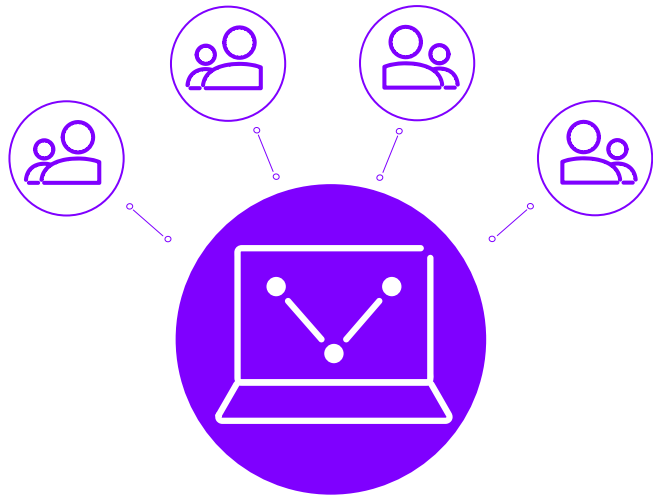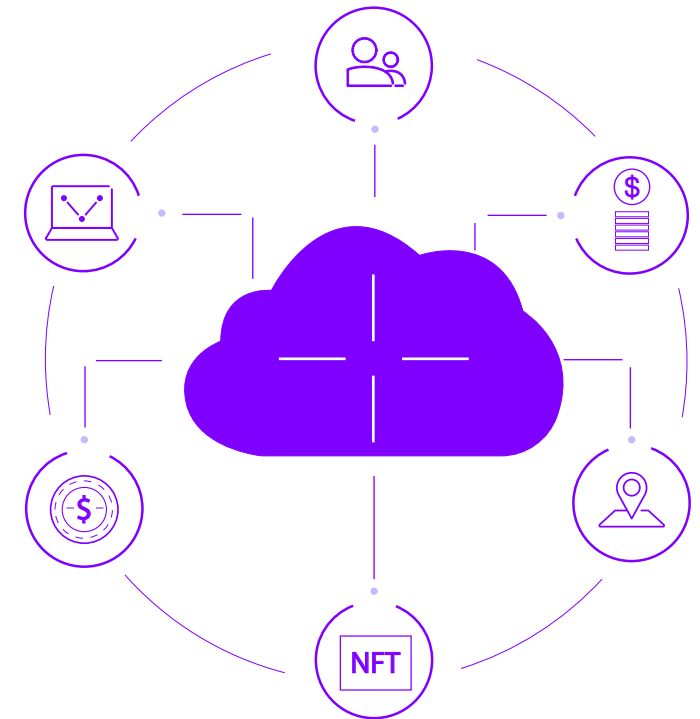# PITCH DECK

The **community** that supports the **art world**.

> We gather:
curators, **institutions**, **artists**, **corporates**.

> We support:
tools to **engage with audience**.

> We create:
a **Digital ecosystem** to **fundraise** with **educational contents** & **NFTs**.

Curators are the **heart** of our platform.
They are the maestros behind the scene who **collaborate**
with **artists** & **institutions** to bring exhibitions to the public eye.

160K
Artists

10K
Curators

50K
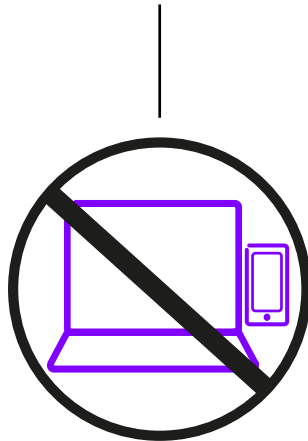Institutions

Exhibitions
3-5/year
Average of 15000 visitors

3.9M
Visitors

From the community of curators, artist & insitutions, we are provinding
a digital ecosystem with a potential **reach of 4 millions art lovers**.

ART WORLD HAVE A LACK OF DIGITAL KNOWLEDGE & DOESN'T KNOW HOW TO FINANCIALLY LEVERAGE ITS CONTENT

Lack of staff training & expertise on the digital realm

Lack of ressources & knowledge to explore new ways of funding

No social network adapted

Struggling of institutions

80% requires addition support with digital tools.*

Preoccupying financial situation

70% of museums expect budget cuts in the coming years.*

Social media engagement

75% Facebook*
21.4% Instagram*

* Follow-up survey on the impact of COVID-19 pandemic on Museums in Europe - Final Report of Nemo (Network of European Museum Organisations)

A COMMUNITY PLATFORM THAT ENABLES
FUNDRAISING FOR ART PROJECTS THROUGHT A SIMPLE WAY
TO SHARE & MONETIZE DIGITAL CONTENT
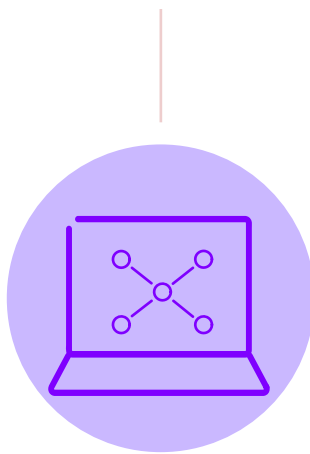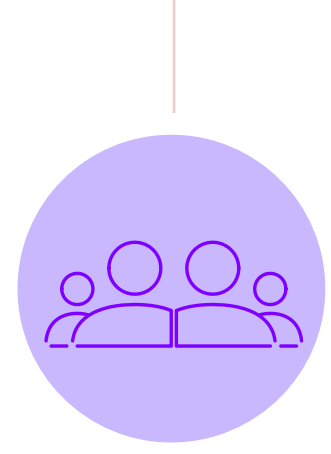
Intuitive software

Creates digital exhibitions &
engaging events.

Marketplace &
fundraising

Sale of educational contents
and digital collectibles
via NFTs technoloy.

Community of
the art world

Curators, Artists,
Institutions & Audiences.

Our **Beta Version** focused on **creating the community** of curators & venues.
Allowing more than **2500 connections,**
1500 posts created, & **50 digital exhibitions.**

Art Curator Grid Beta

Create Post | Exhibitions | Venues | Network | My profile

All | Exhibition Archive | Exhibition | Art Project | Publication | Studio Visit | Interview | Other

Search | Current

Capital Project
Italy

Studio Visit

♥ 3 ◉ 9

Riccardo Bellelli Studio Visit
During his month-long residency, the artist created a sound installation inspired by Gu...

DEO Projects
Greece

Art Project

♥ 3 ◉ 6

Paulo Nimer Pjota supported by Jessica Cinel
Jul 10th 2021 - Aug 10th 2021
Old slaughterhouse of Chios island, Greece

Kupfer
United Kingdom

Exhibition

♥ 4 ◉ 64

Anderson Borba and Alexandre Canonico
Curated by: Kiki Mazzucchelli

A young and experienced Team from 5 different countries

50% Tech

50% Art
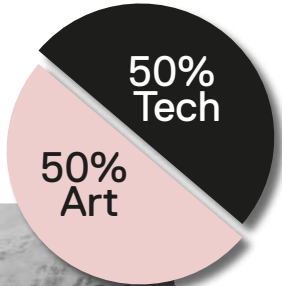
Pedro Mata
Graphic designer

Rui Alves
Sofware Developer

Sonia Mata
Sofware Developer

Christina Sanchez-Korzyreva
Chief Editor / Curtain Magazine

Julia Flamingo
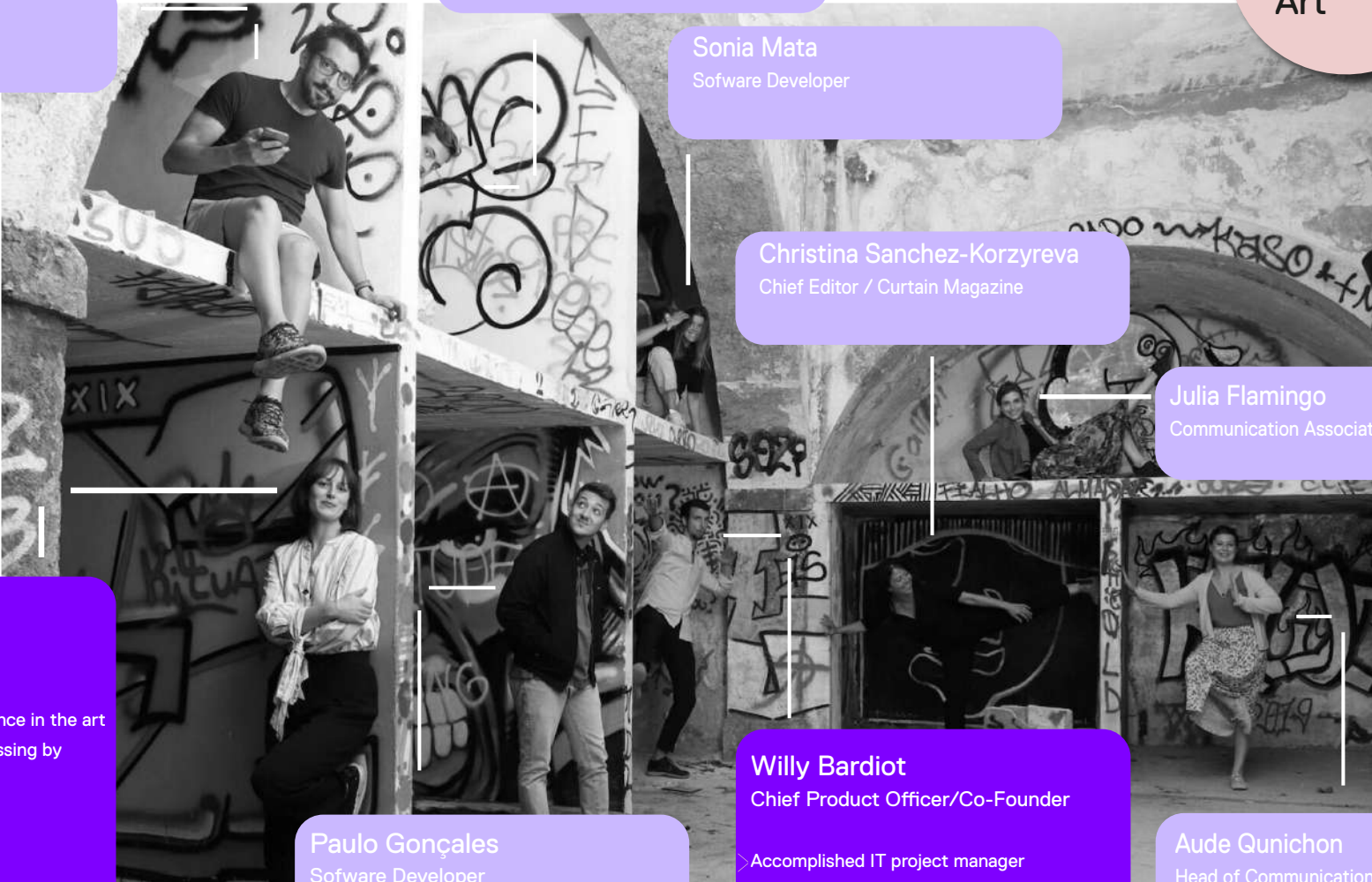Communication Associate

Pauline Foessel
Director / Founder

› More than a decade of experience in the art From Shanghai to Portugal, passing by Hong Kong
› Held positions
  - Gallery Direction
  - Artist Studio Director
  - Institution Director of development
› Experience as a curator for several international projects
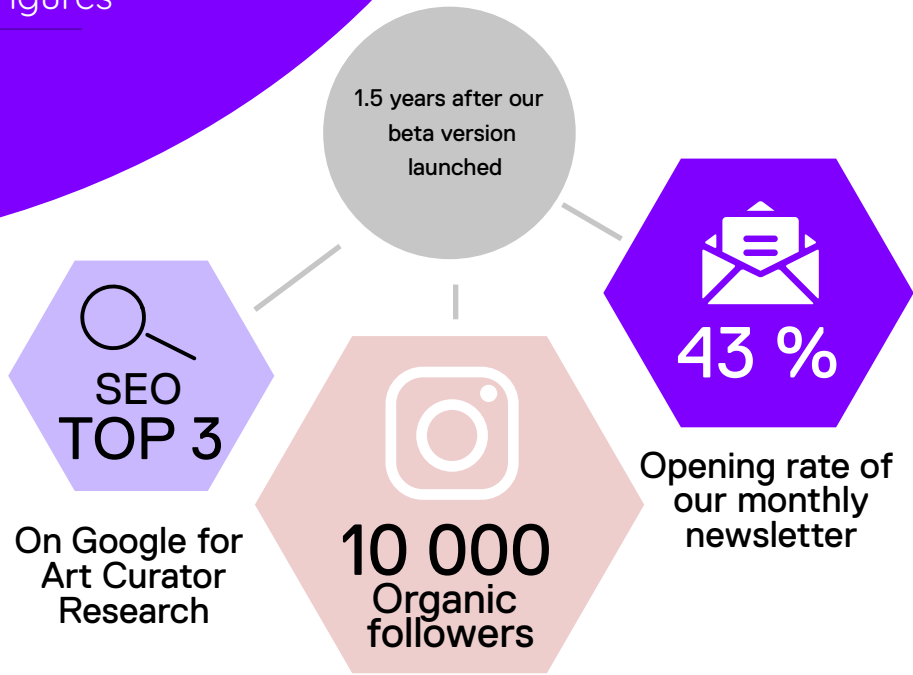
Paulo Gonçales
Sofware Developer

Willy Bardiot
Chief Product Officer/Co-Founder

› Accomplished IT project manager
› Business analyst in financial software industry
› Worked in France & Thailand for years
› Worked on his own start-up
› Worked in large corporations: BNP Paribas, BRED-IT.

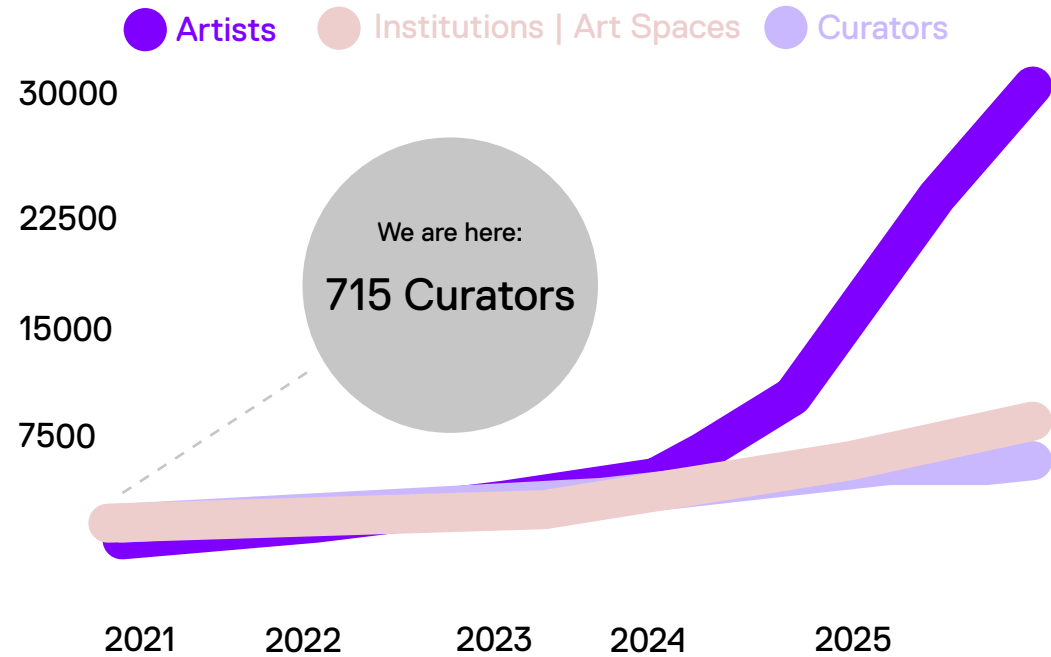**Aude Qunichon**
Head of Communication

Our Figures

1.5 years after our beta version launched

SEO TOP 3

On Google for Art Curator Research

10 000 Organic followers

43 %

Opening rate of our monthly newsletter

74% countries represented

19%

56%

2.5%

8.5%

4%

9%

1%

Art lovers

14K — 2021
84K — 2022
237K — 2023
485K — 2024
830K — 2025

- Artists
- Institutions | Art Spaces
- Curators

30000
22500
15000
7500

We are here:
715 Curators

2021 2022 2023 2024 2025
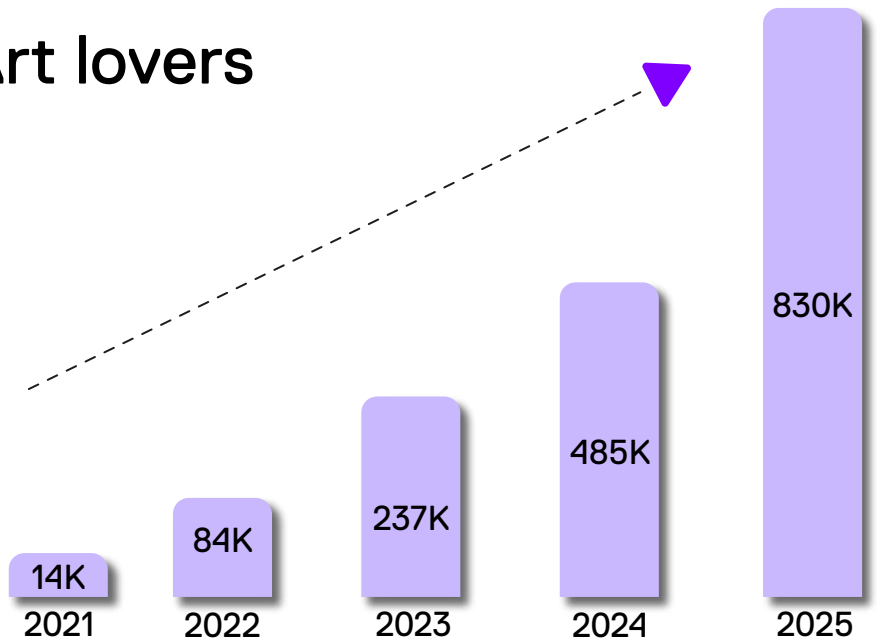
Large amount of key-players
of the global Art Community

A | C
—————
  G

Facebook

Instagram

Artsy
(Market place dedicated
mainly to galleries & collectors)

SR
Superare
(Curated platform of
NFTs)

Platform that
creates
less growth
to the Art sector

Platform that
creates
more growth
to the Art sector

Collecteurs
(Social network dedicated to collectors
& the visibility of their collection)

Linkedin

Club House

Artlogic
(Database of artworks and CRM software
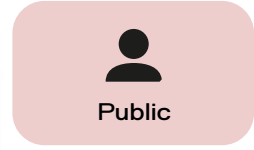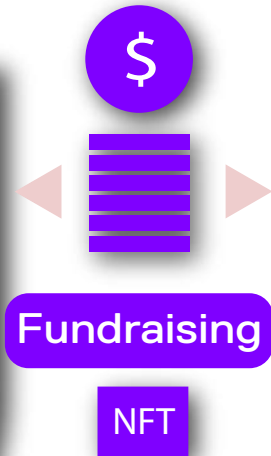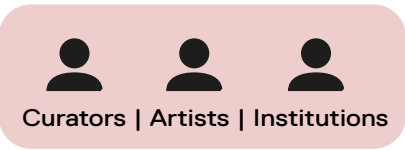for galeries, artists & museums)

ArtFund
(Crowfunding in the arts,
UK centered)

Low amount of key-players
of the global Art Community

Content Creation
Artworks/Editions
Digital contents

Sell
Artworks/Editions
& Digital contents

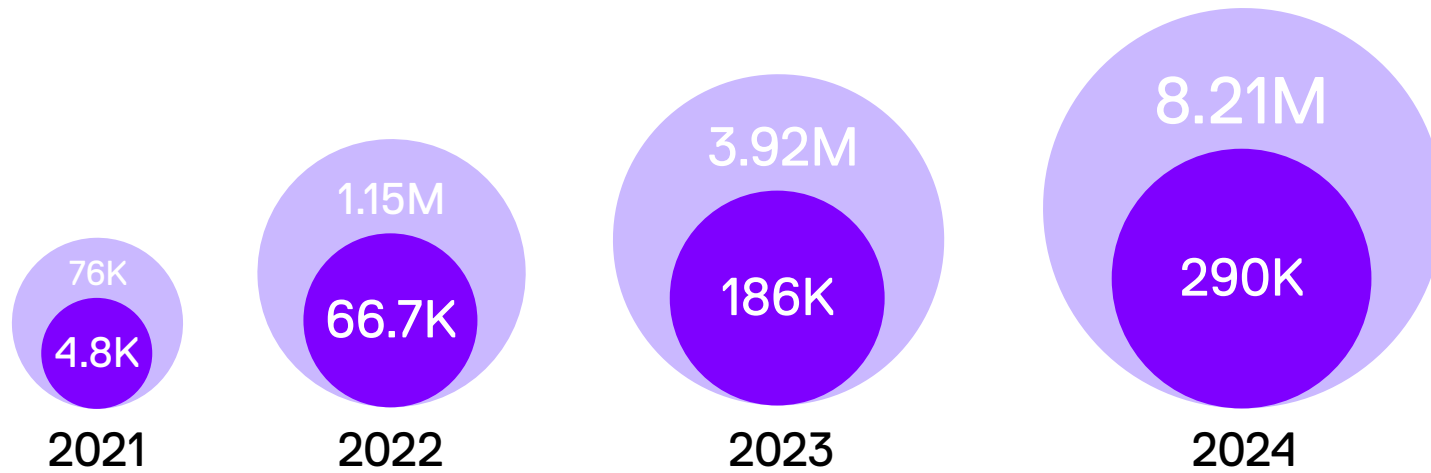Curators | Artists | Institutions

$

TOOLS

Fundraising

NFT

MARKETPLACE

Public

15%
Commissions
on sale

3%
Transaction
Fees

Global sales

● VOLUME   ● REVENUES (€)

8.21M

3.92M

1.15M

76K

290K

186K

66.7K

4.8K

2021   2022   2023   2024

FUNDING GOALS
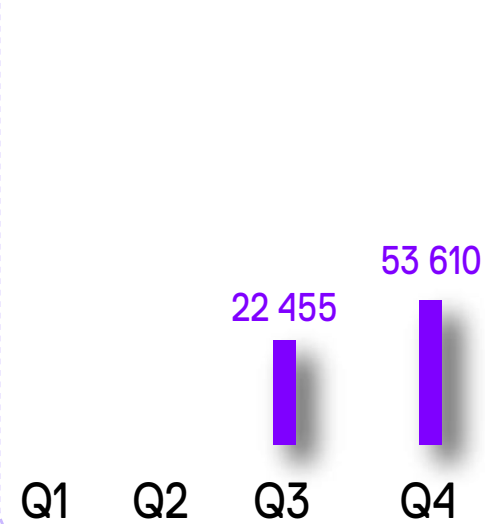
- ● 70% Humans Ressources
- ● 13% Marketing & communication
- ● 9% Legal fees, Interests & Taxes
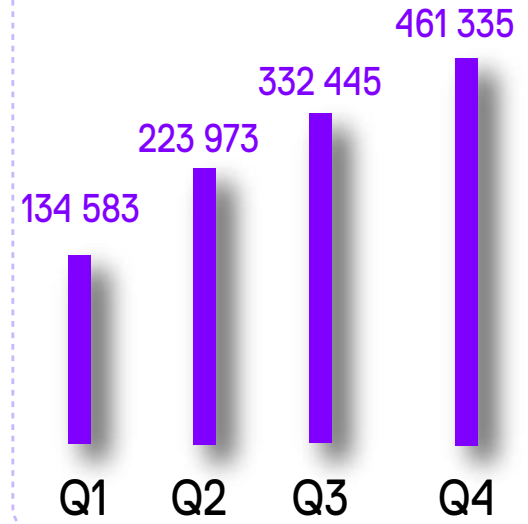- ● 6% Office expenses
- ● 2 % Sofwares

€500 000
Until end of 2022

VALUATION PRE-MONEY: **€4.3M**

REVENUE GROWTH (€)

2021

Q1	Q2	Q3	Q4
		22 455	53 610

2022

Q1	Q2	Q3	Q4
134 583	223 973	332 445	461 335

USERS GROWTH

● 2021   ● 2022

Artists	Curators	Institutions	Others
1408 / 436	1760 / 1090	2150 / 500	78 418 / 14 026
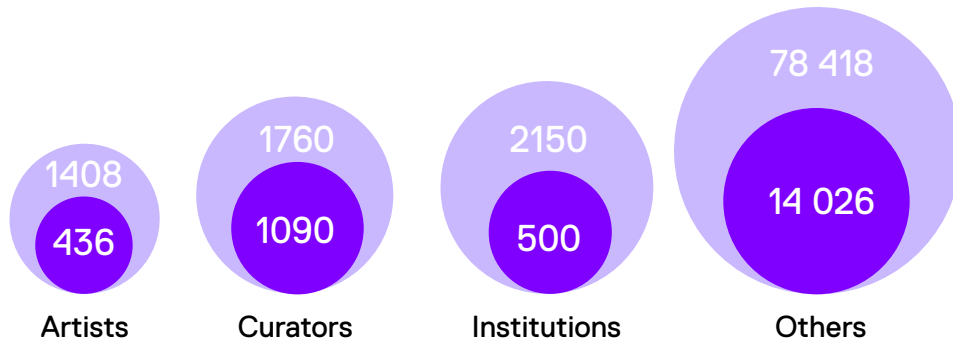
STAKEHOLDERS - REPARTITION OF EQUITY

65%
Pauline Foessel
Director | Founder

7% Private investor

8% Willy Bardiot
CPO | co-founder

10% Private investor

10% Private investor
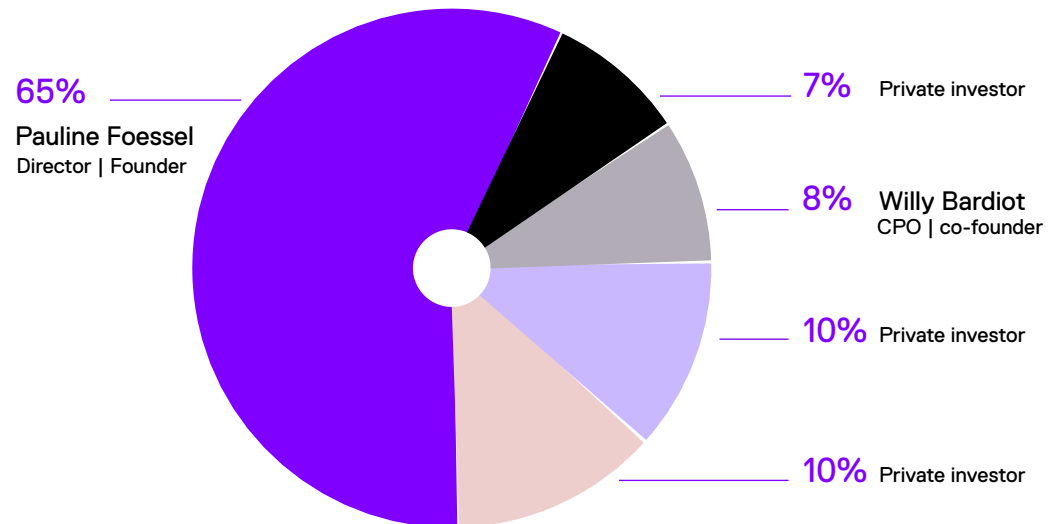
"The total economic contribution of museums in 2016 in the USA amounted to more than $50 billion in GDP, 726,200 jobs, and $12 billion in taxes to local, state, and federal governments."

Museums as Economic Engines - A national Report An Economic Impact Study for the American Alliance of Museums December 2017
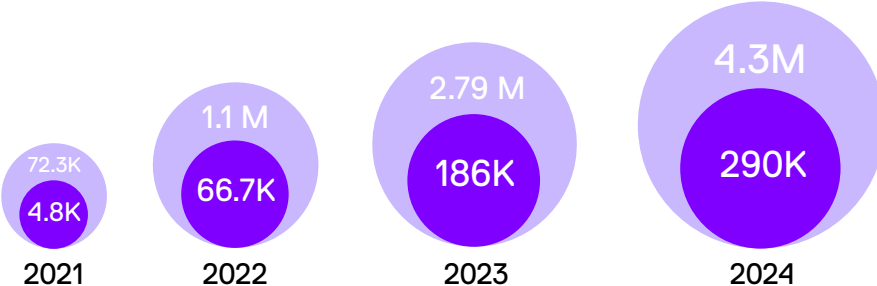
Definition:

NFT

A non-fungible token (NFT) is a unit of data stored on a digital ledger, called a blockchain, that certifies a digital asset to be unique and therefore not interchangeable.
NFTs can be used to represent items such as photos, videos, audio and other types of digital files.
NFTs are tracked on blockchains to provide the owner with a proof of ownership that is separate from copyright.
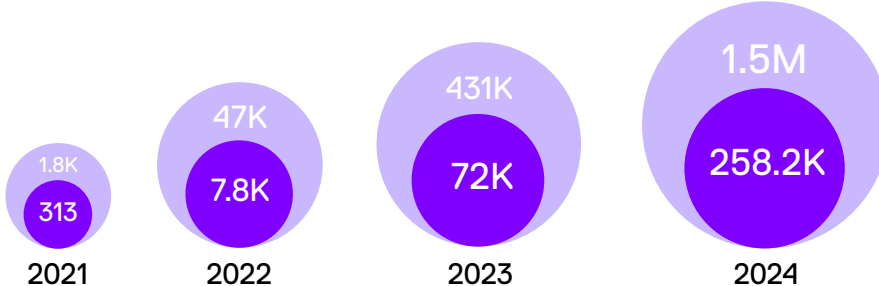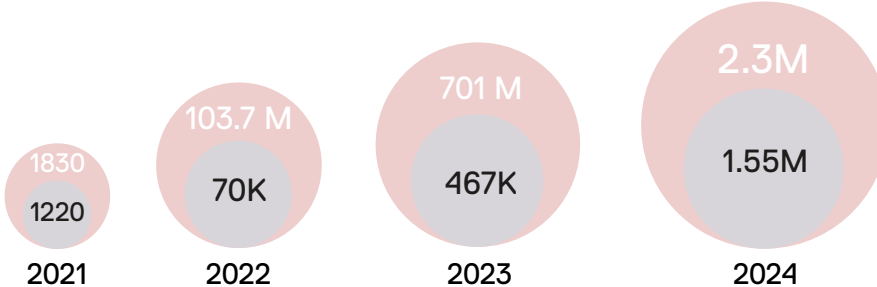
NFTs Sale - 1st time

● VOLUME ● REVENUES (€)

2021	2022	2023	2024
72.3K / 4.8K	1.1 M / 66.7K	2.79 M / 186K	4.3M / 290K

NFTs Resale

● VOLUME ● REVENUES (€)

2021	2022	2023	2024
1.8K / 313	47K / 7.8K	431K / 72K	1.5M / 258.2K

Educational content sale

● VOLUME ● REVENUES (€)

2021	2022	2023	2024
1830 / 1220	103.7 M / 70K	701 M / 467K	2.3M / 1.55M

They are ready to partner with us: