ARTEÏA

Executive summary

Arteïa is an independent Swiss-based company that provides a professional cataloging system for Fine Art Collectors in a SaaS model. Arteïa launched its application in October 2018, has been adopted by a wide range of customers and raised over 3 M$ in seed capital. Arteïa's team gathers long-term specialists in Art, Finance, and Entrepreneurship, and is working with well-recognized advisors and established business partners.

The art market is one of the last vastly unregulated markets still barely touched by the digital revolution. Art is one of the most profitable asset classes, and art sales have been booming in the past years in part due to the gradual introduction of online sales and online-only auctions. Arteïa seeks to address this market's three main problems: the lack of transparency, liquidity and provenance.

The nature of these problems paves the way for blockchain technology to organically make a critical and long-lasting impact on the industry by bringing higher levels of trust and security. Arteïa aims to develop innovative decentralized peer-to-peer services for artists, collectors, and professionals of the fine art ecosystem, forming a comprehensive platform that serves the needs of all players in the art market.

Blockchain allows every transaction and change of information to be hard locked in unalterable code, allowing users to definitively record and follow the life and provenance of every artwork in the system.

We believe technology brings value, transparency, and efficiency to the art market. It will aggregate some existing and new innovative solutions into a complete platform allowing users to work efficiently within this fast-evolving enviornment. In this way, Arteïa puts the relationship between collectors and artists at the heart of the art market

Key Achievements

- Arteïa's team is steadily expanding and now operates with twenty-five people in four countries, Belgium, Switzerland, Poland and the United Kingdon.

- Arteïa's founding team and key advisers includes a range of highly experienced professionals in business, technology, finance and art. The synthesis of these skilled entrepreneurs has given Arteia a strong and balanced strategy in the different sectors and a comprehensive competitive advantage.

- Arteïa has already raised more than three million dollars in equity capital.

- Arteïa's Saas platform launched successfully in October 2018 and has been steadily generating revenue, having already gained more than 50 collectors and clients and onboarded more than 20,000 works of art.

- Arteïa counts several major collectors among its' shareholders, including: Grégoire Alexandre, Philippe Gellman (Arteïa co-founder), Mr and Mrs Gillion, Dr Jean-Claude Marian, Frédéric-Charles Petit, Hugues and Marie Taittinger.

- Famed data specialists are among Arteïa's shareholders, including Marek Zabicki (Arteïa co-founder) who has developed data management systems for over 300 museums worldwide, including the Centre Pompidou.

- Key expert Frédéric-Charles Petit (founder of Toluna incl. Harris Interactive Europe) brings access and expertise to the latest research and technology used for decision making and consumer insights.

- Arteïa has the full support of KPMG's Khube and is a member of Luxembourg's based Fintech innovation hub the LHoFT.

- Arteïa has developed a strategic alliance with Cahiers d'Art, the renowned French publisher of catalogues raisonnés, including those of Pablo Picasso and Ellsworth Kelly. This exciting partnership will establish a new and unparalleled standard for digital catalogues raisonnés, allowing them to be uploaded and protected on the blockchain.

- Arteïa holds a partnership with Eeckman Art & Insurance, Belgium's leading art insurance brokerage firm. The partnership has led to the development of a professional module and utilizes an active cross-promotion of services, which will include 100 clients matched and onboarded by the end of 2019.

- Arteïa utilizes state of the art data science, and has developed an advanced technical roadmap for art discovery, price forecasting and value estimation.

- Arteïa is the first blockchain MVP developed and put out on the market that includes a peer-to-peer matching network, an artwork lending service and showcasing capability.

- Arteïa has been well represented at numerous art and tech conferences across Europe and the UK. The company is beginning to garner a large amount of interest and publicity among the leaders in both the art world and the field of technology as it continues to grow and expand its ambitions and capabilities.

Founding team

Philippe Gellman, Co-founder, CEO

After graduating with a master's degree in management from Paris Dauphine University, Philippe Gellman mainly worked in France in the financial markets. In 1997, after working for several major banks (Crédit Lyonnais, Société Générale), he founded Bourse Direct, which was the first independent online broker to be listed on the Paris stock exchange. His experience in creating companies, financing packages, business plans and mobilizing teams of experts is only equaled by his passion for contemporary art.
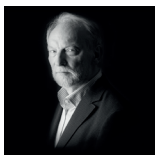
Marek Zabicki, PhD, Co-founder, CTO

Marek Zabicki, Ph. D. in control & optimization of decentralized systems, has more than three decade's experience in developing complex information retrieval systems, modeling financial derivatives and developing art management platforms. He participated or personally launched eight technology startups, and was CTO of CEDROM, the company that developed French first CD-ROM, CTO of the GL Trade, world leader in the financial software. He was the founder of LexMedia and Neurosoft, the company behind Musnet and GCOLL/2 art management systems. During the last 3 years Marek is focused on applying blockchain, smart contracts and crypto economics to diverse real-life problems.

Olivier Marian, Co-founder, CSO

Holding a computer engineer diploma (EISTI), a Master of Computer Science (Florida Institute of Technology) and Master of Business Administration (Sciences Po Paris), Olivier Marian is a renowned entrepreneur and investor. After working at Marvin Software (Reuters) and Microsoft, Olivier Marian co-founded e-marketing startup Endromis in 1998. Born into a family of art collectors, he was unable to find a satisfactory solution on the market so he decided to create his own system for managing the collection, which jumpstarted his involvement and interest in professional art management. He joined Arteïa at its creation as a shareholder and was directly involved in its development, applying his IT expertise and knowledge of the art market.

Hugues Taittinger and Reine-Marie Fontaine Taittinger, Co-founders, Board members

Contemporary Art collectors, founders of the Tokyo Art Club and Thaillywood Artist Residency. Hugues Taittinger is also president of IP/Nexia, a Belgian telecommunication Company.

Key competitive advantages

Arteïa offers the most powerful collection management system on the market, ensuring a wide range of services within a highly secure and confidential environment.

Unique Value Proposition

- Providing each collector with the essential tools for managing an art collection (event management, user-friendly report generation, online showcasing, financial insights, contact lists, location tracking and virtual exhibitions)

- Creating a P2P community to allow collectors to interact, trade, exchange and share artworks

- Setting a standard for digital catalogues raisonnés by combining Arteïa's technological edge with Cahiers d'Art premium content

- Linking collectors, artists and professionals with service providers on a single platform (insurers, shippers, conservators, museums etc.)

Unique Selling Points (USP)

- Security & confidentiality: each user has an individual encrypted database and controls who can access it (double authentication, log trail)

- Integration: unlike the competition, the platform brings together all the actors of the art ecosystem in one place, thus ensuring the sustainability of its solution

- Customization: the platform architecture offers highly flexible services that can be easily adapted to each user (selected data sharing, user permissions, reporting, showcasing)

- Trust & pseudonymity: the community is vetted (KYC, AML) and the transactions are traceable (smart contracts) whilst allowing elected anonymity