forces that could dilute our efforts, decrease our social impact value, or delay our project progress within the next year are existent. Some apparel retailers order clothing seasons ahead of time, and other social-based businesses potentially have loyal customers. The clothing industry is competitive, but we believe our social innovation will overcome obstacles by appealing to our target market through marketing tools. Interviews with our beneficiaries have demonstrated to us that our impact is profound and desired in the community. The idea of combining entrepreneurship and artistic expression is uncommon among our beneficiaries and our customers are highly supportive. Although we have completed many customer interviews and have spent most of our time on research and development, we must soon build a relationship with a t-shirt manufacturer and test our product in retail and online channels to prove it will sell fast enough.

7. Innovator Capacity & Readiness

The Art Without A Roof team is determined and motivated to deteriorate the growing rate of homelessness in America. As we first started our project, we went around to several different homeless shelters to experience them first-hand. After meeting with a number of homeless shelters we concluded that the best way to end the cycle of homelessness is to start reaching out to the at-risk youth and building their education.

The three co-founders, Matthew Wayne, Mitchell Gilbert, and Ryan Zomorodi, all have a glowing amount of energy that helps bring light upon the rest of our team members. We have been determined from the start and know what kind of change we can bring with our social clothing company. We have encountered problems along the way but as we stayed positive and worked hard we always seem to prosper. Our first problem we encountered was that we were originally planned to sell the impacted students original art pieces, but we found out the marketplace for modern art is slowly fading away and our target market rarely purchases artwork. So, we figured since two of the co-founders have experience in the clothing industry, and after looking more at the artwork, we came up with the idea to start a social clothing company that displays the creative work of the at-risk youth on the clothing.

We are result-driven and have proved ourselves through the progress we have made. We have monthly milestones to be completed and turned into the Zahn Center,
where we then go over our progress and discuss our next plan of action. We take our project day by day and have achieved everything we make as our milestones. Whether it is from customer interviews to partnerships or to market research, we get the job done.

Also, a couple very important skills every team member has are accountability and personal responsibility. Our three co-founders have weekly meetings and from there we tend to delegate certain responsibilities amongst ourselves and to the rest of our team members. For our monthly deliverables, we delegate different parts to every team member and once they complete their task, the three co-founders go over all the deliverables and put it together into a presentable PowerPoint slide. Month by month, we make exceptional progress and the Zahn Center at San Diego State University can vouch for us.

Our team is comprised of entrepreneurs who all share exceptional morals and values. We all had plans of joining the corporate business world after college, but now after taking a course on social entrepreneurship and seeing what kind of impact we can make with a social business, we all realized the corporate world is not exactly for us. We were all blessed and raised with loving families and have had an incredible educational experience. Now it is time to do our part and give back to the community of at-risk youth who do not have the opportunity for a greater education and who are directly impacted by homelessness.

8. Project Operating Models

Art Without A Roof is currently under a private ownership where we have three company members who as of now split the ownership of our social enterprise. We are operating an informal organizational model. We are a team that gets our work done on time and our relationships are built among those who are a common organizational affiliate. We are evolving constantly and make collective decision-making. Most importantly we are all motivated to turn our vision into reality. Also, our social company is structured as a for-profit with a non-profit subsidiary. A majority of the portions of our profits will be going to fund educational scholarships and art therapy programs. The rest of the profits will be going back in the business to fund manufacturing for our clothing apparel.

9. Project Team & Core Expertise

Our team at Art Without A Roof has been in the process of building our social enterprise since October of 2013. What started out as a school project in our social entrepreneurship class, quickly turned into a social business opportunity we all saw that had huge potential. Once we received acceptance into the Zahn Innovation Center, a social business incubator on San Diego State University campus, we had the momentum to pursue the creation of our sustainable social business. Our members are motivated to improve individuals who have been impacted by homelessness and want to inspire them to get in touch with their creative sides. Our lives have been blessed with a roof over our heads and now it is time to give the same opportunity back. We want to end the cycle of homelessness, and by doing so, we must start with providing more opportunities for the youth who have been impacted by homelessness, so they do not go down the wrong path. We will be able to accomplish our mission and goals by fulfilling our beneficiaries’ educational opportunities and allowing them to express themselves. Below is a list of our team and their qualifications:

Co-founder & CEO, Matthew Wayne, majors in business management with a specialization in entrepreneurship, and is graduating in May of 2014, from San Diego State University. Matt is responsible for developing and implementing high-level strategies, overseeing business operations, managing the overall operations and
resources of the company, managing artists and partnerships, and growing the business by establishing new partnerships.

Co-founder & CMO, Mitchell Gilbert, majors in business management with a specialization in entrepreneurship, and a minor in marketing, and is graduating in December of 2014, from San Diego State University. Mitchell manages and leads all social media platforms to promote brand recognition and facilitate growth. He also helps maintain and develop relationships with the Monarch School that benefits the youth artists impacted by homelessness. Lastly, Mitchell oversees the operations of our designs we obtain from the impacted youth.

Co-founder & COO, Ryan Zomorodi, majors in business management with a specialization in entrepreneurship, and a minor in marketing, and is graduating in May of 2014, from San Diego State University. Ryan leads research and development, including creating strategies to maximize social impact and business sustainability. He coordinates team operations to ensure the timely completion of milestones and develops relations with non-profit partners and at-risk youth artists.

Marketing Intern, Colby Kathleen, specializes in operational management and marketing assistance. She is majoring in business management and graduating in May of 2014, from San Diego State University. Colby helps with the operation of the business by assisting with the social media and as well as working on various marketing projects.

Streetwear Intern, Christian Cline, majors in business administration from Grossmont College. Christian specialized in social media platforms and has an excellent background in streetwear; working at Pura Vida Bracelets, where he uses that insight to help with our designs we get from the youth artists.

Photography Intern, Alex Drachnik, majors in film and is a junior at San Diego State University. When we have new, finished art designs painted or drawn by the at-risk artists, Alex takes high quality pictures of the art pieces, 300 BPI quality. This way, we are able to use the pictures of the designs to screen print on to the clothing with.

Graphic Design Intern, Adam Elhabeshy, majors in psychology and liberal arts, and is graduating in May of 2014, from San Diego State University. Adam designs and develops logos and does graphic touch ups to the artwork as needed.

In the next three to six months, we will be looking to add someone to the team that specializes in graphic design. In the next six to twelve months, we are going to need to acquire an expert in finance. This person will become our Chief Financial Officer and help obtain our financial progress we have made and are going to make.

Within the next three to six months, we will have solidified a graphic designer to join our team. We already have one person in mind that is currently interning for us and has been helping us recreate our brand logo. His name is Adam Elhabeshy and he wants to see the progress we make in the next three to six months before he becomes a full-time member our team. If Adam does not work out then we have a back-up plan. We have the contact information for liaison of the Art School at San Diego State University, who will help us find a graphic designer once we are ready to pursue one. The liaison of the Art School is good friends with the director of the Zahn Center so she will be more than willing to help us out when the time is right.

Within in the next six to twelve months, when it is time to add a CFO to be in charge of our finances, we have contacts in the financial services department at San Diego State University, where we will set up several meetings with students who are interested in joining our team. We also have someone in mind that is our good friend that is willing to become our CFO. His name is Sean Schireson, majoring in financial services at SDSU, and has experience in working in the finance department in another social enterprise named Pura Vida Bracelets.
10. Partners & Collaborations

Our main organizational partner is the Monarch School in San Diego. They provide an excellent academic and supportive environment in which any student in San Diego County who is impacted by homelessness will receive a rigorous education and grow personally to become a highly motivated, contributing member of society. The Monarch School in Downtown San Diego will be one of our most important partners to get our social clothing company lifted off the ground. They provide us the ability to develop relationships with the student artists that have been impacted by homelessness, as well as gather art from the impacted youth to be designed onto clothing. Within the next six months, we will have had developed a highly impactful relationship with students artists and the Monarch School through our financial contributions. From here, we will have gained each others trust and be able to move forward by continuing to help out the art therapy program at Monarch School and connecting with the students on a mentor based relationship. For the next year, we will have completely gained the trust of Monarch School and will continue to recruit youth artists to give them an opportunity for higher education and sustainable lifestyles.

There are a few different social impacts that can be achieved by partnering up with us. First, through the sale of our clothing apparel, a certain percentage of the profits will be going to fund educational scholarships to artists who created the original artwork. This will positively impact the at-risk students by allowing us to develop a scholarship fund to further their higher education, such as developing a scholarship to Art School. Also, all of the students in order to graduate from Monarch School need to obtain a GED. This is a credential to prove you are a high school graduate and may be ready to move onto college or the work force. The cost of taking your GED is anywhere from one hundred fifty dollars to two hundred dollars, and the students will need to be provided with GED tutoring to prepare for this exam. We would like a portion of the profits to fund the student artists by paying for the cost of taking the GED exam and as well as any additional tutoring to help them pass the exam. Lastly, Art Without A Roof gives the youth who have been impacted by homelessness a chance to become employed after high school.

A potential partnership we are looking at is with the Toussaint Academy in San Diego. The Toussaint Academy is a licensed group home, serving homeless youth in San Diego County ages fourteen to eighteen. Toussaint Academy provides support and opportunities to at-risk youth who have faced unimaginable challenges. The non-profit also provides aftercare services to alumni ages eighteen to twenty-four to help them maintain stability and success following graduation. Aftercare services include scholarships, housing assistance, job placement, and case management. For the next three to twelve months, Toussaint Academy will be able to provide us with the same opportunity we have with Monarch School. Partnering up with them will allow us to reach more student artists who have been impacted by homelessness and give them an opportunity to higher their education and learn about sustaining their lifestyles.

Another potential partner is A Reason To Survive or ARTS, a nationally recognized organization that believes in the power of the arts and creativity to literally transform lives by empowering at-risk youth. They provide a sequential program model of therapeutic art programs, art education, and college & career preparation. ARTS provides direct services to at-risk youth, support services to like-minded individuals and organizations, and advocacy to community stakeholders and leaders about the importance of arts programming for youth. We currently have a meeting with the CEO of
ARTS, Matt D’Arrigo scheduled in 2 weeks, April 21st, to solidify our partnership and how we can both benefit from one another.

The Zahn Innovation Center is also a resourceful organization that will be able to help us find resources within San Diego. They are a commercial and social incubator that supports San Diego State University innovators and aspiring entrepreneurs as they transform their ideas into companies. The Zahn Innovation Center is a social business incubator that supports San Diego State University innovators and aspiring entrepreneurs as they transform their ideas into companies. The Zahn Innovation Center is a social business incubator that has been mentoring us with our start-up. They have given us certain deliverables that need to be accomplished every month to further our progress of getting our company moved in the right direction. Within the next three months, we will have completed our ninety-day milestones where we will get feedback from the center about what direction we will take next. Later, we will have our one hundred eighty day milestones due which will establish our social enterprise.

Currently, our streetwear, clothing industry mentor is Kamyar Rahrovi. Kamyar is the co-founder of Twenty20 LA, a streetwear clothing store based out of Sherman Oaks, California. Kamyar is a streetwear fashion expert and a leader in the clothing industry. We provide him with weekly updates of our progress as he then counters back with his insight and advice.