

euromuse.net



***euromuse.net* BUSINESS PLAN
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EXECUTIVE SUMMARY

Euromuse.net is an independent, non-profit information provider on European museum-exhibitions to promote and raise interest in Europe's professional cultural offer for individuals as well as for professionals from all over the world. The concept for the ongoing operation of the euromuse.net service aligned to the mission presented above will be the described in the final version of this document in July of 2010.

The final version of this document is going to present a description how the service will be operated and maintained from 2011 on, presenting the general goals, objectives and services euromuse.net will offer as well as an analysis of points of strength and weakness, innovative aspects, technical details and pricing / revenue models.

Introducing, a mission statement describes the basic idea of the service and outlines the frame, in which the project consortium is going to continue after the end of the euromuse.net eTEN funding. The chapters "Mission Statement and Business Objectives" will give a concrete insight into the defined mission, the goals and the general approach for the business model of the service. "Service offer and USP" will work out the Unique selling proposition of the service as well as additional services to integrate into the euromuse.net offers, rated by priorities and different stakeholder groups' needs, ordered by a timeline. These services will contribute to keep the service aligned to the (non-commercial) market's requirements. The results of a market analysis currently taking place will give a deeper insight in target groups, trends, competitors, added value and types of offered services.

The "marketing strategy" will describe the set-up for the ongoing distribution and promotion of the service, deducted from the outcomes and results from the chapters above and reflect the needs of typical user groups and their characteristics.

The chapter "organisation" will contain information on the organisational background, staff and management of the service from 2011 on and describe the partnership and scenarios for operating euromuse.net from year 2011 on. In combination with the identified criteria for "financial sustainability" (revenue streams to generate the funds to maintain and extend the service on a non-commercial basis) this document will be a helpful basis for the ongoing work on euromuse.net.