

# TRACCE – SUCCESS STORIES

## ENTREPRENEURS

Questions for successful CCE (Cultural & Creativity Entrepreneurs): Franziska Scheuerle, Founder of [LOREMO](#)

· In 2-3 lines, briefly describe your business.

Loremo is a digital platform for abstract modern Statement art paintings - matching the interior color code and the personality of our customers. Every piece of art is as unique as you are while the order management ist completely digital via an Artificial Intelligence behind.

· How did you become a CC Entrepreneur? Was there some kind of impulse / magic moment where you decided to become a CCE?

In young ages my family did a lot of creative things with me, in school I finalized art with 1.0 and afterwards my interest in interior design, design objects and art increased more and more the older I got.· What was your biggest challenge as CCE and how did you handle it?

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The investment. Cultural Start-Ups are different and the money comes in the long-term run after building up a high exclusive image and position in the luxury field. Art is sold by emotions and a completely different approach than tech start-ups originally have. The art market is intransparent and non digital in status quo. So we have to disrupt the business with our new approach (The order management follows the fully automatized lean management principle while the art piece is still created handcrafted to become a unique piece and addressing the trend of personalization).

· What do you think: What is the secret to your success?

My knowledge in luxury brand management and the understanding of artists as human beings that is completely different than business or tech people. When I want artists work for me I have to speak their language. But in the same I understand the needs of the luxury customers. My business is the sweet spot to create a win-win situation for both.

- **What is the most essential knowledge or know-how for CCE? What do you recommend other CCEs or ongoing CCEs to learn as soon as possible with regards to:**

What does "scaling up and exiting" mean for a project or start-up within the Cultural & Creative Industries Sector.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be learn as soon as possible with regards to: How to spot opportunities & identify (business) ideas?**

Whenever you speak with people tell them about your business to create awareness. Use opportunities. Start-Ups in the art business are not short-term. They succeed in the long-term run, because they are not based on awareness alone, but rather on a high exclusive prestige image. It is a hedonistic good.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Initiating a project or founding a start-up within the Cultural & Creative Industries Sector**

Exchange and develop your ideas based on task with other creatives. Focus on your customer. How he/she thinks, acts and buy. Where does she/he buys? Build up your strategy . But in the same collect experience via try and error. Just do it.

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Scaling up and exiting in the Cultural & Creative Industries Sector**

Build partnerships and co-creations + integrate high aestetical influencers that representing design and art

- **What do you recommend other Cultural & Creative Entrepreneurs or the ones to be to learn as soon as possible with regards to: Learning from other successful Cultural & Creative Entrepreneurs?**

I never have looked to others. I follow my passion and my own way. And it works.. If you will look to much to others you miss your own USP spending time observing others and feeling bad. let yourself inspire by cities, architecture, other cultures. Travel.. and fine-tune your concept and business approach.