



Q&A with Don Hunter, Co-Founder and President of Acceptd, Inc. Connecting Young Artists with Global Arts Organizations



Don Hunter
Co-Founder and President
Acceptd, Inc.

www.getacceptd.com

Contact:
Don Hunter
dhunter@getacceptd.com

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Mr. Hunter, what is the concept behind Acceptd?

Mr. Hunter: Our mission is to connect young artists with opportunities. We work with 500 global arts organizations and have helped them connect with

over a quarter million artists and more every day. We do that through customized online application and audition technology, digital marketing and recruitment services for organizations and memberships to help artists find their best fit.

CEOCFO: What is the competitive landscape?

Mr. Hunter: When we created this business in 2011, we set out to streamline an antiquated process of auditioning students in the performing arts. Higher education arts programs were mainly doing live, in-person auditions and some were starting to do digital auditions via mailed cds, YouTube, and a scattering of different subpar methods. My business partner and I knew we could bring excellence to an outdated process and better connect artists and arts organizations. To date, we are the only arts-focused business offering comprehensive application, audition, recruitment and marketing solutions to our partners.

CEOCFO: What is your business model?

Mr. Hunter: Acceptd offers a variety of cost-effective solutions that help organizations reach the perfect artists. Our digital audition platform is provided for free to our partnering organizations, and we charge a nominal application fee to the applying artists (compared to the high costs of shipping materials or traveling for a live audition). Our customized, ROI-driven marketing and recruitment services are available on a monthly subscription basis.

CEOCFO: Do you find that schools have been looking for a better way and are they surprised when they find out you have one for them?

Mr. Hunter: Absolutely—one thing I love about the arts community is that they are constantly iterating and looking for ways to best serve their students. All the program directors I talk to have visions around where they want their programs to go and how they can best help artists as they pursue their passion. Our goal is to learn more about their goals and find ways to help achieve them. Most of the time we can tailor our solutions and partner with organizations and artists to run after their dreams. In the rare instances where our solutions are not the perfect fit, we're able to connect them with someone in our network that has the right answers.

CEOCFO: I see that you offer your clients one-on-one training. How do you work with your clients?

Mr. Hunter: One-on-one training and personalization is the crux of our business. We do not believe in cookie-cutter solutions and consider ourselves a partner with individual organizations as opposed to a vendor. For instance, with our