

## 1. Orion Vault

**Platform for digital fine art 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. **Social business model** allowing museums, galleries and artists to create new revenues. Based on **technology that is scalable to other digital IP markets** like movies, music or gaming.

## 2. Problem

- **Ownership** - it is virtually impossible to prove originality, ownership and provenance of digital fine art pieces (e.g. digital photography, video, performance, animation, digital goods). They are not tangible enough. As a result digital art is not being treated as an investment or store of value.
- **Opaque** - art in general is traded via opaque personal relationships, leaving it open to multiple layers of fees (often 20%-50% even on secondary market), and high incidences of fraud (15%-40%).
- **Manual** - lack of technology in the current art market to register, track, purchase, trade, insure and transport art is making all art related processes time consuming, manual and prone to errors. Art market is one of the most prospective markets for tech disruption and blockchain based solutions.

## 3. Solution

- **Digital Masterpieces** - the future of art is digital. Digital Fine Art is created and originally stored in the digital space, for example digital photography, animation, performance, video etc. Currently there is no standardized solution to collect and trade digital art. Orion Vault connects storage of original art files in the cloud with blockchain certified ownership creating a digital, signed and unique masterpieces.
- **Blockchain enabled marketplace** - using Blockchain technology, Digital Masterpieces will be securely traded at a fraction of current trading costs; Orion Vault's front-end product will enable easy discovery, collecting, and trading of Digital Masterpieces, creating a peer to peer marketplace. This new way of experiencing and investing in art will attract new clients and open art market to new audiences.
- **Unique business model** - blockchain enabled business model that profits all parties involved. For Artists and Galleries - carry commission for life, allowing them to participate in appreciation of value of their art on the secondary market. For investors - profit share from patronage, creating additional incentives to support up and coming artists and diversify investments. For everyone - lower fees, increased security and speed of transactions.

## 4. Benefits

- **Business** - new and more **profitable** revenue stream for investors, artists, collectors, galleries and museums.
- **Accessibility** - globally accessible and trustless ownership of art, providing **digital store of value**.
- **Social** - 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. Our **technology allows expansion to other digital IP markets** like music, movies, gaming with potential to quadruple the addressable market.

## 6. Business model

**5% fee on all trades** made on the platform and **1% fee on donations**, current models are **5x-10x** more expensive. Carry Commission of **5%** for lifetime for artists, galleries, museums. Additional **business models in future could include subscriptions for using our infrastructure/blockchain as a service** in management of other digital good and properties.

## 7. Team:

Majority working together for years at **Google**, on avg **10+** years of experience across US, Europe, Asia. Full stack team from blockchain developers, back/front end, UX, finance, business development and art.

## 8. Usage:

Orion Vault uses **Ethereum** blockchain (with ability to migrate to other blockchain solutions in the future). Users are only require to have **ETH** wallet and register on our platform to use it. Currently all payments will be done in **ETH**, in future other crypto and fiat. Owner of digital art, have rights to use it for personal use (cannot resell or use for other commercial purposes).