



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.