

**Prototype/MVP Sparks of Art Workshop**  
**Monday, August 28, 1300-1400**  
**Impact Hub Inverness**

On Monday, August 28 between 1-2pm two entrepreneurs and OG Hubsters from Dubai are visiting Impact Hub Inverness. Nathalie Kachouh and Stephen King are in the ideation phase of their business and are visiting Impact Hubs in London and Inverness to gain honest feedback and inspiration for developing their offering for the UK market. They are promising sandwiches for anyone who signs up - maximum 10 persons! Check out their business concept below and register via the link.



**SIGN UP here:** <https://form.jotform.com/232214029671450>

**What is the big idea?**

Sparks of Art aims to transform the employment experience for critical frontline service staff through hosting inclusive expressive art workshops that unlock hidden talents, grow self-efficacy and form or reinforce lasting team bonds.

**What is the proposition?**

Expressive art is well-recognised as a holistic practice for addressing internalised and interpersonal challenges. Through projection, participants are able to explore areas of workplace anxiety without verbal communication, in a safe environment. This allows participants to gain a deeper understanding of themselves and their coworkers.

There are numerous academic studies demonstrating how expressive art has been used to provide developmental assistance, especially for vulnerable communities. Nathalie has also presented an academic paper at Middlesex University's Learning & Teaching conference in 2021 demonstrating how the practice supports youth navigate the early stages of their higher education journey.

Our services are designed to be:

1. **Inclusive** - any level of employee can participate, irrelevant of their previous art skills, level of education, age, language proficiency or presence of any disability.
2. **Scalable** (*and therefore efficient*) - large groups of even up to 100 participants could be engaged at the same time (*terms and conditions apply*). Online delivery of workshops is also possible.

3. **Effective immediately** - the outputs of SPARKS, ZIPs, BOUNCES and BEACONS can offer deep insights that can be acted on by individuals or corporates as soon as the meeting concludes.

### **Who is the target audience?**

We are targeting companies who employ large numbers of customer-facing staff. These are traditionally service-based in fields that are hard to automate such as salons, schools, hospitals, manned security, mobility, delivery services and hospitality.

### **How do you intend to deliver this?**

We offer expressive art workshops in the following formats:

- 1-hour workshops: "SPARKS";
- ½ day townhalls: "BOUNCES"
- 1-week sprints: or "ZIPs"

We also aspire to offer "BEACON" 1-1 expressive art mentoring for high-performing leaders.



*Example "SPARK" workshops delivered for The Nail Spa and Middlesex University Dubai*

### **Who are you?**

We are a wife-husband team who have been developing this concept for over 5 years.

**Nathalie Kachouh** (*general manager/lead facilitator*) has an MA in special education and is an internationally certified expressive arts practitioner with a decade of experience

working with adults, youth and people of determination. These are critical qualifications for the delivery of effective expressive art experiences on the scale proposed and to the audiences envisioned. She previously worked as a branding director for a global advertising agency, consulting multinational clients including Breitling on their regional brand strategy, and helping launch National Geographic into the Middle East.

**Stephen King** (*operations officer*) has received multiple awards for innovation and entrepreneurship including being named amongst the top five Dubai-based start-up concepts for his short-form video business in 2015, and as one of the most innovative communicators in EMEA by PProvoke magazine in 2021. Stephen has achieved the academic rank of senior lecturer and senior fellowship, and is an active member of both the PRCA and EUPRERA. He is nominated to the board of the UAE-chapter of the International Advertising Association and previously served the oversight boards of AIESEC, MEPRRA and the International Committee of the Chartered Institute of Public Relations.



*Lead facilitator Nathalie Kachouh hosting SPARK workshops at co-working spaces in Dubai*

### **How do we take this to the next level?**

We have the content and experience. The market is huge and untapped. There is a clear urgent (if unrealised) need for companies to engage proactively with their front-line workers. And pressures of anxiety caused by inflation, automation, post-Covid blues, and more - are made more acute from fears of A.I. climate change, war and general *Doom-scrolling*.

As a next/first-step we need a professional space to host our "SPARK" workshops during the summer of 2024. These will provide the platform from which to market our larger "SPRINTS" and "TOWNHALLS" and act as an introductory ice-breaker for new clients.

*We have over a decade of experience of working in the Impact Hub network and have visited spaces around the world. We therefore see the three Impact Hub locations in the UK, as providing the core space infrastructure out of which we could potentially grow.*