



2023 PITCH DECK

FINE ART

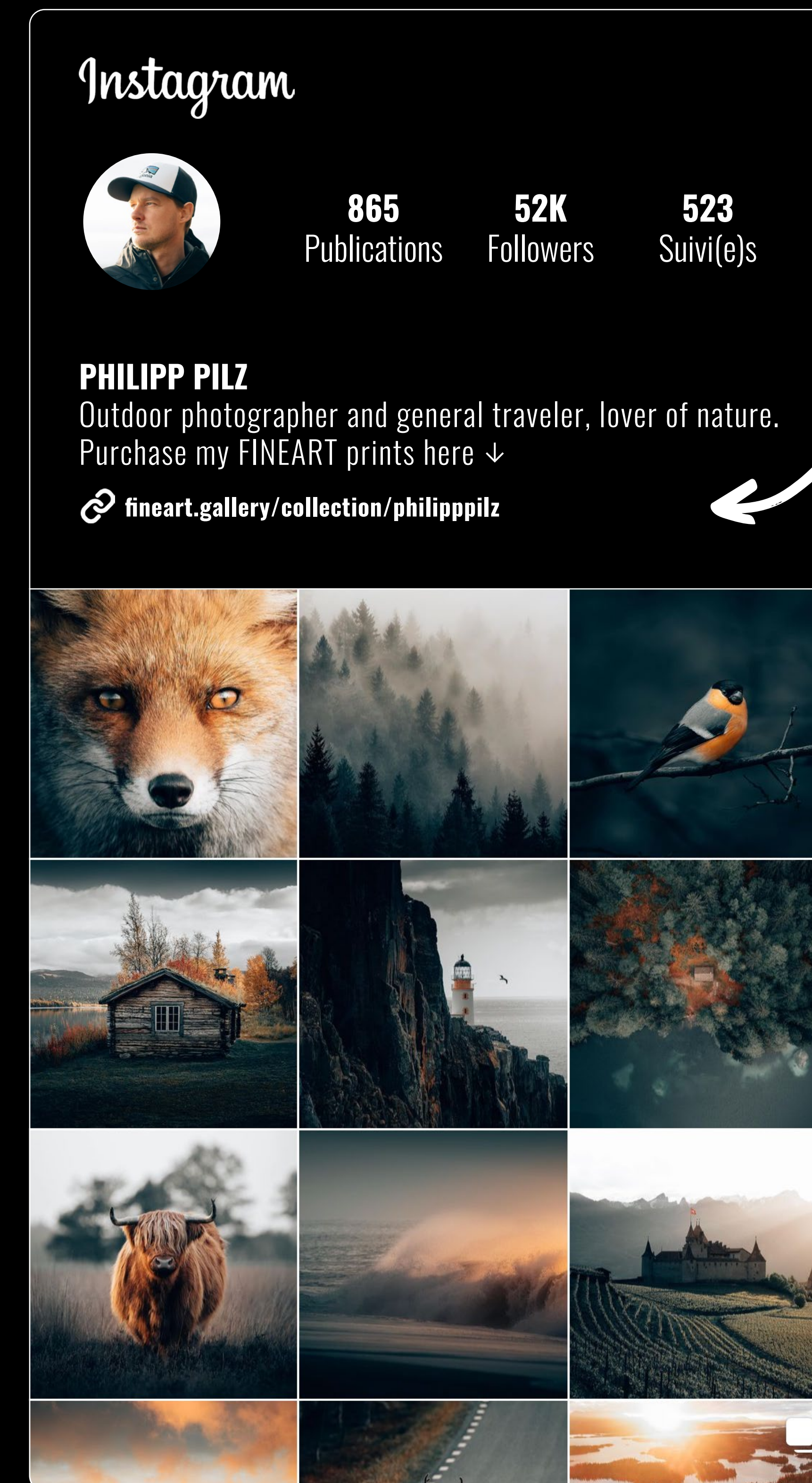
NEW GENERATION ART GALLERY
FOR MODERN CREATORS

2025 GOAL

BECOMING THE #1 PLATFORM FOR ART PRINT SELLING

Today, creators have no
favorite online partner to sell
prints to their audience.

Here comes FINEART.gallery



FINEART



FINEART



CURRENT MARKET

PRINT SELLING IN 2023 AS A CREATOR

Selling printed artworks can be a new revenue stream for artists. Yet, there are no leading brands out there.

1. BUILD YOUR OWN SHOP

TIME CONSUMING

- Long and demanding process + order management

2. ONLINE MASS PRODUCER

IMPERSONAL

- Low commission rate, no quality control, sales are impersonal

3. TRADITIONAL GALLERY

OLD SCHOOL

- Few actors available, high selling prices

Some competitors

Shopify (Do it yourself)

Etsy (Do it yourself)

Society6 (mass producer)

Darkroom (mass producer)

Yellowkorn (traditional)

Saatchi Art (traditional / mass)

House of Spoils (traditional)



INTRODUCING FINEART

A GAME CHANGING PLATFORM FOR CREATORS

FINEART offers artists a modern platform, exceptional products and hassle-free orders.

50% COMMISSION FROM EACH SALE

MUSEUM-QUALITY FRAMED PRINTS

HIGH MARKETING BUDGET FOR EXPOSURE

NEW SOURCE OF REVENUE FOR ARTISTS

ARTIST-BASED COMMUNICATION STRATEGY

WE CREATE ART, NOT POSTERS

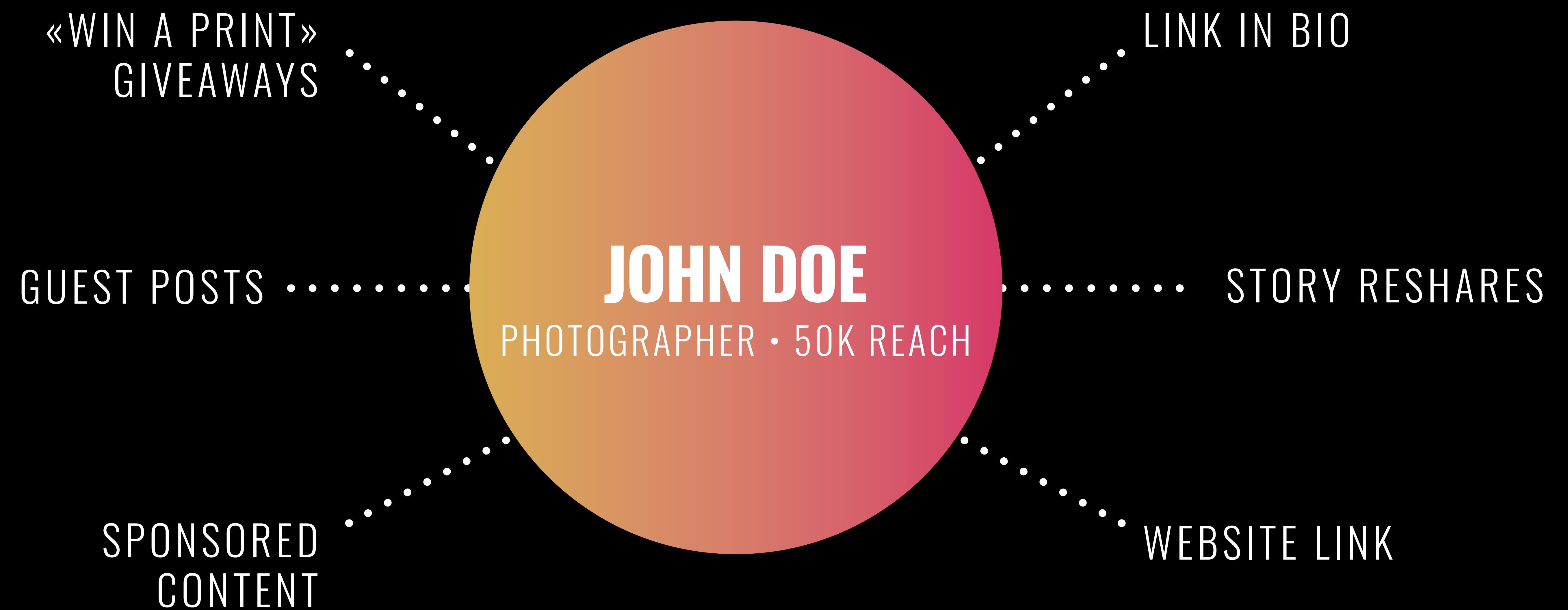
Creators are eager to endorse new quality platforms to monetize their content. FINEART must become that partner.



CREATOR-BASED STRATEGY

BUILDING A GLOBAL, INFLUENTIAL AND TRUSTED BRAND

Using creators reach, great content and top-quality products,
FINEART can grow into a world leading, trusted brand.



Today, FINEART hosts 42 creators, reaching a total audience of 350K total.

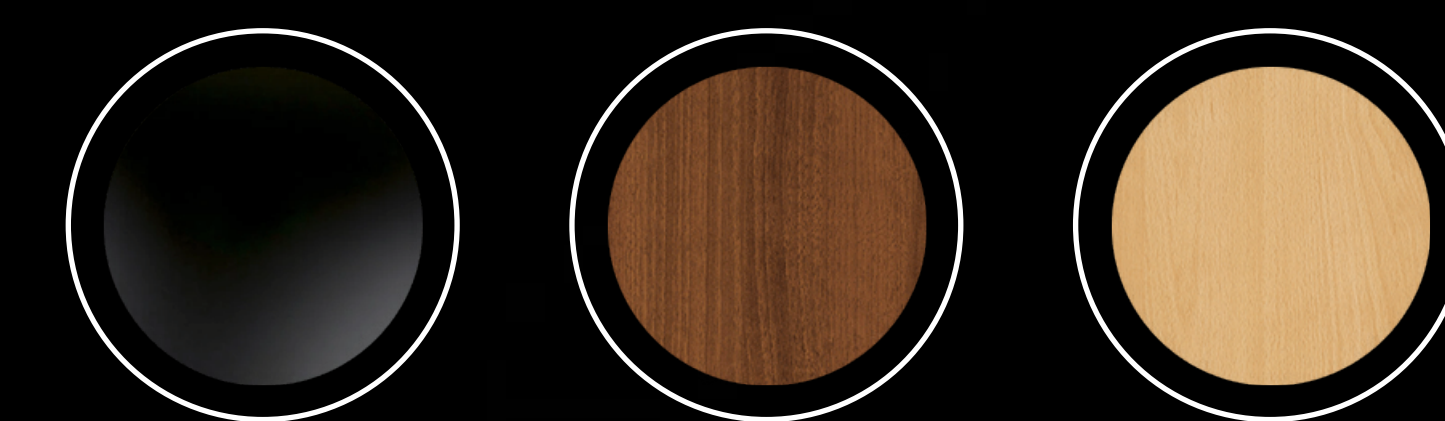


THE PRODUCT

SIMPLE, RECOGNIZABLE, STUNNING

We use the best fine art materials and aluminum frames, creating ready-to-hang art pieces.

3 FRAME COLORS



4 SIZES

SMALL / MEDIUM / LARGE / GIANT



THE FOUNDER

**LOIC KERNEN - PRO PHOTOGRAPHER,
PRINT SELLER, DESIGNER**

I have sold 420 art prints in 25 countries using many online galleries and platforms. I created FINEART to beat them all.



CO-FOUNDER

**AUGUSTIN FRAPPA - FINANCE &
ADVISOR**



INVESTING IN FINEART

SEED FUNDING: 800K € TO ROCKET FINEART AS A WORLD RENOWN PLATFORM

Team recruits, artists onboarding, creating content, marketing and 18 months of runway will cost 800K €.

STAFF

1 CO-FOUNDER FULL-TIME

1 SOCIAL MEDIA SPECIALIST

1 OFFLINE / B2B SALES

1 SEO + SEA + SHOPPING

1 CONTENT CREATOR / COPYWRITER

ADVERTISING

GOOGLE ADS

ARTISTS HEAD HUNTING

CUSTOMER AWARENESS

CREATORS SPONSORED CONTENT



HOW TO MAKE MONEY

REVENUE STREAMS FOR FINEART

1. CUSTOMER + B2B PRINT PURCHASES (50% OF PROFITS FROM EACH SALE)

2. AS SOON AS FINEART BECOMES A HIGH-TRAFFIC WEBSITE: **BRANDS**

By choosing quality partnerships and giving money back to the artists, FINEART can introduce tasteful advertisement on the platform while keeping good public opinion.

- **Sponsored collections**



- **Branded galleries:** same as artists galleries, but a brand sells artworks from their archives.

- **Advertising spaces** on all FINEART communications (mailing, order confirmations, site articles...).