



Lugano, 2 maggio 2024
WEB3 LUGANO INCUBATOR

What is Digital Técnica?

*Digital Techne is a startup that aims to engineer and sell revolutionary transparent **Genomic Ink** that creates a perennial immutable and unbreakable link between any physical artwork and its digital documentation.*

Like nature does with all beings, Digital Techne gives to physical objects a unique DNA that makes them forever distinguishable and impossible to counterfeit.

The background is a light blue gradient. On the left is a blue, textured bag with a white outline and a small red tag. On the right is a teal circle containing a white scribble. Below the circle is a woman's face with a surprised expression. The text 'THE PROBLEM' is centered over the woman's face.

THE PROBLEM

Artworks are fakes!

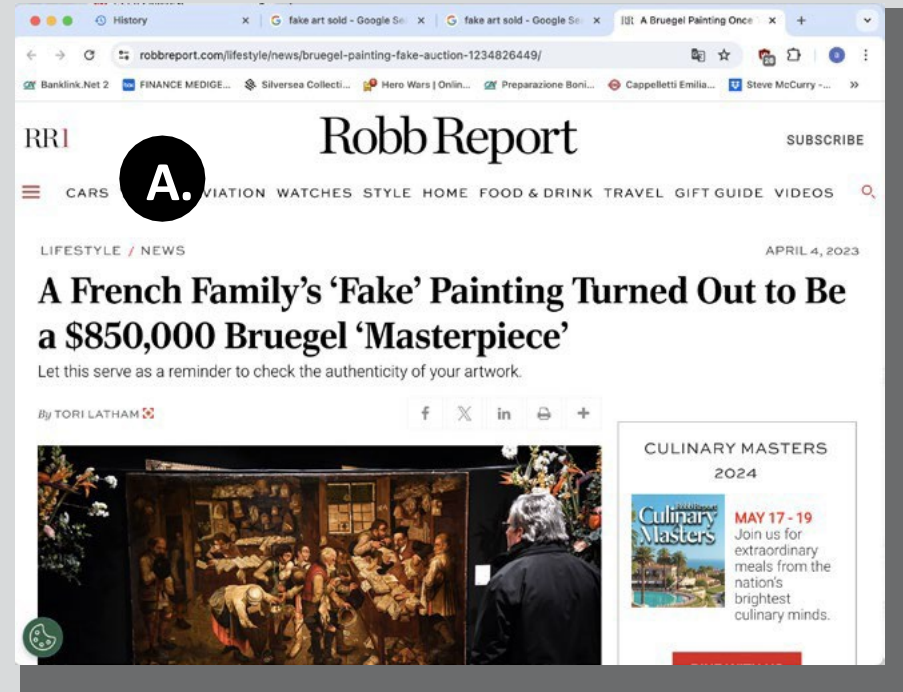
While the problem of forgery of works of art is very much felt, it has never been solved.

Today, for every sale, there must be a certification attesting the attribution of an artwork.

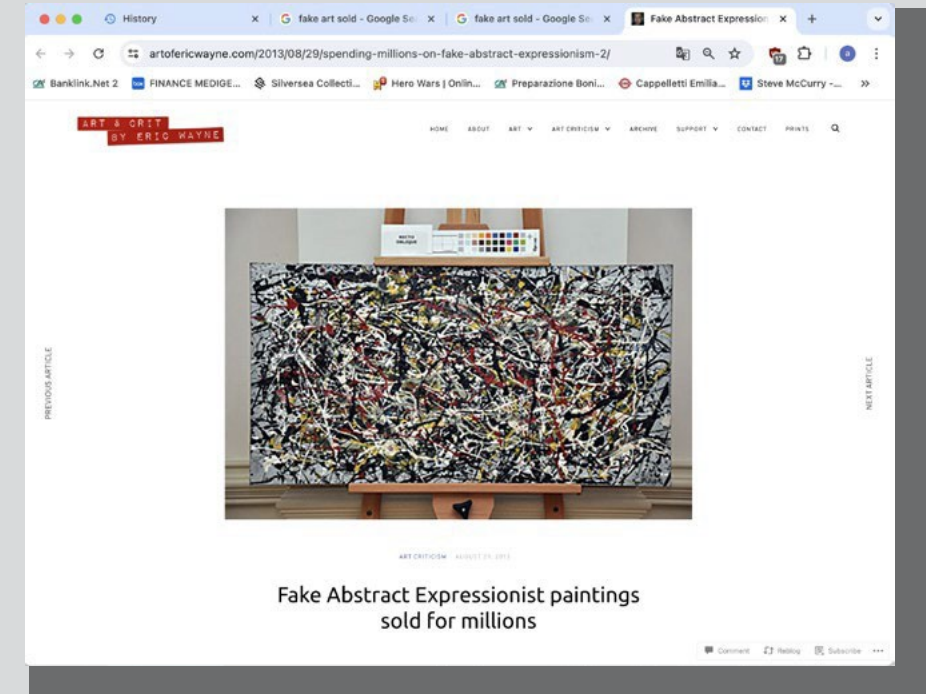
Each certification is only valid “at that moment”, as the artwork could subsequently be copied.

*Authenticating an artwork
is a repetitive, inefficient
and expensive process.*

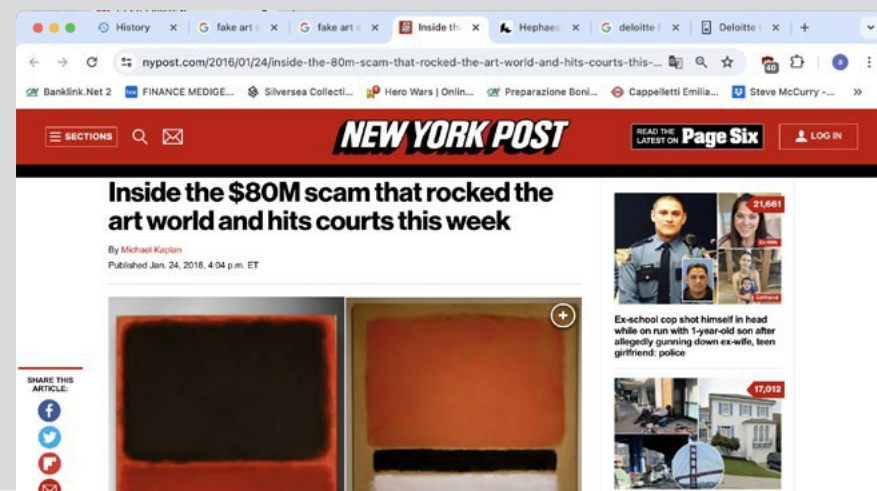
Supporting evidence 1



*Fake Bruegel
becomes original
after years*

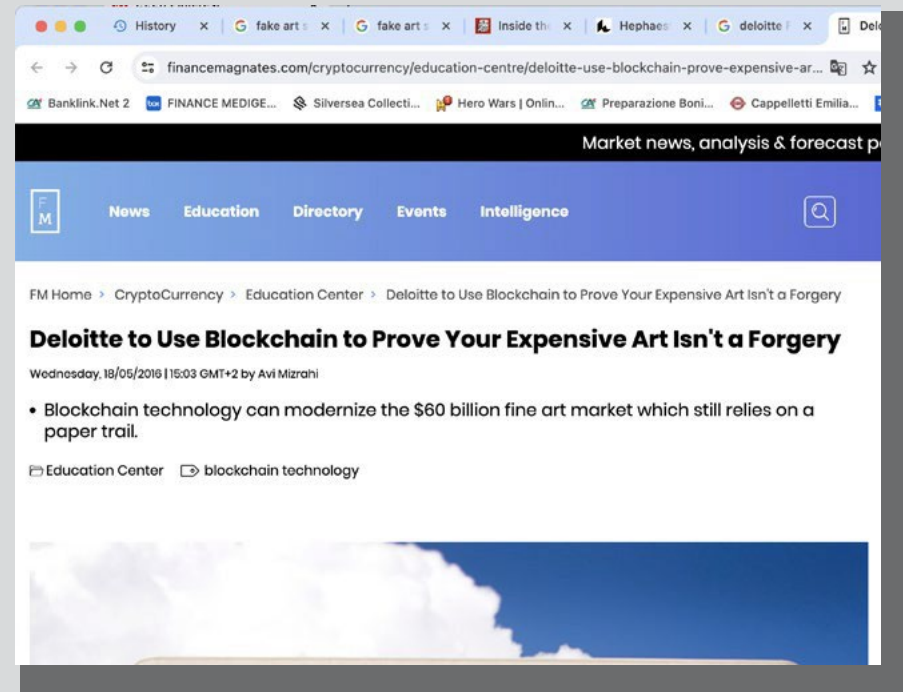


*Fake Jasper Johns
sold for 32 M!*



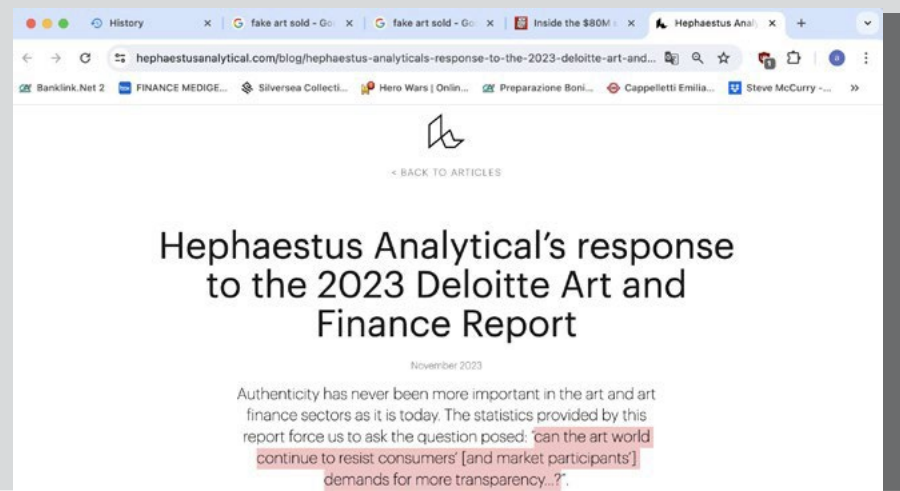
*Fake Rotchko
sold for 80 M!*

Supporting evidence 2



*Use Blockchain to prove
your expensive Art
isn't a Forgery.*

Deloitte, 2016



*NextGen collectors believe that
solving authenticity issues,
art businesses will hugely grow.*

Deloitte, 2023



PROBLEM (*solving*)

Previously existing solutions.

The problem of certification of physical items, has so far been addressed with traditional methodologies (e.g. traditional physical labelling) sometimes associated with computer tools for sharing information.

DNArt

TAGmart

PROVENCE

ARTSY

CHRONICLED

VERISart

Xart

*Most of the existing solutions
don't use genomic technology nor blockchain technology.
None of them combines the two technologies.
No one offers a perennial certification.*

From physical to digital

A fascinating integration of genomic techniques, blockchain technology, and NFTs to create a **unique** process for digitizing physical objects and ensuring their authenticity and ownership.

For each artwork we are able to:

1. insert opera information in **blockchain**
2. Create a biological signature (unique “**fingerprint**”).
3. Associate biological signature with blockchain data
4. **Issue an NFT** related to the artwork
5. Any artwork-related information is **uptdatable** (new property, condition reports, exhibit,..)

A drop of DNA ink is placed on the artwork, using a Genomic Pen®. The digital representation of the DNA is stored in a «tamperproof» registry (ICP Blockchain) along with related images and documents.

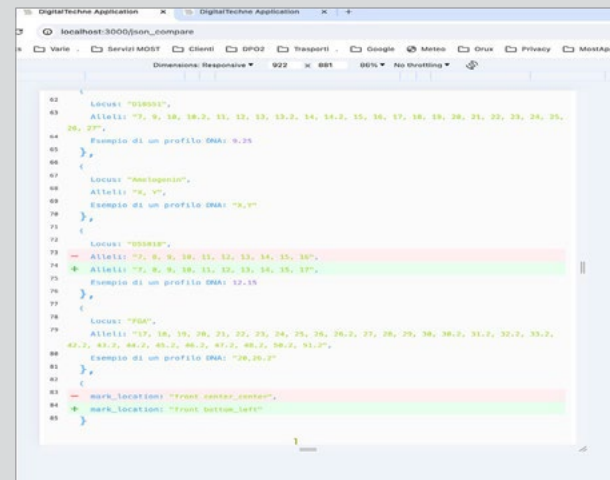
MVP - Our MATRIX

From physycal to ICP.

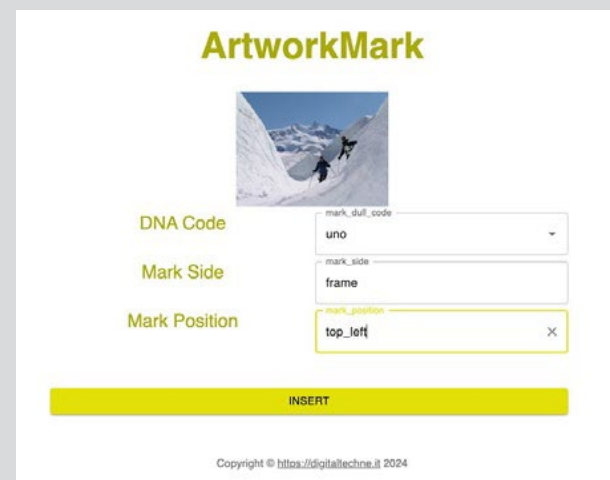
1) Genomic tagging



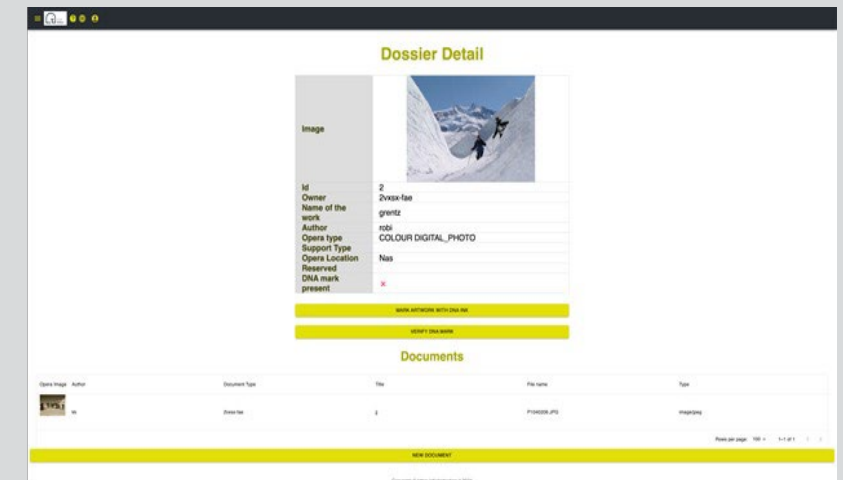
2) DNA digital coding



3) Perennial artwork digital identity



4) Artwork folder



Four tools in your belt

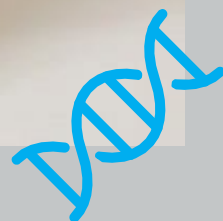
- 1 Genomic Tagging**
A mix of animal and plant DNA that, with just a few bases, allows to create countless **unique** signatures.
- 2 Collecting informations**
any kind of document can be associated: property certificates, author, attribution etc
- 3 Recording on the block chain**
both the genomic tag and all the documents
- 4 NFT Issue**
NFTs are tokens representing ownership and proof of authenticity of a unique item or asset.



Proof of evidence

The proof of evidence is done in a laboratory run by C.N.R. (Centro Nazionale di Ricerca) in Catania, Italy

Genomic signature




Invisible signature



Revealing the signature



A hand is shown from above, sprinkling a fine white powder (likely powdered sugar) onto a slice of red velvet cake. The cake is decorated with white frosting swirls on top and has visible layers of red velvet cake and white frosting. The background is a light beige surface with a subtle pattern of small brown specks. A large, semi-transparent light blue circle is centered behind the text.

Opportunities

Generating revenues

A multi-level approach to create value

1

*Service, Software
and licensing* B-to-B

Full Service (genomic pen and
blockchain)

Third Party ad hoc services

2

Value-added services
B-to-B

Tokenization of physical artworks

NFTs of digital and physical artworks
(including photos)

3

Selling Genomic pen
B-to-B, potentially B-to-C

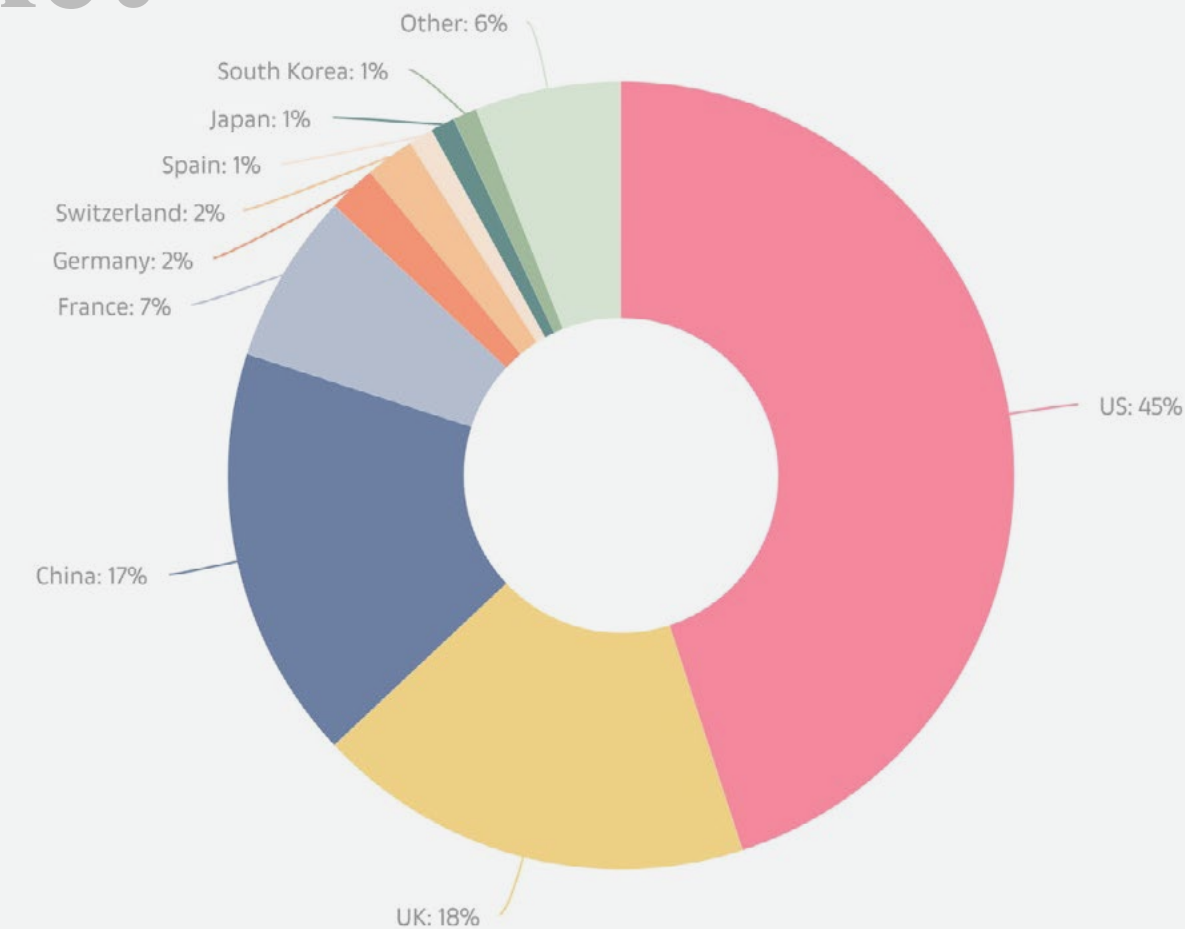
Direct selling

Hardware patent licencing

Analysis of the target market

- TAM = USD 65 bln - 39.4 million transaction
- SAM = 14.7 million transactions
- SOM = 10.9 million transaction

Over three years, we aim to capture 10% of this market, resulting in 1.1 million transactions.



We will operate in Europe (approx 37%) OF TAM

Competitive advantages

	NFT Certificate	Impossible to counterfeit	Complete Electronic Folder	Tog	Reliability	Tag Inalterability	Secured by Blockchain
DNArt	×	×	×	✓	✓	✓	×
Tagsmart	×	×	×	✓	✓	✓	✓
Provenance	×	×	×	✓	×	×	✓
Artsy	×	×	×	×	×	×	×
Chronicled	×	×	×	✓	×	×	✓
Verisart	×	×	×	×	×	×	✓
Xart	×	×	×	×	✓	×	×
Digital Tédhne	✓	✓	✓	✓	✓	✓	✓

Key-figures

- *Art advisory*
- *Product development*
- *Genomics*
- *Corporate finance*



Filippo De Jorio
Corporate Finance
Medigest SA



Roberto Pirrone
Engineer blockchain expert
Formerly UBI - AGD



Giorgio Fomara
Business developer
IoT&Telecom



Sebastiano Cavallaro
Biologist genomic expert
CNR



Cristina Scardino
Art Advisor
Formerly Sotheby's



Giacomo Poretti
Engineer-mentor
SUPSI

The future begins today

Progress made so far and future plans

Q3-24	Q4-24	Q1-25	Q2-25	Q3-25	Q4-25
JULY AUG SEP	OCT NOV DEC	JAN FEB MAR	APR MAY JUN	JULY AUG SEP	OCT NOV DEC
Succesfully completed a pilot project and migrated our software to the ICP platform for enhanced security.	Pilot projects with real customers for fine tuning of our services. Securing intellectual property rights.	Industrialization of our services.	Establishing a genomic laboratory.	Launching a Marcom campaign- Europe.	Launching a Marcom campaign –USA & CHINA

Every journey begins with a small step

Required funds and their usage

1ST *step*

of \$950K to support the industrialization (550K), laboratory creation (400K), and patenting (50K).

2ND *step*

of \$1 million to support communication and marketing efforts needed for expansion in Europe

3RD *step*

of \$1.5 million to support communication and marketing efforts needed for expansion in Asia and North America

Thank you .

Dematerializing
Mary Beth Edelson

1975

