



I AM / LTD EDN®



EXECUTIVE SUMMARY

1.1 BUSINESS OVERVIEW

LTD/EDN is building premium infrastructure for the next generation of artist-led commerce.

The platform enables artists to release authenticated, physical limited-edition capsule collections - from fine art prints to apparel and homeware - with control over production, pricing and distribution. Each edition is supported by an innovative QR-linked digital certification, providing verifiable authenticity, edition transparency and long-term provenance tracking.

As traditional marketplaces prioritise volume over quality, LTD/EDN focuses on scarcity, craftsmanship and sustainable unit economics.

The business operates on a flat 50% gross margin model, providing predictable performance without relying on speculative scale assumptions.

The long-term opportunity extends beyond individual releases. By combining controlled production, QR-based authentication infrastructure and a growing network of curated artists, LTD/EDN is positioning itself as the premium backbone for limited-edition commerce - scalable across categories and collaborators.

The model is capital-efficient and profitable from Year 1, with projected revenue exceeding £3.25 million by Year 3 under conservative sell-through assumptions.

The initial SEIS raise supports platform rollout, authentication integration and artist onboarding, establishing the foundation for disciplined growth and long-term strategic value creation.

1.2 PRODUCT SERVICE DESCRIPTION

LTD/EDN provides premium manufacturing infrastructure, exceptional artist-personalised product ranges, inventory-light fulfilment, and an innovative blockchain-powered QR authentication system.

1.3 MARKET LANDSCAPE

Competitors include traditional merchandise providers, print-on-demand companies, artist marketplaces and artist own editions. LTD/EDN is different because it offers:

- Fine-art, luxury, quality collectibles - that are artist own - not mass merchandise.
- Artist-first economics - artists receive revenue up front and API driven.
- Bespoke hybrid manufacturing and digital QR code blockchain authentication.
- API-driven direct sales rather than marketplace dependency.

1.4 EXECUTIVE TEAM

- **Darren J Riley** - Managing Director - Former founder of *This is a Limited Edition*.
- **Richard Barrington-Hill** - Technology Leader.
- **Philip A Marshall** - Creative strategist.
- **John Hamilton** - Print & Product Development. Former founder of *This is a Limited Edition*.
- **Artist Ambassadors** - a share holding team of artist-led brand ambassadors .

1.5 FINANCIAL SUMMARY

LTD/EDN's model is designed for high scalability, driven by low-inventory, made-to-order and short-batch production. This keeps upfront costs low while enabling premium pricing and strong manufacturing margins.

1.6 INVESTMENT SOUGHT

The company is currently raising an initial £50,000 for 10% equity under SEIS. A second tranche will then be raised post-launch at revised terms.

We expect this to happen after 12-18 months, subject to traction.



2.1 VISION

To build a scalable, capital-efficient platform enabling artists to monetise premium limited editions with predictable margins and minimal operational risk.

2.2 MISSION

Enable artists and designers to launch fine-art-level apparel and product collections through their own



websites and social media channels, supported by LTD/EDN's manufacturing expertise, technology, and fulfilment ecosystem.

2.3 VALUE PROPOSITION

For artists, LTD/EDN provides a premium, low-risk pathway to create and sell luxury editions:

- No upfront costs or minimum order quantities.
- High-quality, collectible products that elevate their brand.
- Transparent payment structure with higher margins than traditional merchandise.
- Direct ownership of customer data and brand identity.
- Seamless production, fulfilment, and authentication built in.

For fans and collectors, LTD/EDN offers:

- Genuine limited editions with proven authenticity.
- Elevated craftsmanship and packaging aligned with the artist's creative world.
- Hybrid physical-digital ownership via blockchain-secured certificates.
- A premium product experience that feels more like contemporary design than "merch".

2.4 INDUSTRY AND SECTOR

Creative commerce, luxury apparel, premium print & manufacturing, creator economy infrastructure. The creator economy is rapidly growing as artists seek alternatives to cheap

commodified merchandise. LTD/EDN capitalises on a market shift toward premium, smaller-batch, authenticity and the desirability of limited edition art, product and wearables.

2.5 LEGAL STRUCTURE

LTD/EDN Ltd is incorporated in the United Kingdom as a private limited company. The company is structured to preserve founder control while allocating equity strategically to key contributors and early-stage investors.

Post-Investment Ownership (Fully Diluted)

Primary Founder - 51%
Technical / Web Founder - 15%
Creative Strategist - 2%
Print & Product Development Manager - 2%
Artist Ambassador Pool - 10%
SEIS Investors (current round) - 10%

Reserved for future investment - 10%

The Artist Ambassador Pool is reserved for performance-based equity allocations to key collaborators and is dilutive to founder holdings only.

The current £50,000 raise is structured under the UK Government's Seed Enterprise Investment Scheme (SEIS), with advance assurance documentation prepared via SeedLegals.

2.6 INVESTMENT ROUNDS

Investor equity is capped at 20% across two planned rounds: an initial £50k SEIS raise (10%), followed by a potential growth round subject to traction, with the intention to offer early investors liquidity opportunities in future rounds, subject to performance and market conditions.

2.7 BUSINESS GOALS

SHORT-TERM (12-18 MONTHS): Platform launch, with 10-15 artist ambassadors, 150-200 limited edition SKUs, stable fulfilment workflow, £750k to £1m revenue.

LONG-TERM (3-5 YEARS): Expansion of all three product ranges - wall art, home and apparel, expansion of the blockchain authentication technology, successful growth of LTD/EDN's own retail website, further signed partnerships with major creative brands and partners, Scale round of investment leading to procurement of manufacturing bases, £3-£5million revenue.

KPIs: Heavyweight artist onboarding, edition sell-through, manufacturing margin, average order value, repeat artist launches, CAC vs LTV.



PRODUCTS & SERVICES

3.1 PRODUCTS & SERVICES

- **Wall art editions** - both premium framed and unframed - each numbered with artist signature and blockchain QR coded digital authentication. RRP's £55 - £1000.
- **Furniture & Homewares** - Chairs, rugs, blankets, cushions - all numbered with QR code digital authentication. RRP's £55 - £2000.
- **Luxury Apparel** - T-Shirts, sweatshirts, hoodies, poncho, parka, puffer jacket, ladies silk pyjamas, ladies silk kaftan, mens linen shirt & short coord, silk scarves - all numbered with QR code digital authentication. RRP's £55 - £1000.

3.2 PROBLEM & OPPORTUNITY

Artists are pushed into low-quality merchandise with poor profit margins and minimal creative control, or are confronted with a difficult process of producing for themselves in a cluttered and confusing marketplace. LTD/EDN offers a premium alternative with better economics, authentic editions and full automation of the sales-to-ship process. High value artists continue to sell out limited editions with RRP's up to £1000.

3.3 COMPETITIVE ADVANTAGE

LTD/EDN's competitive strength comes from combining luxury-grade production, technology, and a creator-first business model in a way no current platform delivers.

Premium Craftsmanship & Elevated Production

- Fashion-label quality across apparel, homeware, and collectible objects.

- Hybrid production methods (screen print, embroidery, appliqué, fine-art print processes) rarely available to independent creators.

Editioning & Blockchain Authentication

- Every product is sequentially numbered with the artist's name.
- Unique QR codes link to digital authentication secured on the blockchain.
- Full provenance and ownership history maintained for each edition.
- Long-term collector value.

Creator-First Commercial Structure

- Artists retain pricing power, customer relationships, and brand ownership.
- Margin split is transparent and significantly higher than print-on-demand alternatives.
- No algorithm dependency; artists are not lost in a marketplace of thousands.

Operational Expertise & Proven Execution

- Over 20 years' experience in printing, textile production and edition-based manufacturing.
- Strong global supplier network enabling high-quality small-batch production capable of delivering complex editions at low MOQs without compromising finish or reliability.

API-Based, Decentralised Distribution

- LTD/EDN integrates directly into artists' fan bases, funnels, stores, and campaigns.
- LTD/EDN supplies the infrastructure; the artist owns the brand.

3.4 INTELLECTUAL PROPERTY & PATENTS

- Trademark pending: LTD/EDN, I AM/LTDEDN
- Proprietary edition authentication system using QR and traceability.
- Copyright of artwork remains with artists; LTD/EDN receives licensing rights per edition.

3.5 REVENUE MODEL

- Manufacturing margin (50%+)
- Shipping & fulfilment fees per order.
- Sales come from the artist's audience.

3.6 PRICING STRATEGY

Premium pricing strategy aligned with fine-art editions, not mainstream merchandise. RRP's £55- £2000 depending on edition type.
Minimum gross margin: 50% manufacturing margin after artist payment.

4.1 CUSTOMERS

- Artists, designers, digital creators (B2B2C).
- Artist fan bases and collectors through social media following (B2C).
- Other art fans and collectors (B2C).
- Wider audience (B2C).
- Wider audience (B2B) - with procurement of bricks & mortar retail partners.

4.3 KEY DECISION-MAKING FACTORS

- Quality of product.
- Validity.
- Artist's direct involvement.

- Edition scarcity.
- Ethical production.
- Packaging and presentation.
- Resell value.

4.4 TRACTION

LTD/EDN has already achieved significant early progress across product development, creator partnerships, and platform build-out:

- Manufacturing prototypes completed and processes in place. High-quality products across wall art, furniture, home and apparel are fully developed, tested, and production-ready, showcasing our hybrid print methods, custom materials, and QR code authentication system.

- Strong interest from key artists. Brand Ambassador Artists- that had good success rates with *This is a Limited Edition* and/or strong social media fan bases (50k - 1.5m).
 - Initial SKUs and edition roadmap defined Our first wave of product editions planned, including packaging concepts that align with our brand's luxury positioning.

- Platform architecture is underway, covering e-commerce, edition management, QR code authentication, and creator onboarding tools.



4.2 CUSTOMER PERSONAS

- Cultured Collector

Income: £60k–£150k

Buying Behaviour: Purchases limited-edition art, design objects, and premium apparel. Buys directly from artists and galleries. Repeat buyer of authenticated editions.

Why They Convert: Values scarcity, authentication, clear edition sizing, and resale confidence.

- Fan-First Supporter

Income: £20k–£45k

Buying Behaviour: Buys creator-led drops and collaborations. Responds to limited runs and early-access releases. Purchases across apparel and smaller art objects.

Why They Convert: Accessible entry into authenticated, editioned products with direct creator attribution.

- Design-Led Home Curator

Income: £75k–£250k

Buying Behaviour: Buys small-batch furniture, homeware, and art editions. Purchases infrequently but at higher price points.

Why They Convert: Editioned, artist-designed homeware with verified provenance and material quality.

- Artist-Aligned Brand Shopper

Income: £35k–£80k

Buying Behaviour: Buys limited apparel drops and capsule collections. Prefers short-run releases over mass retail.

Why They Convert: Wearable art with premium materials, limited quantities, and verified authenticity.

5.1 PRIMARY RESEARCH

Artists surveyed expressed frustration with:

- Poor margins.
- Poor communication.
- Poor creative control.
- Low-quality merchandise providers.
- Their products being listed with lots of other artists selling the same style products.

Fans express desire for:

- Authentic limited editions.
- Desirability and scarcity.
- Genuine artist involvement.
- Higher quality than traditional 'merch'.
- Value for Money - even at a luxury price point.
- Swift, trackable, shipping.

5.1.1 QUESTIONNAIRE FINDINGS

Artists indicated they wanted:

- Better communication & involvement.
- Crystal clear payment structure backed up with legal documents.
- Possible personalisation.
- Security with edition sizes.

5.1.2 MVP FINDINGS

Both artists and customers always appreciated the quality of previous *This is a Limited Edition Ltd.* products.

MARKET RESEARCH

5.2 MARKET OPPORTUNITY (TAM/SAM/SOM)

Total Addressable Market (TAM):

The global creator economy is projected to exceed £300 billion by 2027, driven by growth in creator-led content, digital commerce, and fan monetisation. This represents the full potential market for products, services, and platforms targeting independent creators worldwide.

Serviceable Addressable Market (SAM):

Focusing on mid- to high-end creator merchandise and collectibles, the SAM is estimated at £3–5 billion. This segment values limited-edition, premium-quality products that offer collectors authenticity, scarcity, and direct engagement with artists.

Serviceable Obtainable Market (SOM – 5-year horizon):

For LTD/EDN, a realistically achievable market share over five years is £5-10 million, based on scaling the B2C e-commerce platform, greater frequency of curated artist collaborations, and premium collections from other industry influencers - music, tv, movies, sports.

This projection assumes sequential edition launches, repeat purchasing by collectors, and fast expansion of products into new customer bases.

This projection also assumes no marketplace traffic, no paid acquisition scale, and controlled artist onboarding.

5.3 BARRIERS TO ENTRY

- High manufacturing standards.
 - E-commerce API development.
 - Trust from artists.
 - Upfront capital for operations and growth.
- LTD/EDN overcomes these with specialist knowledge, strong supplier network, and a scalable fulfilment infrastructure.

5.4 SWOT ANALYSIS

STRENGTHS

• Premium, edition-driven product model

A unique blend of art, apparel, homeware, and design objects—each produced as a curated, collectible edition. Hybrid manufacturing and specialist finishing techniques create products that stand apart from mass-market merchandise.

• Deep industry & manufacturing expertise

Over 20 years of hands-on experience in print, textile, and product manufacturing, combined with strong global relationships with creators, suppliers, and fulfilment partners. This reduces risk, enables premium quality control, and supports complex edition-based production.

• Creator-first commercial model

Artists retain control over pricing, margins, and customer data—an advantage not offered by marketplaces or print-on-demand platforms. Transparent profit-sharing and high-touch production build trust, while creator-led promotion increases conversion.

• Authentication & provenance technology

Innovative use of digital certification and unique QR-based authentication enhance scarcity,

provenance, and long-term value. This system provides a clear USP and positions LTD/EDN ahead of competitors in verifiable collectible commerce.

• High brand differentiation

LTD/EDN is positioned as a luxury/art brand rather than a merchandise provider—elevating creators through premium product execution, refined packaging, and scarcity-driven model.

WEAKNESSES

• Early-stage brand awareness

Limited visibility relative to major creator or marketplace platforms, requiring investment in storytelling, marketing, and ambassador-led credibility.

• Prior operational learnings from a capital-constrained predecessor.

The history and closure of *This is a Limited Edition Ltd.* may prompt hesitation among some artists, even with a stronger, more resilient model now in place.

• Operationally intensive production model

Premium materials, bespoke finishing, and edition control demand more time and cost than simpler print-on-demand services. Logistics complexity increases with limited runs, QC, and sequential numbering.

• Higher price point limiting mass adoption

Premium pricing supports brand positioning but reduces accessibility for lower-budget fan segments. Messaging must strongly communicate craft, rarity, and long-term value.

OPPORTUNITIES

• Explosive growth in the limited edition market

Global growth for demand from consumers for scarce, culturally resonant, high-quality limited editions and collectibles. This continues to expand across art, fashion, interiors and design.

• Acceleration of Artist-Led Product Demand

Creators increasingly prefer premium physical products over generic merchandise. LTD/EDN meets this demand with luxury materials, creative autonomy, and no operational burden

• Cultural movement toward authenticity and provenance

Younger collectors value traceability, rarity, and verifiable ownership. LTD/EDN's digitally certified certificates and edition numbering align perfectly with this shift.

• Dissatisfaction with existing merch platforms

Creators seek better margins, quality, and control. LTD/EDN's artist-first model offers a compelling solution where competitors underperform.

• Physical + Digital Hybrid Editions

Pairing physical editions with blockchain-based digital companions unlocks:

• Consumer loyalty and high-return rates.

• Provenance tracking.

• Gamified ownership.

• Resale visibility.

• Potential recurring royalties for artists.

This aligns with the long-term evolution of collectible commerce.

• High-Value Collaboration Opportunities

Potential for partnerships with:

- Other aligned industries - music, tv, film, sport
 - Premium fashion and streetwear brands.
 - blue-chip bricks & mortar retailers
 - interior design and architectural studios
 - High profile consumer events - Comic Cons, Designercon, etc.
- These collaborations elevate authority and rapidly widen audience reach.
- **Scalable, Multi-Category SKU Growth**
- With strong manufacturing foundations, LTD/EDN can expand across textiles, homeware, art objects, ceramics, and bespoke design items - boosting AOV and retention.

THREATS

- **Competition from Established Platforms**

Large platforms like Etsy, Shopify, and Patreon have traffic and recognition advantages, potentially drawing creators toward familiar solutions despite lower quality.

- **Manufacturing Costs & Supply Chain Risks**

Smaller batch premium production is vulnerable to fluctuating material costs, delays, and availability issues - impacting margins and edition schedules.

- **Adoption Barriers to Authentication Technology**

Some consumers may be unfamiliar with QR codes or digital certificates. Competitors could eventually replicate similar systems.

- **Dependence on Consistent Artist Releases**

Momentum relies on a steady pipeline of strong creator collaborations. Gaps in releases could reduce engagement and sales velocity.

• **Sensitivity to Luxury Pricing**

Economic downturns or shifts in discretionary spending may affect demand for premium.

• **Intellectual Property Complexity**

Managing collaborations and licensing agreements involves legal risk. Robust IP safeguarding is essential to protect both artists and LTD/EDN.

• **Technological Disruption**

Rapid advancements in e-commerce, NFTs, AI-generated products, and creator tools could introduce new competitors or shift creator expectations.

5.5 COMPETITOR ANALYSIS

LTD/EDN sits between creator commerce, fine-art production, and premium fashion. The competitive set includes print-on-demand platforms, established fashion/streetwear labels, marketplace platforms, and artists producing their own goods. The following outlines each category and the gap LTD/EDN fills.

5.5.1 Print-on-Demand Platforms (Printful, Gooteen, Printify, Gelato)

Strengths: Very low barrier to entry; artists can launch instantly. Fast production and global fulfilment. No upfront inventory risk.

Weaknesses: Lower-quality materials and limited premium finishes. No authentication, provenance, or collector value. High unit costs → low artist margins. Highly commoditised; difficult to stand out.

LTD/EDN Resolution : A premium, collectible, artist-first alternative with luxury items,

materials, hybrid print methods, editioning, and unique QR code authenticity.

5.5.2 Elite Fashion & Streetwear Brands (e.g., Nike, Adidas, Prada, Dior)

Strengths: Strong brand equity and cultural recognition. Proven ability to drive hype, scarcity, and premium pricing. High-quality production and elevated aesthetics. Loyal global fan bases.

Weaknesses: Artist is not the brand - they contribute but do not own. Limited creative autonomy; artists fit into the brand's vision. Editioning exists but is brand-led, not creator-led.

LTD/EDN Resolution : A platform where artists become the brand - enabling them to create luxury, limited-edition apparel with the same scarcity and quality as premium fashion labels, but with full creative and economic ownership.

5.5.3 Artist Marketplaces (e.g., Etsy, Redbubble, Society6)

Strengths: High visibility and built-in traffic. Easy onboarding for emerging artists. Large global customer base.

Weaknesses: Marketplace dependency; success tied to algorithms. Brand dilution - all artists are one of thousands. Price competition leads to low margins. No luxury standards, editioning, or authentication.

LTD/EDN Resolution : A premium, curated platform where artists preserve brand identity,

avoid commoditisation, and sell elevated, collectible editions with higher margins.

5.5.4 Artists' Own Product / Self-Produced

Strengths: Full creative and brand control. Direct customer relationships and data ownership.

Potentially strong margins with efficient sourcing.

Weaknesses: High upfront costs (production, sampling, MOQs). Operational complexity: sourcing, QC, fulfilment, returns. Difficult to scale without infrastructure. Time-intensive - distracts from creating art. No built-in authentication.

LTD/EDN Resolution : Offering the benefits of self-production without the operational burden, plus verifiable provenance with QR code authentication.





MARKETING STRATEGY

6.1 SEGMENTATION & TARGETING

Initial marketing - To procure the creators that eliminate risk. LTD/EDN targeting three primary customers:

Ambassador Artists

- Heavyweight creators - worked previously and successfully with *This is a Limited Edition Ltd.*
- Categorised by audience size (micro 10k–100k, mid-tier 100k–500k, macro 500k–1m+ followers)
- Focus on creators seeking premium production, full brand control and collectible editions with a history of a good sell-through experience.
- Each will receive a small shareholding of LTD/EDN to secure their future involvement.

Other Artists

- Heavyweight to midweight.
- Social media fan-bases of 100k upwards.
- Record of sold out shows & editions at a representative price that aligns to LTD/EDN.

Other Brand Ambassador Opportunities

- Heavyweight influencers - fans of artists.
- Reasonable social media following and industry reputation. Networking of designers, galleries, studios, and niche creative collectives.
- Alternative industries - music, television, Interested in collaboration, exposure, and access to limited-run editions

Secondary marketing - In 2026 direction will change as the LTD/EDN brand, authentication

process becomes established and we prepare and launch the LTD/EDN ecommerce website. This will require a dedicated external marketing specialists. We have already selected and spoken to two different possible partners.

Collectors & Design-Led Consumers

- Reaching Customer Personas highlighted in section 4.2 - fans of limited editions, art, fashion & design.
- Willing to pay premium prices for authenticity, scarcity, and provenance.
- Include both traditional art collectors and younger digital-native audiences.

6.2 POSITIONING

LTD/EDN is positioned as a premium, fine-art alternative to traditional merchandise, combining:

- **Artist empowerment:** control over editions - pricing, branding, and customer relationships. Artist opportunity to produce their own collections of Limited Edition products.
- **Technology:** blockchain-backed QR code authentication and edition tracking
- **Craftsmanship:** complicated and well-made products using hybrid printing methods, and apparel items that elevate the brand.
- **Luxury storytelling:** elevating everyday apparel, homeware, and design objects into collectible art. Curate & Elevate.

6.3 MARKETING COMMUNICATION TACTICS

- **Social Proof via Ambassador Artists:** Keeping spotlight on artists in initial campaigns whilst

6.6 ACTION PLAN

MONTHS 1-6 Artist Acquisition & First Editions

- Finalise core platform build & architecture - API, Creator Hub, QR code authentication system.
- Onboard, produce & approve prototype collections for first 1-3 priority ambassador artists.
- Begin seeding relationships with ambassador artists 4-12.
- Develop brand assets, base templates, and personalised packaging.
- First artist collection launch.

MONTHS 7-12 Launch & Scale

- Launch of LTDEDN.com - the brand's own ecommerce B2C website.
- Prepare and release a further 150-200 SKUs across wall art, homeware and apparel.
- Tie launches to a calendar of holidays and events leading particularly to maximising Q4.
- Extend into more complex product categories (ceramics, furniture, more complex apparel, art objects)

MONTHS 13-18 Expansion & Partnerships

- Begin strategic collaborations with galleries, fashion brands, and design studios.
- Increase release cadence and onboard additional ambassador tiers.
- Paid social and retargeting campaigns for LTD/EDN.
- Implement data dashboards for analytics and conversion optimisation.

establishing brand and QR code technology and blockchain authentication provenance.

• **Creator-Led Storytelling:** Share narratives of the management journey, artist's process, vision, and edition journey.

• **Behind-the-Scenes Manufacturing Content:** Showcase craftsmanship and attention to detail, reinforcing luxury positioning.

• **Edition Launch Campaigns:** Limited drops with countdowns, timed edition release, pre-orders, and teaser content to drive urgency.

• **Paid Social Retargeting:** Target users who engage with artist content, the platform, or previous drops.

• **Email & CRM Marketing:** Personalized updates

for collectors, early access notifications, and post-launch engagement.

• **Collaborations & Partnerships:** Partner with aligned industries, fashion brands, tv & movies, music, galleries, influencer and creative studios to amplify reach.

6.5 MATERIALS & DESIGN ASSETS

Completed & Ongoing:

- **Brand Guidelines:** Typography, colour palette, logos usage, tone of voice. Most brand elements remain intentionally secondary to the artist's own branding - LTD/EDN acts as the luxury frame that elevates their work.
- **Artist Onboarding Kit:** Product sample set,



QR code sample labels, Product book, sample artist contracts.

• **Website & Creator Hub:** Showcase editions, artist profiles, collector dashboards, and full functionality.

• **Digital & Print Collateral:** Product Books, Investor Pitch Deck & Information, Printed literature to accompany each purchase. High-quality imagery for social, press, and launch. Particularly video content.

• **LTD/EDN.COM:** Build of the brands own B2C ecommerce site including the I AM LIMITED EDITION / I AM LTD/EDN product range for collectors and VIP customers.

6.7 DISTRIBUTION CHANNELS

A multi-channel distribution strategy centred on creator-led commerce:

- Direct-to-artist e-commerce via API. Artists sell editions on their own websites, retaining control of prices, brand and audience.



- LTD/EDN Creator Hub - Central hub showcasing editions, managing authentication, and supporting artist dashboards.
- Social Media Launch Campaigns.
- Coordinated drops with each artist: reels, BTS content, edition photography, collector stories.
- In-Person Pop-Ups (Selective).
- High-impact physical showcases for marquee editions, galleries, and partnership launches.

6.7 BUDGET (Year 1)

A focused marketing investment to support artist onboarding and launch activity.

- Marketing Budget: £30,000 - £35,000
- Artist co-marketing support
- Paid social & retargeting
- Photography/video for key editions
- PR outreach & press kits
- Operational, production, and platform costs appear in the financial model (see Section 10).

OPERATIONS & LOGISTICS

7.1 PRODUCTION

Outsourced manufacturing allows a wide range of products within our initial and expanding offer to artists. We are utilising our cumulative knowledge of 20+ years experience to partner with the very best in each manufacturing sector.

- Fine art printing & framing.
- Specialist textiles.
- Specialist hybrid printing & textile finishing.
- Cut & sew manufacturing for garments.
- Furniture manufacture.
- Ceramics manufacture & decoration.
- Personalised labels and packaging for artists.
- Label printing for QR code authentication.

7.1.1 QUALITY CONTROL

Completed: Over the past 18 months we have produced and fine tuned every launch product using our own LTD/EDN designs - these can be seen throughout this document and further within our Artist Product catalogue

Ongoing:

- Sample approval with artist and ourselves.
- Full edition batch testing & QR code supply and authentication.
- Packaging design & integrity checks.

7.2 OPERATIONAL LOCATIONS

Hybrid operating model optimised for low overheads and high scalability:

- Fulfilment centres (UK) - third party partners handle all production, finishing, and shipping

- Remote operational team (founder, web lead, ops, customer service)
- Expansion planned for EU/US fulfilment - with partners in place as order volumes increase.

This structure enables global reach without the cost burden of physical manufacturing space or offices and staffing them.

7.3 SHIPPING PARTNERS

Manufacturing partners have their own shipping partners in place - whilst we streamline costs.

7.4 PAYMENT TERMS

- Artist receives payment at customer checkout. Initially editions are sold within an agreed pre-release window, with fulfilment time also agreed.
- LTD/EDN invoices artist for production and fulfilment - payment prior to shipping.
- Suppliers invoice LTD/EDN at point of shipment completion - with 7 day terms.

This system allows all artists to be paid extremely quickly with little fuss or delays.

7.5 EQUIPMENT

Light operational footprint: Office equipment, servers, photography equipment for sample development and content production. Most already exist as management's own.

7.6 INVENTORY

Edition-based production model: Mostly made-to-order or short-batch manufacturing, ensuring low stock holding, reduced risk, and efficient cash flow.

7.8 LEGAL REQUIREMENTS

- E-commerce regulations, consumer rights and returns, Product safety standards, data protection and privacy (GDPR compliant)

7.9 INSURANCE

Comprehensive cover includes: Product liability, public liability, business equipment, Cyber-data protection, fulfilment and transit insurance

8.0 MANAGEMENT AND ORGANISATION

8.1 - MANAGEMENT - CORE TEAM

DARREN J RILEY - CEO - Former founder of *This is a Limited Edition* with 25+ years in art, design, print and manufacturing - deep industry knowledge, strong artist relationships and established supply networks.

RICHARD BARRINGTON-HILL - CTO - responsible for LTDEDN.com hub - including blockchain and digital certification technology, API integrations, platform automation. Experience as senior front-end developer for Purplebricks.com, then head hunted by Booking.com to lead their new product team. Has overseen multiple ground-breaking tech start-ups.

PHILIP A MARSHALL - Creative strategist with over 25 years experience. An imaginative and intelligent leader with a record of shaping high profile global brands that connect and perform.

JOHN HAMILTON - Print & Product Development. Former founder of *This is a Limited Edition* with over three decades shaping the future of print and personalisation technology. John's extensive technical knowledge, combined with his track record of pioneering new production methods, has earned him a distinguished global reputation within the industry.

ARTIST AMBASSADORS - a share holding team of brand ambassadors - tied into future edition releases with LTD/EDN. The heartbeat and the pulse of LTD/EDN.

8.2 STAFFING GAPS

- Finance/CFO/Accountancy - Management are currently seeking a non-exec for this role.
- Growth/marketing lead - Initially this will be external but year two the company would seek an internal team leader.

8.3 ADVISERS/NON-EXEC

- Legal (SEIS Investment & Funding) - Seedlegals.
- Legal advisor (IP, contracts) - Briffa.



START UP EXPENSES

9.1 START-UP COSTS (EXPANDED BREAKDOWN)

The structure of the business allows for exceptionally low start-up costs compared to typical creator-commerce or apparel manufacturing platforms.

Much of the technical and production capability has been developed, funded, and refined directly by the founders, reducing external spend to a lean but high-impact setup,

Total estimated requirement: £60,000

9.1.1 Platform Development (£25,000)

This covers the foundational technology of LTD/EDN - much of which is built and already paid for by the company founders:

- Core web platform (frontend + backend).
- Artist dashboard (edition creation, reporting, earnings).
- Product configuration engine.
- Authentication system + QR/edition verification.
- Order routing + production management.
- API for artist e-commerce integration (Shopify, WooCommerce, Squarespace).
- Initial cloud infrastructure + DevOps pipeline.
- UX/UI design and brand-aligned design system.

Deliverable: An automated, production-ready system that can handle the first 1,000 orders / month with no further major cost. With further cost covering scaling of the technology to incorporate multiple B2C ecommerce websites.

9.1.2 Manufacturing Setup (£7,000)

Ensures quality, repeatability and brand standards across apparel and print products.

Includes:

- Test runs for apparel, fine art prints, packaging
- Custom print calibration (DTG, hybrid screen-print, transfer, embroidery where required)
- Edition labelling system QR authentication system setup.
- Initial blanks procurement for DTG apparel.
- Artist sample production.
- Quality control processes + documentation
- Shipping/packaging workflow design

This creates the dependable manufacturing base that justifies LTD/EDN's "fine-art grade" positioning. A lean but precise manufacturing setup that secures fine-art grade production and luxury standards while minimising spend.

Purpose: To establish the consistent, high-quality production base that underpins LTD/EDN's premium edition model.

9.1.3 Legal & Accounting (£3,000)

Ensuring LTD/EDN is investment-ready and operationally compliant from day one.

- Accounting software setup & first-year support.
 - IP protection (brand, platform tech)
 - Artist agreements (licence, edition terms, royalty/payment structure)
 - Investor agreements & share structure
- Initial tax planning

9.1.4 Initial Marketing (£7,000)

The brand's unique opportunity to leverage participating artists' existing fan bases, social reach, and owned audiences to significantly reduce upfront marketing costs, while still enabling strong launch visibility, rapid sell-through of editions, and measurable ROI.

This approach allows for a lean but highly targeted launch strategy focused on conversion rather than broad awareness. Key areas of spend include:

- **Brand Identity** - Core brand identity is largely

completed in-house, minimising external costs while ensuring a premium, cohesive aesthetic aligned with the platform's positioning.

- **Core Product Launch Assets** - Creation of high-quality launch content, including: Short-form launch and behind-the-scenes videos. Product photography and editorial-style imagery Physical samples for content creators, collaborators, and press. Limited PR kits for key taste makers and early supporters

- **LTDEDN.com Launch & CRM Infrastructure** - Digital launch event to introduce the new ecommerce platform and greater number of editions and SKUs. Email marketing automation and CRM integration to capture early demand, manage drops, and build long-term customer relationships. Establishing LTDEDN.com as a standalone retail destination will require increased marketing investment over time; however, the initial phase is deliberately structured to validate demand, generate early revenue, and build owned customer data before scaling paid acquisition and broader brand campaigns.

9.1.5 Operations & Contingency (£18,000)

Covers unavoidable early-stage operational friction:

- Part-time operational support.
- Unexpected production costs.
- Buffer to maintain cash stability during first 3-6 months.

This is critical for investor confidence: no dependency short-term on revenue to remain solvent.



10. FINANCIAL FORECASTS

This final section outlines LTD/EDN's projected growth, investment requirements, use of capital, exit strategy, and investor involvement. The company structure, UK trading status, and use of funds have been reviewed to ensure full SEIS eligibility. The company has received Advance Assurance under the SEIS scheme.

LTD/EDN operates a cost-plus, inventory-light manufacturing model designed to deliver predictable margins, rapid cash recycling, and early profitability.

Financial forecasts are built conservatively and do not rely on full sell-outs, viral growth, or speculative traffic. Demand is driven primarily by artists' existing audiences, significantly reducing customer acquisition costs compared to traditional e-commerce models.

10.1 FINANCIAL ASSUMPTIONS

LTD/EDN operates a cost-plus manufacturing model for artist-led limited editions, enabling predictable unit economics, controlled risk, and scalable profitability.

- Artist-led marketing and pre-existing fan bases.
- Scarcity-driven purchasing behaviour.
- Limited edition positioning.
- Early traction and interest from artists.
- Proven demand for comparable artist drops in the market.

The model does not rely on full edition sell-outs,

viral growth, or aggressive conversion assumptions.

10.1.1 EDITION STRATEGY

LTD/EDN's rollout strategy is deliberately phased to balance creative ambition with operational control, inventory discipline, and capital efficiency.

10.1.2 SELL-THROUGH ASSUMPTIONS

Forecasts are built using conservative baseline sell-through assumptions at each stage to ensure projections remain robust even under under performance scenarios.

- First Year - 30%
- Second Year - 50%
- Third Year - 75%
- Platform Launch Catalogue - 10% sell-through.

Launch Phase (Months 1-3)

- One major artist collection per month.
- Each artist releases a capsule collection consisting of 5–10 SKUs.
- Capsules are focused on either Home or Apparel (ideally not mixed) to:
- Simplify production work flows.
- Maintain strong category positioning.
- Ensure clarity of brand narrative per drop.
- All collections operate within LTD/EDN production parameters to ensure quality, cost control, and manufacturability.

Commercial Assumption

Baseline sell-through assumption reflects:

- Early-stage brand positioning.

WHY THE EDITION STRATEGY IS SO FINANCIALLY DISCIPLINED...

- Control inventory risk at every stage.
- Avoid reliance on speculative demand, with low sell through assumptions.
- Build predictable monthly revenue cadence.
- Test and validate product categories before scaling.
- Leverage artist audiences as primary acquisition channels.
- Create strong operational learning loops before platform expansion.

- Initial platform audience development.
- Conservative performance expectations despite artist-led marketing.
- The intention is to exceed this, but forecasts do not rely on full sell-outs or hype-driven spikes.

Growth Phase (Months 3-6)

This phase introduces format expansion while maintaining the same release cadence.

- Continuation of 1 x Artist Capsule per month
- Introduction of Singular Product Collections.
- One product type (e.g. Ponchos, Pillows, Men's Co-ord Sets.)
- Interpreted by 5–10 artists - giving market information on desirability of new artists.
- Builds category depth.
- Allows scalable production efficiencies across similar SKUs

Commercial Assumption

Use of only 30% sell through remains intentionally low reflecting:

- The more experimental nature of the format
- New product-category risks
- Conservative inventory management philosophy.
- Again, this does not represent target performance, but ensures downside protection within the model.

LTD/EDN.COM Platform Launch (Months 7-12)

This phase marks the transition from controlled drops to the addition of a full multi-artist platform model.

- Launch of LTD/EDN.COM - 10–20 artists
- 150–200 SKUs live on site.
- Continuation of one artist capsule collection per month.
- Continuation of Singular Product collections alongside capsules.

10.2 ANNUAL FORECASTS - YEARS 1 - 3

Further financial detail, supporting models & supplementary materials are available on request.

YEAR 1	
Revenue & Gross Margin	
Total Revenue	£812,034.75
Direct Cost of Goods Sold	(£406,017.38)
Gross Profit	£406,017.38
Gross Margin	50%
Operating Expenses	
Salaries (Founders & CFO)	£102,000.00
R&D (Product Development)	£27,000.00
Marketing & Brand	£31,200.00
Admin & Software	£9,720.00
Finance & Banking	£8,669.35
Legal & Accountancy	£5,890.00
Travel & Subsistence	£3,000.00
Contingency & Misc.	£18,747.93
Total Operating Costs	£206,226.93
Operating Profit (Year 1)	£199,790.09
Cash Position	
Opening Cash / Investment	£50,000.00
Operating Profit	£199,790.09
Closing Cash Reserve (Year 1)	£249,790.09

YEAR 2	
Revenue & Gross Margin	
Total Revenue	£2,303,791.28
Direct Cost of Goods Sold	(£1,151,895.64)
Gross Profit	£1,151,895.64
Gross Margin	50%
Operating Expenses	
Salaries (Founders & CFO)	£175,000.00
R&D (Product Development)	£14,000.00
Marketing & Brand	£55,200.00
Admin & Software	£9,120.00
Finance & Banking	£23,196.91
Legal & Accountancy	£4,700.00
Travel & Subsistence	£4,100.00
Contingency & Misc.	£28,531.69
Total Operating Costs	£313,848.60
Operating Profit (Year 2)	£838,047.04
Cash Position	
Opening Cash / Investment	£249,790.09
Operating Profit	£838,047.04
Closing Cash Reserve (Year 2)	£1,087,837.13

YEAR 3	
Revenue & Gross Margin	
Total Revenue	£3,254,860.30
Direct Cost of Goods Sold	(£1,622,930.15)
Gross Profit	£1,622,930.15
Gross Margin	50%
Operating Expenses	
Salaries (Founders & CFO)	£175,000.00
R&D (Product Development)	£14,000.00
Marketing & Brand	£55,200.00
Admin & Software	£9,120.00
Finance & Banking	£32,617.60
Legal & Accountancy	£4,700.00
Travel & Subsistence	£4,100.00
Contingency & Misc.	£29,473.76
Total Operating Costs	£324,211.36
Operating Profit (Year 3)	£1,298,718.79
Cash Position	
Opening Cash / Investment	£1,087,837.13
Operating Profit	£1,298,718.79
Closing Cash Reserve (Year 3)	£2,386,555.92



This creates a mixed catalogue of drops, capsules, and a category-led collections, recurring monthly release cadence and a growing long-tail of artist-led products. Whilst providing a steady growth of brands recognition for 'LTD/EDN'.

Commercial Assumption

Baseline sell-through assumption: 10% across platform SKUs Again deliberately conservative and reflects:

- Early-stage platform traffic ramp-up.
- Brand discovery phase.
- Non-optimised conversion rates at launch.

The business will actively target significantly higher performance through:

- Artist marketing.
- Email capture and CRM.
- Drop-driven scarcity mechanics.
- Community building.

However, forecasts are not dependent on these optimisations succeeding immediately.

10.3 INVESTMENT REQUIRED

LTD/EDN is seeking £50,000 for 10% equity, under the UK SEIS scheme. Working with Seedlegals the use of funds have been reviewed to ensure full SEIS eligibility. This round is deliberately sized to align with immediate operational requirements and to minimise early dilution.

The majority of platform development, manufacturing work flows, and supplier

relationships have already been long established by the founding team.

10.3.1 Use of Initial Round Funds

- Final platform completion and system integrations.
- Initial artist capsule production and release activation.
- Brand, content, and launch assets to support early conversion.
- Operational capacity for fulfilment, quality control, and logistics.

This investment is intended to activate revenue, not subsidise operating losses. LTD/EDN does not assume the need for additional funding to reach profitability.

Follow-on investment, if pursued, will be structured to accelerate growth, drive valuation uplift, and offer early investors the opportunity to maintain or increase their ownership position.

10.5 EXIT & UPSIDE SCENARIOS

LTD/EDN is designed as a strategic platform business, combining premium production capability, established artist relationships, multiple high-margin product categories, and proprietary release and authentication infrastructure.

This structure creates multiple credible exit pathways without reliance on a single outcome.

Potential exit scenarios include...

10.4 FOLLOW-ON INVESTMENT STRATEGY (INDICATIVE)

LTD/EDN does not assume the need for immediate additional funding. However, a second investment tranche will be considered to accelerate growth once early traction is proven.

STAGE	PURPOSE	INDICATIVE CAPITAL	EQUITY CONTEXT
INITIAL 1-3m	Platform launch & early production	£50,000	10% Equity
GROWTH 12-18m	Increased production, team support, marketing acceleration	£100,000 - £150,000	Minimum 10% Uplift expected
SCALE 24-36m	Platform scale, partnerships, category expansion	£250k-£1m+	Growth-driven

Early investors will have the opportunity to participate in future rounds to maintain or increase their ownership position, mitigating dilution.

By outlining a staged investment approach, LTD/EDN aims to provide clarity and transparency to early investors. Future capital raises, if pursued, will be structured to accelerate growth rather than fund losses, with valuation increases expected as operational milestones are achieved.

Investment Summary - The initial £50,000 investment enables LTD/EDN to transition from platform readiness to early revenue generation through controlled, artist-led releases.

The business is structured to demonstrate capital efficiency quickly, with optional follow-on investment used to accelerate growth rather than sustain operations.

- **Acquisition by commerce or creator platforms**

As creator monetisation matures, other platforms seeking to move beyond low-margin merchandise may look to acquire LTD/EDN to access its production work

flows, premium positioning, and artist relationships.

LTD/EDN's infrastructure-led model makes it suitable for integration into larger ecosystems without operational duplication.

- Premium consumer, fashion, or lifestyle groups

Luxury and premium lifestyle groups increasingly seek direct access to creator-led audiences and limited-edition product strategies. LTD/EDN provides a ready-made engine for artist collaborations, limited releases, and authenticated products across apparel and homeware categories.

- Manufacturing, IP, or distribution groups

Manufacturers and IP aggregators may view LTD/EDN as a strategic channel for deploying premium, artist-led editions at higher margins than traditional wholesale models, supported by direct-to-consumer data and repeat release capability.

- Infrastructure or technology-led acquisition

The platform's release tooling, edition tracking, and digital authentication infrastructure may hold standalone strategic value for companies operating in digital product passports, authentication, or provenance verification.

LTD/EDN is not built with dependency on a single exit route. The business is structured to prioritise early profitability, recurring cash flow, and operational leverage, allowing investors to benefit from valuation uplift driven by execution rather than speculative growth.

10.6 RISK & MITIGATION

LTD/EDN's strategy and financial model have

been designed to identify and manage key risks commonly associated with early-stage creative and e-commerce businesses.

The following outlines the principal risks and the mitigating measures embedded within the operating model.

10.6.1 Demand Risk

Risk: Artist-led products may underperform expectations, leading to slower sell-through or unsold inventory.

Mitigation: Very conservative baseline sell-through assumptions are used throughout financial projections.

- Production volumes are capped per release.
- Artist-led marketing leverages existing audiences rather than speculative traffic acquisition.
- The model does not rely on full sell-outs or viral performance.
- This approach limits downside exposure while allowing upside to scale.

10.6.2 Inventory & Cashflow Risk

Risk: Upfront manufacturing may create working capital pressure if sales are delayed.

Mitigation: Cost-plus pricing ensures margins are known before production begins.

- Releases are staggered monthly rather than batched, capping exposure.
- Gross profit from early drops is recycled into subsequent production.

- Inventory risk is diversified across multiple SKUs and artists rather than concentrated bets.
- This reduces any likelihood of prolonged negative cash flow.

10.6.3 Platform Execution Risk

Risk: Delays or technical issues in platform development could impact launch time lines or scalability.

Mitigation: Core platform functionality is prioritised over non-essential features.

- Early phases can operate with limited automation if required.
- Platform investment is incremental and aligned to growth milestones.

10.6.4 Artist Participation Risk

Risk: Difficulty in onboarding or retaining high-quality artists could limit growth.

Mitigation: Clear commercial terms and transparent revenue sharing.

- Upfront production funding reduces artist financial risk
- Artist-first positioning aligns incentives.
- Low barrier to entry through capsule releases.
- Strong artist relationships and sales knowledge from *This is a Limited Edition*.

10.6.5 Margin Compression Risk

Risk: Rising production or fulfilment costs could erode margins.

Mitigation: Cost-plus model allows pricing to be adjusted in line with input costs.

- Multiple suppliers and product categories

reduce reliance on single cost structures.

- Conservative margin assumptions are used in forecasts.
- Premium positioning provides pricing flexibility This protects gross margin integrity over time.

10.6.6 Overhead & Burn Risk

Risk: Fixed costs could scale faster than revenue, reducing capital efficiency.

Mitigation: Lean operational structure.

- Variable costs aligned to production volumes
- Initial £50k raise sized to operational need rather than ambition
- This keeps the business adaptable in early stages.

10.6.7 Competitive & Market Risk

Risk: Entry of larger platforms or competitors into the artist-led limited-edition space.

Mitigation: Differentiation through production expertise and authentication focus.

- Curated rather than open marketplace.
- Strong artist relationships and edition release strategy and cadence.
- These factors create brand defensibility.

CONCLUSION & NEXT STEPS...

LTD/EDN has been designed as a capital-efficient, artist-led platform that formalises an established market behaviour rather than attempting to invent a new one. The business combines proven production expertise, conservative financial assumptions, and a repeatable release model to create a scalable and resilient commercial operation.

At the heart of the brand is a highly desirable, collectible range of luxury products, underpinned by a distinctive and forward-thinking use of technology to certify and authenticate limited editions. This combination of craft, scarcity, and digital provenance provides both creative and commercial differentiation.

The financial projections set out in this plan are intentionally disciplined. They are based on validated unit economics, conservative sell-through assumptions, and a phased rollout strategy that prioritises operational control and cash flow awareness through experience.

As a result, LTD/EDN does not rely on speculative demand, viral growth, or excessive upfront capital to succeed. The initial £50,000 investment round is structured to fund early ignition, execution and revenue generation while preserving flexibility for future growth.

Follow-on investment, if pursued, would be used to accelerate scale rather than sustain operations, with valuation uplift driven by demonstrated traction and platform maturity. Providing opportunities for investor exit and entry.

LTD/EDN now enters a phase focused on delivery: launching the platform, executing artist-led releases, and building a predictable monthly revenue cadence.

FURTHER FINANCIAL DETAIL, SUPPORTING MODELS & SUPPLEMENTARY MATERIALS ARE AVAILABLE ON REQUEST.



DIGITALLY
AUTENTICATED



LIMITED EDITION