



## **Artist as Entrepreneurs**

“Strategies for Expanding Entrepreneurship in the Arts and Cross-Campus Collaboration”

Deshpande Symposium  
June 15, 2022

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# Collaboration

A top-down view of several people's hands stacked together in a circle. The hands are of various skin tones, including light, medium, and dark. The people are wearing light-colored, long-sleeved tops. The background is a soft, out-of-focus light color.

- Weston Ideation Lab
- CSU School of Film & Media Arts
- Powered by Burton D. Morgan Foundation

“What Joe and I love about the film industry, it's like the wild West. We're two guys who grew up a million miles away from the film business; it doesn't matter where you come from or where you go to school. All that matters is, can you find a way to practice the craft and express yourself in a way that people respond to.”

Anthony Russo



# Film & Business

When the Ohio Motion Picture Tax Credit passed, it was estimated that it would generate an increase in local spending by \$100 million and create 500 full-time equivalent jobs. A recent study conducted by Olsberg SPI found that since 2009, the increase in media sector activity has resulted in:

- \$1.2 billion in economic impact to the state
- Creation of 6,192 full-time equivalent jobs to the state



# Film & Entrepreneurship

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A basic understanding of film business principles and entrepreneurship is part of the foundation of a film education.







# Entrepreneurship at the School of Film & Media Arts:

- Each film needs a producer who functions as an entrepreneur
- Odyssey Program: An entrepreneurial philanthropy project
- Every Film is a Start Up: A interdisciplinary collaboration fostering creativity and entrepreneurship



## Filmmakers as entrepreneurs:

Entrepreneurship skills are embedded in most project-based activities in the film school, including:

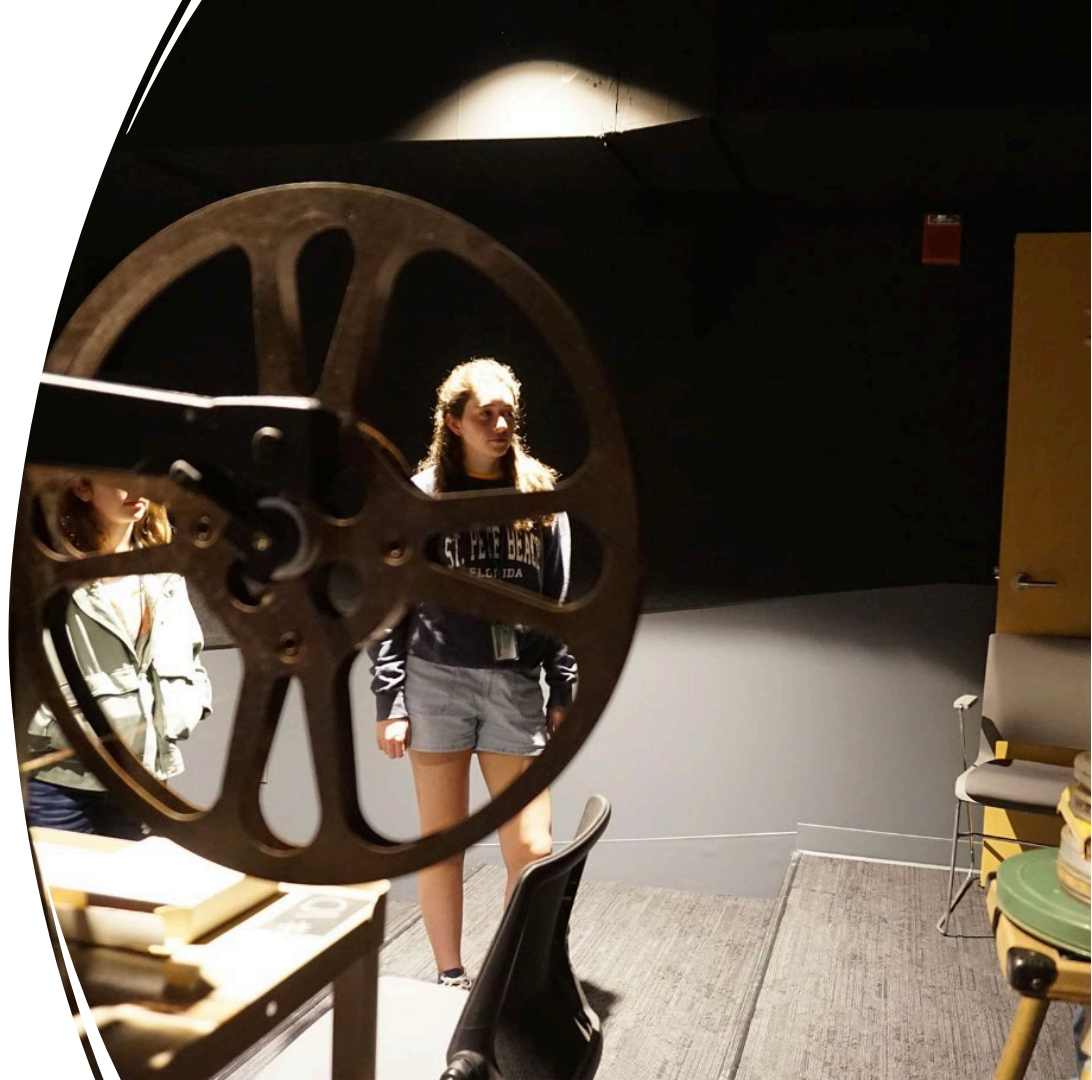
- Ideation
- Securing resources
- Team building and collaboration
- Leadership
- Financial literacy and budgeting



# Odyssey Program:

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Odyssey Summer Program is an entrepreneurial philanthropy project, which brings revenue to the film school. Founded in 2019 with a generous gift from Lee and Ageleke Zapis, the program has served hundreds of students and generated income for the School of Film & Media Arts.





# Every Film is a Start Up

TOPIC: COVID-19 IS WORSENING THE HOUSING CRISIS

EVERY FILM *is a* STARTUP  
DOCUMENTARY COMPETITION

TEAM OF STUDENTS: Emma Grosklos, Molly Bregar

ESTON RIVER LAB

A project-based learning opportunity which creates teams of CSU students learning about innovation, entrepreneurship and culminating in a documentary competition.

# SNAAP Data 2015

## Strategic National Arts Alumni Project

- 69% of Media Arts graduates believe Business & Entrepreneurship Education is important for their careers.
- 38% didn't get any form of Business & Entrepreneurship education as part of their Media Arts Degrees.

Need for entrepreneurial education exists!

# Program Goals

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Engage

Engage students with the Business Model Canvas

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Produce

Produce a 10-minute pitch followed by a 5-minute “sizzle reel” social justice documentary

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Collaborate

Collaborate, network, team build with CSU students, staff, faculty and film experts in NE Ohio and beyond.

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# Program Overview

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- CSU film students participate in workshops to learn about innovation and entrepreneurship
- Create teams to launch social justice documentary competition
- Films will be 3-5 minute “sizzle reels”
- Cash prizes and scholarships





# Results

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- Three (3) successful cohorts involving over 30 students
- Ten (10) “sizzle reel” social justice documentaries
- Seven (7) guest speakers, film alumni and discussions

# Impact

Sustainable funding for (3 years) from TruBlue, a subsidiary of Transition Studios

Two (2) full credit courses over span of a year for film students

Being a leader in the higher education arena showcasing arts and entrepreneurship success





## Workshop Topics

- Ideation, introduction to Business Model Canvas, Customer Discovery
- Master Series into the art of documentaries
- Channels
- Legal rights
- Budget/Financials
- Partnerships/Fundraising

# Why Join?

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- Internship Opp
- Mentors
- Enhance personal “reel”
- Expand network



# Schedule

Fridays, 11:30-1:00 PM  
Weston Ideation Lab

Session 1	September 9	Business of Film
Session 2	September 23	Master Class
Session 3	October 7	Strategy
Session 4	October 21	Legal Rights
Session 5	November 4	Budget/Financial
Session 6	December 2	Partnerships





# Innovative Solutions



Covid  
Lack of prototype  
Limited network

Zoom  
Out of the box  
thinking  
Connecting



# Lessons Learned

- Customer Discovery
- Collaboration
- Prototype
- Feedback

# Strategies for Expanding Entrepreneurship and Cross-Campus Collaboration

Every Athlete is a Start Up

Cross listing ENT academic courses

Creating other experiential programs