PROBLEM

- Lack of a specialized unified art platform aimed at likeminded audience
- Limited accessibility
- Lack of diversity
- Time constraints
- Geographic barriers
- Difficulty in finding specific artworks

EXISTING ALTERNATIVES

- Physical galleries
- Thrift shops
- Instagram
- Facebook

SOLUTION

- Build an online art platform devoted to both customer and creator needs with millions of categorized artworks, easily accessible at all time

KEY METRICS

- DAU
- Platform traffic
- CAC
- ROI
- AOV
- CLV
- Churn Rate

UNIQUE VALUE PROPOSITION

- Buy products using PC/mobile from home/office
- Global accessibility
- Customization/ Personalization
- Curated selection
- Community engagement
- Support for emerging artists

HIGH-LEVEL CONCEPT

Artico: All your art in one place! Anyone can be an artist!

UNFAIR ADVANTAGE

- Artist empowerment and support
- Embrace of various art forms

CHANNELS

- Affiliates
- Recommendations
- Advertising
- Referrals
- Founders' friends

CUSTOMER SEGMENTS

- Art enthusiasts
- Gift shoppers
- Interior designers
- Collectors
- Art students
- Event planners
- Trendsetters
- Influencers
- Stylists

EARLY ADOPTERS

- Creators looking for their own art space to popularize their products fast
- Internet users looking for art selling services

COST STRUCTURE

- Hosting
- Development
- Payroll
- Operational costs
- Marketing

REVENUE STREAMS

- Direct sales
- Commission fees
- Transaction fees