

Application Example:

North & Birch Creative Studio

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Business Considerations

Business Overview Word Count: 100

North & Birch Creative Studio helps small businesses and entrepreneurs create distinctive brands through visual identity design, illustration, packaging, and marketing materials. Many growing businesses struggle to establish a professional, memorable brand that reflects their values and helps them stand out in competitive markets. Our primary customers are Canadian founders and small business owners, in Calgary, Alberta and the surrounding region, particularly those in the consumer goods, food and beverage, and lifestyle sectors, who value custom, strategy-driven branding over generic design solutions. We combine thoughtful brand strategy with original creative work to develop visual identities that support long-term business growth.

Technology Description Word Count: 94

North & Birch Creative Studio delivers branding services through a structured design process that combines market research, brand strategy, visual identity development, and original creative work. The process helps businesses overcome inconsistent branding, limited market differentiation, and unclear visual communication. Each project is developed using collaborative discovery sessions, concept development, client feedback, and iterative design to create cohesive brand assets tailored to the client's goals. The studio's service delivery model has been refined through multiple completed client projects and is currently estimated at TRL 8, reflecting a proven process used successfully in operational environments.

Revenue Streams Word Count: 81

- Brand Identity Packages (Current): Custom branding services, including logos, visual identity systems, and brand guidelines for startups and small businesses. (~ \$28,000 to date)
- Packaging & Marketing Design (Current): Design of product packaging, print materials, and digital marketing assets for client projects. (~ \$14,000 to date)
- Licensing Original Artwork (Planned): License original illustrations and graphic assets for commercial use by publishers, businesses, and organizations.
- Digital Design Resources (Planned): Sell downloadable brand templates, illustration packs, and design resources through an online marketplace.

Key Activities and Important Dates Word Count: 78

- July–September 2026: Complete branding projects for five new small business clients and expand the studio portfolio.
- October 2026: Launch an updated studio website showcasing completed client projects and original creative work.
- November–December 2026: Hire a freelance illustrator to support increasing client demand.
- Winter 2027: Develop a collection of original illustration assets for future licensing and digital product sales.
- Spring 2027: Participate in regional small business events to expand the studio's client network and establish new partnerships.

Growth Strategy Word Count: 88

- Expand service offerings by introducing website design, packaging design, and brand strategy workshops for growing businesses.
- Grow into new markets by serving clients across Western Canada and building long-term relationships with businesses in the consumer goods and food sectors.
- Develop recurring revenue by creating downloadable design templates, illustration libraries, and other digital creative resources.
- Strengthen the North & Birch brand by building recognition as a trusted creative studio for early-stage businesses.
- Explore licensing opportunities for original illustrations, design assets, and creative resources to generate revenue beyond client projects.



IP Inventory

Asset	Owner	Proof of Ownership / Related Agreement(s)	Protection Type / Protection Measure	Protection Status
North & Birch Creative Studio (business name)	Founder	N/A	Trademark	Unprotected
North & Birch logo	Company	Contractor agreement	Copyright	Protected by copyright (unregistered)
Original illustrations and artwork library	Company	Employment agreement	Copyright	Protected by copyright (unregistered)
Client brand identities and logos	*Client	Client service agreement	Copyright	Ownership assigned upon project *completion
Studio design process and brand strategy framework	Company	Employment agreement	Trade Secret	Internally protected
Design templates and digital resources	Founder	None	Copyright	Unprotected
Licensed stock photography and fonts	Third-party	Commercial license	License	Licensed
Studio website content and portfolio	Shared	Client permission varies by project	Copyright	Partially documented

* Ownership depends on the terms of the client agreement and may vary between projects.



IP-Related Agreements

Agreement Name	Agreement Type	Parties Involved	Related Asset	Revenue Sharing Obligations	Status
Employment Agreement	Employment Agreement	Company, Senior Graphic Designer	Original illustrations and artwork library; Studio design process and brand strategy framework	No	Signed
Client Service Agreement	Service Agreement / Assignment	Company, Clients	Client brand identities and logos	No	Signed
Freelance Illustrator Agreement	Contractor Agreement	Company, Freelance Illustrator	Original illustrations and artwork library	Unknown	Draft
Stock Asset License	License	Company, Third-party Content Provider	Licensed stock photography and fonts	Not Applicable	Active
Founder IP Assignment	Assignment	Founder, Company	North & Birch Creative Studio (business name); Design templates and digital resources	No	Not in Place
Portfolio Use Permission	Client Permission / License	Company, Clients	Studio website content and portfolio	Not Applicable	Partially in Place



Market Consideration

Competitor and Market Landscape

Company Name	Location	Key Differentiation
Daughter Creative	Calgary, Alberta, Canada	N&B focuses on early-stage businesses seeking accessible brand strategy and custom creative support, rather than having a broader .client portfolio
Burnkit	Calgary, Alberta, Canada	We provide smaller businesses with more personalized, founder-focused services, rather than working with .larger companies and organizations
Evans Hunt	Calgary, Alberta, Canada	We focus specifically on brand identity, illustration, and creative asset development, as opposed to .offering a wider range of services
Canva	USA	Customized brand strategy and original creative work rather than self-serve design resources, as opposed to digital design tools and .templates
Freelance Designers (Local Market)	Calgary, Alberta, Canada	We combine creative services with structured branding processes and ongoing business support, as opposed to more flexible design .services at different price points



White Space

Many branding agencies offer broad creative services or focus on larger organizations, while freelancers often provide limited strategic support or specialized design services. This creates an opportunity to better serve early-stage businesses seeking both thoughtful brand strategy and high-quality creative execution from a single partner. North & Birch Creative Studio addresses this gap by combining collaborative brand development with original creative work tailored to the needs of growing businesses. As the studio expands, it will continue developing original creative assets and scalable design resources that support both client projects and future licensing opportunities.

Strengths	Weaknesses
- Strong portfolio showcasing a range of • .branding and illustration projects - Personalized, collaborative approach to • .client relationships - Established reputation within the local • .entrepreneurial community ,Diverse service offerings across branding • .illustration, and packaging design	- Small team with limited capacity to take on • .larger client projects - Revenue is primarily based on client service • .work - Limited brand awareness outside the local • .market - Marketing and business development • .activities compete with client work
Opportunities	Threats
- Expand into new geographic markets through • .virtual services	- Increasing competition from agencies, • .freelancers, and online design platforms
- Develop recurring revenue through retainers, • .templates, or digital products	- Economic uncertainty may reduce demand for • .branding and design services
- Build strategic partnerships with printers, • .photographers, and marketing agencies	- Clients may choose lower-cost or AI-assisted • .design solutions
- Serve growing markets such as consumer • .products and food & beverage businesses	- Similar business names or branding may affect • .market visibility as the studio grows

