

ARTAI

BRINGING THE GALLERY HOME.



20  20
STARTUP & STARTOUT
HACKOUT

PROBLEM STATEMENT

Entering the fine art world as an emerging fine artist is challenging due to the exclusivity of galleries & high-commission third parties.

Art patrons need a curated platform to support communities that reflect their ideals and values.

MEET OUR TEAM



PAULY RAMIREZ

PITCH LEAD
ARTIST ADVOCATE



BECS PRAGER

UX/UI DESIGNER



HENG HONG CHAN

USER RESEARCHER



KARLO MARTIN

USER RESEARCHER
VR DESIGNER



AMY DETWILER

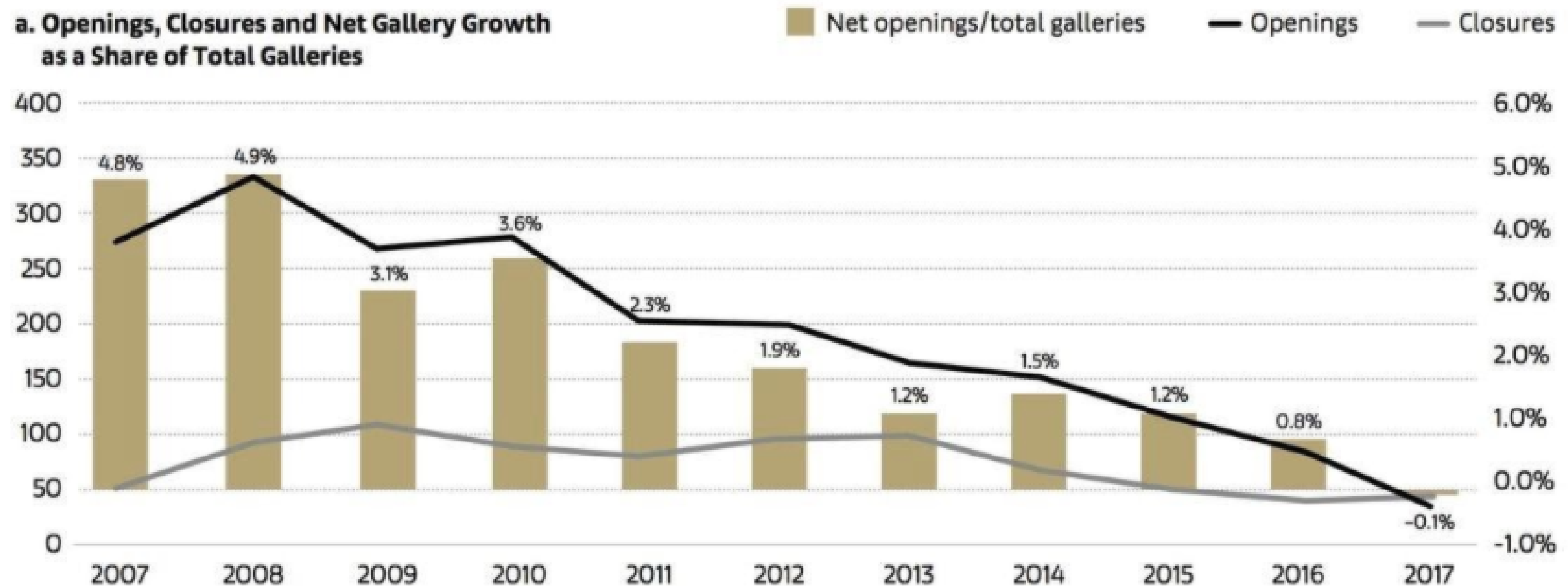
SOFTWARE ENGINEER
& DEVELOPER

ARTAI

ART GALLERY LIMITATIONS

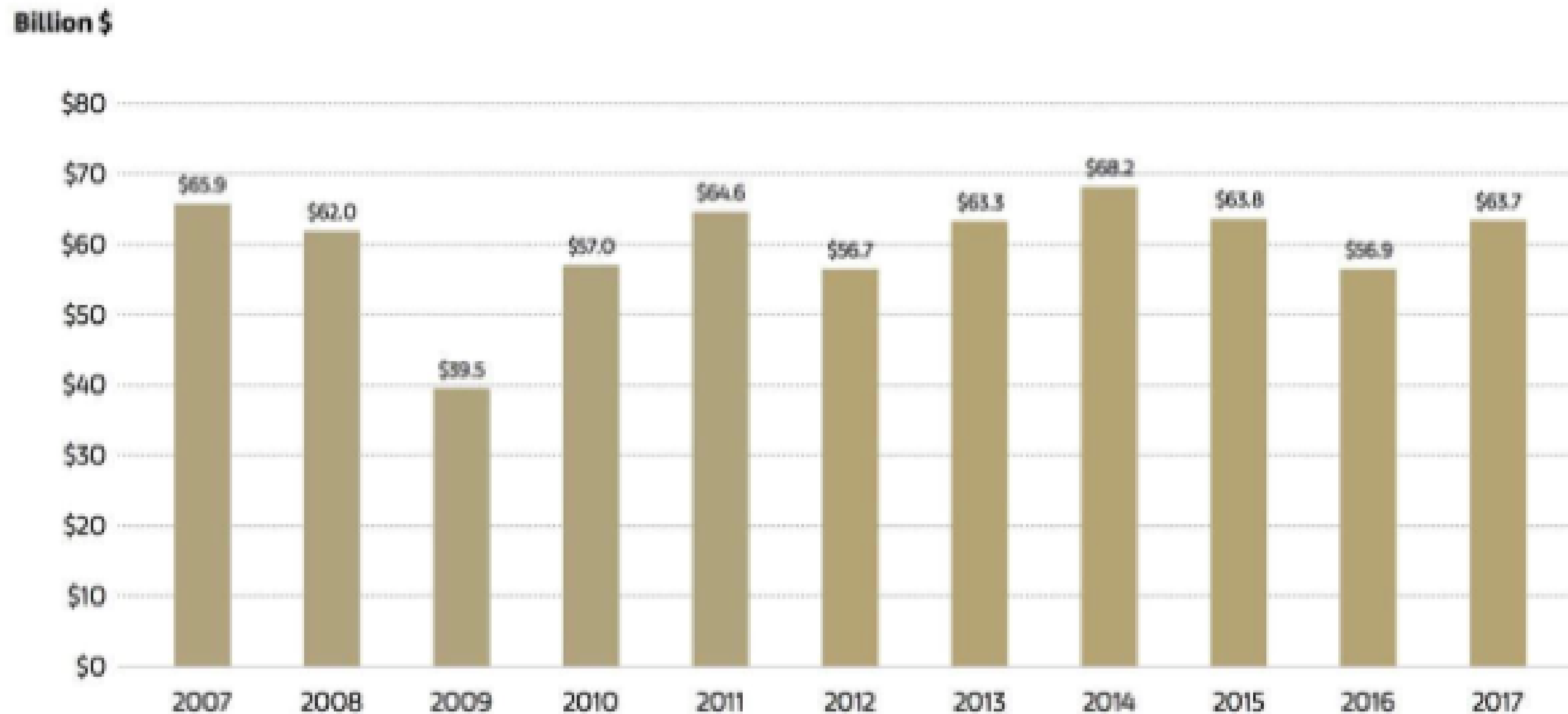
Limited gallery space and high commission rates create entry barriers to success for recent graduates while perpetuating "starving artist" phenomenon. 45% of sales are online.

a. Openings, Closures and Net Gallery Growth as a Share of Total Galleries



OPPORTUNITY MARKET

Stable market primed for entrance of new artists that want to avoid losing 50% of their commissions.



Proposed Solution

ARTAI is an online platform that allows consumers to virtually engage and self discover art from both established and upcoming fine artists.

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MULTI-SIDED USER VALIDATION

Our Initial Assumptions

New artists and patrons as users
Increase exposure
Lower commission deductions
Virtual community
Virtual gallery

How We Refined

Survey of 6 artists (one f2f
interview) and 4 fine art buyers

What We Learned

Fine artists as additional user
Gallery as key stakeholder
Artist partnership with local galleries
Original assumptions validated

Customer Segments



Mara Woodward (she/her)

23 years old

Chicago, Illinois

Artist User Persona

User Background

- Recent graduate of SAIC
- Specializes in sculpture & ceramics
- Currently has work listed on personal website and BIPOC creative blog spaces.

Needs and Desires

- Looking to build a direct connection to commissioning buyers, increase exposure to new client.
- Wants to have more control in the way her work is staged and shown in galleries

Points of Conflict

- Feels underrepresented as a black woman artist and even excluded from some gallery spaces.
- Frustrated by high commission rates taken by galleries up to 50%.

Buyer User Persona



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Customer Segments



CUSTOM ANTIBIOTICS AND VACCINES

no.1

Presentations are tools that can be used as speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

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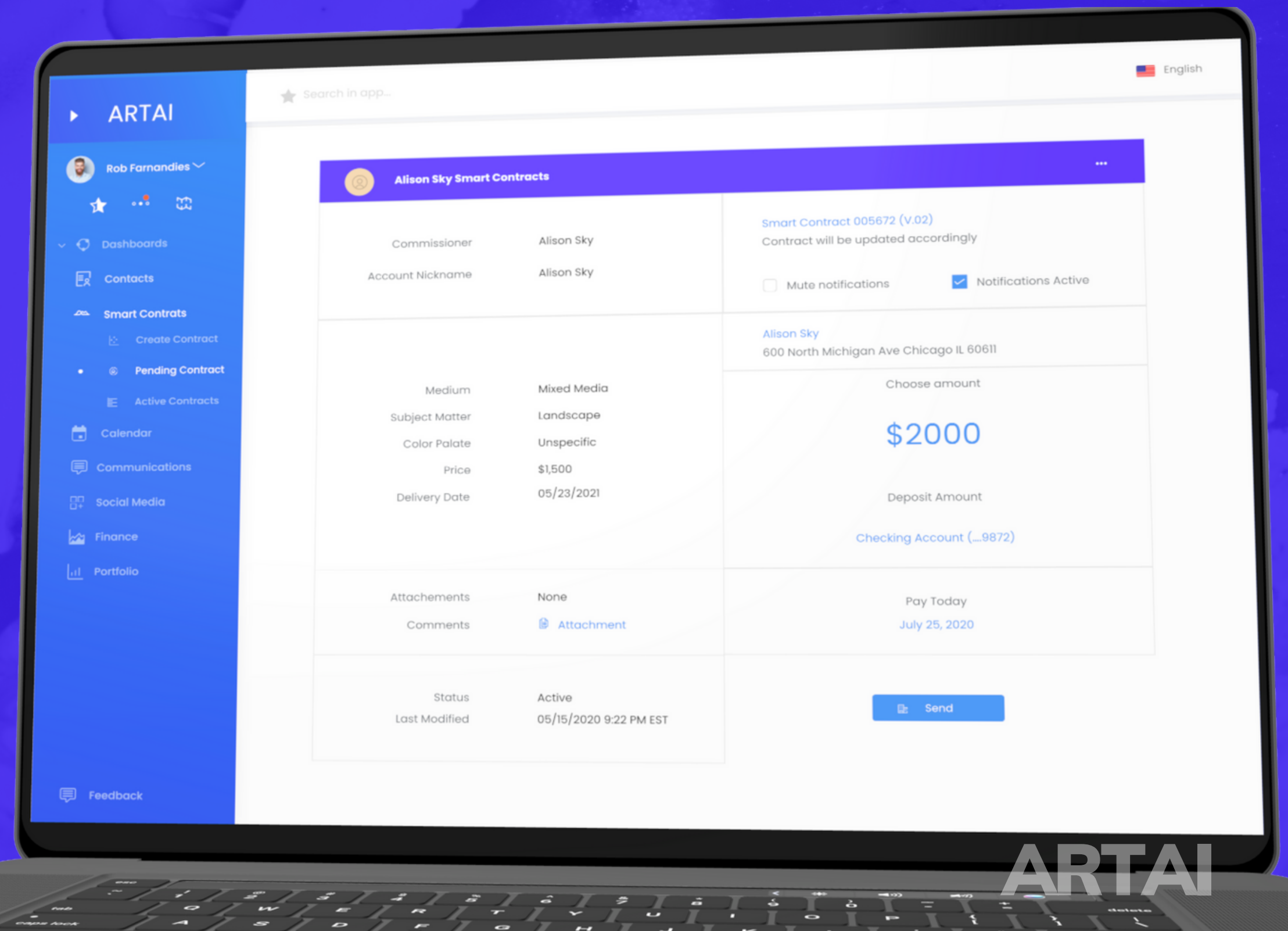
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UNIQUE VALUE PROPOSITION

ARTAI fosters a community of art for both the emerging artist and art enthusiast. By incorporating smart contracts and AR/VR experiences we ensure global credibility and reach untapped market for the artists.

Consumer experience driven
self discovery and virtual
community low barrier entry
for fine artists



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How will we be successful?

Secret sauce business rollout- quickly use white label solutions and prioritize customer acquisition reducing build costs.

To measure success we aim for 3.3k users in 12 months which lands us ~\$411k total gross income with 1 year anticipated operating costs \$250k customer acquisition, outreach, account management, and community development.

PRICING MODEL

FEATURES x COMPETITION

YEAR ONE PROJECTIONS

ADVANCED 3D PRINTING

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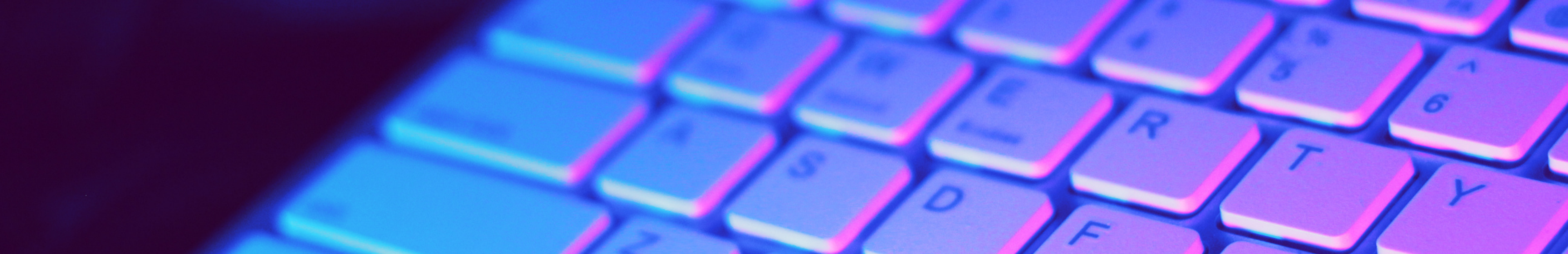
Co.

Energy and Agriculture



FLOATING OR HIGH RISE FARMS

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SOLAR POWER INNOVATIONS

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HYPER SPEED TRANSPORTATION

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