



ART **ARTICULATOR**

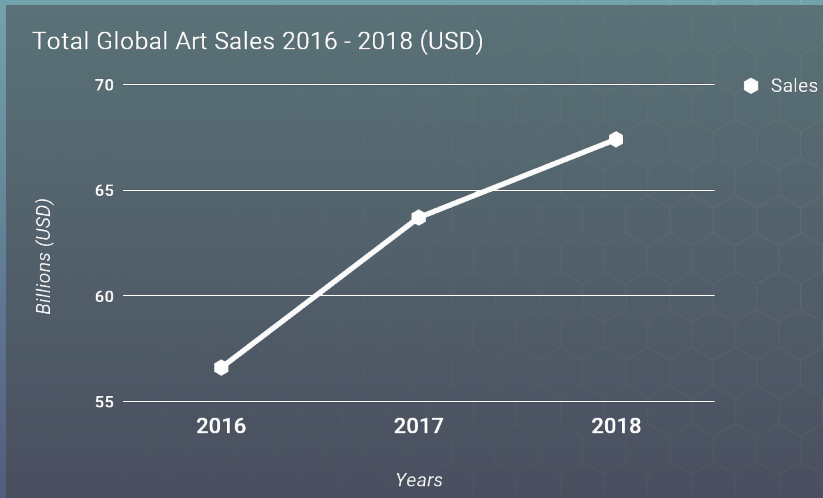
A Disruptor for the \$67B Global Fine Art Sales Market

WHY?

Even while Global Sales of Fine Art have been increasing, Dealers **AND** Galleries are *losing sales*.

GLOBAL MARKET

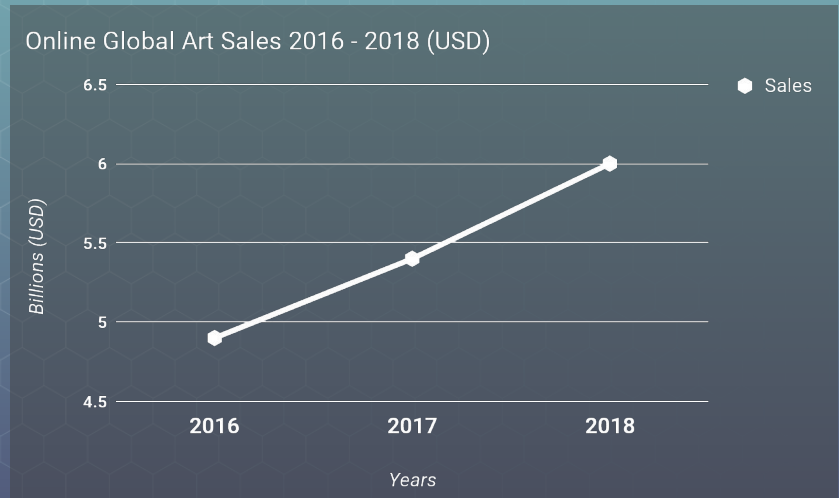
Annual Fine Art Sales Steadily Increasing



2016: 56.6B (↓ 5% from 2015)

2017: 63.7B (↑ 12% from 2016)

2018: 67.4B (↑ 6% from 2017)



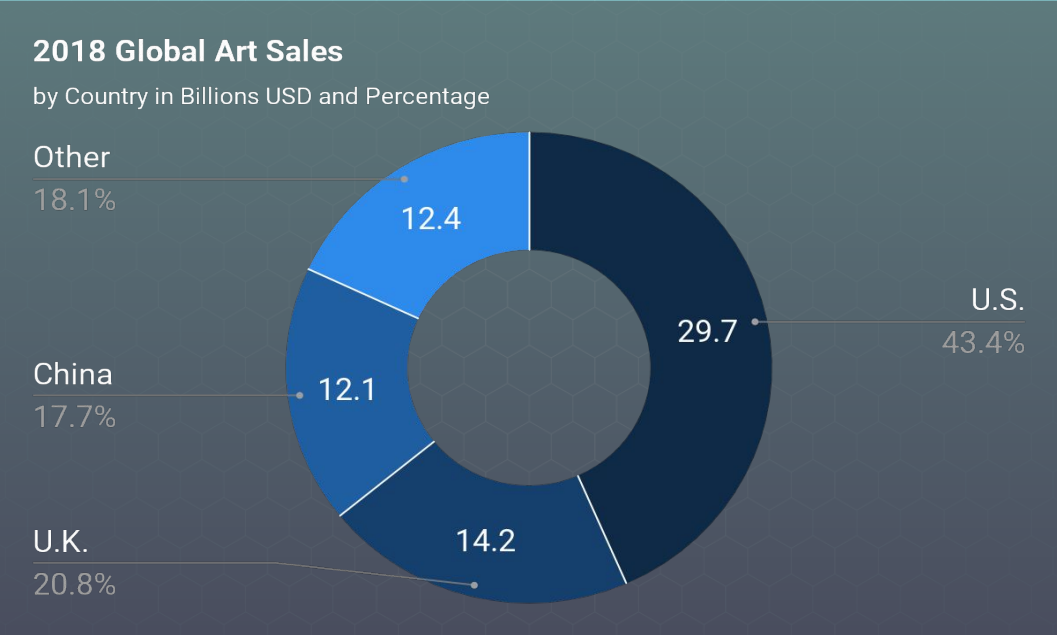
2016: 4.9B (8.7% of total sales)

2017: 5.4B (8.5% of total sales)

2018: 6.0B (9.0% of total sales)

GLOBAL MARKET

The U.S. accounts for nearly ½ of the worldwide fine art market



Total Global Art Sales for 2018: \$67.4 Billion

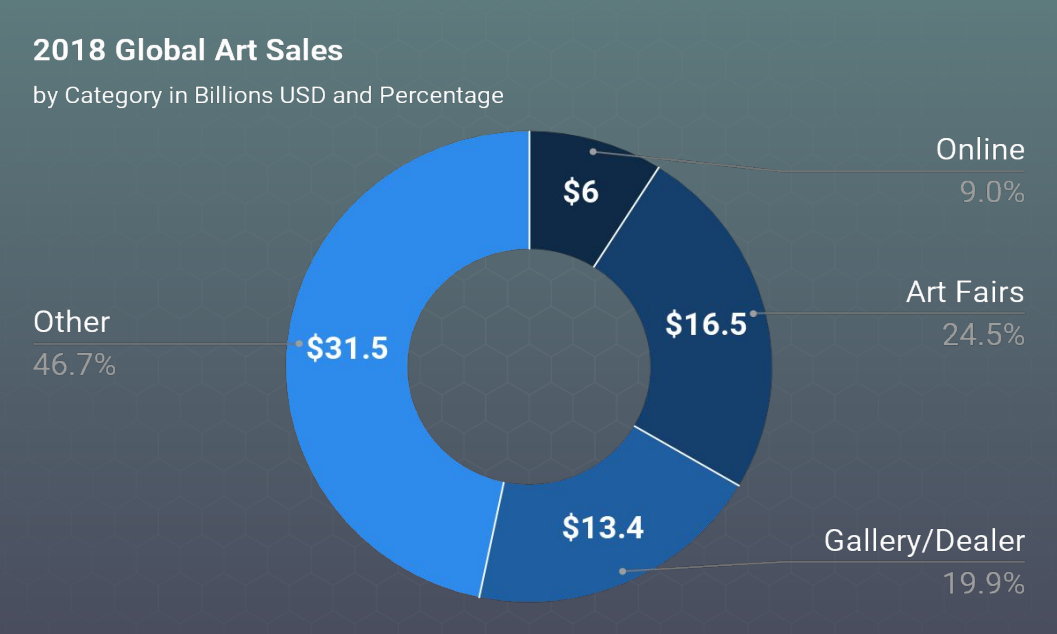
U.S., U.K., and China account for

Total U.S. Art Sales for 2018: \$29.7 Billion

84% of Global Art Purchases in 2018

GLOBAL MARKET

Online fine art sales (both \$ & %) have been steadily increasing.



2018: Online Art sales reached \$6 Billion

Entire Retail Sector: 53.4% of Fine Art Sales

Total 2018 Retail Fine Art sales: \$35.9 Billion

Online Portion: 9% of Fine Art Sales

BECOMING THE SOLUTION

- Currently there is no centralized marketplace for fine art &
 - Fine art sellers frequently hampered by buyers' concern:
"What will this look like when I hang it up?"

AUGMENTED REALITY (AR)

Camera > Screen
of their smart device in
true and accurate scale

CONSOLIDATED PLATFORM

A one-stop-shop for fine art
by a limitless supply of
Artists/Galleries



Five Disruptive Trends Art Galleries Need to Understand If They Want to Survive

“[A]lmost no attendees over the age of 50 seemed to stick around for the tech-centric panels that closed the [Barcelona Talking Galleries] symposium... If most longtime gallerists continue clinging to familiar patrons and familiar methods, then the art business, as physicist Max Planck once said of science, will only ‘advance one funeral at a time.’ But either way the next generation appears ready to step up and reach out.”

- Tim Schneider, January 30, 2018

(<https://news.artnet.com/market/talking-galleries-2018-takeaways-1207862>)



OUR MISSION

Enabling Fine Art Sales to INCREASE further:

By facilitating the connection between Artists/Galleries and Customers

- At lower costs
- With greater security for everyone involved

Using a solution tailored to avoid the inherent inefficiencies of the traditional Fine Art retail market

- Such as the ever increasing rents for limited wall space
- While the market is already organically transitioning online



TEAM

JOSIAH TRAGER, CEO

Co-Founder, Trager Contemporary

Traditional Fine Art Gallery
Charleston, SC



Professor, Business Strategy

Pratt Institute - NYC, NY
Masters of Design Management Program



NYU School of Law

Large Firm Corporate Litigation
for nearly 15 years



TEAM

PROPOSED PARTNERS

GreakTech, LLC

Database, Website & API
Designers and Developers



Corbin Ordel Studios

Augmented Reality App
Developer Specialist

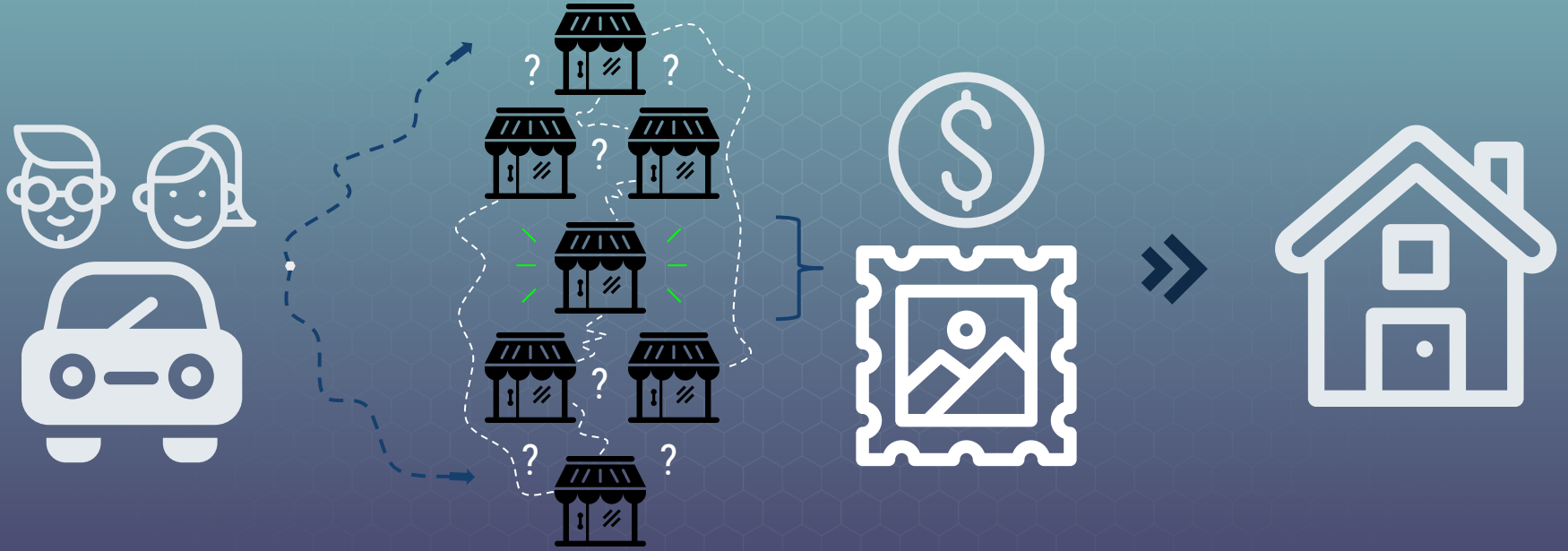


Fuzzco

Brand Strategy, Content,
and Digital Experiences



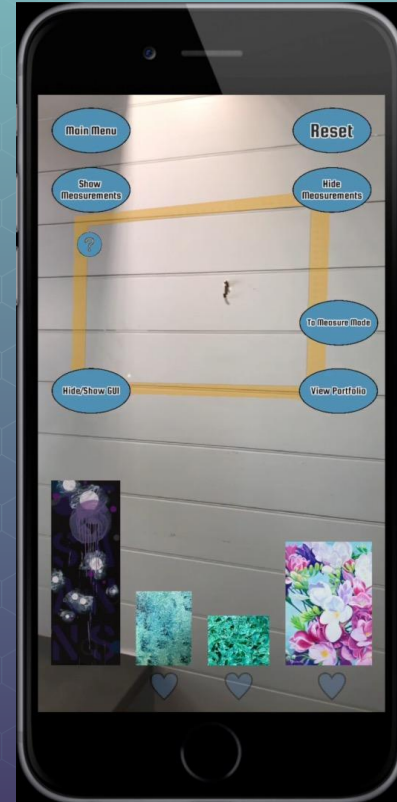
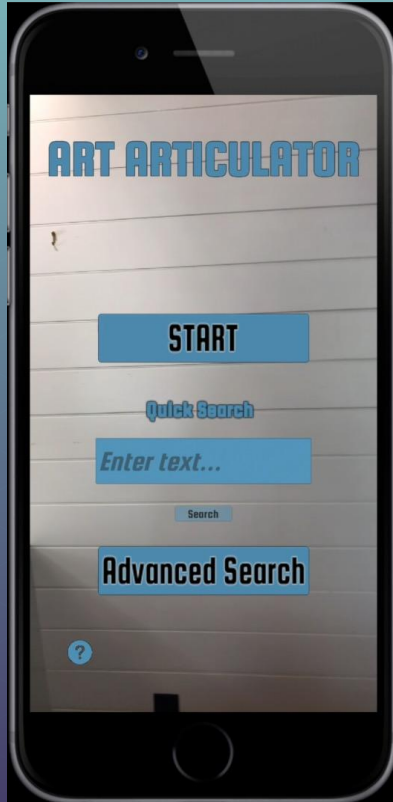
BUSINESS MODEL - OUTDATED



BUSINESS MODEL - ART ARTICULATOR



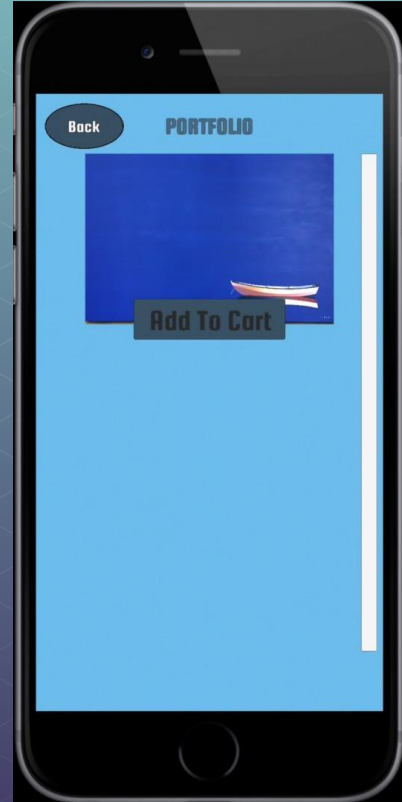
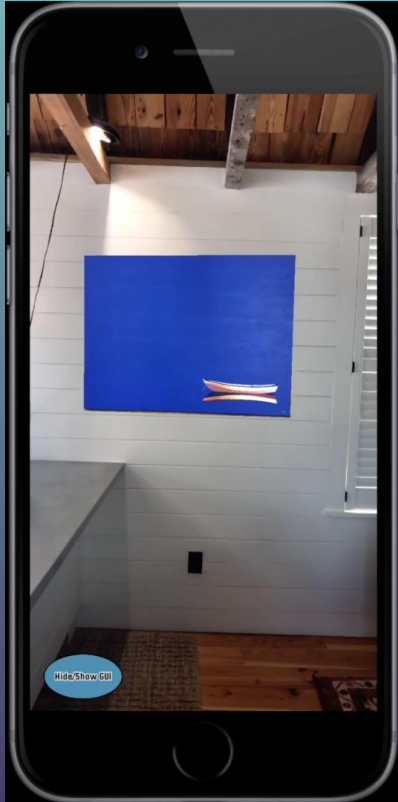
Art ARticator – The AR Art Solution



Art ARticator – Limitless Selections of Art



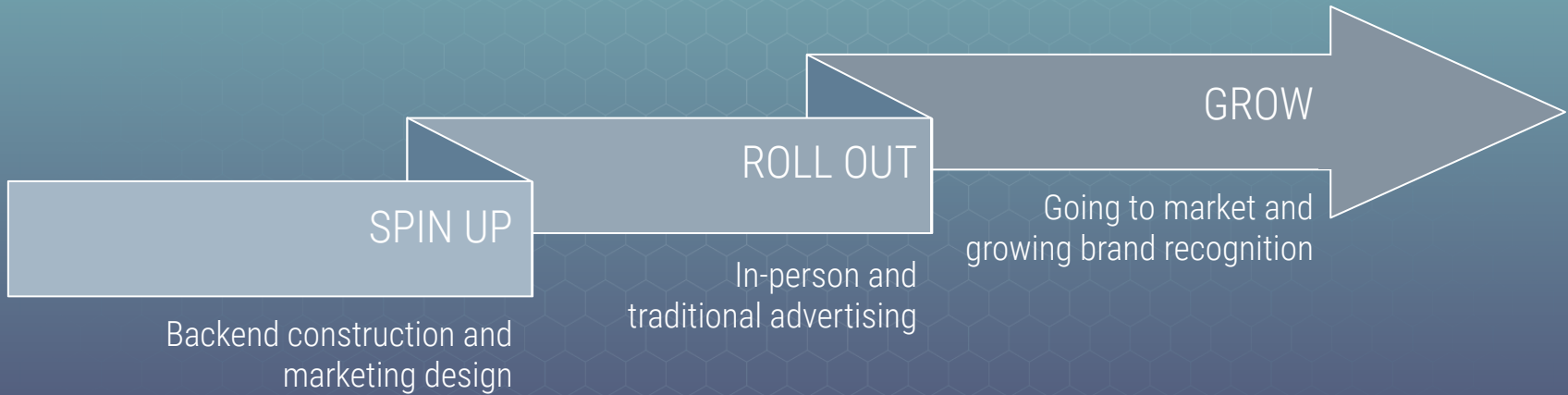
Art ARticator – See It Then Buy It



Art **AR**ticulator – Buy with Confidence



TIMELINE



SERVICES OFFERED – BUYERS

- Art ARticator will show the buyer what the art will look like in the buyer's space using AR tech
- A consolidated, yet expansive selection of fine art available anywhere, using any connected device
- Extensive, personalized search function
- Providing fraud protection
 - Requiring artists to provide a minimum number of pieces to onboard
 - Delayed payment until confirmed delivery



SERVICES OFFERED – GALLERIES/ARTISTS

- Lower shipping costs
 - shipping service arranged on behalf of the Artist/Gallery in branded packaging
- Free inventory management system
- Artists/Galleries self-promotion with their own branded sub-pages
- Artists/Galleries generated coupon codes
 - Offer sales and flash sales
 - Discounts for select customers
 - Discounts on select pieces



FINANCIAL PROJECTIONS

Taking a cue from Airbnb

- Offering security, attracting selling partners

Target: 8% Market Share

- Yield: \$480M Annual Sales

Target: 13.5% Gross Commission Retention Rate

- Yield: \$64.8M Gross Annual Revenue

At 10-15% Market Share

- Greater than \$1B Annual Sales
- Greater than \$150M Gross Annual Revenue



Fine Art Annual
Online Sales

*Based on 2018 numbers from:

Art | Basel

Initiatives

**The Art Basel and
UBS Global Art Market Report**

FUNDING REQUEST

\$1.5m for commercial product:

- construction of back-end databases and API;
- customer-facing website;
- seller's cloud-portal;
- iOS and Google Apps; and
- implementation of visual/traditional query engine.

EXPECTED FUTURE FUNDING ROUNDS

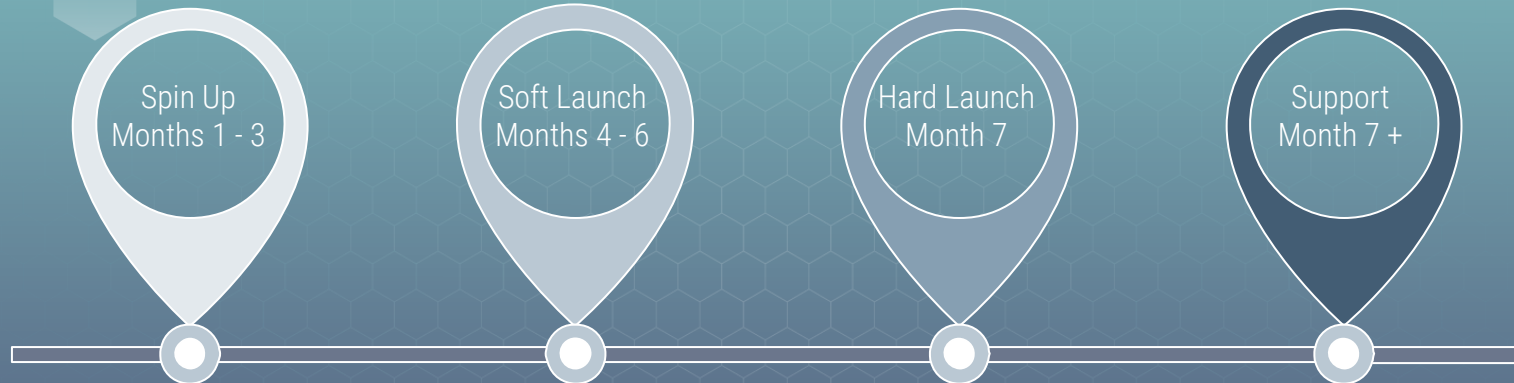
Aggressive In-Person and Traditional Marketing Budget:
Getting our name to both artists and art buyers
at the same time

"...on average, over 1 million people
attend the top 20 art fairs in the world"

“” ARTNEWS

*Which International Art Fairs
Have the Highest Attendance?*

MARKETING PLAN



STEP 1

Ramp Up
Back-End Operations

Build Out
Branded Merchandise

Hiring Phase - CMO

STEP 2

Entice Early Adoption

Build Platform Supply
via Sales Team

Post-Launch
Advertising Push

STEP 3

Advertising and
In-Person
Marketing Blitz

- Art Fairs
- Product Placement
- Branded Events
- Editorial Coverage

NEXT STEPS

Continue High-Value
In-Person and
Traditional Marketing

Consolidate
Commission System
New Personnel Hires

COMPETITION




Sells high-end items via AR

Sells fine art online

EXIT STRATEGY

Most likely scenario; Art ARticator would ultimately be sold to:

- 
- A large player in online retail - Amazon
 - A complimentary retail area - Wayfair
 - Large auction houses - Sotheby's



THANK YOU

for your time

CONTACT

Any questions?

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