

# MOUSEFOLK

Marketplace and SaaS solutions for artists

Let's put an artwork on every wall

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# Team

## **Athul Krishnan**

- Founded HireFellas (IITM incubated) and BLOT, photographer @Getty Images, self taught developer, IIT Madras dropout

## **Prasoon Kumar Singh**

- Economics grad (IITM 2013), Researcher at IITD, St. Gallen Fellow

## **Shaheer Rahman**

- Designer, music producer, filmmaker, co-founded BLOT

# Why

- Huge amounts of freelance artwork with potential commercial value are never discovered
- Photography was democratized by cheaper DSLRs and design with software tools and free online learning resources
- Stock photography agencies limited to pro photographers and have high barriers to entry
- SaaS solutions for artists are in a primitive stage, except for a few key players like Canva

# Product

- A true marketplace for art
- Procured artwork to be used on t-shirts, and printed collectibles through BLOT ([getBLOT.com](https://getBLOT.com), in-house) and our partner brands
- Stock content: Royalty based sales of photographs
- Original artwork sales, and subscription based rental for homes and businesses
- SaaS solutions including workflow management, content editing, photo proofing, and cloud storage solutions

# Market Size

- In 2014 the global art market reached €51 billion (from a pre-recession level of €48 billion in 2007) - of which around €3.3 billion or around 6% was contributed by online sales\*
- Indian apparel market, which was worth ~USD 38 billion as of 2012, is expected to grow at a CAGR of 9% over the next decade

\*The European Fine Art Foundation Annual Report, <http://goo.gl/59OyX4>