

Kyle Johnson and team help multiply resources for arts educators and communities

Adobe volunteers contribute marketing skills to connect cultural organizations, artists and schools



Artsopolis enables communities throughout North America to effectively promote their local cultural organizations and artists through their software products and services.

artsopolisnetwork.com

"Being able to work with colleagues at Adobe to help this not-for-profit organization fulfill its mission reinforces how I feel about Adobe as a great employer and an exemplary corporate citizen."

Howard Zemel, Adobe Pro Bono Initiative Participant

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

Artsopolis needed specialized resources to produce business and sales strategies, and a pricing model for their new product, [Arts Education](#) - software that links K-12 educators with arts education providers who adhere to the Common Core standards.

PROJECT

Adobe volunteers, led by Kyle Johnson and Suresh Sivaprakasam, partnered with Artsopolis to develop a business plan which included the addressable market, opportunity sizing, and comparative revenue models with pricing options.

IMPACT

As intended, Artsopolis utilized the plan to expand into new markets. An unexpected bonus? They leveraged it to secure a \$100,000 grant that resulted in a searchable directory for Arts Education programs and the development of three additional software modules.