Shannon Dawson

Step2,3 LLC is a company that aims to develop a social networking platform for freelance and local artists across all disciplines. The platform provides artists with tools to share, promote, and sell their art, as well as audition, cast, find work, and access other artistic resources. In 2022, the company won three awards from local business plan competitions, including first place in the Purchase College Shark Tank Competition and the MidHudson Business Plan Competition.

At present, Step2,3 is validating its premium service concept by conducting surveys among artists in four main disciplines (art, music, theater, dance), and presenting the findings to businesses that support freelance artists. The next step is to establish partnerships and distribute coupon codes directly to survey participants, with the goal of increasing sales of those businesses by 3-5%. Once the company has secured 10 businesses across different artistic disciplines, it will seek investment for the platform's second development phase.

Shannon Dawson, CEO of Step2,3, is a talented artist and performer with a BFA in Dance from Adelphi University and a MA in Arts Entrepreneurship from Purchase College. Recognizing the lack of resources and wealth faced by freelance artists across various industries, he founded Step2,3 in 2021 to connect artists with each other and potential employers, providing a platform to facilitate freelance art production and help grow wealth within the community.