

PRACTICE BEST PRACTICE PRESENTS

CREATIVE-DRIVEN ENTERPRISES

Building financial sustainability
through your creative practice

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5:30–7:30 PM ET · Online workshop

JENNY LARIOS BERLIN

MIT Sloan Senior Lecturer & Entrepreneur in Residence

ANABELLA BERGERO

Fashion Artist & Creative Entrepreneurship Faculty
Ringling College of Art and Design



Creative meets Entrepreneur

A COURSE FOR CREATIVE PRACTITIONERS



Adapted from **Bill Aulet's Disciplined Entrepreneurship** and co-authored by **Jenny Larios Berlin**, MIT Senior Lecturer, and **Anabella Bergero**, Prof. of Entrepreneurship at Ringling College of Art and Design, the framework translates the principles of disciplined entrepreneurship into the language and realities of creative practice.



Real frameworks. Real world. Built for creatives.



Creative meets Entrepreneur

TODAY'S WORKSHOP



- 01 The Creative-Driven Enterprise Model
- 02 Creative DNA to Creative Asset
- 03 Primary Market Research: Audience & Customer
- 04 Going from Creative Push to Market Pull
- 05 MITx Arts Entrepreneurship: Who It's For
- 06 Makerstate



WHAT IS ENTREPRENEURSHIP?



“The pursuit of opportunity
beyond resources controlled.”

*Professor Howard Stevenson, Harvard Business School

The formation of a new venture that creates value through a product or offering, and captures value to make the venture economically sustainable.

THE CREATIVE-DRIVEN ENTERPRISE MODEL

A business-building approach for creatives with a robust creative practice who want to build a financially sustainable career from their art-making.

Creativity meets enterprise

WHAT IS A CREATIVE-DRIVEN ENTERPRISE?

A multi-medium enterprise operating across multiple distribution platforms.
With creativity at its core.

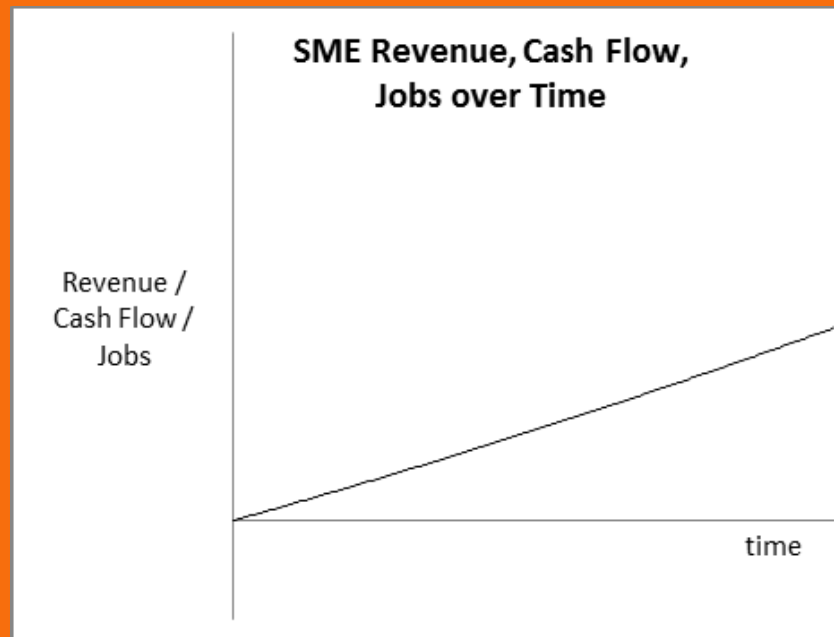


CREATIVE ENTREPRENEURSHIP

C-SME

Creative Small / Medium Enterprise

- Local market focus
- Studio, consulting, commissions

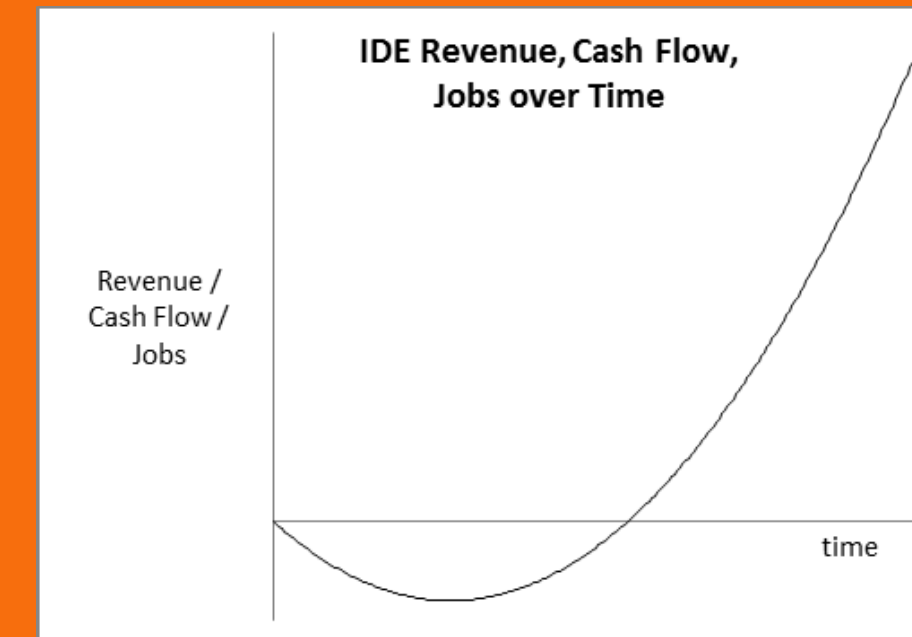


- Linear growth (capped)
- Faster market entry
- Less control over creative capital

CDE

Creative-Driven Enterprise

- Global market focus
- Products with creation at the core



- Exponential growth (uncapped)
- Audience cultivation
- Greater control and agency



Creative DNA to Creative Asset

Taking the elements unique to your art practice and identifying specific creations that can be made into products through a diversity of mediums with the potential to be distributed in multiple different channels for revenue generation and brand world building.



FEATURES OF A CREATIVE-DRIVEN ENTERPRISE



- 01 Audience centered
- 02 Independent production to start
- 03 A rich, well-defined art practice
- 04 A multi-hyphenate approach
- 05 Multiple products from one creative asset
- 06 Multiple Mediums
- 07 Multiple distribution channels
- 08 Ownership of copyright material

For example: dance videos, paintings, scripts, or ceramic designs



PRIMARY MARKET RESEARCH

Audience & Customer

Learn from the marketplace to inform your venture.

Your learning continues and becomes more specific over time.



PRIMARY MARKET RESEARCH



What can you learn from the field?

- 01 Who engages with your work and who buys it
- 02 Which product features to develop and when
- 03 How to brand and market your offering
- 04 How your business model could work
- 05 Who could help co-create the product
- 06 Who could become your first customers



What is primary market research?

<https://orbit-kb.mit.edu/hc/en-us/articles/204891786-what-is-primary-market-research/>

Primary market research lets you investigate an issue of specific interest to your business, get feedback about your website, assess demand for a proposed service or good, gauge response to various packaging options, find out how much consumers will pay for a new product, and more.

Primary market research is tailored to a company's particular needs and is conducted either by you or by a company that you pay to conduct the research for you. Focus groups surveys, field tests, interviews, and observation are examples of primary market research.

Primary market research is different from secondary market research in that you do your own research that will answer questions you pose. Secondary market research, on the other hand,

Getting started

6 articles

How do I do primary market research?

What do I do if I want to work on a problem but don't know the solution?

How do I put up a web page quickly to run digital experiments?

AUDIENCE AND CUSTOMER

AUDIENCE

Engages with your content
and creative practice

May advocate for your work
and help others discover it

May engage without purchasing

CUSTOMER

Pays for your offering

May refer other customers

May reveal new opportunities
for expansion

Can your audience also be your customer? Yes.

Can individuals be your audience and businesses your customers? Yes.

Going from Creative Push to Market Pull

It's very easy to build it thinking they will come... They rarely do. That's a creative push approach. Instead let's build the market for your creative works as your audience and customers are seeking it, hence developing a market pull for what you have to offer.

LET'S DO AN EXERCISE

- 01** **What Creative Asset could become the basis of your initial offering?**
- 02** **Who is the audience?**
- 03** **Who is the customer?**

Your first working hypothesis is enough to begin PMR.

GOING OUT INTO THE FIELD

**Because my Creative DNA includes _____,
I currently believe that _____.**

EXAMPLE

Because my Creative DNA combines nostalgic illustration, hand-drawn typography, and irreverent humor, I currently believe that people involved in independent music and alternative fashion communities may connect with my work.

Write 5–10 questions for these potential audiences and customers.

MITx ARTS ENTREPRENEURSHIP

Who is it for?

[Watch the course video](#)



MAKERSTATE



Explore these questions now

Try our prototype while you wait for the course.
Free to use.

makerstate.com

Let's do a quick demo



STAY IN TOUCH!

Keep the conversation going

<https://www.linkedin.com/in/jenny-larios-berlin/>

LINKEDIN

<https://www.linkedin.com/in/anabellabergero/>

INSTAGRAM / OTHER HANDLES

@anibergero