

This competition is designed to challenge teams to balance **artistic integrity** with **financial viability** and **social impact**. Each team must launch a new body of work by their assigned Artist, ensuring the launch plan provides a measurable benefit to all four team members.

The Team (The Four Pillars)

1. **The Artist (The Creator):** Brings the core product, the vision, and the creative expertise.
2. **The Corporate Executive (The Investor/Strategist):** Provides capital, high-level business strategy, and access to corporate resources/networks.
3. **The Nonprofit Director (The Impact Catalyst):** Provides a community mission, social context, and a non-commercial distribution channel.
4. **The Small Business Entrepreneur (The Implementer/Operator):** Provides speed, ground-level execution, a local customer base, and lean business experience.

Success Metrics (The Shared Victory)

The winning team must demonstrate how their project achieved **all four** individual goals:

Team Member	Goal (Benefit)	Measurement
Artist	Artistic Freedom & Exposure	Successful exhibition/launch of new work; acquisition of new collectors/patrons; positive critical review.
Corporate Executive	Innovation & Brand Association	Measurable internal employee engagement (e.g., in a workshop); media mentions linking the company to the project's success/creativity.
Nonprofit Director	Social Impact & Fundraising	Specific dollar amount raised for the nonprofit's mission; measurable community engagement or participation.
Small Business Entrepreneur	Revenue & Market Expansion	Percentage increase in revenue for the small business; successful entry into a new market segment.

