



Executive Summary

1 Orion Vault: Building **platform** for the future of art investments and donations. Creating fully digital, unique masterpieces, with ownership coded on blockchain. Providing a **marketplace** to trade this new **digital asset class**; faster, more secure and cheaper than current solutions. All with a **social business model** allowing museums, galleries and artists to create new revenue.

2 Problem:

- **Inaccessibility of art market** - the most desirable artworks are not for sale, they are owned by museums/foundations, e.g. the Mona Lisa in the Louvre. There are high barriers of entry. Most investors cannot afford fine art masterpieces like Picasso or Da Vinci. Art funds require relatively high investment (\$250k+) and offer low liquidity (5+ year lockups). Moreover, new media art like digital photography, video, performance has no standard of ownership, making it almost impossible to be ownable and monetized.
- **Lack of transparency** - It's difficult to track ownership (provenance) and investors rely on personal trust. This leads to many scams and fraud (15% to 40% of overall art market). There is a lack of price transparency and high fees on secondary market due to multiple middlemen, and on top of that, additional costs eg. storage, insurance, transport, taxes. All of that reduces profits for investors by 20%-50%.

3 Solution:

- **New digital asset class** and investment opportunities created to expand the art market
 - Digital Masterpieces - partnering with artists and museums like the Louvre to make hyper-detailed digital versions of the most desired fine art pieces, e.g. the Mona Lisa. Only one digital piece will be certified ever and can be tracked and traded by investors on blockchain. The same goes for new media art, making it ownable and opening new market possibilities for artists, galleries, investors and collectors.
 - Tokenization of art - ability to buy, own and trade a percentage ownership of famous Digital Masterpieces, e.g. owning 2% of a Digital Masterpiece.
 - Patronage model with investment opportunities where investors support artists with smaller donations each month and in return they share profits from the sale.
- **Trusted and transparent blockchain based marketplace** where ownership of all artworks is recorded and transferred through blockchain, securing lower and transparent fees.

4 Benefit: New and more profitable revenue stream for investors, artists, collectors, galleries and museums. Clear ownership of art and it's value. Preserving and popularizing world's culture.

5 Market - \$50bn art market currently with growth potential to \$100bn+ in the next few years. Currently fees just on the secondary market are in range of \$13bn, **OV could lower fees by \$10bn** if all trades were done on our platform.

6 Business model: 5% fee on all trades made on the platform and 1% fee on donations, current models are 5x-10x higher. Carry Commission for lifetime for artists/galleries/museums 1%. Additional business models in future could include subscription services for streaming of art to users mobiles or digital frames and/or subscriptions for galleries to get access to premium functionalities. Moreover possible referral fees to 3rd party business like digital frames or printouts companies.

7 Team: majority working together for years at **Google**, on avg 10+ years of experience across US, Europe, Asia.

8 Funding: we are looking to fund the project though an ICO and/or VC funding

- **ICO:** we are working towards ICO in Fall 2018, Soft-Cap \$3M; Hard-Cap \$36M; 380M tokens created, 280M for ICO, 1 Token = \$0.13 / 1 ETH = 3846 tokens. Unused tokens burned. Team tokens 1 year lock up + 1 year vesting.
- **Full VC:** a seed/Series-A type of funding to secure operational costs for the next 18-24 months, in exchange for equity. In the case of full VC funding we would cancel the ICO preparation.