



arells

A R T S E L L S

Pitch Deck

# Problem

Most **Artists** are living in poverty.

# Solution

An NFT store that financially empowers artists.

## Market Validation



**OPENSEA**  
**20 BILLION USD**

IN SALES FOR 2022

**FOUNDATION**  
**63 MILLION USD**

IN SALES FOR 2022



## Growth Metrics

20-120 artist sign-ups/ 10k-60k potential buyers  
Weekly Average for 2023

**2.5k artists/ 60k buyers**

End of Year Avg  
Year: 2024

**20k artists/ 480k buyers**

End of Year Avg  
Year: 2027 (after doubling annual team)

*End of Year Avg based on: artist weekly sign-ups average x 52 weeks/ 5% potential buyers average x 52 weeks*



## Business Model

3% fees generated from each transaction



**5 MILLION USD**

Avg estimated revenue  
Year: 2024

**40 MILLION USD**

Avg estimated revenue  
Year: 2027 (after doubling annual team)

*Estimated revenue based on: Growth Metrics x 2k-4k USD avg NFT sale x 5% potential buyers x 3% in fees*



## Competition

### OpenSea

The largest NFT Marketplace taking 2.5% in fees and paying 0%-10% in royalties.

### Foundation

An NFT Marketplace taking 15% in fees and paying 10%-30% in royalties.

## Competitive Advantage



**90% Royalties**

On all NFTs sold  
and re-sold



**Simple**

Buying process  
streamlined



## Anticipation

I'd like to  
be updated  
on the launch of  
your NFT shop!

Giorgio

Keep me  
updated  
sounds super  
interesting!

Sara

I am very  
interested in  
collaborating  
with your store!

Alfredo

**Founder**



## **Jeremy Akatsa**

Software Developer with 4 years of overall Blockchain & Full-Stack experience.  
Remi-Award winning visual artist (also granted to Spielberg & Lucas).

**Ethereum Foundation, Novestic, etc.**