

## DIGITRANS.me – success stories

<b>Company name</b>	<p>Nine muses Ltd</p> <p>Video Presentation</p> <p><a href="https://drive.google.com/file/d/1qTq4DtM9sBoT8PegRfmZctlzTAbUoYOZ/view?usp=sharing">https://drive.google.com/file/d/1qTq4DtM9sBoT8PegRfmZctlzTAbUoYOZ/view?usp=sharing</a></p>
<b>Industry</b>	Creative industries, learning solutions

<p><b>Success brief</b> – A brief summary of the problem and how it has been addressed</p>	<p><b>The company is just launching its activity – trainings and specialized educational services for children and parents. Using different licensed and own design thinking and creativity instructional tools, methods and resources, the company offers a number of seminars to raise awareness, improve parent-children communication and ART trainings to unfold multiple children’ talents and skills.</b></p> <p><b>One of the main problem remain how to reach and attract a larger audience of children and parents, helping them to follow different activities and work together to further boost children’ talents.</b></p> <p><b>During the DIGITRANS workshop, the company managers developed new ideas and discovered new business opportunities for digitalizing part of its value offering.</b></p>
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*Please answer the following questions regarding your experience with DIGITRANS.me*

**The situation** – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

Before coming to the DIGITRANS workshop, the management team was struggling to define and to position strategically company services. The market of training and educational services is intense and company owners wonder how to create unique value offering.

They have started their operations by focusing on traditional, on-place and face-to-face trainings and ART developing activities.

**The challenge** – Describe your challenge and why it needed to be addressed

The biggest challenge for the company - Nine muses Ltd, is to develop a strategic plan and digital model for their further development, taking into account the interests and the needs of the customers and the end-users. The competition in the sector is considerable and the possibility to serve only a limited group of users at a time is limiting its growth potential.

The company wants to explore as well the opportunities to scale and to develop their own digital solution, reaching and providing services to new target audiences (for example, expats and Bulgarians, living abroad with their families).

**The solution** – In what way have you resolved the problem

During the DIGITRANS workshop, the company managers identified the target groups needs and requirements and formulated several possible solutions.

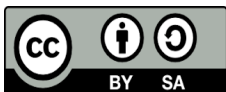
Further, following DIGITRANS templates, they organized several interviews and discussions with their main stakeholders.

Based on that, they defined three main lines of actions – development of a digital platform, a business model for scaling-up through partnerships and adopting of agile methods for testing and implementing of new courses and ART activities.

**The outcome** – What was the outcome?

The final outcome for the company is planning its next steps, defined as follows:

- Development of online application and management platform for facilitating organization and management of the Nine Muses trainings and art activities. This application can be developed in collaboration with an ICT company, and then, it can be delivered as SaaS to other ART and training centres. Further, it can facilitate the company scale-up, by using the franchising model and extending its program to other centres in the country and abroad.
- Development of Digital marketing strategy, aimed to attract further customers and to raise awareness among target groups for encouraging more parents and teachers to get involved in suitable activities for boosting children talents, art expression and skills. The digital media channels and social networks can facilitate company to become a meaningful content creator, spreading messages and good practices to larger audience.
- Development of online app for managing the program and personal development profile of every child. It will support functionality for personal profile and skills development, maintaining a portfolio of projects, providing tips and advices, best practices, and offering personalized and adaptable online and face-to-face activities.
- In order to get financing for realization of these projects, there would be explored further opportunities for start-up financing and crowd funding on national and EU level project.



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