



**COVENTRY CITY OF CULTURE
LEADERSHIP PROGRAMME
WORKSHOP PREPARATION**

Topic: **Understanding business models**

Date: **Monday 21 June 2021**

Host: **Anna Dinnen**

Please take a look at one or more of these organisations via the links below.

1. [Suited and Booted](#) – a London based charity who provide smart clothes for interview to men referred to them by public agencies
2. [Warts and All Theatre](#) – an arts organisation based in Northampton which provides theatre performance and production opportunities to young people. Please look particularly at the YOUNG ACTORS programme (any location) and what they say about the ‘pay-on-your-terms’ model.
3. [Zoom](#) – the video-conferencing platform

For one or more of them, note down some possible answers to the following questions:

1. What does the company offer? How is this similar or different to other organisations or competitors operating in the same sphere?
2. How is the offer paid for? Who pays, how often and for what?
3. What characteristics might their customers have in common?
4. What does the company need to have in order to run this business? (What assets, skills etc)

If you're not sure where to start, you could just read [this article](#) about Zoom

We'll have a look together at what we've discovered in the workshop.

**COVENTRY CITY OF CULTURE TRUST
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP
WWW.COVENTRY2021.CO.UK**

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