

# ***ARTISTIC ENTREPRENEURSHIP***

**KUNSTAKADEMIET**

**Forår 2024**

**Pernille Skov // CAKI**

# The Art of Start Up

## **KUNSTNERISK ENTREPRENØRSKAB** *ARTISTIC ENTREPRENEURSHIP*

With Pernille Skov, CAKI  
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1.3.2024 Tid: 9 -12	15.3.2024 Tid: 9 -12	22.3.2024 Tid: 9 -12	5.4.2024 Tid: 9 -12
Kunstnerisk Virksomhed <i>Start-Up</i>	Kunstnerens Narrativ <i>The Artist's Narrative</i>	Kunstnerens virksomhed <i>The artist's business</i>	Pengestrømmme <i>Moneyflow</i>
Kunstnerisk entreprenørskab <i>Artistic entrepreneurship</i>  Kunstnerens Narrativ <i>The Artist's Narrative</i>  Organisering af virksomheden <i>Organising the business</i>	Kunstnerens Narrativ <i>The Artist's Narrative</i>  Artist statement <i>Artist statement</i>  Synlighed & Relationer <i>Visibility</i>	Skat og moms <i>Tax &amp; VAT</i>  Bogholderi <i>Book keeping</i>  Relationer & netværk <i>Relations and networks</i>	Finansieringshjul <i>Wheel of Income</i>  Strategi <i>Strategy</i>  Fundraising <i>Fundraising</i>

# ***ARTISTIC ENTREPRENEURSHIP***



**ARTISTIC ENTREPRENEURSHIP**

**Action using practice and infrastructure:**

**Projects, products, services that stem from artistic practice**

**The inner motivation for action:  
A deeper field of possibilities**

**ARTISTIC PRACTICE**

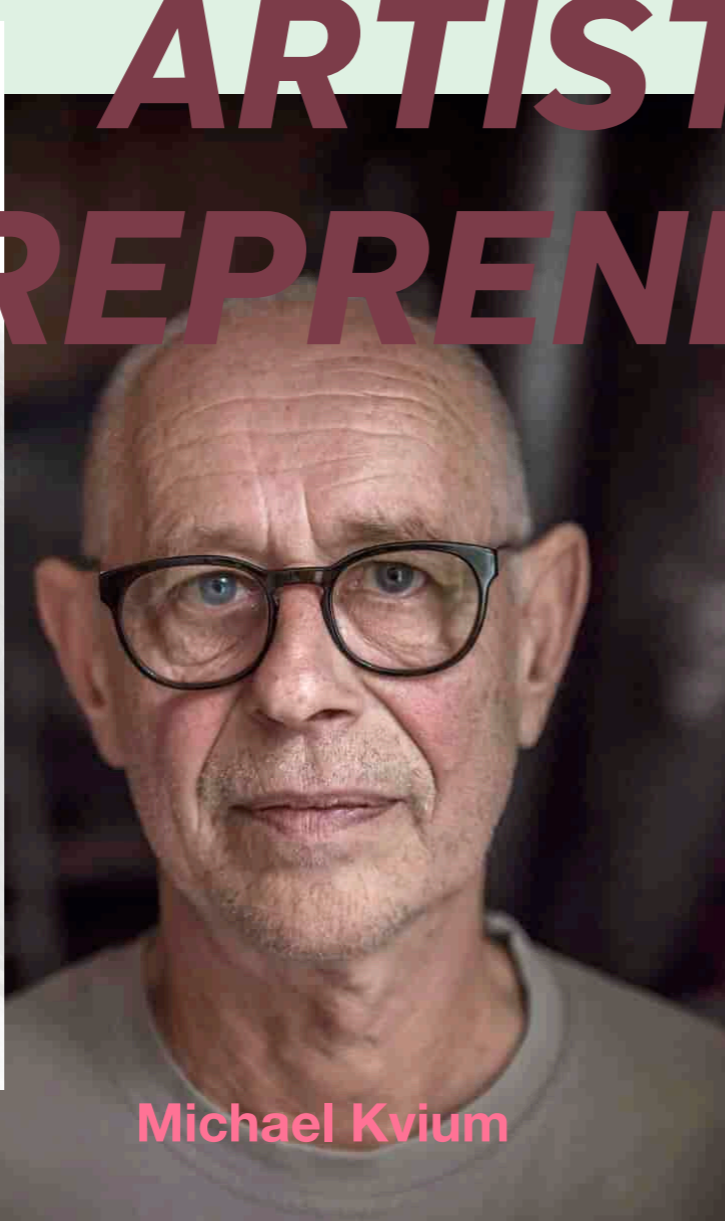
**Your source - your deep interest**

# ARTISTIC ENTREPRENEURSHIP

CAKI



Lina Hashim



Michael Kvium



Jeanette Ehlers



How To Kill A Dog



Kim Richard Adler Mejdahl



Patricia Bbaale Bandak

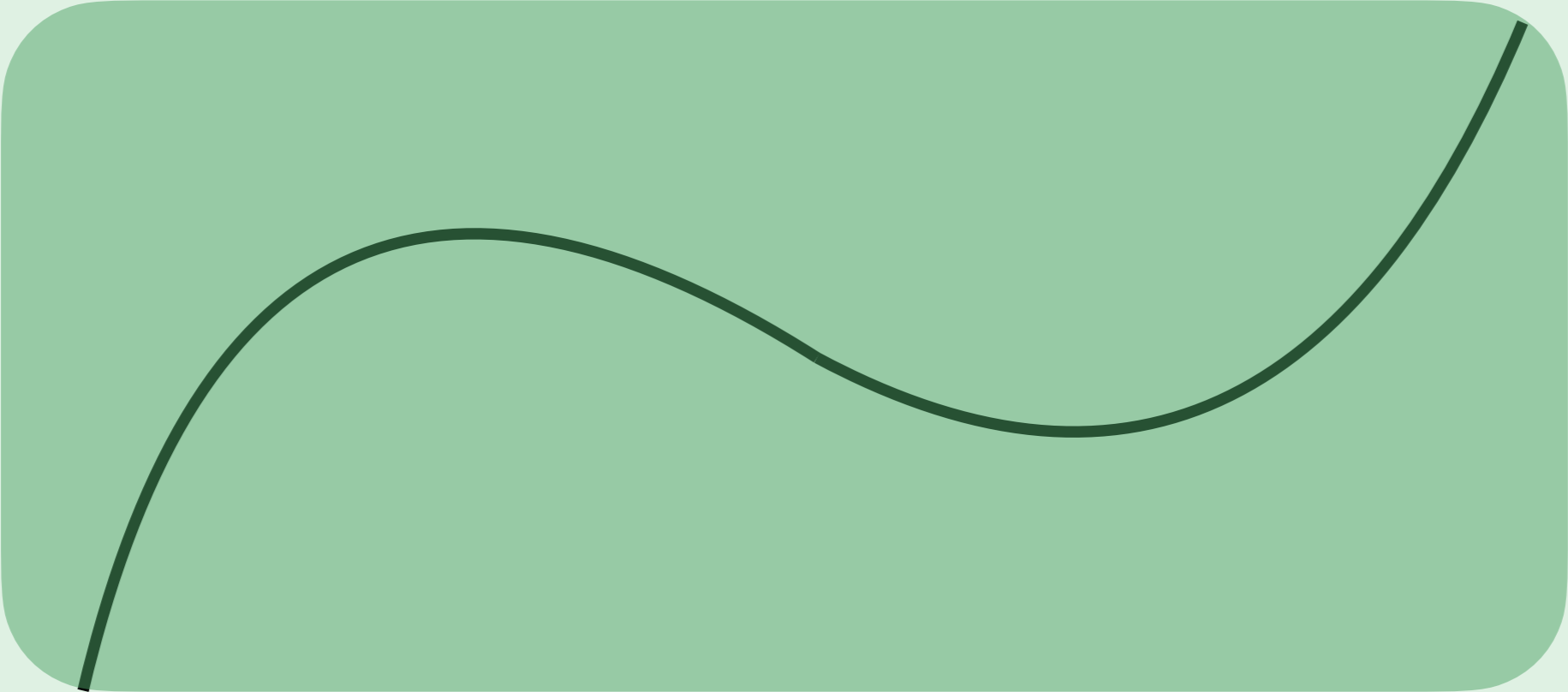
**SIMIAN**

FONDEN **FABRIKKEN**  
FOR KUNST OG DESIGN

Kunstnerisk Entreprenørskab  
Pernille Skov, CAKI // Kunstakademiet- Forår 2024

***THE (ARTISTIC)  
NARRATIVE***

**THE ARTISTIC NARRATIVE**  
*- from 3% to 100%*



## THE ARTISTIC NARRATIVE - from 3% to 100%

The Narrative Landscape is 100%  
Usually, a person only inhabits 3% of its own narrative landscape. The rest is unused territory.

The 3% that we do use is limited to a discrete path through our landscape, our narrative.  
It is making itself visible in the way in which we talk about ourselves:

We tend to tell the same stories, and we use the same fixed points - always taking the same path.



*Note:  
The theory of narrative practice was developed by Michael White, who was the founder of narrative therapy.*



## **LANGUAGE**

Being aware of the stories we tell about ourselves will help us get a better agency in our lives.

It will help us maintain control of our social and professional life:

- Where you come from and where you want to go.
- Developing a clearer sense of self.

We are shaping the life of tomorrow based on the stories we tell.

You are original – you cannot be reproduced.

Look for the light in your eyes, the spark in your heart – what excites you?  
Do something to enlarge these moments, so they can help you shape a new narrative for yourself.

## Narrativ Psychology

Narrative psychology is a branch of psychology that focuses on the power of stories in shaping our lives, identities, and experiences.

It examines the role of storytelling in shaping our cognitive reality as we use narratives to organise and make sense of our experiences.

### References:

Freud: The unconscious

Jung: Archetypes

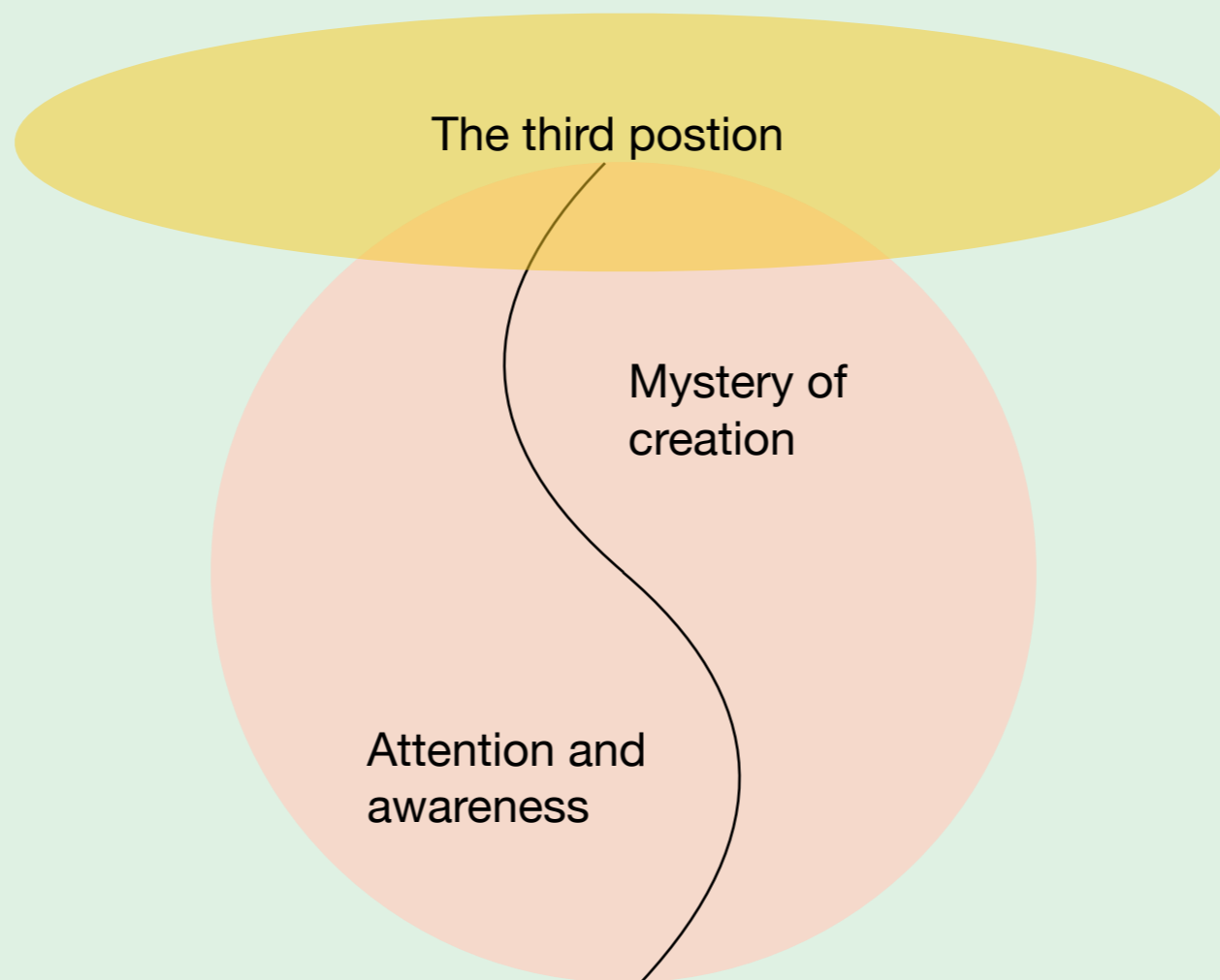
Piaget: Cognitive stages

White: Narrative therapy

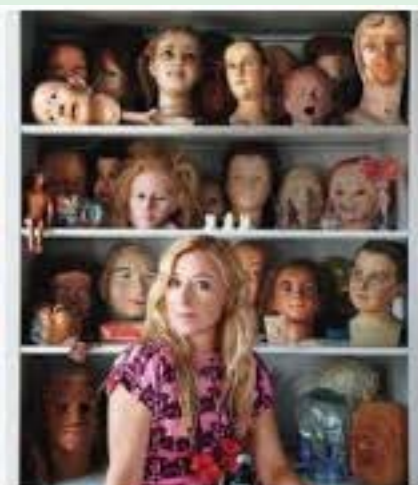
**”I pay attention this way – therefore it emerges this way.”**

**It is your focus that helps to indicate, which opportunities and perspectives actions are created in relation to.**

**THE THIRD POSITION**



# You are not a single column in life



## THE ARTISTIC NARRATIVE - from 3% to 100%



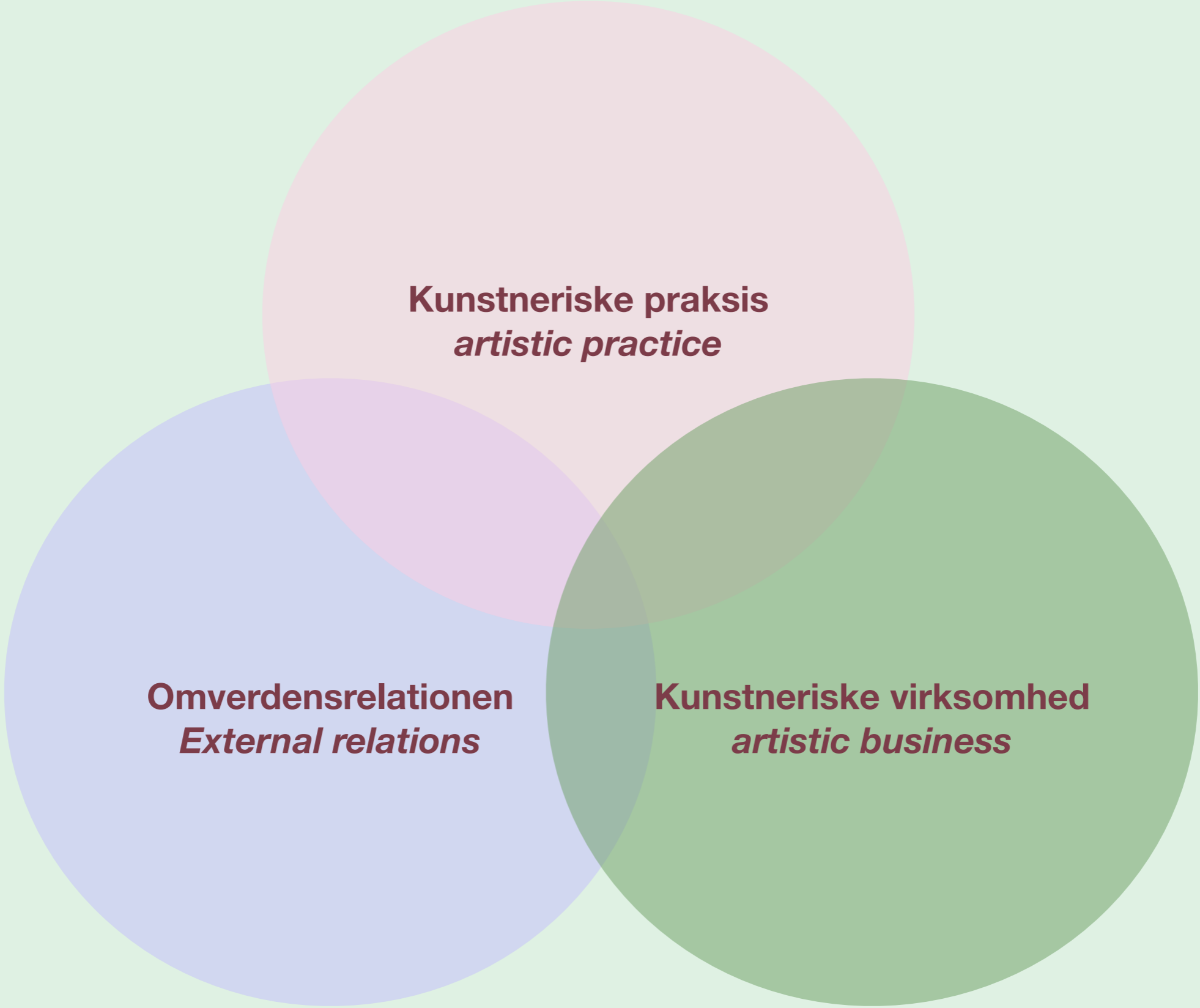
### HAVING MULTIPLE IDENTITIES

- The concept of having different selves - not being a single pillar in life.
- A plastic way of being in the world.
- Accepting yourself as many different identities.
- We are relative individuals - in relation to ourselves.
- Recognising this form of identity helps you understand that you can operate in all sorts of different scenarios.

**Break?**

**D**en **K**unstneriske  
**V**irksomhed





## OPERATIONS IN YOUR BUSINESS

– Organising your departments



## REFLECT FOR A BIT:

### SCALE 1 - 5

**1 = I've got this**

**5 = I need to step up and/or get some help**

- 1. Innovation**
- 2. Production**
- 3. Management**
- 4. Book keeping**
- 5. Communication**
- 6. Marketing**
- 7. Sales**
- 8. HR**
- 9. Legal**

### OPERATIONS IN YOUR BUSINESS

– Organising your departments

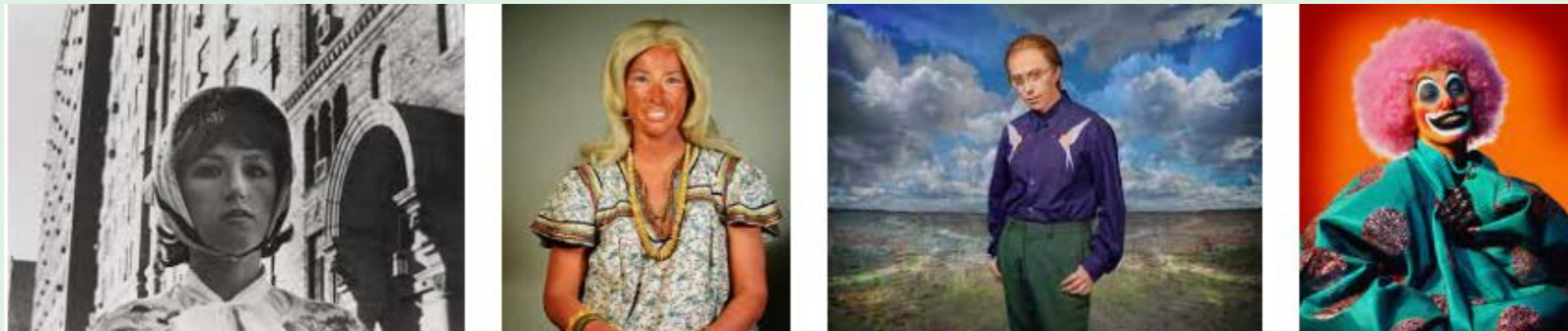


## DEN KUNSTNERISKE VIRKSOMHED - PUTTIN' ON YOUR IDENTITIES



# PLAN!

”I pay attention this way – therefore it emerges this way.”



# **VISION & MISSION FOR YOUR ARTISTIC PRACTICE AND BUSINESS : INTERESTS & VALUES**

## **VISION**

Your vision should set a direction for you, and it should be able to motivate you.

What are you interested in, and what ambitions do you have for your professional life?

What is your deep interest?

What motivates you?

## MISSION

How will you build, develop, and operate your artistic practice and business?

The mission should be concrete, define your short- and long-term goals, and describe how the goals will be achieved and the vision realised.

### A good mission is a SMART mission:

Specific (what needs to be done?)

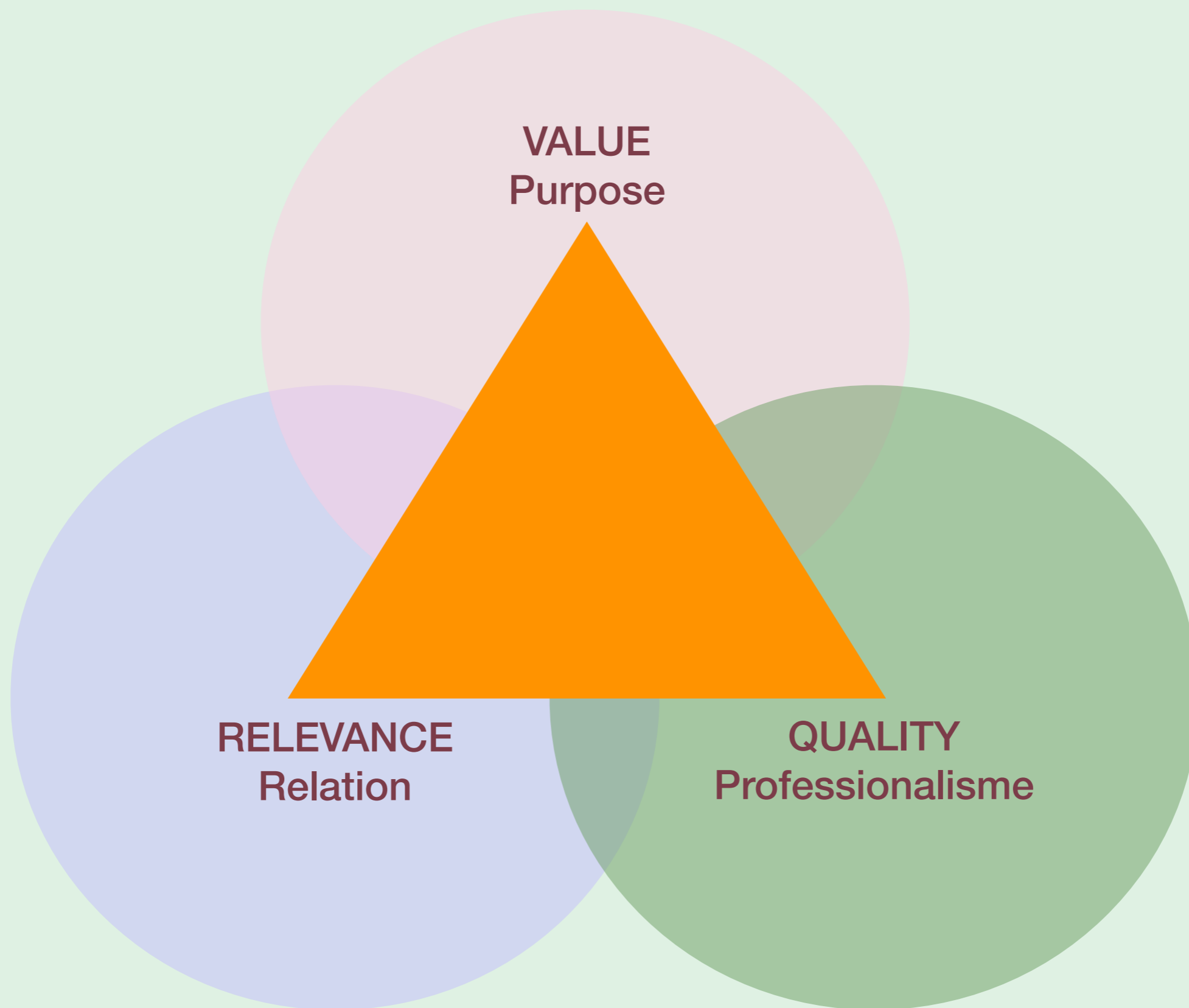
Measurable (when is something a success for you?)

Accepted (by everyone involved)

Realistic

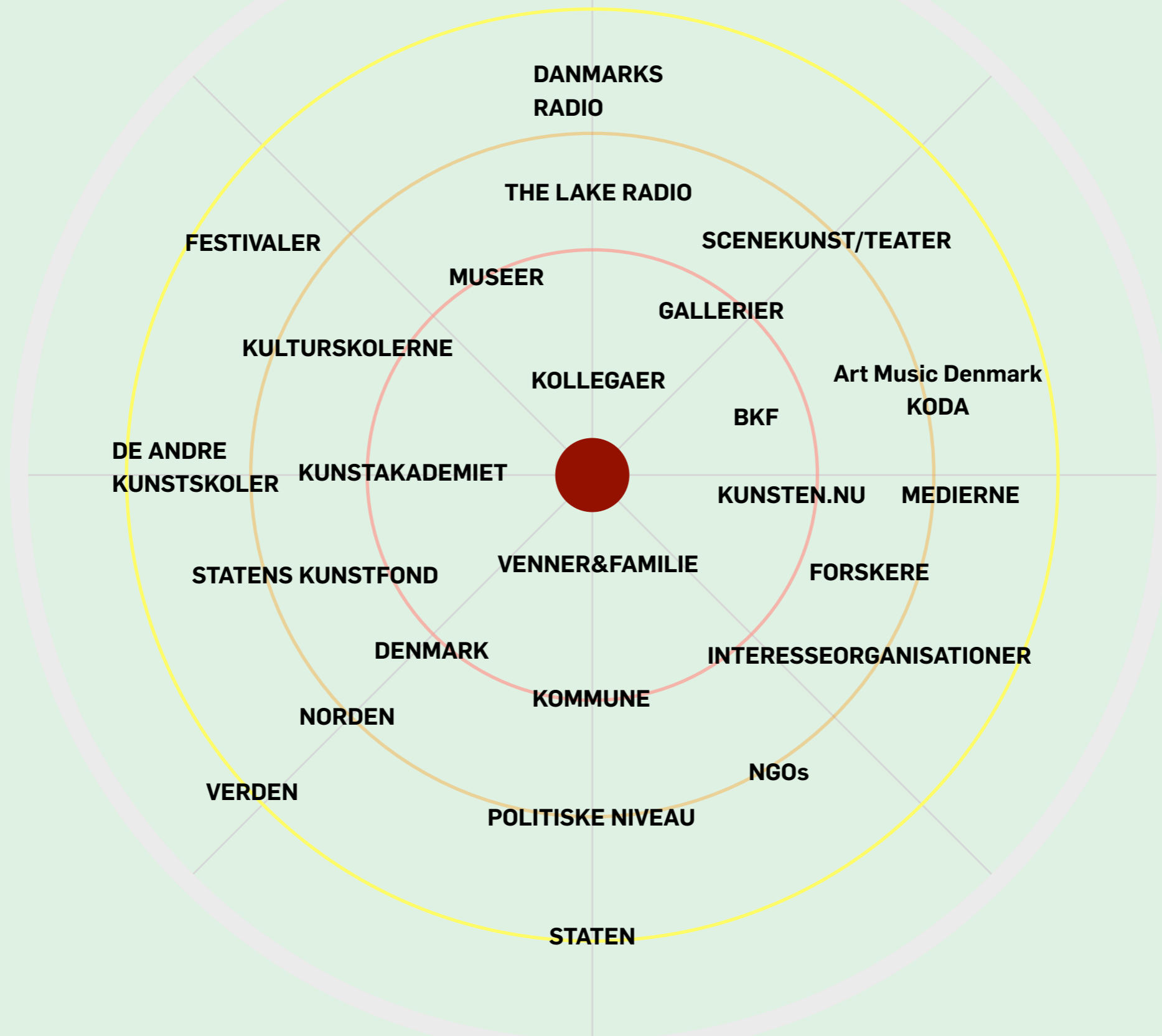
Timely

# E External relations





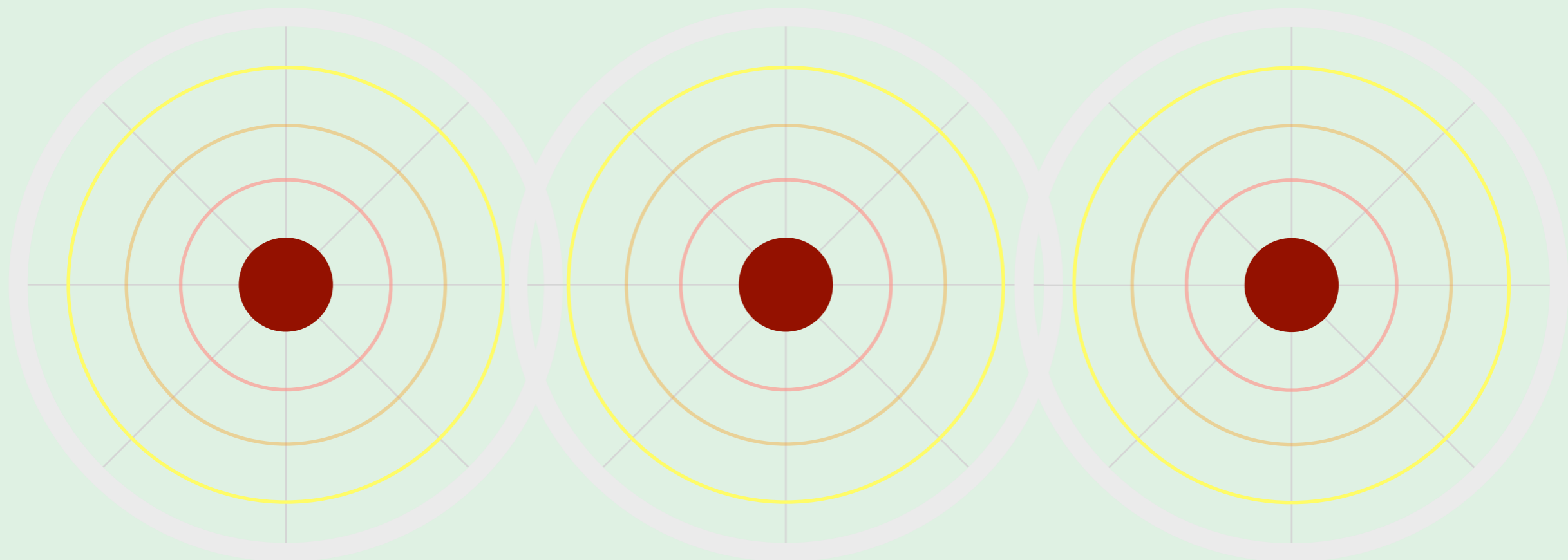
# STAKEHOLDERS & PARTNERS



# STAKEHOLDERS & PARTNERS



**ECONOMY // CONTEXT**

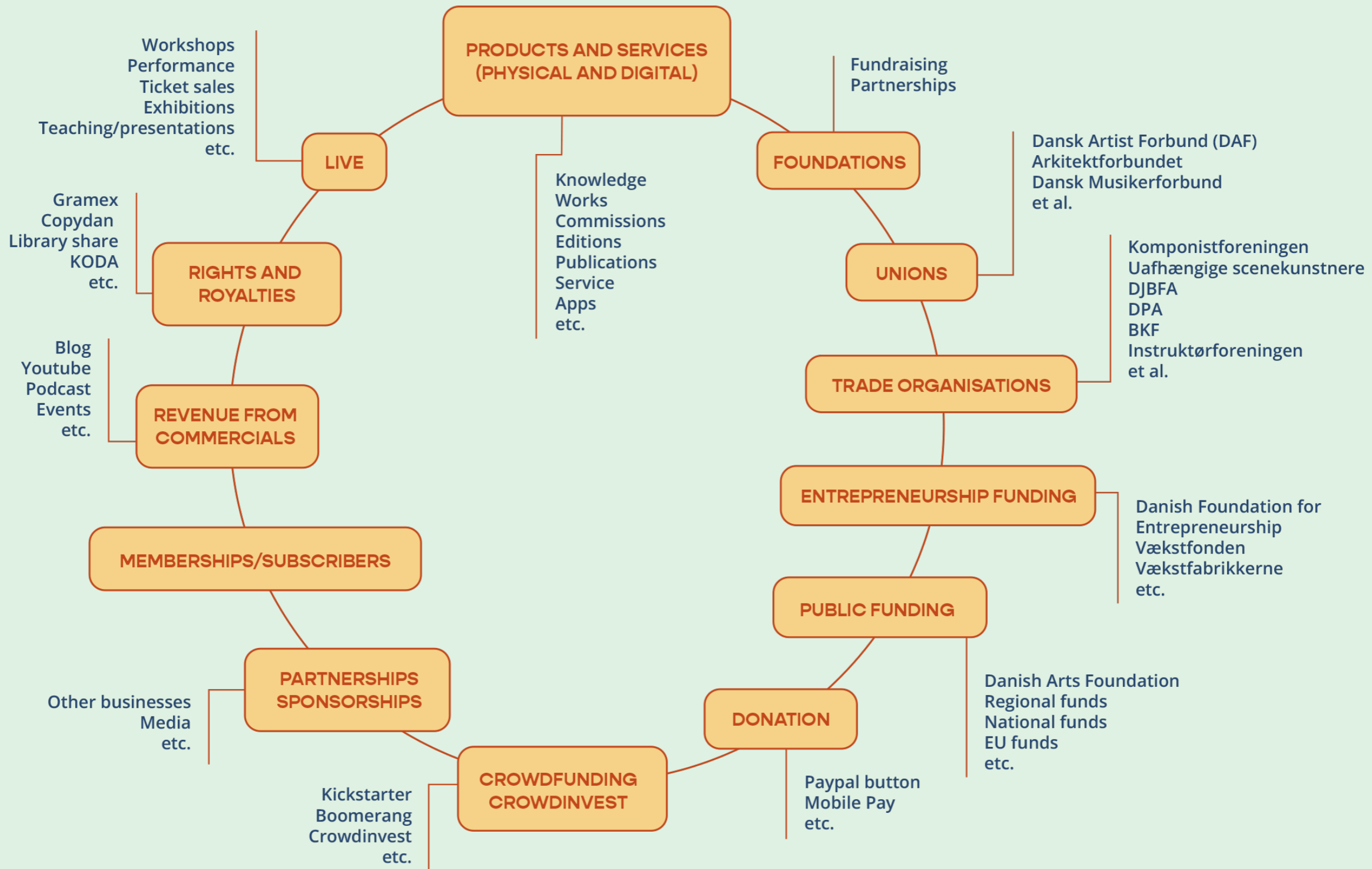


**UDVIKLING**

**PRODUKTION**

**DISTRIBUTION**

# REVENUE STREAMS





***BUSINESS FORMS***

# BUSINESS FORMS / VIRKSOMHEDSTYPER

If you have a taxable turnover of more than DKK 50,000 per year, you have to register your business with the business authorities.

The same applies if you sell VAT-free services such as teaching or artistic consulting.

In that case, you must be registered for the so-called payroll tax.

*Hvis du har en momspligtig omsætning over 50.000 kr. om året, skal du registrere din virksomhed i Erhvervsstyrelsen.*

*Det samme gælder, hvis du sælger momsfri ydelser som f.eks. undervisning eller kunstnerisk rådgivning.*

*I så fald skal du registreres for lønsafgift.*

# PRIVATELY OWNED / PERSONLIGT EJET

- SOLE PROPRIETOR / ENKELTPERSONSVIRKSOMHED
- SOLE PROPRIETOR SMALL BUSINESS / PERSONLIGT EJET MINDRE VIRKSOMHED - PMV
- GENERAL PARTNERSHIP / INTERESSENTSKAB - I/S

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## **COMPANY / SELSKAB**

- **PRIVATE LIMITED COMPANY / ANPARTSELSKAB - APS**
- **PUBLIC LIMITED COMPANY / AKTIESELSKAB - A/S**

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## **OTHER / ANDET**

**IF THERE IS A SHARED PURPOSE:**

- **CO-OPERATIVE / FORENING**
- **CO-OPERATIVE / KK ART: <https://kkart.dk/om-kkart/>**
- **FUND / FOND**
- **SELF-OWNED INSTITUTION / SELVEJENDE INSTITUTION**
- **SOCIAL ECONOMIC ENTERPRISE / SOCIAL ØKONOMISK VIRKSOMHED**



### **Private ownership**

**PROS:** It is free to register, you can do the tax return yourself, and taking money out to yourself is easy (and legally allowed).

**CONS:** you are personally responsible for your company's liabilities. As a result, you are placing your assets at risk, and they could be seized to satisfy a business debt or a legal claim filed against you.

### **Company**

**PROS:** A company's debt is not considered that of its owners, so you are not putting your personal assets at risk. A corporation can also retain some of its profits without the owner paying tax on them.

**CONS:** You will need an attorney to guide you. And because a company must follow more complex rules and regulations than a partnership or sole proprietorship, it requires more accounting and tax preparation services.

# ***REGISTRERING A BUSINESS***

# ATTENTION POINTS

- Register a business: VIRK.DK
- Nemkonto for your business
- Estimated yearly profit and virksomhed and advance tax
- Opret virksomhed: VIRK.DK
- Nemkonto til din virksomhed
- Estimeret overskud af virksomhed og forskudsskatten

# CVR-NUMBER

When you register a business, association or foundation, you receive a CVR number. (Central Business Register)

CVR number is the identification number your company uses in contact with the authorities.

Når du registrerer en virksomhed, forening eller fond, modtager du et CVR-nr. (Centrale VirksomhedsRegister)

CVR-nummer er det identifikationsnummer, din virksomhed anvender i kontakten med myndighederne.

# BANK ACCOUNT / NEMKONTO

When you register a business, your business will need a NemKonto to communicate with the authorities.

The account must be set up by your bank, and they will charge you for it.

If you don't expect to make a profit in your business because you need to get it up and running, you should try making an argument in your bank that you should not be charged for setting up your business account.

*Når du registrerer en virksomhed, skal virksomheden have en NemKonto til at kommunikere med myndighederne.*

*Kontoen skal oprettes af din bank, og de vil opkræve et gebyr for det.*

*Hvis du ikke regner med at lave overskud i din virksomhed til at starte med, kan du forsøge at lave en aftale med din bank om, at du ikke skal betale gebyr for din virksomhedskonto.*

## ADVANCE TAX

## FORSKUDSSKAT



# SKAT SKAT SKAT SKAT SKAT SKAT

When you register a personally owned business, Tax asks you to estimate the profit you expect in your business.

At registration, you declare the amount you expect to have in profit during the year.

Once you have registered the expected profit, Tax will start collecting the calculated tax on the profit.

The advance tax is levied over 10 months (minus January and June).

You can change the advance tax statement on an ongoing basis if your profit or deficit changes.

*Når du registrerer en personligt ejet virksomhed, beder Skat dig om at estimere, hvor stort et overskud du forventer i din virksomhed.*

*Du skriver ved registreringen det beløb, du forventer at have i overskud til dig selv i løbet af året.*

*Når du har registreret det forventede overskud, sender Skat dig opkrævning på det beregnede skat af overskuddet.*

*Forskudsskatten opkræves over 10 mdr. (minus januar og juni).*

*Du kan ændre forskudsopgørelsen løbende, hvis dit over- eller underskud ændre sig.*

### FURTHER INFO

[WWW.CAKI.DK](http://WWW.CAKI.DK)

<p>CAKI miniguide to Effectuation</p>	<p>VAT and artist VAT</p>	<p>CAKI miniguide to Tax</p>	<p>Contracts and negotiation</p>
<p>CV for Artists and Creatives</p>	<p>Online portfolios for Artists and Creatives</p>	<p>How to develop and present your pitch</p>	<p>Volunteering in Projects</p>
<p>Business Registration</p>	<p>Pricing and negotiation</p>	<p>Business forms</p>	

*In Danish only:*

<https://virksomhedsguiden.dk/content/>

<https://erhvervsstyrelsen.dk/regler-for-virksomheder>

<https://skat.dk/data.aspx?oid=2234849>

# PEER CONVERSATIONS!

TALK ABOUT YOUR PRACTICE AND YOUR DESIRED PROFESSIONAL WORKLIFE.

DISCUSS WITH YOUR PEERS WHICH ORGANISATIONAL FORM WILL BE THE BEST SUITABLE FOR YOU NOW AND IN THE LONG RUN.

TALK ABOUT MONEY.



# Opgave 1:



# YOUR PROFESSIONAL VISION

## VISION

### VISION

Your vision should set a direction for you, and it should be able to motivate you.

What are you interested in, and what ambitions do you have for your professional life?

What is your deep interest?

What motivates you?

**Ask your selves - and write down the answers:**

- What are my artistic ambitions?
- What are my financial ambitions?
- Whom would I like to collaborate with?
- Should my practice be financially sustainable?
- What does success mean to me?
- Where do I want my business to thrive?
- How and how much do I want to work?

Feel free to reflect on the questions that resonate most with you and your dreams.

# Opgave 2:

# EXTERNAL RELATIONS

**Make an analysis of your external relations:**

## Stakeholder Analysis

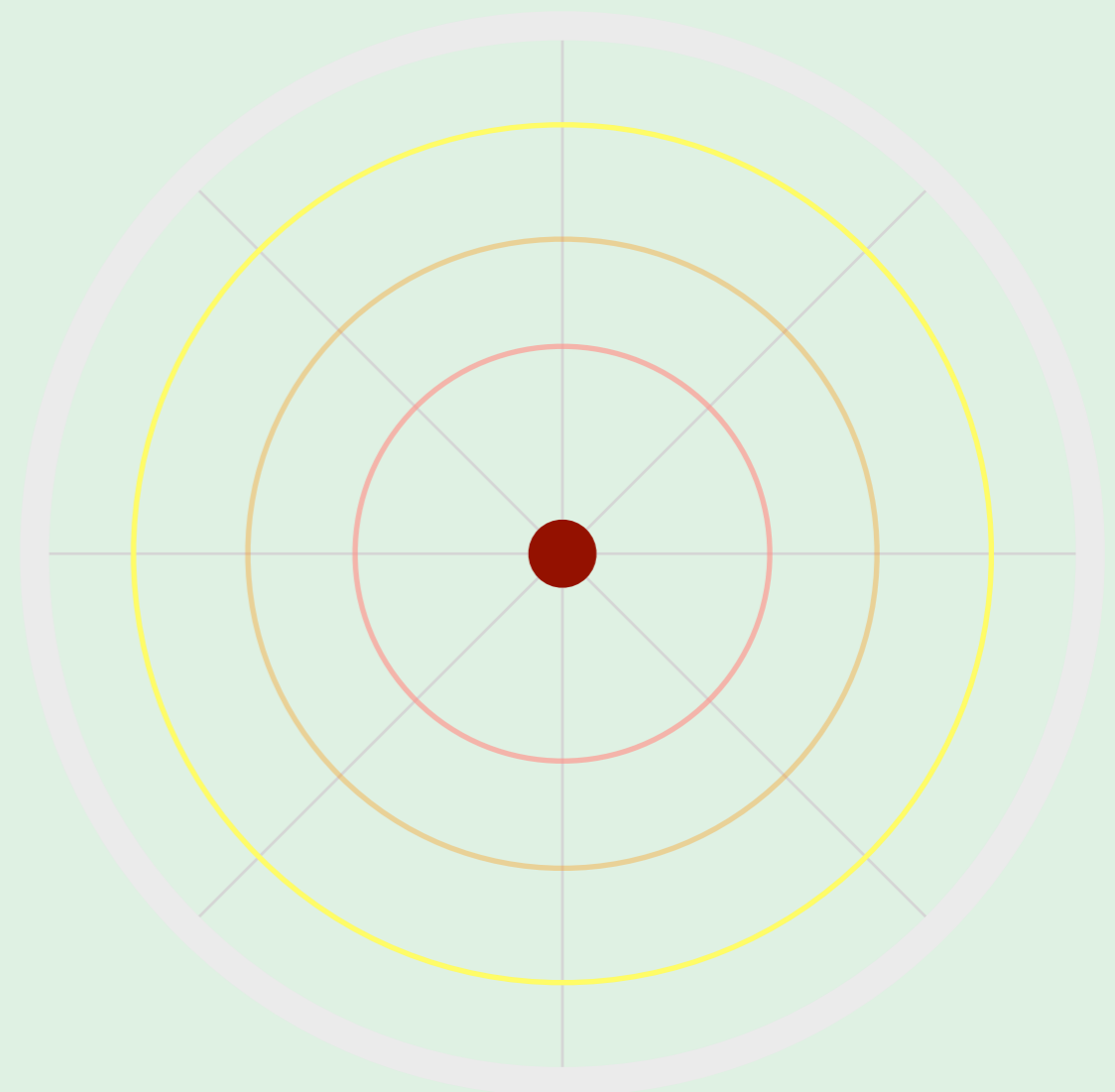
- Identify potential stakeholders who might be interested in your interests and endeavors.
- Consider individuals, groups, organizations, and communities that share similar interests or could benefit from your activities.

## Content Alignment

- Determine who else is interested in similar content or subject matter.
- Look for communities, forums, online groups, and professional networks that discuss related topics.

## Partnerships and Funding Sources

- Research potential foundations, grants, companies, organizations, and financing options that align with your goals and values.
- Explore collaborative opportunities with entities that support initiatives like yours or have a vested interest in your field.



# Opgave 3:

# ORGANISATION FORM(-S)

**Which  
organisation/business form  
fits you and your practice?**

**Your character is your bag of tools  
- use it!**

**Follow your deep interest.**

**Use entrepreneurship as vessels  
to get you where you want to go.**

**Your character is your bag of tools  
- use it!**

**Follow your deep interest.  
Become who you are.**

**Tak for i dag! :)**

**Next time Friday March 15.  
(Husk tilmelding hos Lena)**

## FOCUS ON THE DOUGHNUT - NOT THE HOLE

