

The Challenge: Pivot the artwork into a successful **consumer product line** that scales quickly and maintains its artistic distinctiveness.

Team Member	The Stake	The Solution Focus
Artist	Needs to demonstrate a successful commercial application of their art without devaluing their original fine art pieces.	Focus: Designating a very select few of the original paintings as Master Originals to be sold privately, thus raising the perceived value of the mass-produced designs.
Corporate Executive	The Head of Marketing for a major textile or home goods brand looking for fresh, exclusive designs to launch a new product category.	Focus: Licensing the patterns for a large-scale product run (e.g., bedding, wallpaper) and featuring the Artist in a national ad campaign to highlight the brand's commitment to authentic art.
Nonprofit Director	An organization dedicated to art education in underprivileged schools.	Focus: A clause in the licensing deal that a percentage of all product sales goes to fund a free "Pattern Design" curriculum taught by the Artist.
Small Business Entrepreneur	A custom print-on-demand e-commerce site looking to transition from basic designs to exclusive, high-margin, premium content.	Focus: Using their platform for the initial limited-run pre-sale of the product line to prove market demand and collect valuable customer data.