Robin **Viken**
Freelancer

Service

- Freelance 3D character animator
- Additionally 3D designer and generalist
- Work from home and on site

Market Analysis

- Very competitive market
- Difficult to get the first job
- Showreel is key
- TV series, Feature films, Commercials, Games and mobile applications
- Contract length varies

Competition

- Mainly other graduates and newly started freelancers.

- Already established freelancers

Location

- London, near Soho
- One of the leading city in Europe
- Lots of potential employers
- Good for runner jobs
- Large companies

double negative visual effects

FrameStore

Marketing Strategy

- High quality showreel

- Created good marketing materials

- Excellent website and online portfolio

- Active on social networks

- Act professionally

Selling points

- Work long hours

- Can keep tight deadlines

- Can do many 3D related tasks

- Work on site or from home

- Experience working on longer projects
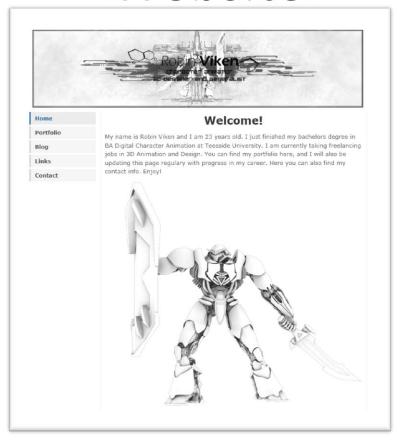
- Experienced with software

Marketing materials

Website

Business Structure

- Contact HM Revenue and Customs
- Will accept short and long contracts
- Actively looking for jobs
- When finished, ask about later employment
- Keep in touch with previous employers
- Update showreel after each finished project

Finacials

Startup budget:

Item	Price
Autodesk 3D Studio Max	2150 £
Adobe Photoshop CS5	660 £
400 Business Cards	53 £
500 Designed CD's	360 £
Website Domain, 10 years	100 £
Workstation items and PC	3000 £

Total: 6300 £

Key Objective

- Gradually build up a client base

- Build up a solid reputation

- Get a taste of the game industry

- Eventually work on a feature film

Image from the movie: «How to train your Dragon»

Additional materials

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