

# MuseX

Unleash the power of culture  
to young generations



July 17th 2023

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# Our Team

at MuseX



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**PROBLEM**

# Problem Statement

**Museum owners,**  
unable to attract young  
generations.



**Young generations,**  
not interested in visiting  
museums and getting in  
touch with culture.

**Culture,**  
classic and old approach, not  
engaging for young people.



**Social integration,**  
no way to talk about culture  
in a trendy manner.

## SOLUTION

***WHY?***

## SOLUTION

## Reasons behind the Problem

### Artworks' descriptions (36.4%)

Too much information,  
visitors are not willing to  
read everything.

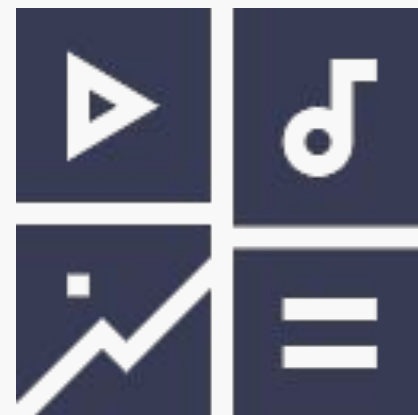


### Number of artworks (18.2%)

visitors don't want to see all  
of them.

### Lack of digital content (30%)

most descriptions can only  
be read.



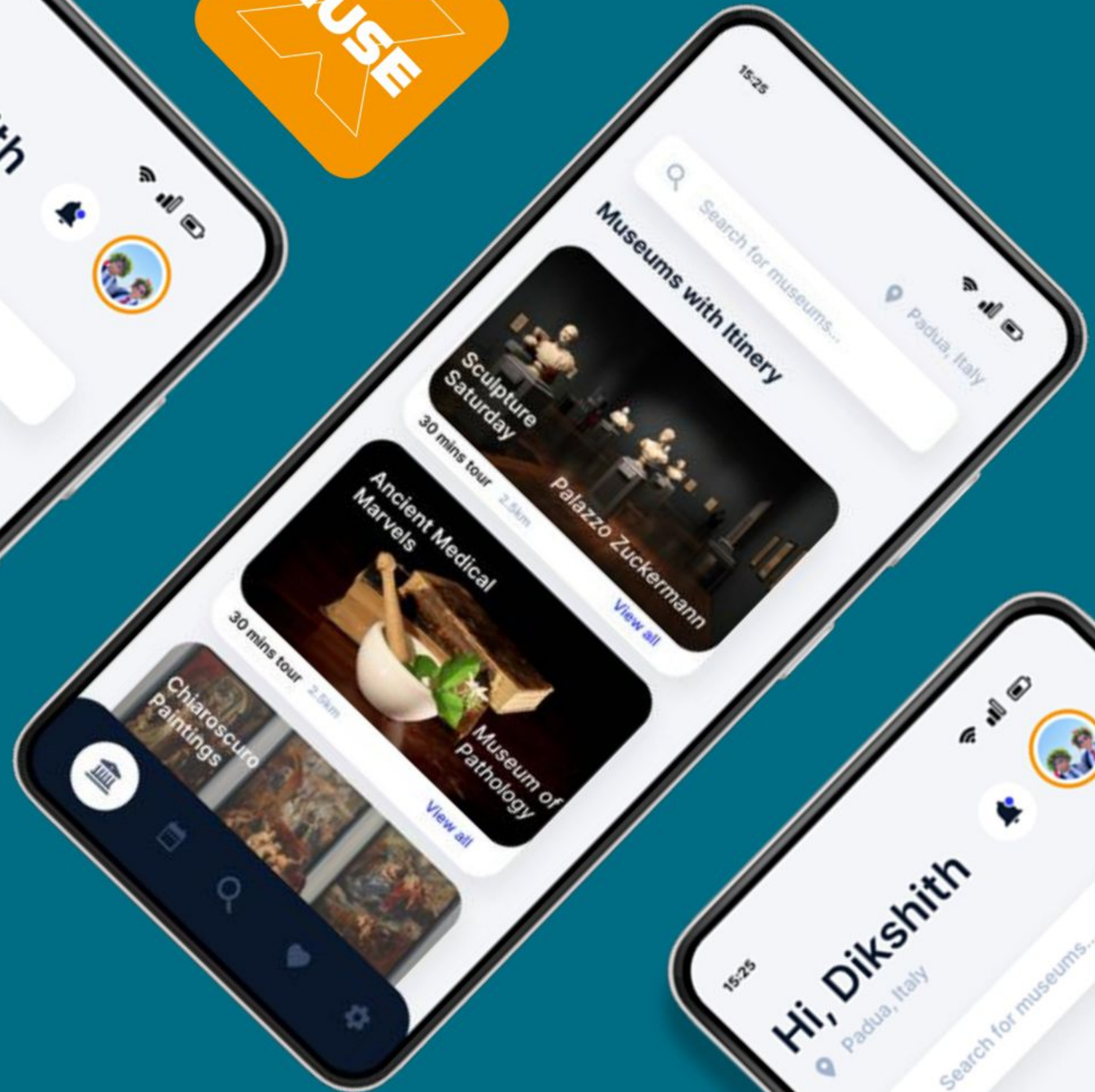
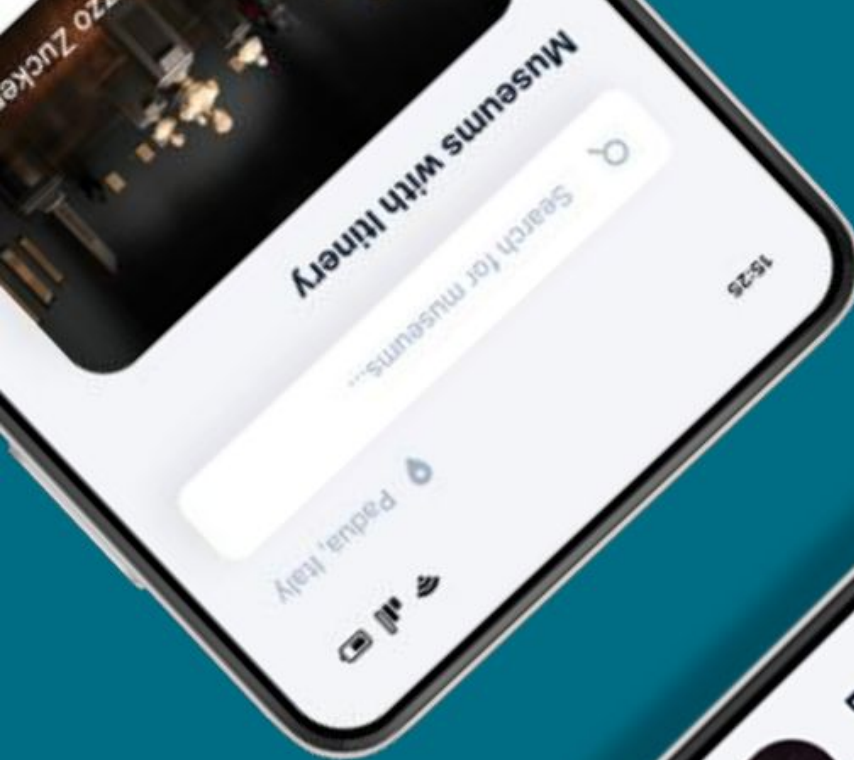
### Cultural interest (9.1%)

visitors are unable to tailor  
their visits based on their  
personal interests.

**SOLUTION**

***HOW?***







**PRODUCT**

# MuseX Platform

**Digital content**

Use of reels and short videos ways to provide information.

**User Centric Design**

Continuously collecting feedback from young users, adapting to their preferences.

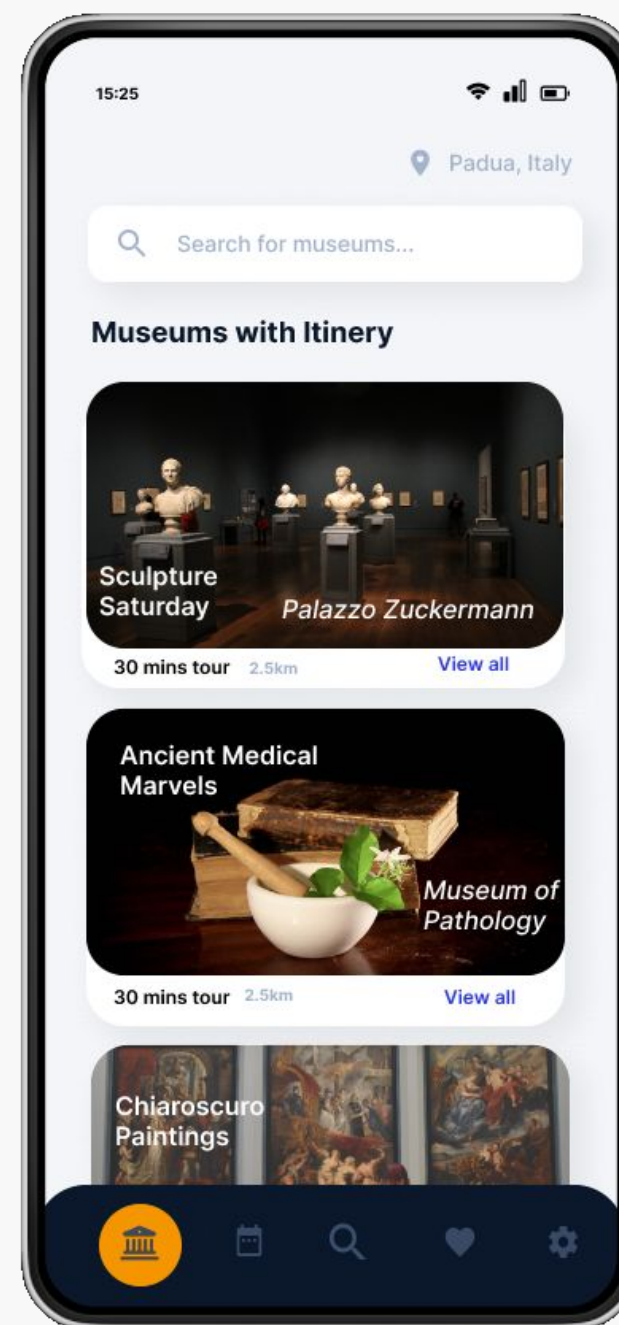
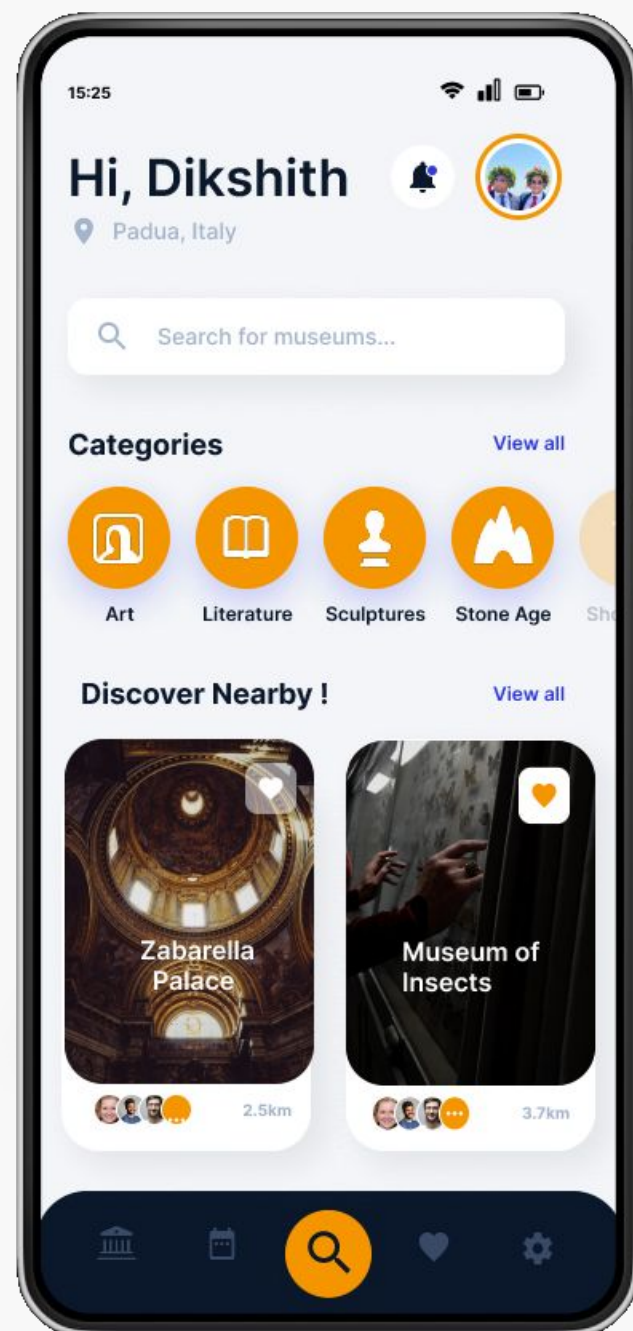
**Itinerary plan**

Optimized and customized way to let visitors create their own tour.

**Social media integration**

Threads and forums to discuss, debate and share knowledge.

# PRODUCT Mockups



**BUSINESS MODEL**

# Business Model



## Museums

Pay an annual fee to stay within MuseX platform.



## Service

Platform provider.



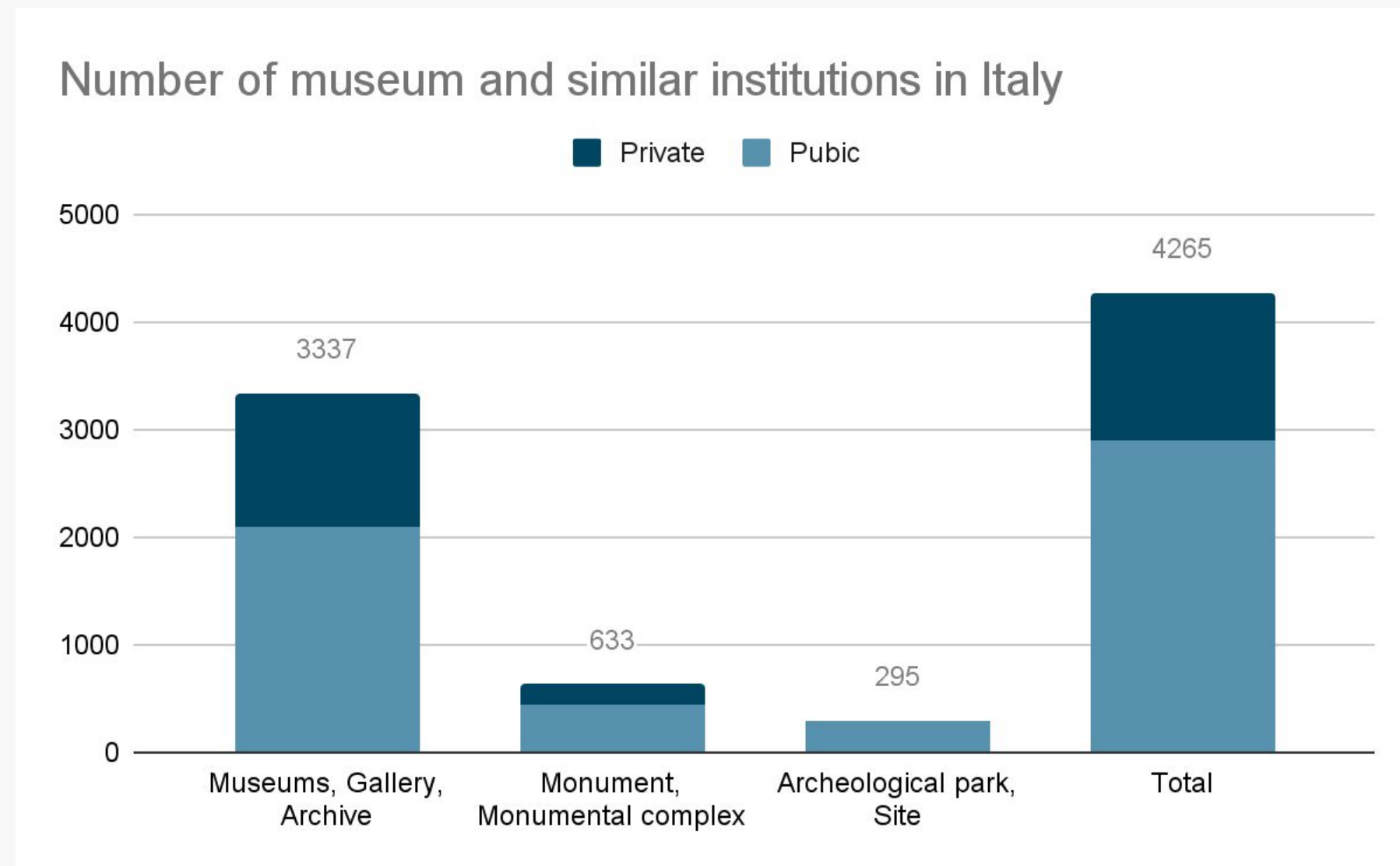
## Young People

Museum's target entertained by the platform for free.

## MARKET

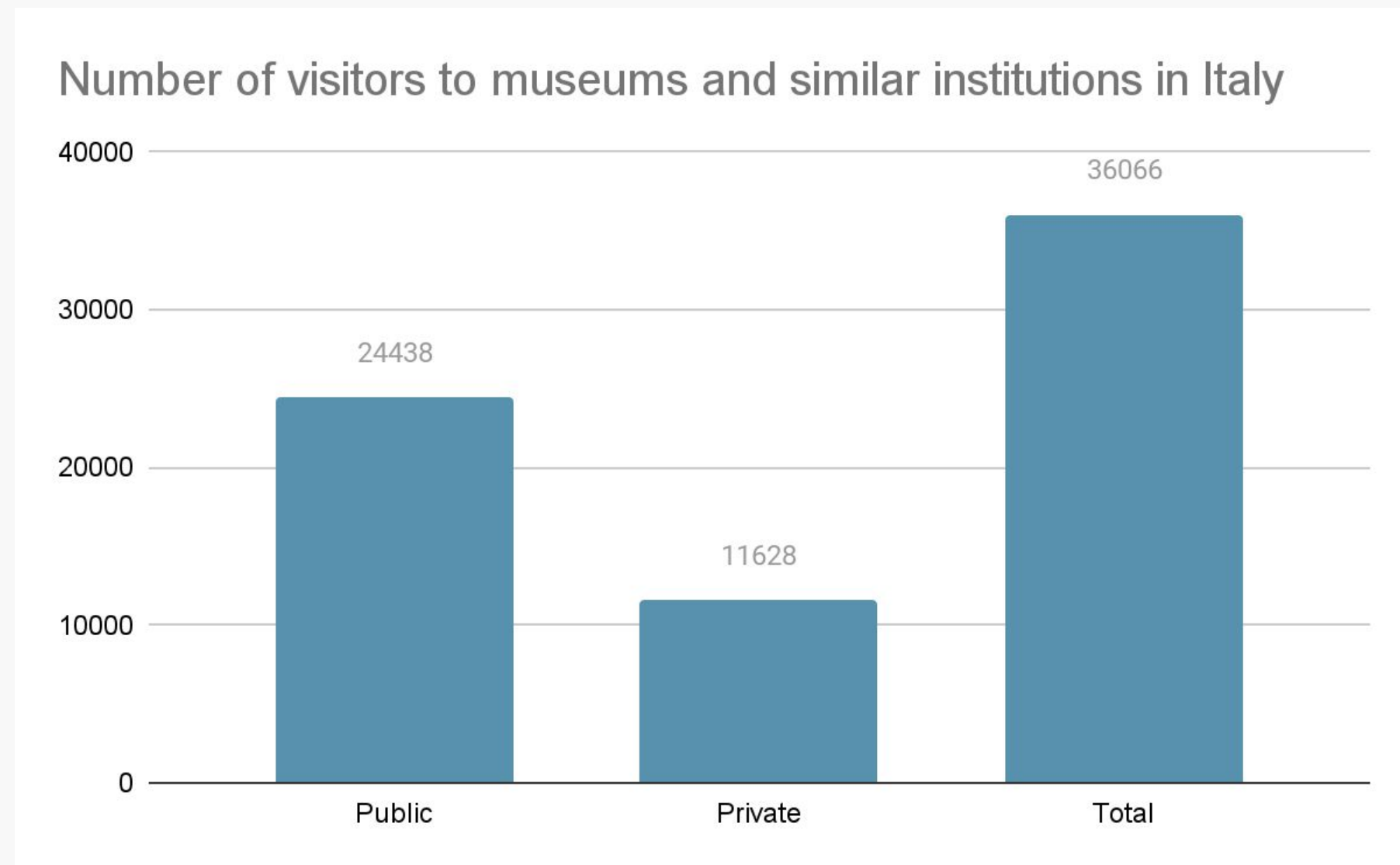
# Museum Institutions

A large number of museums in Italy (2020).



## MARKET Visitors

Number of visitors of italian museums (2020), in thousand units.



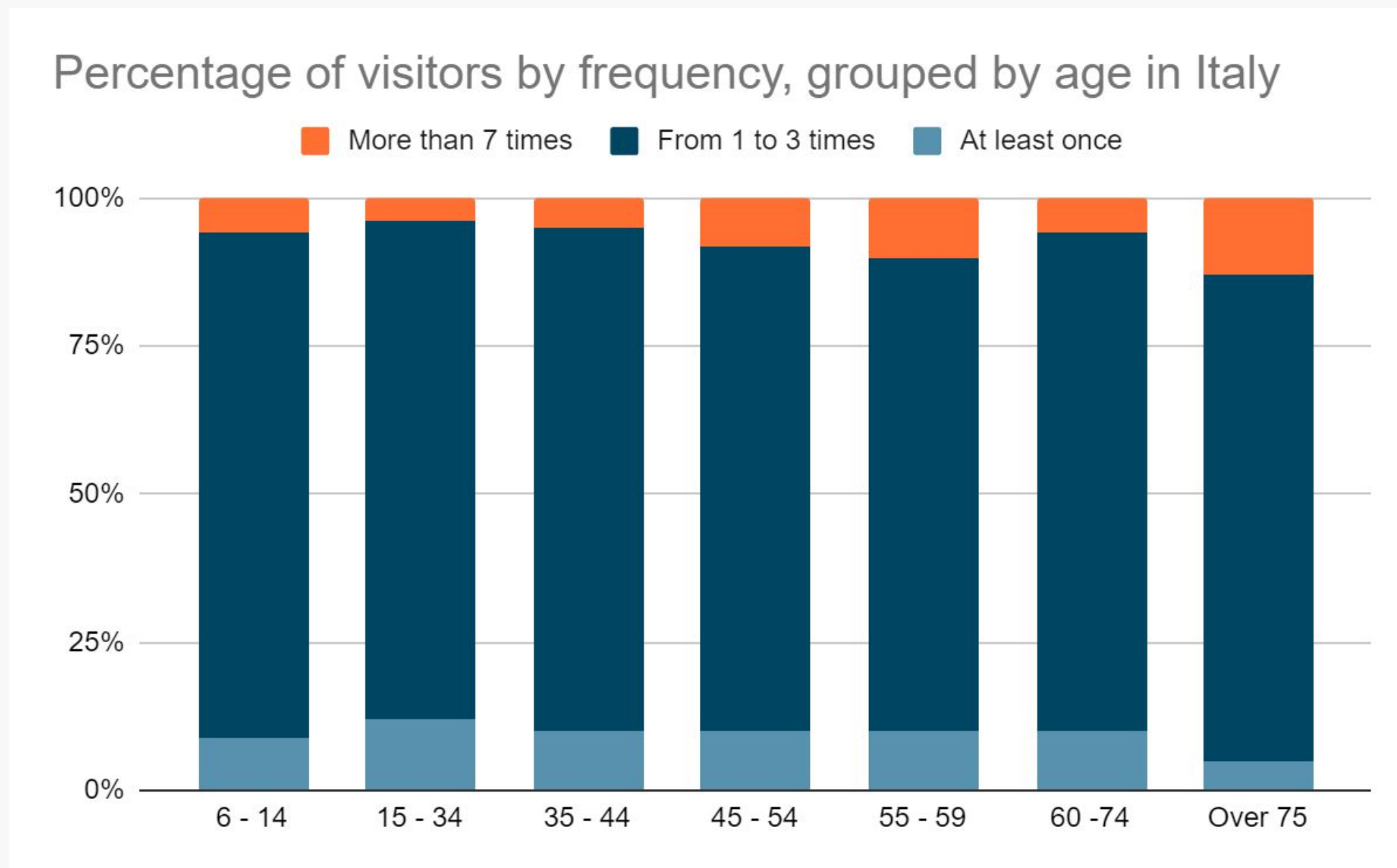
Source: [Statista](#)



## MARKET

# Visitors Frequency

Percentage of visitors by frequency in italian museums (2021).



Source: [Istat](#)

## COMPETITORS

# Competition



## Smartify

Mobile app to scan artworks and get information about them.  
It can create engaging multimedia guides.



## Museum Hack

Provide innovative tours for visitors.



## Geed

AR platform to let museums manage theirs assets.  
Perfectly suitable for accessibility concerns.

## ROADMAP

## Roadmap



**2023**  
Province of  
Padova

**2024**  
Veneto  
Region

**2025**  
Northern  
Italy

**2026**  
Entire  
Italy

**2027**  
Italy  
Penetration

**100**  
Museums

**900**  
Museums

REQUEST TO INVESTORS

Budget

	2023	2024	2025	2026	2027
Museums	5	30	100	400	900
Revenues	0 €	6.000 €	50.600 €	282.760 €	638.000 €
Costs	- 14.000 €	- 77.400 €	- 173.450 €	- 260.675 €	- 435.625 €

## TEAM

# Vision & Mission



## Vision

Move up culture to young generations.



## Mission

Platform to let museum owners interact with young people.





## BACKUP

# Lean Canvas

<b>Problem</b>  Young generations of people are not interested in culture, especially in visiting museums. <ul style="list-style-type: none"> <li>- General lack of interest in artworks;</li> <li>- Too much data available in artworks.</li> </ul> Museums are unable to attract young people.	<b>Solution</b>  Mobile platform which allows museums to: <ul style="list-style-type: none"> <li>- “get in touch” with young potential visitors;</li> <li>- provide them with innovative and engaging tour experiences.</li> </ul>	<b>Unique Value Proposition</b>  <ul style="list-style-type: none"> <li>- Interactive (AR) and digital (reels) contents to have innovative ways to visit museums;</li> <li>- Personalised recommendations for tours, based on time and personal preferences;</li> <li>- Social integration and sharing.</li> </ul>	<b>Unfair Advantage</b>  User-centric design and iteration. Application entirely developed focusing on young customers’ habits and needs. Kind of a “first movers” approach.	<b>Customer Segments</b>  Museum owners, who are not able to attract young visitors.
<b>Existing Alternatives</b>  <ul style="list-style-type: none"> <li>- Smartify: mobile app to scan artworks and get information about them;</li> <li>- MuseumHack: innovative tours for visitors;</li> <li>- Geed: platform-based system to let museums manage their assets.</li> </ul>	<b>Key Metrics</b>  <ul style="list-style-type: none"> <li>- Number of users subscribed to the platform;</li> <li>- Number of active users;</li> <li>- Number of museums subscribed to the platform;</li> <li>- Average number of tickets sold thanks to the mobile app.</li> </ul>	<b>High-Level Concept</b>  Instagram for museums.	<b>Channels</b>  <ul style="list-style-type: none"> <li>- Digital marketing (social media, website);</li> <li>- Influencers;</li> <li>- Educational institutions (high schools, universities).</li> </ul>	<b>Early Adopters</b>  Small, local and private museums, which do not have a huge number of visitors.
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>- IT infrastructure and management;</li> <li>- R&amp;D (users’ research, platform development);</li> <li>- Advertising (digital marketing).</li> </ul>			<b>Revenue Structure</b>  <ul style="list-style-type: none"> <li>- Yearly subscriptions for museums (to stay within the platform);</li> <li>- Advertisements (pay to appear on top of recommendations for the users).</li> </ul>	



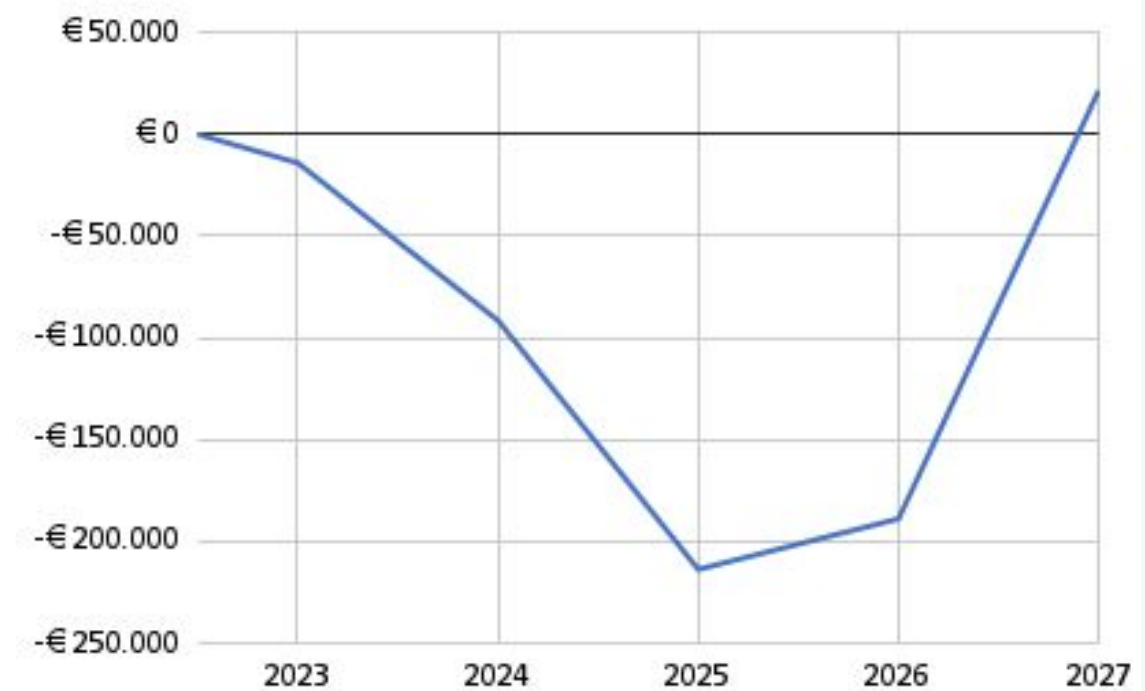
## BACKUP

## Budget

Drivers	2023	2024	YoY.1	2025	YoY-2	2026	YoY-3	2027	YoY4
Number Basic Museums	5	30	500,00%	100	233,33%	400	300,00%	900	125,00%
Museum Yearly Fee	- €	200,00 €	NaN	500,00 €	150,00%	700,00 €	40,00%	700,00 €	0,00%
Number Advertised Museums	0	0	NaN	5	NaN	23	360,00%	40	73,91%
Museum Advertising Yearly Fee	- €	- €	NaN	120,00 €	NaN	120,00 €	0,00%	200,00 €	66,67%

Budget	2023	2024	YoY-1	2025	YoY-2	2026	YoY-3	2027	YoY-4
Museums Fee	- €	6.000 €	NaN	50.000 €	733,33%	280.000 €	460,00%	630.000 €	125,00%
Advertising Fee	- €	- €	NaN	600 €	NaN	2.760 €	360,00%	8.000 €	189,86%
<b>Revenues</b>	- €	<b>6.000 €</b>	NaN	<b>50.600 €</b>	743,33%	<b>282.760 €</b>	458,81%	<b>638.000 €</b>	125,63%
	- €	- €	NaN	- €	NaN	- €	NaN	- €	NaN
<b>Variable Production Costs</b>	- €	- €	NaN	- €	NaN	- €	NaN	- €	NaN
<b>MARGINE CONTRIBUZIONE</b>	- €	<b>6.000 €</b>	NaN	<b>50.600 €</b>	743,33%	<b>282.760 €</b>	458,81%	<b>638.000 €</b>	125,63%
CEO	- €	- 17.000 €	NaN	- 18.000 €	5,88%	- 30.000 €	66,67%	- 50.000 €	66,67%
CTO	- €	- 16.000 €	NaN	- 17.000 €	6,25%	- 25.000 €	47,06%	- 40.000 €	60,00%
CFO	- €	- 16.000 €	NaN	- 17.000 €	6,25%	- 25.000 €	47,06%	- 40.000 €	60,00%
Employees	- €	- €	NaN	- 42.000 €	NaN	- 63.000 €	50,00%	- 137.000 €	117,46%
Stores Licenses	- €	- €	NaN	- 250 €	NaN	- 375 €	50,00%	- 625 €	66,67%
Technical Support	- €	- €	NaN	- 18.000 €	NaN	- 36.000 €	100,00%	- 54.000 €	50,00%
Office	- €	- 13.200 €	NaN	- 15.600 €	18,18%	- 28.800 €	84,62%	- 32.400 €	12,50%
IT Infrastructures	- 4.000 €	- 1.200 €	-70,00%	- 4.600 €	283,33%	- 3.500 €	-23,91%	- 8.600 €	145,71%
Marketing/Sales	- 10.000 €	- 20.000 €	100,00%	- 41.000 €	105,00%	- 49.000 €	19,51%	- 73.000 €	48,98%
<b>Totale Costi Fissi</b>	- 14.000 €	- 83.400 €	495,71%	- 173.450 €	107,97%	- 260.675 €	50,29%	- 435.625 €	67,11%
<b>Reddito Operativo (EBITDA)</b>	- 14.000 €	- 77.400 €	452,86%	- 122.250 €	57,95%	24.845 €	-120,32%	210.375 €	746,75%
<b>EBITDA %</b>	0,00%	-1290,00%	NaN	-241,60%	-81,27%	8,79%	-103,64%	32,97%	275,28%

J-curve

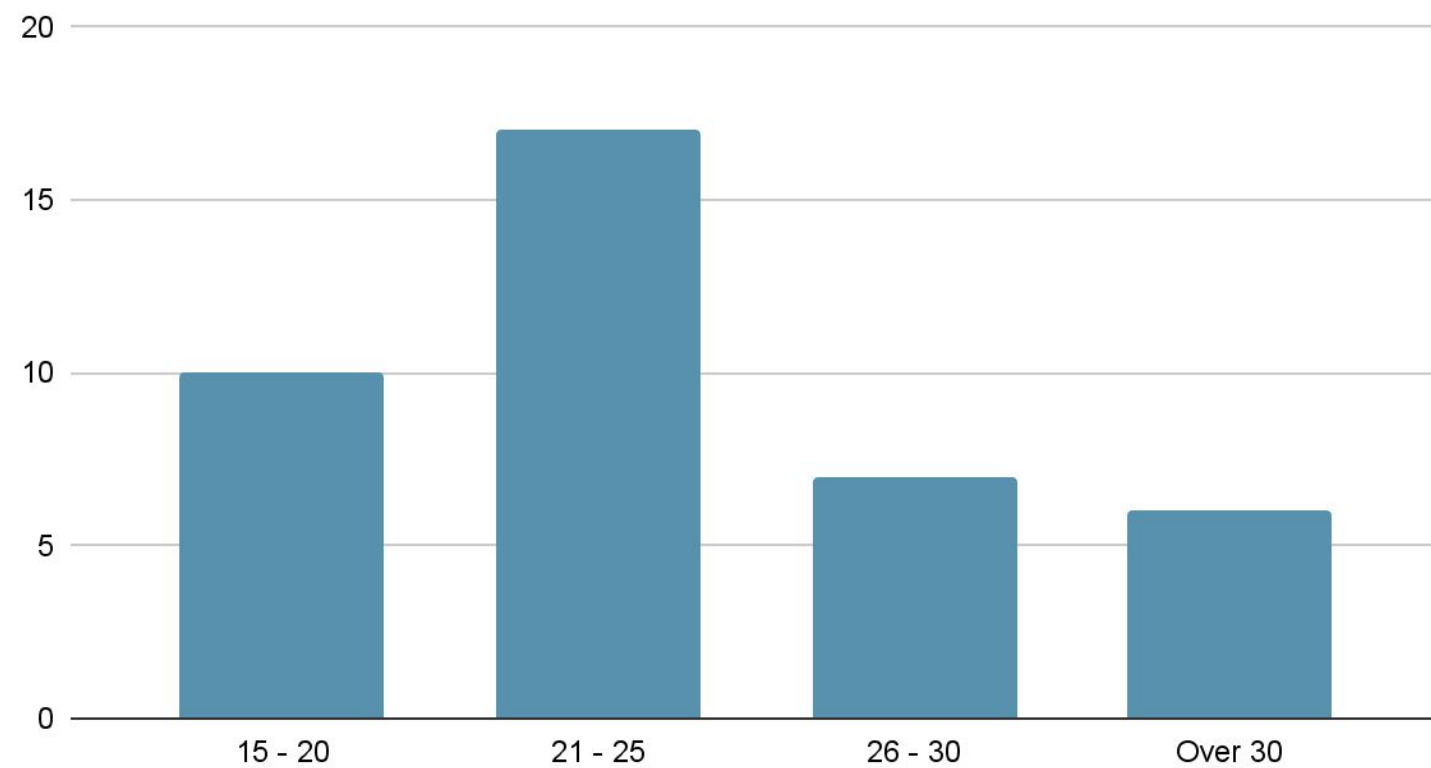


## BACKUP

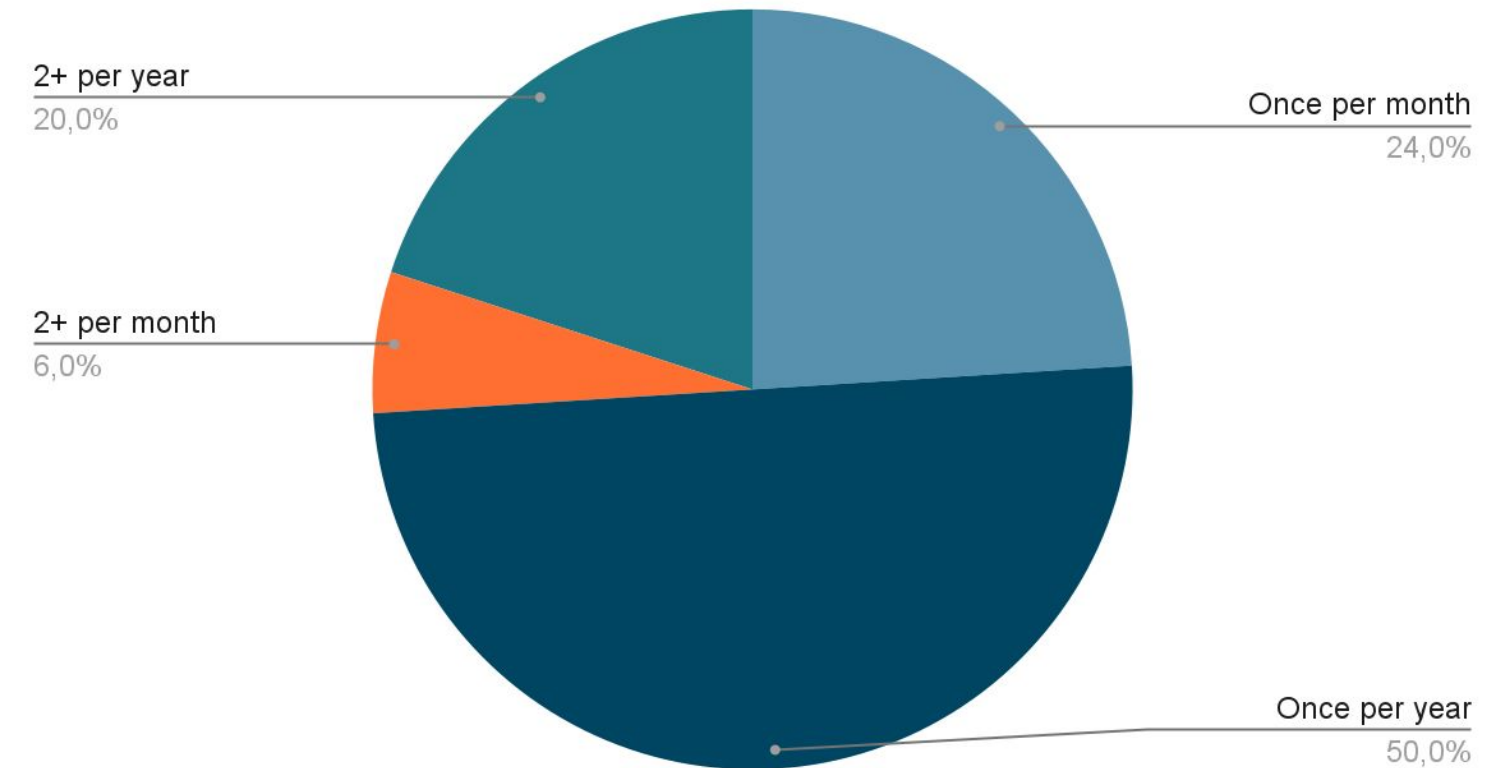
# Interviews (1/3)

General overview about the interviewed people and their habits with respect to museums visits.

## Age



## Visit Frequency

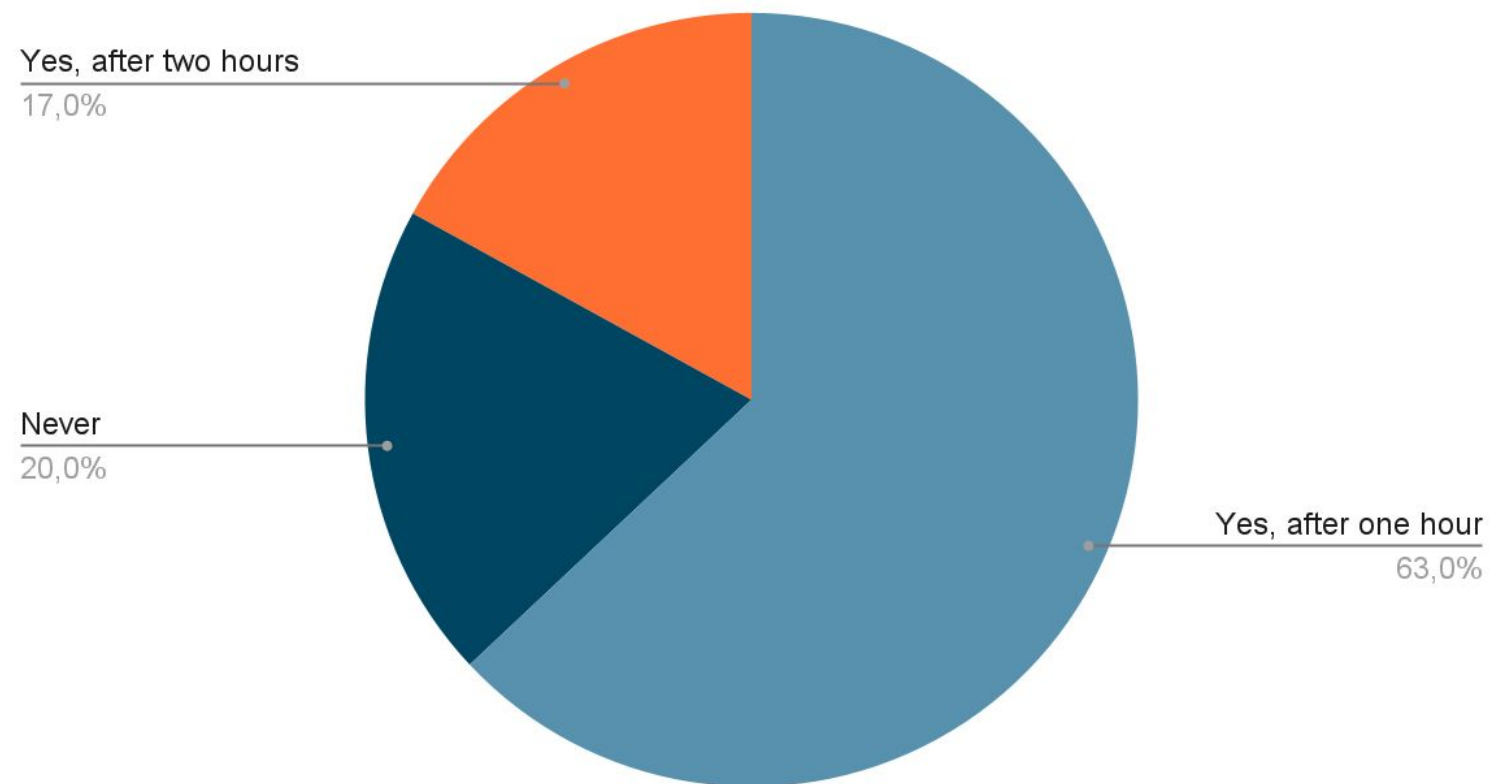


## BACKUP

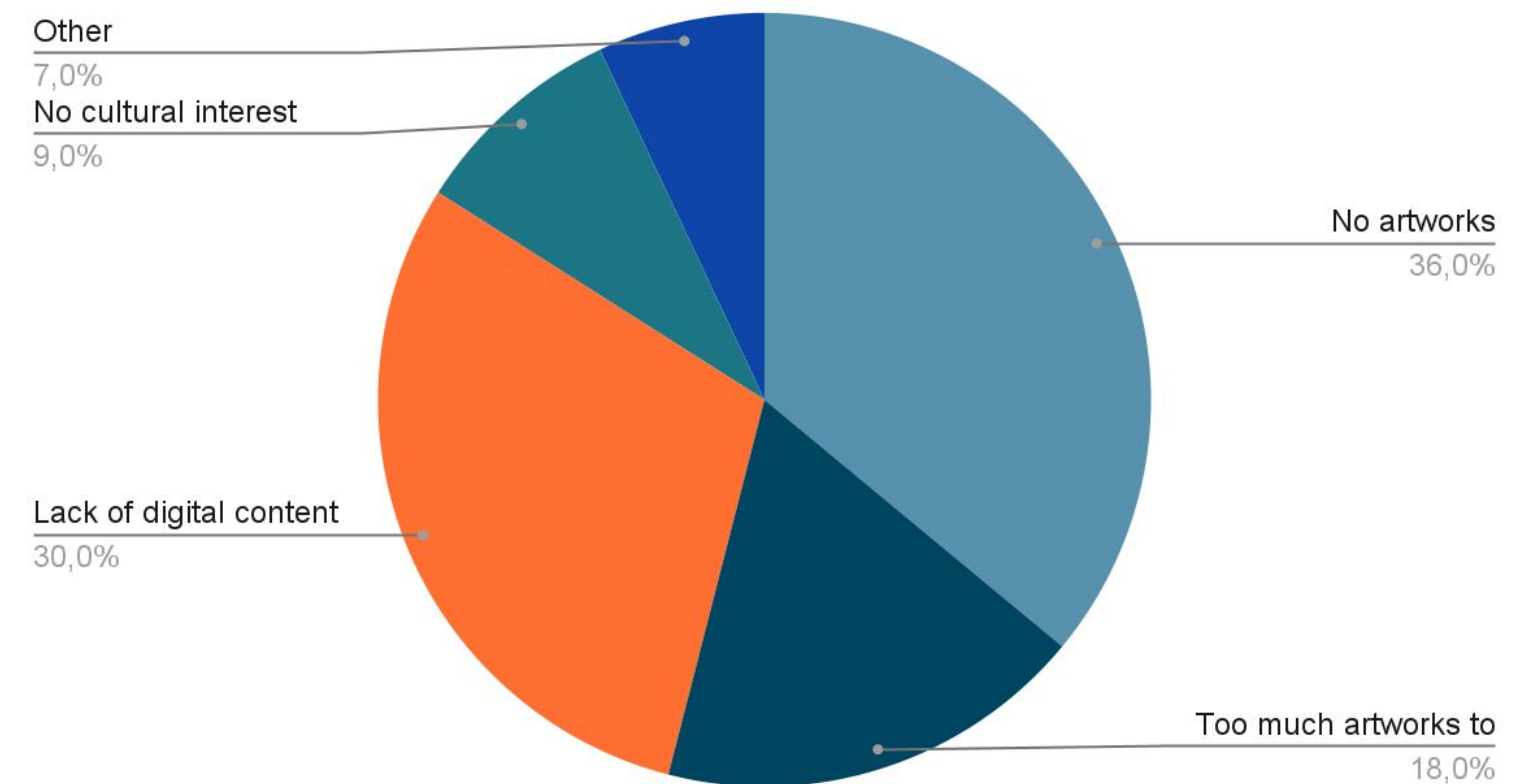
# Interviews (2/3)

Brief overview about boredom with respect to museums visits' experiences.

## Boredom Experience



## Reasons behind boredom



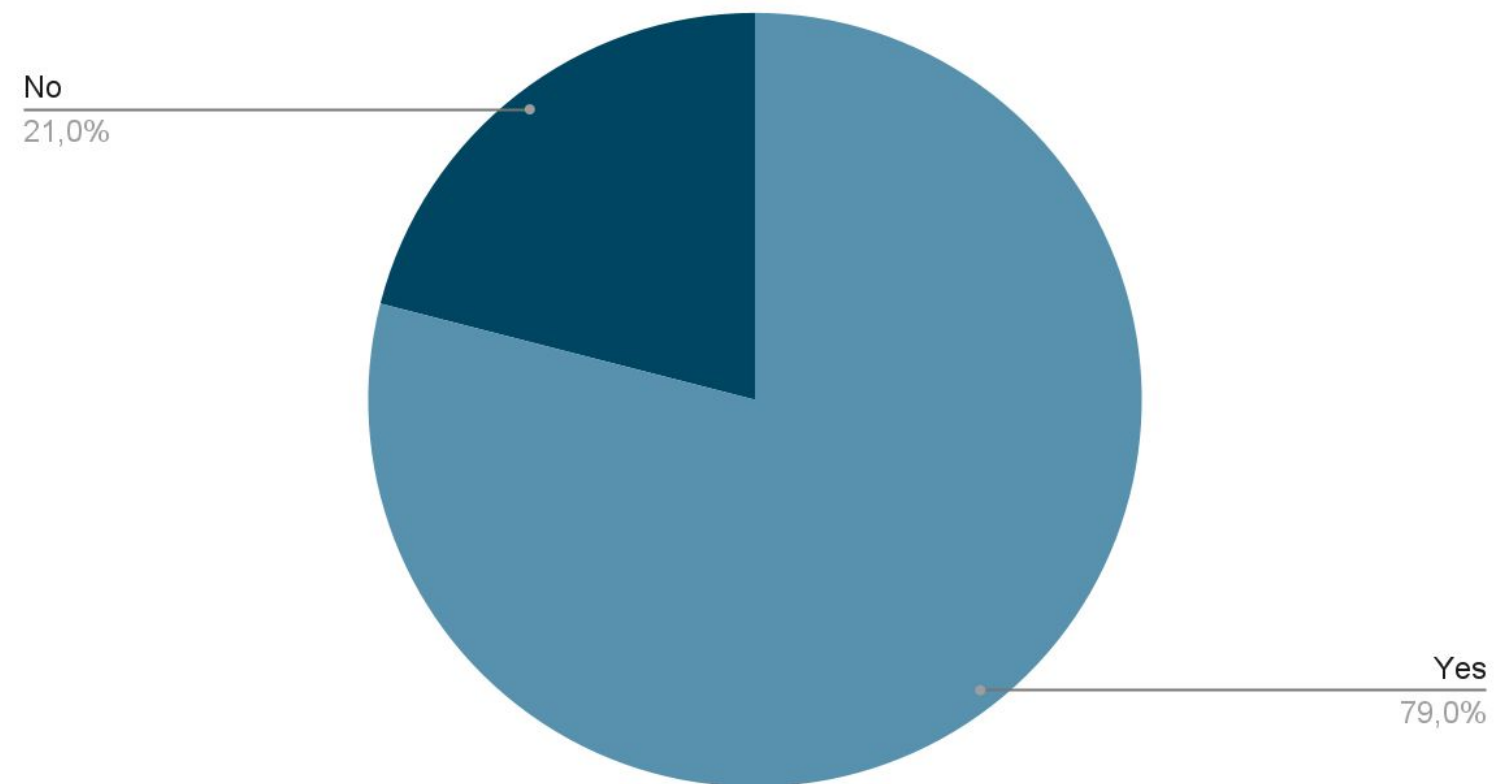


**BACKUP**

# Interviews (3/3)

Brief overview about opinions of our proposed solution.

Need for a mobile platform



Desired Main Features

