



SOLCODES Pitch Deck

< Elevating Digital Art />

Contact
hello@solcodes.com



THE PROBLEM

“Art has no boundaries.”
But Digital Art sure does.



CURRENT STATE

Current NFTs assume that static content
(images, videos, 3D content) could
suffice & sustain a Digital Art ecosystem



What?

- Existing NFT platforms only support JPEG, PNG, MP4, MOV, etc formats i.e. all content is static



Why?

- Pushing the Digital Art boundary is necessary - to usher towards a new era of art forms
- Dynamic, Programmable NFTs can pave the way for next generation Digital Art

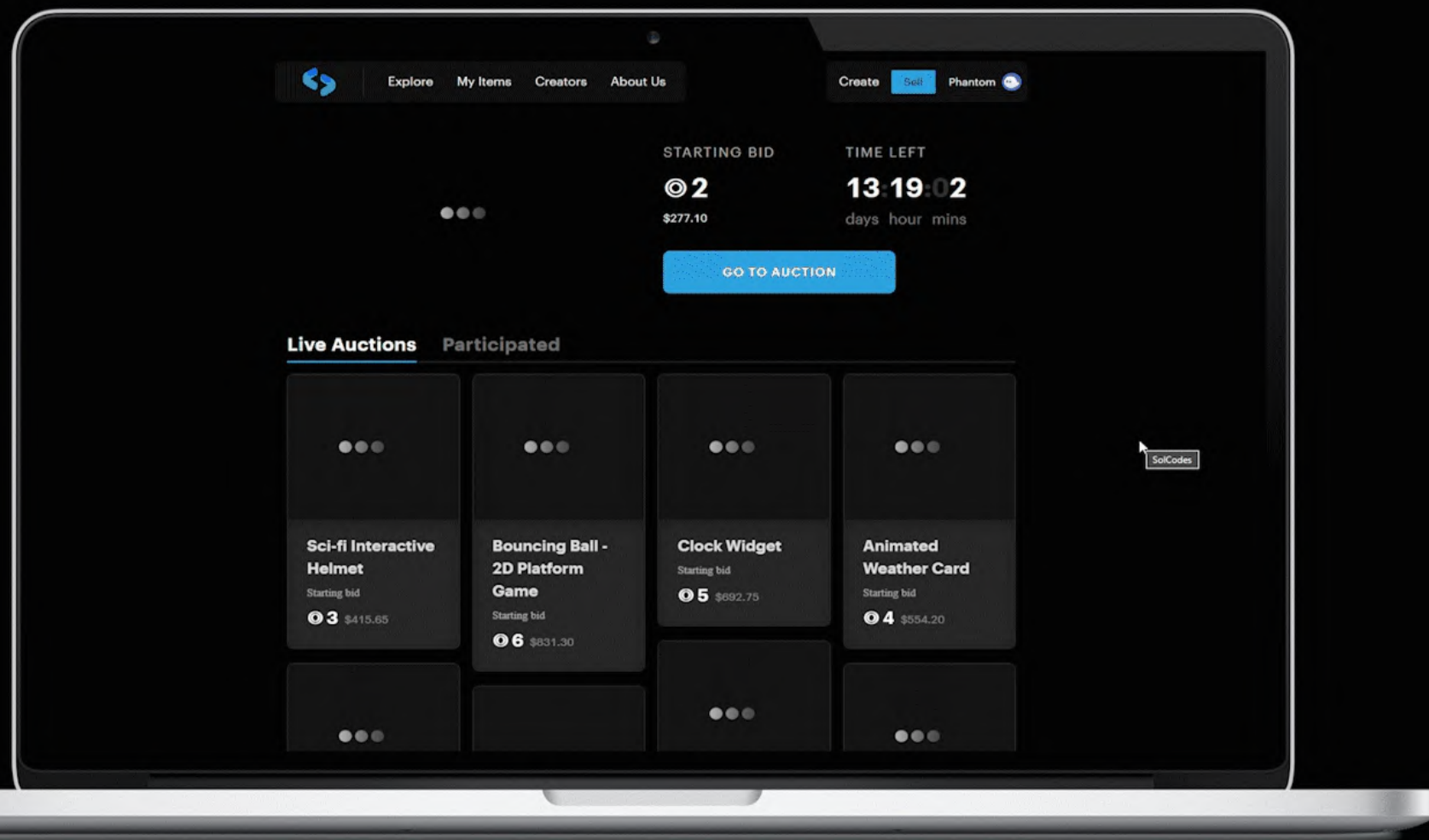


OUR VISION

To empower the next generation
of artists and *Elevate Digital Art*
with Programmable NFTs.

Solution

A Digital Art marketplace where artists can sell Programmable HTML art and collectors can buy, share or resell the same.



Product Stakeholders

Digital Artists



- Can envision new forms of art
- Can express their life, experiences or ideas in more ways

Software Developers



- Can express their skills in an art-form
- Can help push the boundaries of Programmable NFTs

Hobbyists, Art Collectors



- Can own or collect complex, variable and dynamic Digital Art
- Can resell pre-owned NFT assets

Market Analysis —

According to our Market Analysis, we estimate and forecast the following by end of Q4 2022:

- Approx. 225 active artists
- Approx. 280 gross sales
- \$20,000 in avg. monthly revenue
- \$2800 in avg. monthly profit



Financial Estimates & Projections —

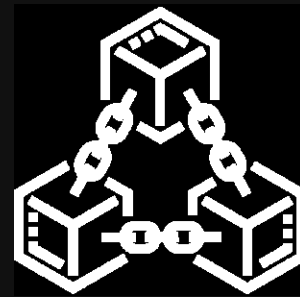
With our projections, we also estimate that we need:

- ~100K USD as a seed fund
- With a burn rate of ~6666.67 USD a month
- And 15 months of runway
- To break-even by early Q3 2022

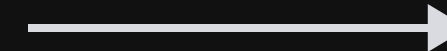
Business Model

Platform Fees

1 Minting Charges

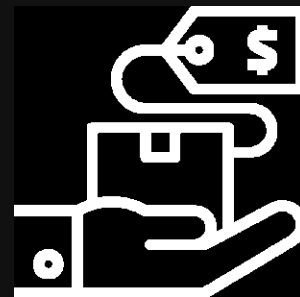


Artist creates Digital Art

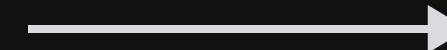


15%

2 Sale Charges

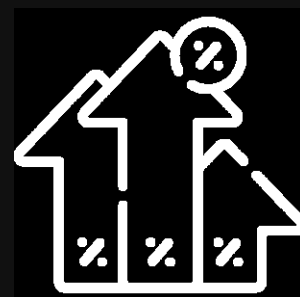


Artist sells Digital Art

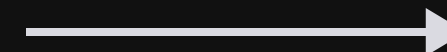


10%

3 Resale Charges



Collector resells Digital Art



5%

Competitors



Foundation.app

Supports Images, Videos and 3D files



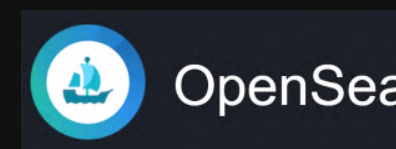
Async.art

Supports Images as Layers with change-able states



Rarible

Supports Images, Videos and 3D files



OpenSea

Supports Images, Videos and 3D files

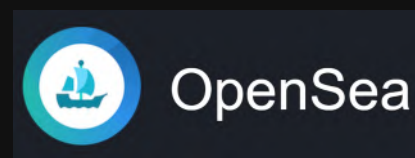
Competitive landscape

Programmable Art



Passive

Interactive



and many more!



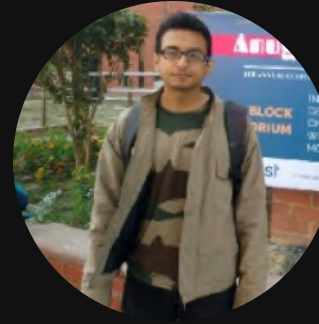
Fixed Art

Our team has years of experience across diverse industries



Aditya Mulgundkar

Tech Lead @ WedEasy.in;
Ex VC-Tech @ GuildCap.com



Divij Bharadwaj

Software Dev @ Drip Capital



Pulkit Mahajan

Survey Scripting (Insights) @ Kantar.com



Marmik Thakkar

Product Dev @ GetKarma.co.uk



Siddharth Gaba

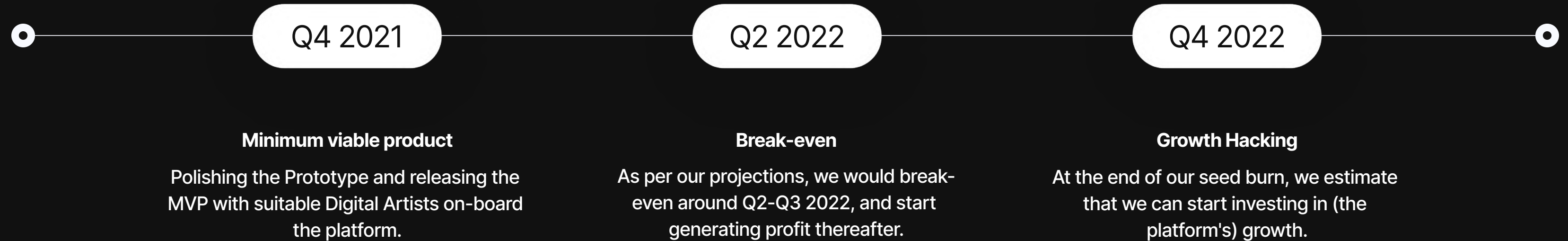
Graphic Designer



Sandesh Gupta

SDE-1 (Infrastructure) @ OLA

Go-to-market strategy





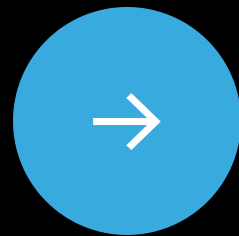
"Substance is enduring, form is
ephemeral."

– Dee Hock, Founder of VISA

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Thank You



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