

ArtAuth: Complete Business & Technical Guide

Authenticated Art Marketplace Platform - India Focused

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Location Focus: Bangalore, India (India-First Strategy)

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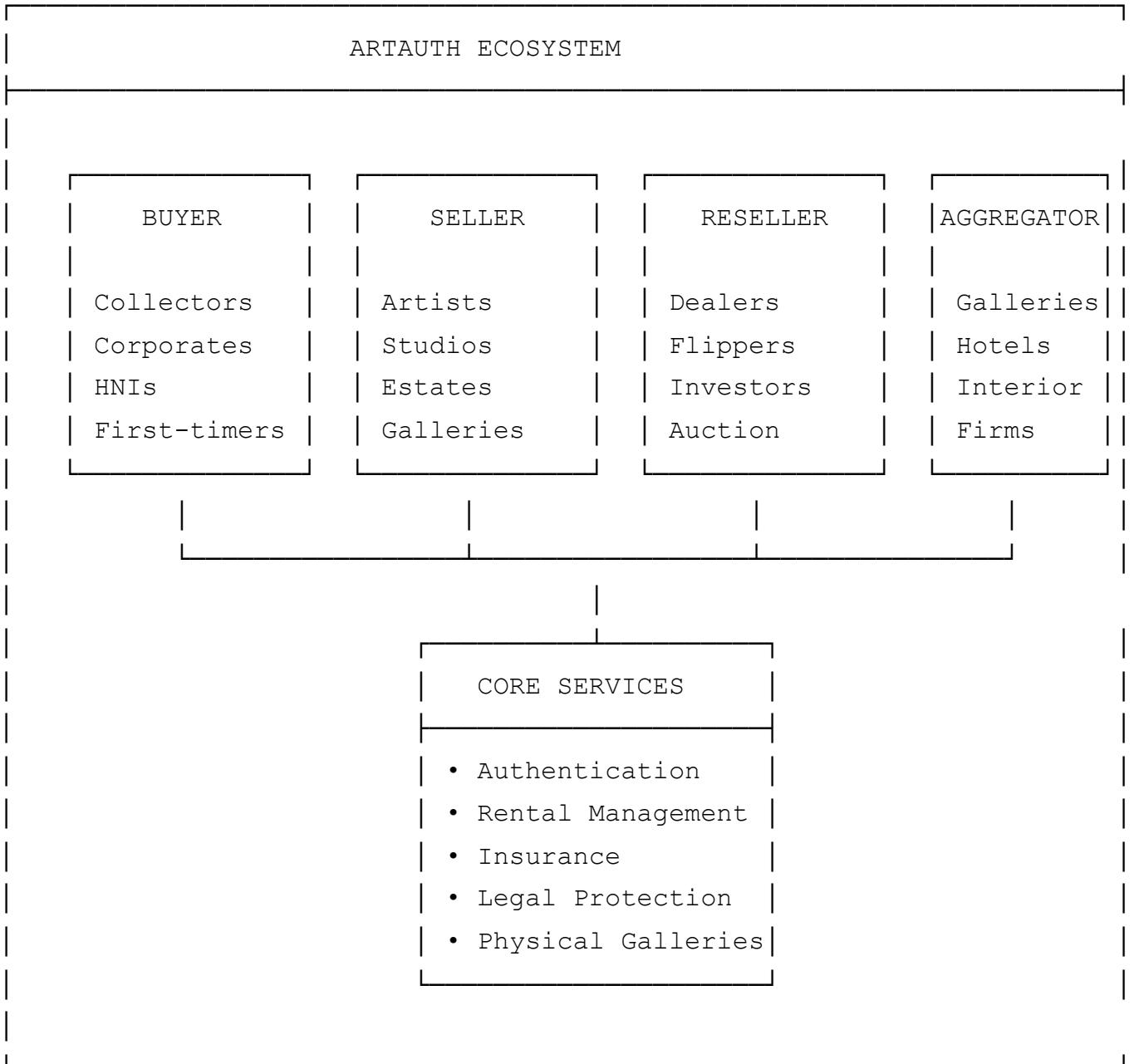
1. Executive Summary

What is This Platform?

A comprehensive Indian art ecosystem that enables artists to **sell, rent, and protect** their authentic artwork through:

- **Marketplace:** Buy and sell authenticated original art
- **Rental Platform:** Rent art to hotels, corporates, homes, and events
- **Authentication System:** Triple-layer verification (blockchain + NFC + AI)
- **Legal Protection:** Evidence generation and enforcement support
- **Physical Presence:** Gallery spaces in premium hotels across India

The Four Pillars



The Core Problems We Solve

Problem	Current Reality	Our Solution
Art forgery	₹1,500+ crore lost globally to fakes	Triple-layer authentication
Digital theft	Art copied within minutes online	Invisible watermarks + AI monitoring
No rental market	Artists can't monetize without selling	Structured rental platform with insurance
Hotel art is generic	Hotels use mass-produced prints	Curated original art gallery partnerships
No legal recourse	Artists lack evidence to sue	Automated evidence package generation
Middlemen fees	Galleries take 40-60% commission	10-20% transparent commission
Trust deficit	Buyers unsure about authenticity	Blockchain certificate + NFC verification

Why India, Why Now?

- Indian art market booming:** 14.9% CAGR, ₹301 crore in top 50 artist sales (2024)
- New millionaires:** 1 new millionaire household every 30 minutes in India
- Hotel boom:** India adding 100,000+ hotel rooms by 2028
- Corporate art demand:** 70% of new office spaces include art programs
- Technology ready:** Blockchain, AI, NFC mature and affordable
- UPI dominance:** 99% success rate, instant payments
- Legal framework:** Copyright Act 1957 provides protection

2. Market Opportunity - India

Indian Art Market Size

Metric	Value	Source
Total Market Size (2024)	~₹2,000+ crore	Industry Reports
Growth Rate	14.9% CAGR	ArtZolo Analysis
Top 50 Artists Sales (2024)	₹301 crore	Hurun India Art List
Average Price Per Lot	₹38 lakh (up 124% from 2021)	Auction Data
Emerging Artist Segment	₹500 crore (fastest growing)	Art Market Reports

Target Markets Within India

INDIA MARKET SEGMENTS	
TIER 1 CITIES (Phase 1)	TIER 2 CITIES (Phase 2)
<ul style="list-style-type: none">• Bangalore• Mumbai• Delhi NCR• Chennai• Hyderabad• Kolkata	<ul style="list-style-type: none">• Ahmedabad• Pune• Jaipur• Kochi• Chandigarh• Lucknow• Indore• Coimbatore
Population: 80M+	Population: 40M+
HNI Households: 500,000+	Art Spending: ₹300 crore
Art Spending: ₹1,500 crore	

Hotel & Corporate Art Market (Rental Opportunity)

Segment	Size	Art Budget	Rental Potential
Luxury Hotels (5-star)	800+ properties	₹50-200 lakh per property	₹400 crore
Business Hotels (4-star)	2,500+ properties	₹10-50 lakh per property	₹500 crore
Corporate Offices (Premium)	10,000+	₹5-25 lakh per office	₹1,000 crore
Co-working Spaces	3,000+	₹2-10 lakh per space	₹150 crore
High-end Residences	200,000+	₹1-5 lakh per home	₹500 crore
TOTAL RENTAL TAM			₹2,550 crore

Target User Profiles

BUYERS:

Profile	Monthly Income	Art Budget	Motivation

Profile	Monthly Income	Art Budget	Motivation
First-time Collectors	₹2-5 lakh	₹25,000-1 lakh	Decoration, status
HNI Collectors	₹10+ lakh	₹1-10 lakh	Investment, passion
Corporate Buyers	Company budget	₹5-50 lakh	Office aesthetics, CSR
Interior Designers	Client budget	₹2-20 lakh	Project needs
NRIs	USD income	₹2-25 lakh	Indian heritage

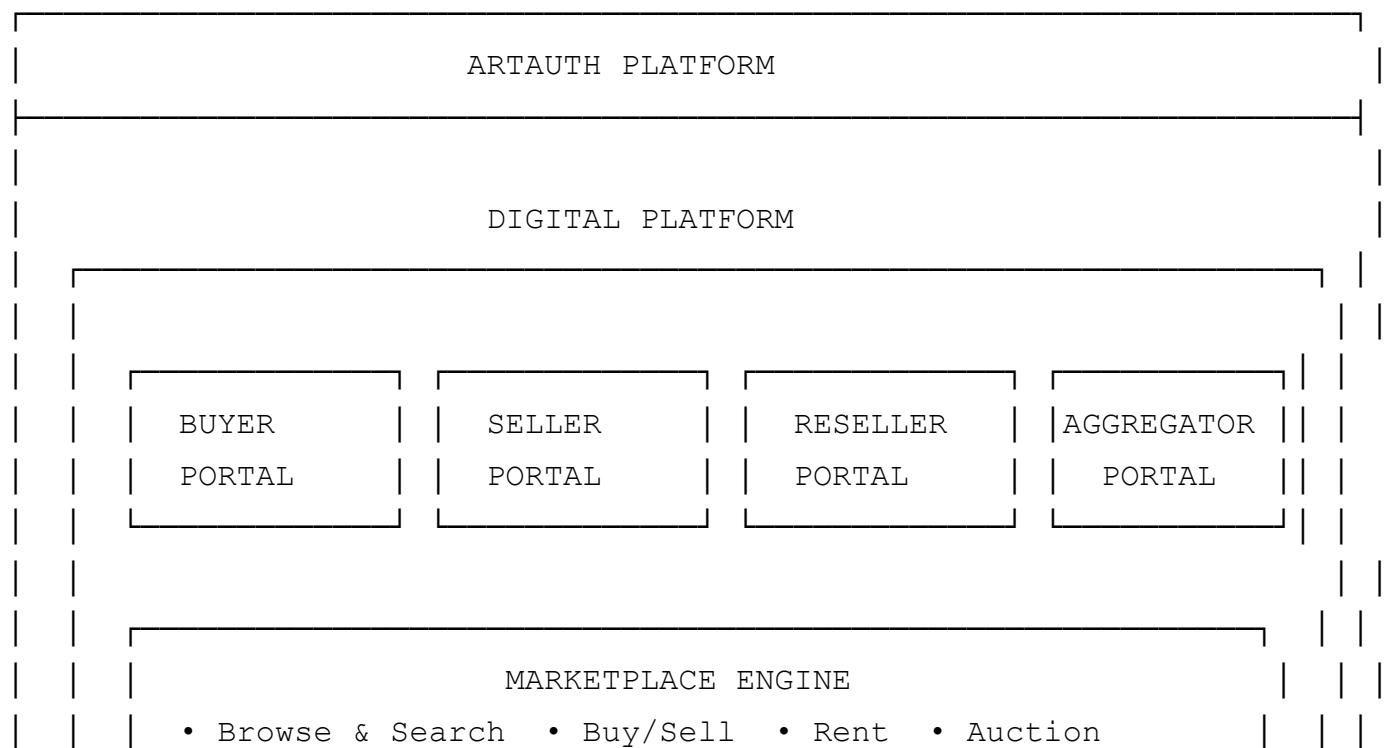
SELLERS (Artists):

Profile	Annual Sales	Needs	Pain Points
Emerging Artists	<₹5 lakh	Visibility, sales	No platform, gallery access
Mid-career Artists	₹5-50 lakh	Consistent income, protection	Feast/famine cycle, theft
Established Artists	₹50+ lakh	Authentication, legacy	Forgery, resale tracking
Artist Estates	Variable	Management, authentication	Posthumous forgeries

3. Platform Overview

What We Are Building

A comprehensive digital and physical ecosystem:



AUTHENTICATION LAYER
Blockchain + NFC + AI Monitoring + Legal Tools

RENTAL MANAGEMENT
Inventory + Insurance + Logistics + Billing

PHYSICAL PRESENCE

HOTEL GALLERIES	POP-UP EXHIBITIONS	PARTNER GALLERIES
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Platform Features Summary

Feature	Buyer	Seller	Reseller	Aggregator
Browse/Search Art	✓	✓	✓	✓
Purchase Art	✓	-	✓	✓
List Art for Sale	-	✓	✓	✓
Rent Art	✓	-	-	✓
List Art for Rent	-	✓	✓	✓
Authentication COA	✓	✓	✓	✓
NFC Verification	✓	✓	✓	✓
Theft Monitoring	-	✓	✓	✓

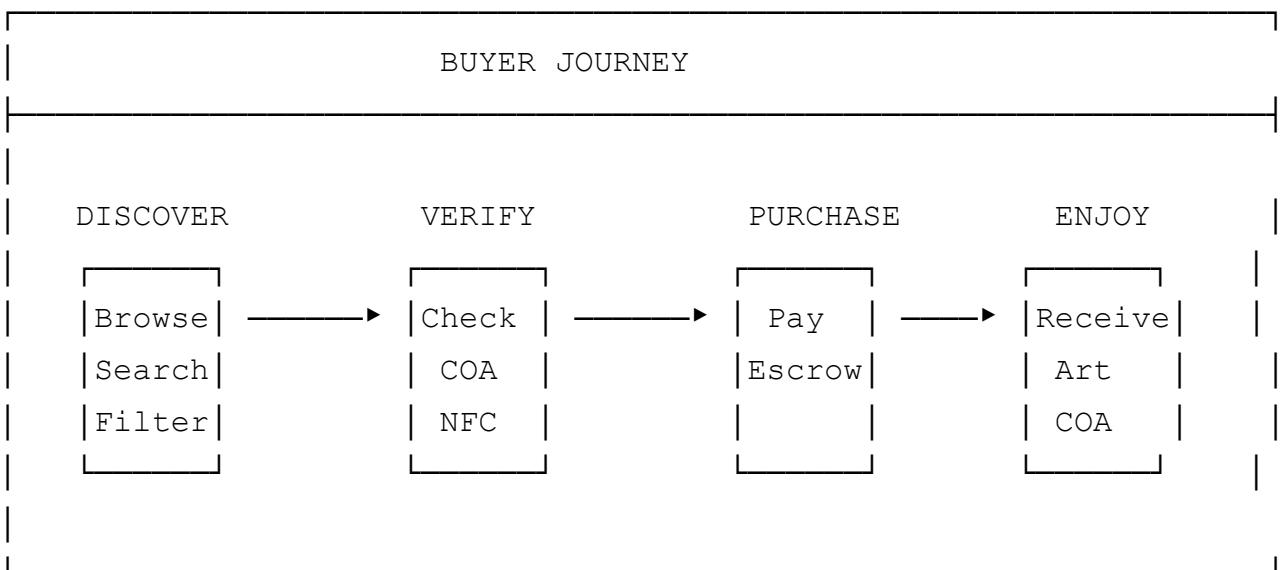
Feature	Buyer	Seller	Reseller	Aggregator
Legal Tools	-	✓	✓	✓
Bulk Upload	-	✓	✓	✓
White-label/API	-	-	-	✓
Analytics Dashboard	Basic	Full	Full	Advanced
Insurance Integration	✓	✓	✓	✓

4. The Four User Plans

4.1 BUYER PLAN

Who is a Buyer?

Anyone who wants to purchase or rent art for personal or commercial use.



Buyer Types:

Type	Description	Typical Spend	Features Needed
First-time Buyer	New to art collecting	₹10,000 - ₹1 lakh	Guidance, authenticity assurance
Collector	Regular art buyer	₹1-10 lakh/year	Portfolio tracking, investment insights
Corporate Buyer	Buying for office/business	₹5-50 lakh/project	Bulk purchase, invoicing, installation
Interior Professional	Buying for clients	₹2-25 lakh/project	Client management, project tools

Type	Description	Typical Spend	Features Needed
Renter	Wants to rent, not buy	₹5,000-50,000/month	Easy rental process, flexible terms

Buyer Subscription Plans:

Plan	Price	Features
Free	₹0	Browse, purchase, basic verification, rental browsing
Collector	₹299/month (₹2,999/year)	+ Early access to new art, detailed COA reports, portfolio tracking, price alerts, investment analytics
Patron	₹999/month (₹9,999/year)	+ Commission custom works, private artist access, art advisory calls, insurance discounts, exclusive events
Corporate	Custom pricing	+ Multiple users, GST invoicing, installation coordination, account manager, custom curation

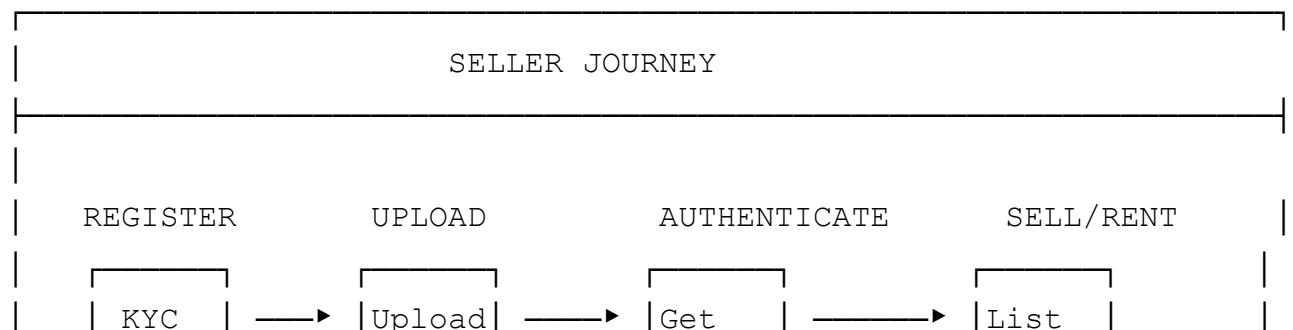
Buyer Benefits:

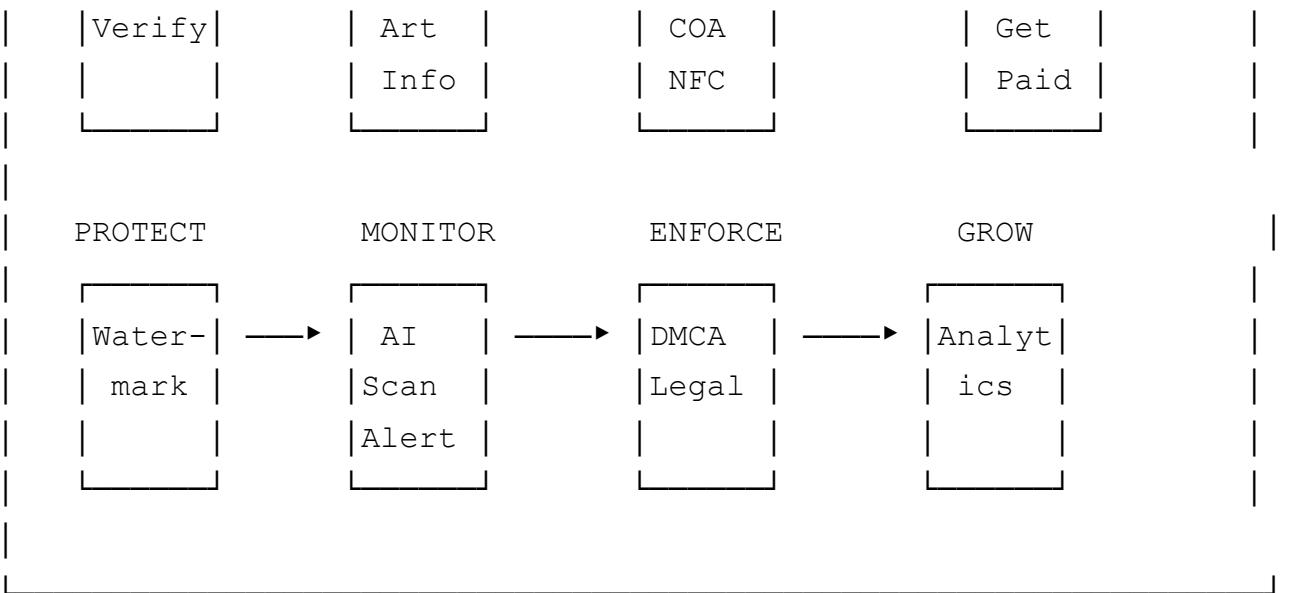
Benefit	Description
Authenticity Guarantee	Every artwork verified with blockchain COA
NFC Tap-to-Verify	Instant verification with smartphone
Escrow Protection	Payment held until delivery confirmed
Return Policy	7-day return for online purchases
Shipping Insurance	All shipments insured
Investment Tracking	Track value of collection over time

4.2 SELLER PLAN

Who is a Seller?

Artists, studios, and galleries who want to sell their original work.





Seller Types:

Type	Description	Needs	Revenue Model
Emerging Artist	New, building portfolio	Visibility, first sales	Sale + rental income
Established Artist	Known, consistent sales	Authentication, theft protection	Premium pricing, royalties
Artist Estate	Managing deceased artist's work	Posthumous authentication	Legacy management
Art Studio	Multiple artists/works	Bulk management, analytics	Volume sales
Teaching Artist	Creates + teaches	Student showcase, additional income	Mixed revenue

Seller Subscription Plans:

Plan	Monthly	Annual	Commission	Features
Free	₹0	₹0	20%	5 listings, visible watermark, basic dashboard
Starter	₹499	₹4,999	18%	25 listings, invisible watermark, basic analytics
Pro	₹1,499	₹14,999	15%	Unlimited listings, AI monitoring (monthly), full analytics, rental listing
Studio	₹3,999	₹39,999	12%	+ Legal Shield, priority support, API access, bulk upload, rental management
Gallery	₹9,999	₹99,999	10%	+ White-label embeds, dedicated manager, custom branding, hotel gallery access

Seller Revenue Streams:

SELLER EARNINGS MODEL

ARTWORK SALE

- └ Sale Price: ₹50,000
- └ Platform Commission (15%): ₹7,500
- └ Payment Gateway (2%): ₹1,000
- └ Artist Receives: ₹41,500 (83%)

ARTWORK RENTAL

- └ Monthly Rent: ₹2,000
- └ Platform Commission (25%): ₹500
- └ Insurance Contribution (5%): ₹100
- └ Artist Receives: ₹1,400/month

RESALE ROYALTY

- └ Resale Price: ₹80,000
- └ Artist Royalty (5%): ₹4,000
- └ Automatic via smart contract

PRINT LICENSING

- └ Per Print Revenue: ₹500
- └ Artist Share (50%): ₹250
- └ Unlimited prints possible

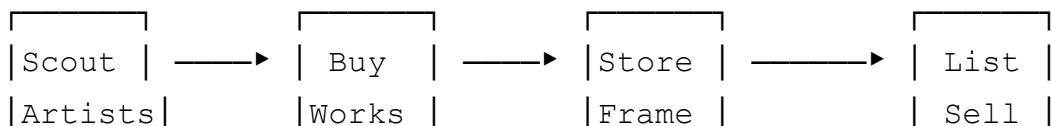
4.3 RESELLER PLAN

Who is a Reseller?

Art dealers, investors, and collectors who buy art to sell later at profit.

RESELLER JOURNEY

SOURCE ACQUIRE HOLD/ENHANCE SELL





Reseller Types:

Type	Focus	Typical Inventory	Revenue Model
Art Dealer	Buy low, sell high	50-200 pieces	20-50% markup
Art Investor	Long-term appreciation	10-50 pieces	Capital gains
Estate Handler	Managing inherited art	Variable	Commission on sales
Auction Specialist	High-value resales	20-100 pieces	Auction premium
Art Flipper	Quick turnaround	10-30 pieces	Fast 10-20% profit

Reseller Subscription Plans:

Plan	Monthly	Annual	Commission	Features
Dealer Basic	₹2,499	₹24,999	12%	100 listings, provenance tracking, resale history
Dealer Pro	₹4,999	₹49,999	10%	500 listings, valuation tools, market analytics, auction access
Dealer Enterprise	₹9,999	₹99,999	8%	Unlimited, API access, white-label, dedicated support

Reseller-Specific Features:

Feature	Description	Benefit
Provenance Chain	Complete ownership history	Prove authenticity to buyers
Acquisition Tracking	Record purchase price privately	Calculate profit margins
Market Analytics	Price trends, artist performance	Buy/sell timing decisions
Valuation Tool	AI-powered price suggestions	Competitive pricing
Auction Integration	List on platform auctions	Higher sale prices
Artist Royalty Handling	Automatic royalty payment	Legal compliance
Restoration Tracking	Document any restoration work	Maintain value

Reseller Economics:

Example: Art Resale Transaction

Purchase (from platform or external)

- └ Original Purchase Price: ₹1,00,000
- └ Authentication Fee: ₹500
- └ Total Investment: ₹1,00,500

Resale (3 years later)

- └ Resale Price: ₹1,80,000
- └ Platform Commission (10%): ₹18,000
- └ Original Artist Royalty (5%): ₹9,000
- └ Payment Gateway (2%): ₹3,600
- └ Net Proceeds: ₹1,49,400

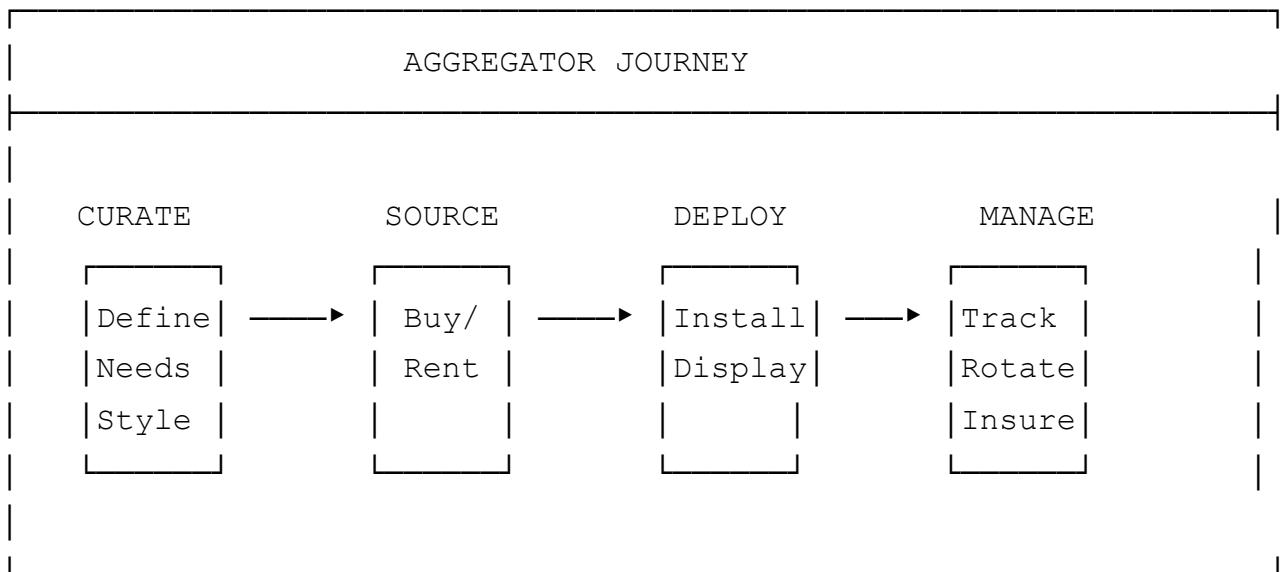
Profit: ₹48,900 (48.7% return over 3 years)

Annualized Return: ~14.1%

4.4 AGGREGATOR PLAN

Who is an Aggregator?

Galleries, hotels, interior design firms, corporate art consultants, and institutions that need art at scale.



Aggregator Types:

Type	Art Need	Typical Volume	Preferred Model
Hotel Chain	Lobby, rooms, restaurants	100-500 pieces/property	Rental + Purchase
Interior Design Firm	Client projects	20-100 pieces/project	Purchase (for clients)

Type	Art Need	Typical Volume	Preferred Model
Corporate Office	Office spaces	50-200 pieces	Rental + Purchase
Co-working Space	Member areas	30-100 pieces	Rental (rotating)
Restaurant Chain	Ambiance	20-50 pieces/location	Rental
Art Consultant	Client advisory	Variable	Commission-based
Gallery (Partner)	Exhibition, sales	100-500 pieces	Consignment + Sales

Aggregator Subscription Plans:

Plan	Monthly	Annual	Features
Business	₹4,999	₹49,999	Up to 100 pieces under management, rental access, basic analytics
Enterprise	₹14,999	₹1,49,999	Up to 500 pieces, dedicated curator, installation support, insurance management
Institutional	Custom	Custom	Unlimited pieces, on-site galleries, white-label, API, account team

Aggregator-Specific Features:

Feature	Description	Benefit
Bulk Curation	Request curated collections	Save time, expert selection
Art Rotation Service	Scheduled art swaps	Keep spaces fresh
Installation Support	Coordination with installers	Hassle-free setup
Insurance Management	Centralized art insurance	One policy, all pieces
Client Billing	White-label invoicing	Bill your clients directly
API Access	Integrate with your systems	Automate workflows
Custom Galleries	Branded online presence	Showcase to your clients
Revenue Sharing	Earn from sales you facilitate	Additional income

Aggregator Revenue Model (for Hotels/Corporates):

HOTEL GALLERY PARTNERSHIP MODEL

HOTEL PROVIDES:

— Gallery space in lobby/corridors

- Basic infrastructure (walls, lighting, security)
- Guest access and promotion

ARTAUTH PROVIDES:

- Curated art collection (owned or consigned)
- Installation and maintenance
- Insurance coverage
- Sales management and payment processing
- Rotation service (quarterly/bi-annual)

REVENUE SPLIT (on sales):

- Artist: 65-75%
- ArtAuth: 15-20%
- Hotel: 10-15%

RENTAL TO HOTEL (if hotel rents for display):

- Monthly rental fee per piece
- Bulk discount for volume
- Option to purchase at any time

5. Art Rental Business Model

Overview

Art rental is a significant untapped opportunity in India. It allows:

- **Artists:** Steady monthly income without giving up ownership
- **Renters:** Access to original art without large capital outlay
- **Platform:** Recurring revenue and deeper customer relationships

ART RENTAL ECOSYSTEM

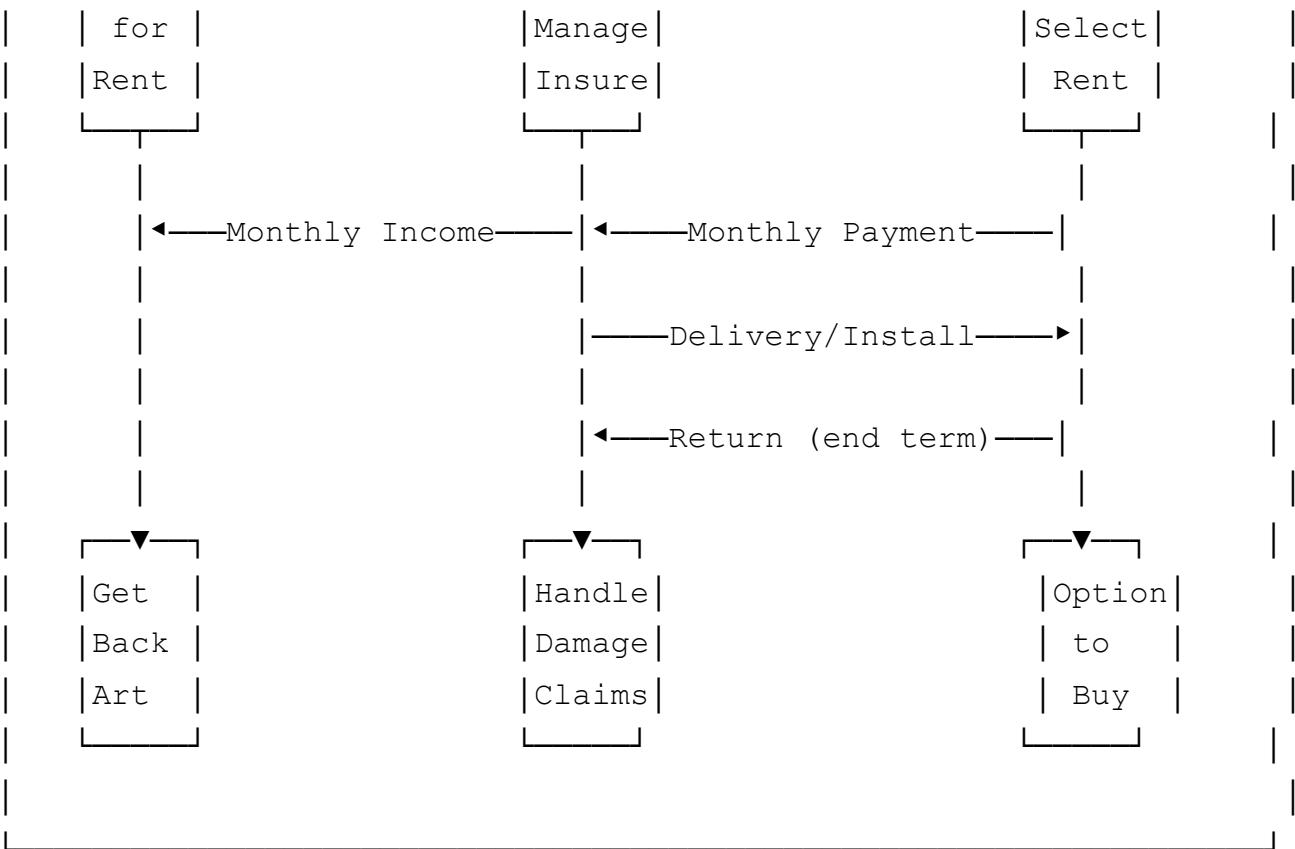
RENTAL FLOW

ARTIST

PLATFORM

RENTER





Rental Pricing Structure

Pricing Formula:

Monthly Rent = (Artwork Value × Monthly Rate) + Insurance Premium + Platform Fee

Where:

- Monthly Rate = 2-5% of artwork value (based on demand, artist tier)
- Insurance Premium = 0.5-1% of artwork value
- Platform Fee = 25% of total rent (included in rate)

Pricing Examples:

Artwork Value	Monthly Rate	Insurance	Total Rent	Artist Gets	Renter Pays
₹25,000	4% (₹1,000)	₹125	₹1,125	₹750	₹1,125/month
₹50,000	3.5% (₹1,750)	₹250	₹2,000	₹1,312	₹2,000/month
₹1,00,000	3% (₹3,000)	₹500	₹3,500	₹2,250	₹3,500/month
₹2,50,000	2.5% (₹6,250)	₹1,250	₹7,500	₹4,688	₹7,500/month
₹5,00,000	2% (₹10,000)	₹2,500	₹12,500	₹7,500	₹12,500/month

Rental Terms & Conditions

Standard Rental Terms:

Term	Details
Minimum Period	3 months
Maximum Period	24 months (renewable)
Security Deposit	2 months rent (refundable)
Payment	Monthly advance (auto-debit recommended)
Notice Period	30 days before termination
Renewal	Auto-renew unless notice given
Buy Option	Renter can purchase at any time

Rental-to-Own Option:

RENTAL-TO-OWN PROGRAM

Example: ₹1,00,000 artwork

Rental Period: 12 months @ ₹3,500/month

Total Paid in Rent: ₹42,000

Option 1: Continue Renting

└ Keep paying ₹3,500/month

└ Artwork remains with renter

Option 2: Purchase (with credit)

└ Artwork Value: ₹1,00,000

└ Rent Credit (50% of rent paid): ₹21,000

└ Amount Due: ₹79,000

└ Renter owns artwork + COA transferred

Option 3: Return

└ Give 30 days notice

└ Artwork inspected and picked up

└ Security deposit refunded (minus damages if any)

Insurance Coverage (Critical for Rental)

Insurance is Mandatory for All Rentals

What is Covered:

Risk	Coverage	Claim Process
Theft	100% of artwork value	Police FIR + claim form
Accidental Damage	Repair cost or replacement	Photos + claim form
Fire/Flood	100% of artwork value	Insurance survey + claim
Transit Damage	Full value	Shipper's insurance first
Vandalism	Full repair or replacement	Police report + claim

What is NOT Covered:

Exclusion	Reason	Renter Liability
Negligence	Deliberate mishandling	Full artwork value
Unauthorized modification	Renter altered artwork	Restoration cost + penalty
Natural deterioration	Expected wear	None (normal)
War/Civil unrest	Force majeure	Shared responsibility
Incorrect storage	Against guidelines	Repair cost

Insurance Partners (Recommended):

Insurer	Specialty	Premium Range
Tata AIG	Art insurance	0.5-1% annually
HDFC Ergo	High-value items	0.6-1.2% annually
Bajaj Allianz	Event coverage	0.4-0.8% annually
New India Assurance	Government/Corporate	0.5-1% annually

Insurance Process:

ONBOARDING (Before Rental)

1. Artwork photographed from all angles
2. Condition report created
3. Valuation documented
4. Insurance policy activated
5. NFC chip linked to insurance record

DURING RENTAL

1. Insurance premium included in monthly rent
2. Renter receives insurance certificate
3. Guidelines provided for care and handling
4. 24/7 claim support hotline available

CLAIM PROCESS

1. Renter reports incident via app/call
2. Platform documents damage (photos, description)
3. Police FIR filed (if theft/vandalism)
4. Insurance surveyor inspects
5. Claim processed (typically 7-14 days)
6. Artist compensated / artwork repaired

RETURN (End of Rental)

1. Artwork inspected against original condition report
2. Minor wear accepted (defined in policy)
3. Security deposit returned if no damage
4. Damage deducted from deposit or claimed

Rental Target Segments

Segment	Art Need	Rental Budget	Volume Potential
Luxury Homes	Living room, bedroom	₹5,000-25,000/month	50,000 households
Corporate Offices	Reception, conference	₹20,000-1 lakh/month	10,000 offices
Hotels	Lobby, rooms, restaurant	₹50,000-5 lakh/month	3,000 hotels
Restaurants	Dining ambiance	₹5,000-30,000/month	5,000 restaurants
Co-working Spaces	Common areas	₹10,000-50,000/month	3,000 spaces

Segment	Art Need	Rental Budget	Volume Potential
Events (Temporary)	Weddings, exhibitions	₹25,000-2 lakh/event	10,000 events/year
Hospitals/Clinics	Healing spaces	₹10,000-50,000/month	2,000 facilities

6. Hotel & Physical Gallery Strategy

Why Hotels?

Hotels are the ideal first physical presence for several reasons:

1. **High-foot traffic:** Thousands of guests monthly
2. **Affluent audience:** Hotel guests have disposable income
3. **Art-friendly environment:** Hotels already invest in aesthetics
4. **Ready infrastructure:** Walls, lighting, security exist
5. **Brand alignment:** Premium hotels want unique experiences
6. **Minimal investment:** Hotel provides space, we provide art

Hotel Partnership Model

HOTEL GALLERY PARTNERSHIP

PARTNERSHIP TYPES

TYPE 1: GALLERY SPACE (Preferred)

- | |
|---|
| Hotel provides: Dedicated gallery area (lobby/corridor) |
| We provide: Curated collection, sales staff (if needed) |
| Revenue: 70% Artist, 20% ArtAuth, 10% Hotel |
| Examples: Lobby gallery, art corridor, dedicated room |

TYPE 2: ART IN ROOMS

- | |
|--|
| Hotel rents art for guest rooms |
| We provide: Curated art, rotation, maintenance |

| Revenue: Rental income to artist
| Scale: 50-500 pieces per property

TYPE 3: PUBLIC AREA DISPLAY

| Art displayed in lobby, restaurant, spa, corridors
| Combination of rental + sale
| QR codes for guest to learn about and purchase art
| Periodic rotation to keep fresh

TYPE 4: POP-UP EXHIBITIONS

| Special events: Art weekends, artist meetups
| Hotel provides: Event space, F&B, promotion
| We provide: Artists, curation, sales
| Revenue: Ticket sales + art sales

Target Hotel Categories

Category	Examples	Art Budget/Property	Partnership Model
Luxury (5-star)	Taj, Oberoi, Leela, ITC	₹50-200 lakh	Gallery + Rooms
Premium (5-star)	Marriott, Hyatt, Hilton	₹25-75 lakh	Gallery + Public Areas
Business (4-star)	Lemon Tree, Fortune	₹10-30 lakh	Rental + Display
Boutique Hotels	Indie properties	₹5-20 lakh	Full partnership
Heritage Hotels	Palace hotels, haveli	₹15-50 lakh	Curated collection
Resorts	Beach, hill station	₹20-60 lakh	Themed collections

Hotel Gallery Setup

Initial Setup Requirements:

Item	Description	Cost (Platform bears)

Item	Description	Cost (Platform bears)
Wall Preparation	Proper mounting points	₹50,000-1 lakh
Lighting	Track lighting for art	₹75,000-2 lakh
Security	Art alarm sensors (if not existing)	₹25,000-50,000
Display Materials	Stands, pedestals for sculptures	₹25,000-75,000
Signage	ArtAuth branding, price cards	₹15,000-30,000
QR System	NFC + QR for each artwork	₹100-200/piece
Staff Training	Briefing hotel staff	₹10,000-25,000
TOTAL PER PROPERTY		₹2-5 lakh

Ongoing Operations:

Activity	Frequency	Cost	Responsibility
Art rotation	Quarterly	₹25,000-50,000	ArtAuth
Maintenance	Monthly	₹5,000-15,000	ArtAuth
Sales processing	As needed	Included in commission	ArtAuth
Insurance	Annual	1% of art value	ArtAuth
Staff incentive	Per sale	2-5% of sale value	ArtAuth

Hotel Launch Strategy (India)

Phase 1: Bangalore Pilot (Month 1-6)

Hotel	Type	Location	Target Date
Taj West End	Luxury	Bangalore	Month 2
JW Marriott	Premium	Bangalore	Month 3
The Leela Palace	Luxury	Bangalore	Month 4
ITC Gardenia	Luxury	Bangalore	Month 5
Boutique (2-3)	Boutique	Bangalore	Month 6

Phase 2: Tier 1 Expansion (Month 7-18)

City	Target Hotels	Timeline

City	Target Hotels	Timeline
Mumbai	5-8 properties	Month 7-10
Delhi NCR	5-8 properties	Month 9-12
Hyderabad	3-5 properties	Month 11-14
Chennai	3-5 properties	Month 13-16
Kolkata	2-3 properties	Month 15-18

Phase 3: Tier 2 & Chains (Month 19-36)

Target	Volume	Model
Lemon Tree (chain)	50+ properties	Master agreement
Taj Hotels (chain)	30+ properties	Corporate tie-up
ITC Hotels (chain)	20+ properties	Corporate tie-up
Boutique hotels	50+ properties	Individual partnerships

Hotel Gallery Revenue Model

MONTHLY REVENUE PER HOTEL (Example)

LUXURY HOTEL (100 pieces displayed)

Revenue Stream 1: Sales

- Average artwork value: ₹75,000
- Monthly sales: 3-5 pieces
- Gross sales: ₹2,25,000 - ₹3,75,000
- Platform revenue (20%): ₹45,000 - ₹75,000

Revenue Stream 2: Room Rentals

- Rooms with rented art: 50
- Rental per piece/month: ₹1,500
- Gross rental: ₹75,000/month
- Platform revenue (25%): ₹18,750/month

Revenue Stream 3: Event Commissions

- Art events per quarter: 1

- Event sales: ₹5-10 lakh
- Monthly average: ₹1,67,000 - ₹3,33,000
- Platform revenue (20%): ₹33,400 - ₹66,600

TOTAL MONTHLY PLATFORM REVENUE: ₹97,000 - ₹1,60,000

7. Authentication Technology Stack

Overview: Triple-Layer Authentication

AUTHENTICATION LAYERS

LAYER 1: BLOCKCHAIN

- Immutable record of creation
- Ownership history (provenance)
- Cannot be altered or deleted
- Publicly verifiable by anyone
- Automatic royalty distribution

LAYER 2: PHYSICAL TAGS (for physical art)

- NFC chip embedded in artwork/frame
- Generates new encrypted code each scan
- Tamper-evident (destroys if removed)
- Links to blockchain record
- Works with any smartphone

LAYER 3: AI DETECTION (for all art)

- Invisible digital watermarks
- Continuous internet scanning for copies
- Similarity detection even with modifications
- Automated alert system
- Evidence generation for legal action

Layer 1: Blockchain Certificate of Authenticity

What is Blockchain?(Simple explanation)

Think of blockchain as a public notebook shared by millions of computers. Once something is written in this notebook, it cannot be erased or changed. This makes it perfect for recording who created an artwork and who owns it.

What We Store on Blockchain:

- Artist identity (verified)
- Creation date and time
- High-resolution digital fingerprint of artwork
- Ownership transfers
- Sale prices (optional, can be private)
- Rental history

Technology Choice:

Blockchain	Cost per Transaction	Speed	Use Case
Polygon	₹1-5	2 seconds	Primary choice
Ethereum	₹50-500	15 seconds	High-value art (>₹10 lakh)
Solana	₹0.5-2	400ms	Digital art

Why Polygon?

- Very low cost (important for affordable art)
- Fast transactions
- Ethereum-compatible (can upgrade later)
- Eco-friendly
- Well-supported in India

Layer 2: NFC Physical Tags

What is NFC?(Simple explanation)

NFC is the same technology used in tap-to-pay cards. A small chip (size of a coin) is attached to the artwork. When you tap your phone on it, it instantly shows the artwork's details and proves it's authentic.

How It Works:

Artist creates artwork



Platform sends NFC chip kit



Artist attaches chip to back of canvas/frame



Chip is linked to blockchain certificate



VERIFICATION (by anyone, anytime)

1. Open phone's NFC or our app
2. Tap phone on the chip
3. See instantly:
 - ✓ Artist name and photo
 - ✓ Artwork creation date
 - ✓ Full ownership history
 - ✓ Authenticity status
 - ✓ Current owner (if public)
 - ✓ If it's for sale/rent

NFC Chip Specifications:

Feature	Specification
Chip Type	NXP NTAG424 DNA
Security	Physically Unclonable Function (PUF)
Key Feature	New encrypted code generated each scan
Tamper Evidence	Chip destroys if removal attempted
Read Range	1-4 cm (prevents unauthorized scanning)
Lifespan	10+ years
Cost per Chip	₹150-400

Layer 3: AI-Powered Detection

What This Does: (Simple explanation)

Imagine having a security guard who works 24/7, scanning the entire internet to find if anyone has copied your artwork. If they find a copy, they immediately alert you with proof.

Components:

A. Invisible Watermarking

- Hidden code embedded in the image
- Invisible to human eye
- Survives compression, cropping, format changes
- Can be detected even in screenshots

B. Internet Monitoring

- Daily scanning of major platforms
- Google Images, Instagram, Facebook, Pinterest
- E-commerce sites (Amazon, Flipkart, etc.)
- Stock photo sites
- Other art platforms

C. Similarity Detection

- Exact copies: 100% detection
- Cropped versions: 95% detection
- Color-modified: 90% detection
- Filtered versions: 85% detection
- Partial copies: 75% detection

D. Automated Response

- Alert artist immediately
- Generate evidence package
- Option to send automated DMCA takedown
- Document for legal action

7.5 Artwork Photography & Image Capture System

Overview: Why Quality Photography Matters

High-quality images are the foundation of everything on the platform:

- **Authentication:** AI fingerprinting requires detailed images
- **Sales:** Better photos = higher prices and faster sales
- **Verification:** Enables forgery detection
- **Legal Evidence:** Court-admissible documentation

The Two Types of Art We Handle

ARTWORK TYPES

PHYSICAL ARTWORK	DIGITAL ARTWORK
<ul style="list-style-type: none"> • Paintings (oil, acrylic, watercolor) • Sculptures • Mixed media • Prints (limited edition) • Traditional art forms • Handmade crafts 	<ul style="list-style-type: none"> • Digital paintings • Digital illustrations • 3D art • AI-assisted art • Photography • Motion graphics • NFT art
<p>REQUIRES: Photography + NFC tag attachment</p>	<p>REQUIRES: File upload + Metadata extraction</p>

Option 1: Artist Self-Photography (Low Cost)

Who is this for? Artists who want to save money and have basic photography skills.

Minimum Equipment Requirements:

Equipment	Budget Option	Recommended Option	Purpose
Camera	Smartphone (iPhone 12+ / Samsung S21+)	DSLR (Canon EOS 200D II)	Image capture
Cost	Already owned (₹0)	₹50,000-70,000	-
Tripod	Basic mobile tripod	Manfrotto compact tripod	Stability, no blur
Cost	₹500-1,500	₹3,000-5,000	-
Lighting	Natural daylight (window)	2x LED softbox lights	Even illumination
Cost	₹0	₹5,000-10,000	-

Equipment	Budget Option	Recommended Option	Purpose
Background	Plain white/gray wall	Seamless backdrop roll	Clean presentation
Cost	₹0	₹1,500-3,000	-
Color Checker	None	X-Rite ColorChecker	Accurate colors
Cost	₹0	₹8,000-12,000	-

Total Investment:

- Budget Setup (Smartphone): ₹500-1,500
- Recommended Setup (DSLR): ₹67,500 - ₹100,000

Self-Photography Guidelines (Platform will provide video tutorials):

SELF-PHOTOGRAPHY CHECKLIST

BEFORE SHOOTING

- Clean the artwork surface (no dust, fingerprints)
- Find a well-lit room with large windows
- Avoid direct sunlight (causes glare)
- Use plain background (white/gray wall or sheet)
- Mount camera on tripod (or stable surface)
- Ensure camera is level with artwork center

CAMERA SETTINGS (DSLR)

- ISO: 100-200 (lowest for no grain)
- Aperture: f/8-f/11 (sharpest, edge-to-edge focus)
- Format: RAW + JPEG (RAW for editing, JPEG for upload)
- White Balance: Daylight or Custom

SMARTPHONE SETTINGS

- Enable ProRAW/DNG if available
- Turn OFF HDR, filters, beauty modes
- Use 1x zoom (no digital zoom)
- Tap on artwork to focus and lock exposure

REQUIRED SHOTS (Minimum 5)

1. Front view (full artwork, perfectly centered)

- 2. Left angle (15-30° from left)
- 3. Right angle (15-30° from right)
- 4. Detail shot (close-up of signature or unique area)
- 5. Back view (showing any labels, mounting hardware)

OPTIONAL BUT RECOMMENDED

- Texture close-up (shows brushwork/material)
- Scale reference (artwork next to common object)
- Frame detail (if framed)
- Certificate/documentation shot

Image Requirements for Platform Upload:

Parameter	Minimum	Recommended	Purpose
Resolution	3000 x 3000 px	6000 x 6000 px	Zoom capability, prints
File Format	JPEG	JPEG + RAW	Display + archival
Color Space	sRGB	sRGB	Web compatibility
File Size	2 MB	5-15 MB	Quality balance
DPI	72(web)	300(archival)	Print capability

Option 2: Platform Photography Service (Recommended)

Who is this for? Artists who want professional quality without learning photography.

How It Works:

PLATFORM PHOTOGRAPHY SERVICE FLOW

- STEP 1: Artist requests photography service
 - Through app/website
 - Selects date/time slot
 - Pays ₹500-2,000 per artwork (or free with Pro plan)



- STEP 2: Photographer visits OR artwork is brought to studio
 - Option A: Home visit (artist's studio/home)

- └ Additional ₹500-1,000 travel fee
- └ Option B: Drop-off at partner studio
 - └ Artist drops artwork at designated location



STEP 3: Professional photography session

- ├ 5-10 images per artwork
- ├ Color-accurate lighting setup
- ├ Detail macro shots
- ├ Gigapixel scan for authentication
- └ 360° view for sculptures



STEP 4: Post-processing

- ├ Color correction (matches original artwork)
- ├ Background cleanup
- ├ AI fingerprint generation
- └ Invisible watermark embedding



STEP 5: Delivery (within 48-72 hours)

- ├ Web-optimized images uploaded to listing
- ├ High-resolution archive stored securely
- ├ Authentication fingerprint registered
- └ NFC tag linked (if physical art)

Photography Service Pricing:

Artwork Type	Basic Package	Professional Package	Premium Package
Small (< 2 ft)	₹500	₹1,000	₹2,000
Medium (2-4 ft)	₹800	₹1,500	₹3,000
Large (4-8 ft)	₹1,500	₹2,500	₹5,000
Oversized (> 8 ft)	₹2,500	₹4,000	₹8,000
Sculpture	₹2,000	₹3,500	₹6,000

What Each Package Includes:

Feature	Basic	Professional	Premium
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Feature	Basic	Professional	Premium
Number of images	5	10	15+
Resolution	6000px	8000px	12000px
Color correction	Basic	Advanced	Gallery-grade
Detail shots	1	3	5+
360° view (sculpture)	No	Yes	Yes
Gigapixel scan	No	No	Yes
Rush delivery (24 hrs)	No	+₹500	Included
Video clip	No	No	10 sec

Option 3: Partner Photography Studios (Scalable Model)

As we scale, we will partner with photography studios across India:

Phase 1 (Bangalore): 3-5 partner studios

Phase 2 (Tier 1 cities): 15-20 partner studios

Phase 3 (Tier 2 cities): 30-50 partner studios

Partner Studio Requirements:

Requirement	Specification
Camera	Full-frame DSLR or mirrorless (24+ MP)
Lighting	Color-accurate LED panels (CRI 95+)
Background	Seamless white/gray backdrop
Color calibration	X-Rite ColorChecker certified
Software	Adobe Lightroom/Capture One
Turnaround	48 hours maximum

Revenue Share with Partner Studios:

- Platform pays studio 70% of photography fee
- Platform retains 30% for quality control, AI processing, and storage

Gigapixel Photography (For High-Value Art)

What is Gigapixel? (Simple explanation)

A gigapixel image contains over 1 billion pixels (compared to 12 million in a typical phone photo). This creates an image so detailed that you can zoom in to see individual brushstrokes, tiny cracks, or hidden signatures that aren't visible to the naked eye.

Why It Matters for Authentication:

- Creates an "un-fakeable" fingerprint
- Reveals restoration history
- Shows aging patterns unique to each artwork
- Court-admissible evidence quality

Equipment Required for Gigapixel:

Component	Specification	Cost
Camera	Phase One IQ4 or Hasselblad	₹20-40 lakh
Motorized rail	Robotic camera movement	₹5-10 lakh
Lighting	Museum-grade LED panels	₹3-5 lakh
Software	PTGui, Photoshop, custom stitching	₹1-2 lakh
Studio space	Climate-controlled room	Variable
Total		₹29-57 lakh

Gigapixel Service Pricing:

Art Value	Gigapixel Fee	Includes
< ₹5 lakh	₹15,000	1 gigapixel capture
₹5-25 lakh	₹25,000	Gigapixel + condition report
₹25 lakh - 1 crore	₹50,000	Full documentation package
> ₹1 crore	₹1,00,000+	Custom imaging protocol

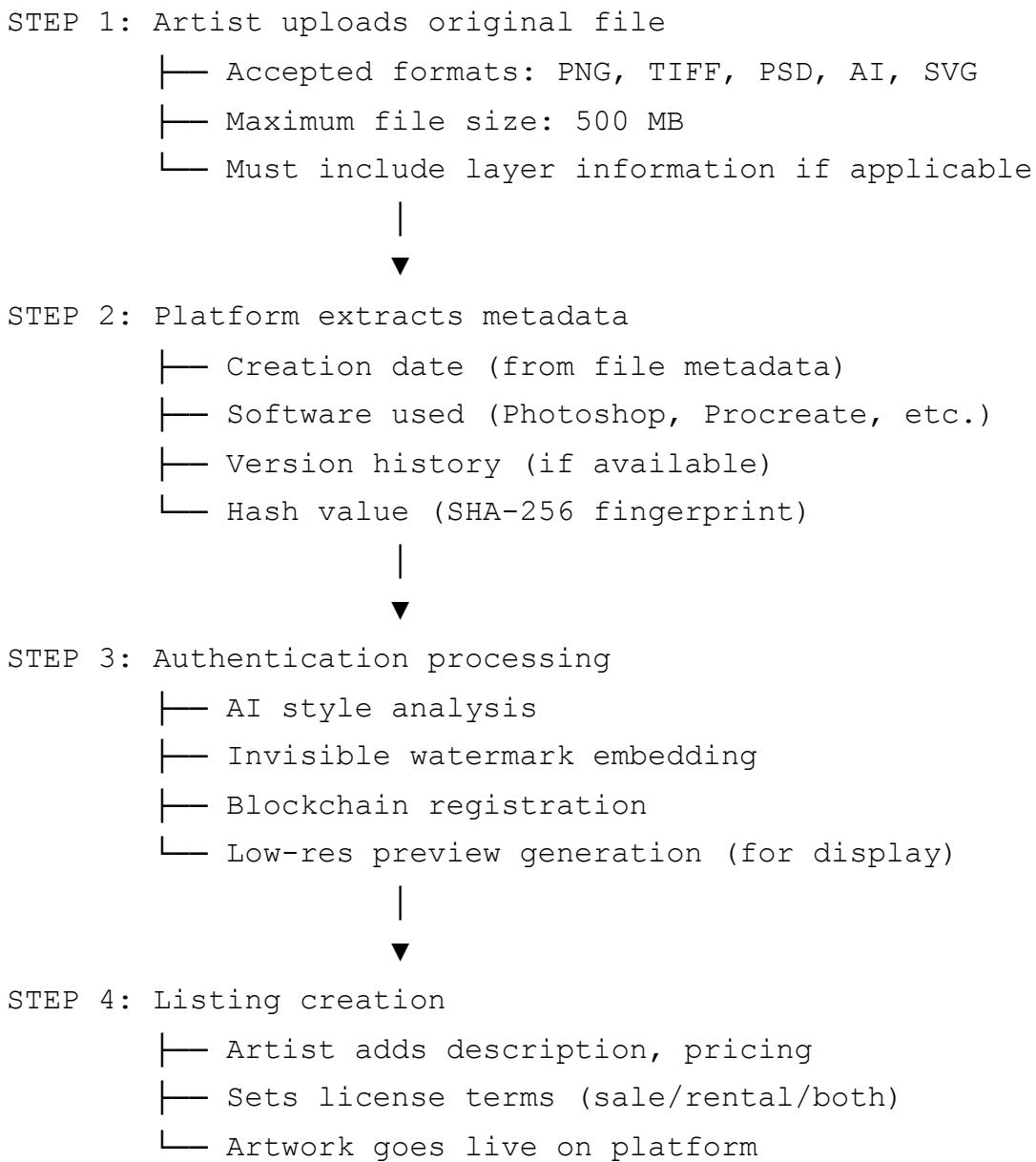
Gigapixel Implementation Strategy:

- Year 1: Partner with 1 existing gigapixel studio in Mumbai/Delhi
- Year 2: Invest in own equipment (if demand justifies)
- Year 3+: Portable gigapixel setup for home visits

Digital Artwork Submission

For digital art, photography is not needed. Instead:

DIGITAL ART UPLOAD FLOW



Digital Art Requirements:

Parameter	Requirement
Minimum resolution	3000 x 3000 pixels
Recommended resolution	6000+ pixels on longest side
Color profile	sRGB or Adobe RGB
Bit depth	8-bit minimum, 16-bit preferred
File formats accepted	PNG, TIFF, PSD, AI, SVG

Parameter	Requirement
Maximum file size	500 MB
Layer files	Recommended for additional authenticity proof

Photography Cost Summary for Artists

Scenario 1: Budget Artist (Self-Photography)

Item	Cost
Smartphone (already owned)	₹0
Basic tripod	₹1,000
White backdrop sheet	₹500
Total one-time investment	₹1,500
Cost per artwork	₹0

Scenario 2: Serious Artist (DIY Professional)

Item	Cost
DSLR Camera (Canon 200D II with kit lens)	₹60,000
Tripod (Manfrotto)	₹4,000
LED Softbox Lights (2)	₹8,000
Backdrop system	₹3,000
ColorChecker	₹10,000
Total one-time investment	₹85,000
Cost per artwork	₹0 (after investment)

Scenario 3: Using Platform Service

Service	Cost
Per artwork (small)	₹500-2,000
Per artwork (medium)	₹800-3,000
Monthly package (10 artworks)	₹5,000-15,000
Annual package (unlimited, Pro plan)	Included in ₹47,988/year

Platform's Photography Infrastructure Investment

Year 1(Bangalore):

Item	Quantity	Cost
Partner studio agreements	3 studios	₹0 (revenue share model)
Portable photography kit	2 sets	₹2,00,000
Training materials (video tutorials)	1 set	₹50,000
Software licenses	-	₹1,00,000
Total		₹3,50,000

Year 2 (6 Metro Cities):

Item	Quantity	Cost
Partner studio agreements	15 studios	₹0 (revenue share)
Portable kits	6 sets	₹6,00,000
Central gigapixel studio	1	₹35,00,000
Total		₹41,00,000

Quality Control Process

Every image (self-shot or professional) goes through:

IMAGE QUALITY CONTROL

1. TECHNICAL CHECK (Automated)
 - Resolution meets minimum (3000px)
 - File format is valid
 - No compression artifacts
 - Proper color space
2. CONTENT CHECK (AI + Human Review)
 - Artwork is clearly visible
 - No excessive glare or shadows
 - Colors appear natural
 - Details are sharp

- 3. AUTHENTICATION CHECK (AI)
 - Generate perceptual hash
 - Check against existing database (no duplicates)
 - Embed invisible watermark
 - Create blockchain record
- 4. APPROVAL
 - Pass → Listed on platform
 - Fail → Feedback sent to artist for reshoot

8. Legal Framework & Protection (India)

Indian Copyright Law

Governing Legislation:

- Copyright Act, 1957 (amended 2012)
- Copyright Rules, 2013
- Information Technology Act, 2000

Key Points:

Aspect	Details
Automatic Protection	Copyright exists from moment of creation
Registration Needed?	No, but HIGHLY recommended for enforcement
Registration Authority	Copyright Office, New Delhi (copyright.gov.in)
Registration Fee	₹500 for single work
Processing Time	1-3 months
Duration	Artist's lifetime + 60 years

Copyright Registration Support

Our platform assists artists by:

1. Pre-filling application forms with artwork details

2. Storing proof of creation (blockchain timestamp)
3. Generating documentation packages
4. Tracking registration status
5. Maintaining records for legal proceedings

Enforcement Options in India

Civil Remedies:

Remedy	Description	Typical Outcome
Injunction	Court order to stop infringement	Immediate effect
Damages	Compensation for losses	₹50,000 - ₹50 lakh+
Account of Profits	Infringer's profits paid to artist	Variable
Delivery Up	Infringing copies handed over	Physical items seized

Criminal Remedies:

Offense	Punishment
First offense	6 months - 3 years imprisonment + ₹50,000 - ₹2 lakh fine
Repeat offense	1 year - 3 years imprisonment + ₹1 lakh - ₹2 lakh fine

Platform's Legal Tools

Evidence Package Generation:

EVIDENCE PACKAGE CONTENTS	
1. PROOF OF PRIOR CREATION	<ul style="list-style-type: none"> Blockchain timestamp (unchangeable) Original file metadata Artist's identity verification
2. PROOF OF COPYING	<ul style="list-style-type: none"> AI similarity report (percentage match) Side-by-side comparison images Watermark detection report

3. DOCUMENTATION OF INFRINGEMENT

- Screenshots with timestamps
- URL records (archived)
- Infringer identity (if available)

4. DAMAGE ASSESSMENT

- Original sale price of artwork
- Estimated losses
- Infringer's potential profits

Legal Shield Subscription:

Feature	Details
DMCA Takedown Automation	Unlimited notices to platforms
Cease & Desist Letters	Template + customization
Legal Consultation	2 hours/month with IP lawyer
Court Documentation	Evidence package for litigation
International Takedowns	Google, Instagram, Facebook, etc.
Cost	Included in Pro+ subscriptions or ₹499/month standalone

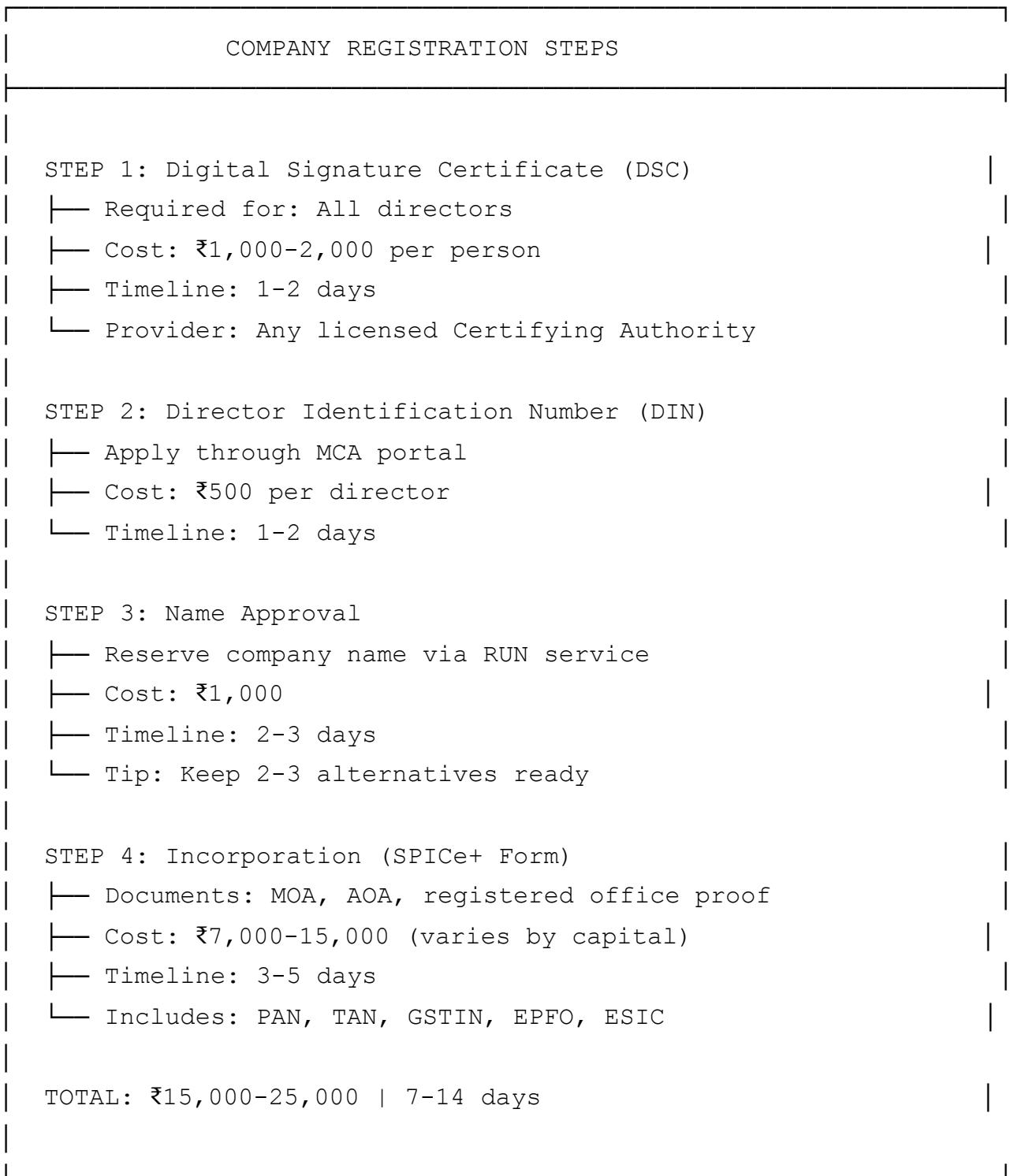
9. Business Registration & Compliance (India)

Company Structure

Recommended: Private Limited Company

Structure	Pros	Cons	Verdict
Sole Proprietorship	Simple, low cost	Unlimited liability, hard to scale	✗ Not recommended
Partnership	Easy to set up	Unlimited liability	✗ Not recommended
LLP	Limited liability, tax benefits	Harder to raise funding	🟡 Acceptable initially
Private Limited	Limited liability, easy funding, credible	More compliance	✅ Recommended

Registration Roadmap



Mandatory Registrations

Registration	Authority	Requirement	Cost	Timeline
GST	CBIC	Mandatory for e-commerce	Free	3-7 days
Professional Tax	Karnataka CT Dept	Mandatory in Karnataka	₹2,500/year	7 days
Shop Act License	BBMP/Local body	Within 30 days	₹500-5,000	15 days

Registration	Authority	Requirement	Cost	Timeline
Trademark	IP India	Highly recommended	₹4,500-9,000	6-12 months

GST Compliance

GST Rates:

Service	GST Rate
Platform commission	18%
Digital art downloads	18%
Physical art (original)	12%
Art reproductions/prints	12-18%
SaaS subscriptions	18%
Art rental	18%

Data Protection (DPDP Act 2023)

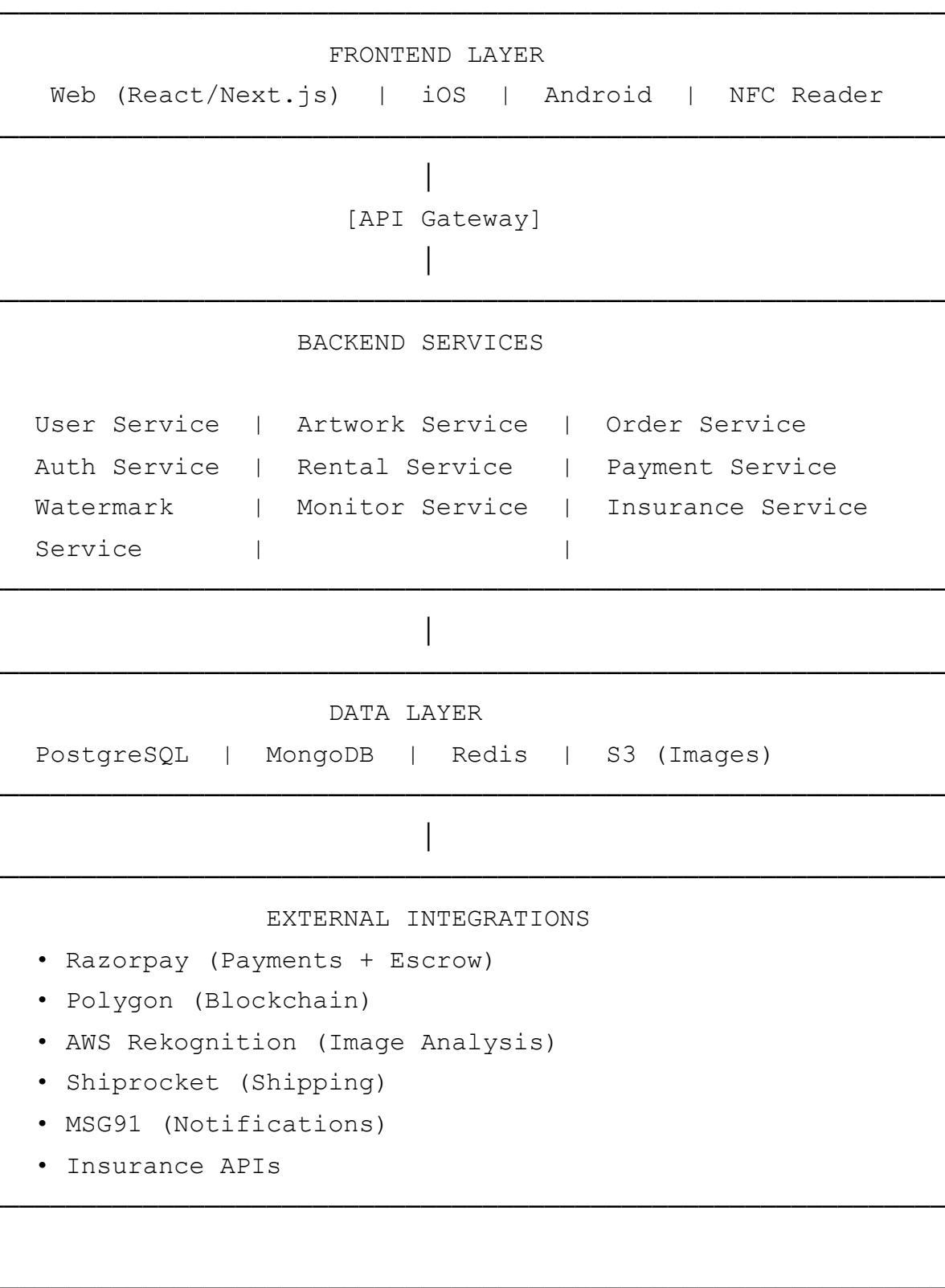
Requirement	Action Needed
Consent	Clear consent before collecting data
Purpose Limitation	Use data only for stated purposes
Data Minimization	Collect only necessary data
Security	Implement reasonable safeguards
Grievance Officer	Appoint and display contact details

Penalties for Non-Compliance: Up to ₹250 crore

10. Technical Architecture

System Overview

TECHNICAL ARCHITECTURE



Technology Choices

Layer	Technology	Reason
Frontend Web	Next.js(React)	Fast, SEO-friendly
Mobile	React Native	One codebase for iOS + Android
Backend	Node.js(NestJS)	Fast development, good for APIs

Layer	Technology	Reason
Database	PostgreSQL	Reliable, good for transactions
Document Store	MongoDB	Flexible for artwork metadata
Cache	Redis	Fast sessions, real-time
Image Storage	AWS S3 + CloudFront	Reliable, fast loading
Blockchain	Polygon	Low cost, fast
Search	Elasticsearch	Fast artwork search

Cloud Infrastructure

AWS (Mumbai Region)

Why AWS Mumbai:

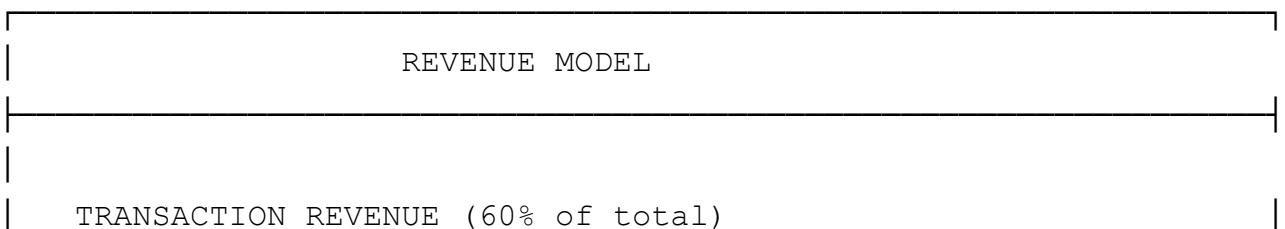
- Data residency compliance
- Low latency for Indian users
- Comprehensive services
- Startup credits available

Scaling Strategy

Phase	Infrastructure	Monthly Cost
MVP	Single server + managed DB	₹30,000-50,000
Growth	Load-balanced + replicas	₹1-2 lakh
Scale	Kubernetes cluster	₹5-10 lakh

11. Monetization Strategy

Revenue Streams Overview



- Sale Commission: 10-20%
 - Rental Commission: 25%
 - Resale Commission: 8-12%
- SUBSCRIPTION REVENUE (25% of total)
- Seller Plans: ₹499 - ₹9,999/month
 - Buyer Plans: ₹299 - ₹999/month
 - Reseller Plans: ₹2,499 - ₹9,999/month
 - Aggregator Plans: ₹4,999 - ₹14,999/month

- SERVICES REVENUE (10% of total)
- Authentication Kits: ₹499 - ₹1,999
 - Verification Reports: ₹299
 - Forensic Analysis: ₹4,999
 - Insurance Facilitation: 2-5% of premium

- OTHER REVENUE (5% of total)
- Featured Listings: ₹500 - ₹2,000/week
 - Hotel Gallery Revenue Share
 - Event Participation

Commission Structure

Transaction Type	Commission	Artist Gets	Platform Gets
New Art Sale	15% (average)	83%	15% + gateway
Art Rental	25%	70%	25% + insurance
Resale	10%	85% (+ 5% royalty to original artist)	10%
Rental-to-Own	15%	85%	15%

Revenue Projections (India Focus)

Conservative Estimate:

Year	Artists	GMV (Sales + Rental)	Platform Revenue
Year 1	500	₹75 lakh	₹15 lakh
Year 2	2,000	₹5 crore	₹1 crore

Year	Artists	GMV (Sales + Rental)	Platform Revenue
Year 3	5,000	₹20 crore	₹4 crore
Year 4	10,000	₹50 crore	₹10 crore
Year 5	20,000	₹150 crore	₹30 crore

12. Phased Business Expansion & Investor Strategy

Phase-wise Growth Plan

PHASED EXPANSION STRATEGY

PHASE 1: FOUNDATION (Month 1-12)

FUNDING: Bootstrapped / Friends & Family

AMOUNT: ₹50-75 lakh

FOCUS:

- Build MVP (marketplace + authentication)
- Onboard 500 artists
- Launch rental pilot
- 2-3 hotel partnerships in Bangalore
- Achieve ₹50 lakh GMV

TEAM: 5-7 people

GEOGRAPHY: Bangalore only

PHASE 2: VALIDATION (Month 13-24)

FUNDING: Angel Investment (if needed)

AMOUNT: ₹1-2 crore

FOCUS:

- Expand to 2,000 artists
- Launch mobile apps
- 10-15 hotel partnerships

- Expand to Mumbai & Delhi
- Achieve ₹3 crore GMV
- Prove unit economics

TEAM: 12-15 people

GEOGRAPHY: 3 cities

PHASE 3: SCALE (Month 25-36)

FUNDING: Seed / Series A

AMOUNT: ₹5-10 crore

FOCUS:

- 10,000+ artists
- 50+ hotel partnerships
- All Tier 1 cities
- Corporate art programs
- Achieve ₹15 crore GMV

TEAM: 30-40 people

GEOGRAPHY: 8+ cities

PHASE 4: DOMINANCE (Month 37-60)

FUNDING: Series A / B

AMOUNT: ₹25-50 crore

FOCUS:

- 50,000+ artists
- 200+ hotel partnerships
- Pan-India presence
- Market leader in authenticated art
- Achieve ₹100 crore GMV
- Consider international expansion

TEAM: 100+ people

GEOGRAPHY: Pan-India

Investor Strategy

When to Approach Investors:

Stage	When	Signal to Investors
Angels	Month 12-18	₹50 lakh GMV, 500 artists, proven concept
Seed	Month 24-30	₹3 crore GMV, positive unit economics
Series A	Month 36-42	₹15 crore GMV, clear path to ₹100 crore

Investor Types for This Business:

Investor Type	Examples	When to Approach	What They Want
Art-focused Angels	HNI collectors, gallery owners	Phase 1-2	Passion for art, industry knowledge
Startup India	Government schemes	Phase 1	Innovation, job creation
Accelerators	100X.VC, Antler	Phase 1-2	Scalable model, strong team
Angel Networks	Mumbai Angels, Indian Angel Network	Phase 2	Traction, market size
Seed VCs	Blume, Stellaris, 3zone4	Phase 2-3	Unit economics, market leadership path
Growth VCs	Sequoia, Accel, Matrix	Phase 3-4	₹100 crore revenue potential

What to Offer Investors:

Round	Equity	Valuation	Use of Funds
Friends & Family	10-15%	₹3-5 crore	MVP + initial operations
Angel	15-20%	₹5-10 crore	Team expansion, marketing
Seed	20-25%	₹15-25 crore	Scale technology, expand cities
Series A	20-25%	₹50-100 crore	Pan-India expansion, market dominance

Key Metrics for Investors

Metric	Phase 1 Target	Phase 2 Target	Phase 3 Target
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Metric	Phase 1 Target	Phase 2 Target	Phase 3 Target
GMV	₹50 lakh	₹3 crore	₹15 crore
Artists	500	2,000	10,000
Revenue	₹10 lakh	₹60 lakh	₹3 crore
Take Rate	15-20%	18-22%	20-25%
CAC (Artist)	₹500	₹300	₹200
LTV (Artist)	₹5,000	₹10,000	₹15,000
Repeat Purchase	10%	25%	40%
NPS	40+	50+	60+

13. Innovative Growth Ideas

1. Art Subscription Box

Concept: Monthly curated art delivered to subscribers

Plan	Price	What's Included
Discover	₹999/month	1 emerging artist print + artist story
Collector	₹2,999/month	1 limited edition print + framing option
Patron	₹9,999/month	1 original small artwork + COA

Revenue Potential: 10,000 subscribers × ₹2,000 average = ₹2 crore/year

2. Art for Weddings

Concept: Art registry, wedding venue decoration, gifts

Service	Description	Price Range
Wedding Art Registry	Guests gift art instead of items	Commission-based
Venue Decoration	Rental art for wedding events	₹50,000 - ₹5 lakh
Personalized Portraits	Commission wedding portraits	₹10,000 - ₹1 lakh

Market Size: 10 million weddings/year in India, ₹3.5 lakh crore industry

3. Corporate Art Programs

Concept: End-to-end art solutions for offices

Service	Description	Revenue Model
Office Curation	Select art for entire office	Project fee + commission
Rotating Collection	Quarterly art refresh	Monthly rental
CSR Art Projects	Artist workshops for employees	Event fee
Art as Employee Benefit	Art purchase allowance	Commission

Target: 500 corporates \times ₹5 lakh/year = ₹25 crore/year potential

4. Art Investment Fund

Concept: Fractional ownership of high-value art

Feature	Details
Minimum Investment	₹10,000
Art Selection	Blue-chip Indian artists
Holding Period	3-5 years
Expected Returns	10-15% annually
Platform Role	Fund manager + curator

Regulatory Note: Requires proper structuring, possibly as AIF

5. Artist Residency Program

Concept: Partner with hotels for artist stays

Model	Details	Revenue
Hotel provides accommodation	Artist creates during stay	Artwork sales revenue share
Duration	2-4 weeks	Commission on resulting art
Exhibition	Art show at hotel	Event ticket + sales

Benefit: Unique content, hotel differentiation, artist support

6. Art Education Platform

Concept: Online/offline art courses

Course Type	Price Range	Instructor
Beginner Painting	₹2,999-9,999	Platform artists
Art Appreciation	₹999-4,999	Curators
Art Investment	₹4,999-14,999	Market experts
Studio Workshops	₹5,000-25,000	Established artists

7. Art Touring Exhibitions

Concept: Traveling exhibitions across India

Format	Cities	Duration	Revenue
Emerging Artists Showcase	5 cities	2 months	Sales + ticket
Thematic Collections	3 cities	1 month	Sales + sponsor
Artist Retrospectives	8 cities	4 months	Ticket + sales

8. Art Storage & Vaulting

Concept: Secure art storage service

Service	Price	Includes
Basic Storage	₹500/month per piece	Climate control, insurance
Premium Storage	₹1,500/month per piece	+ Viewing room access
Collection Management	Custom	+ Cataloging, rotation

Target: Collectors with 50+ pieces, institutions

9. Print-on-Demand Partnership

Concept: Licensed reproductions with artist revenue

Product	Price Range	Artist Share
Art Prints	₹999-4,999	50%
Canvas Prints	₹2,999-14,999	50%

Product	Price Range	Artist Share
Home Decor (cushions, etc.)	₹599-2,999	40%
Phone Cases	₹499-999	40%

Partner: Tie-up with printing partners, we handle licensing

10. AI Art Advisor

Concept: AI-powered art recommendations

Feature	Description	Benefit
Style Matching	Upload room photo, get art suggestions	Better conversion
Collection Building	AI suggests next purchase	Increase basket size
Investment Insights	AI predicts artist trajectory	Value-add for collectors
Virtual Placement	AR to see art on your wall	Reduce returns

14. Implementation Roadmap

Year 1: Foundation

Quarter 1 (Month 1-3)

- Incorporate company
- Complete legal documentation
- Hire core team (3-4 people)
- Begin platform development
- Start artist outreach (target: 50)

Quarter 2 (Month 4-6)

- Launch MVP (web only)
- Onboard 100 artists
- Enable basic authentication
- Process first transactions
- Begin hotel conversations

Quarter 3 (Month 7-9)

- Add rental functionality

- Launch NFC integration
- First hotel partnership live
- Onboard 250 artists
- Mobile app development begins

Quarter 4 (Month 10-12)

- Launch mobile apps
- 500 artists onboarded
- 3 hotel partnerships
- AI monitoring live
- ₹50 lakh GMV achieved

Year 2: Validation

- Expand to Mumbai & Delhi
- 2,000 artists
- 15 hotel partnerships
- Launch all 4 user plans
- Corporate art program pilot
- ₹3 crore GMV
- Consider angel investment

Year 3: Scale

- Pan-India presence (8 cities)
- 10,000 artists
- 50 hotel partnerships
- Art subscription box launch
- Wedding art service
- ₹15 crore GMV
- Seed/Series A funding

15. Budget Estimates

First Year Budget

Category	One-Time	Monthly	Annual
Legal & Setup	₹3 lakh	-	₹3 lakh

Category	One-Time	Monthly	Annual
Technology	₹2 lakh	₹60,000	₹9.2 lakh
Team (5 people)	-	₹2.5 lakh	₹30 lakh
Marketing	-	₹50,000	₹6 lakh
Office	₹1 lakh	₹30,000	₹4.6 lakh
Hotel Setup (3)	₹6 lakh	-	₹6 lakh
Miscellaneous	-	₹30,000	₹3.6 lakh
Buffer (15%)	-	-	₹9.4 lakh
TOTAL YEAR 1			₹71.8 lakh

Funding Requirement by Phase

Phase	Amount Needed	Source
Phase 1	₹70-80 lakh	Bootstrapped + F&F
Phase 2	₹1-2 crore	Angel investment
Phase 3	₹5-10 crore	Seed round
Phase 4	₹25-50 crore	Series A

16. Risk Assessment & Mitigation

Key Risks

Risk	Likelihood	Impact	Mitigation
Low artist adoption	Medium	High	Generous early terms, community building
Low buyer traction	Medium	High	Hotel galleries for visibility, marketing
Competition	Medium	Medium	Differentiate on authentication + rental
Hotel partnership delays	Medium	Medium	Multiple parallel conversations
Technology issues	Low	High	Use proven technologies, regular testing
Regulatory changes	Low	Medium	Legal counsel, compliance focus
Economic downturn	Medium	Medium	Rental model provides stability

Risk	Likelihood	Impact	Mitigation
Insurance claims	Medium	Low	Partner with established insurers

Competitive Advantages

Advantage	Description	Defensibility
Triple Authentication	Blockchain + NFC + AI	High (technology + trust)
Rental Platform	First mover in India	Medium (can be copied)
Hotel Network	Physical presence	High (relationships)
Legal Tools	Evidence generation	Medium
Artist Community	Loyal artist base	High (network effect)

17. Glossary & Resources

Glossary

Term	Explanation
Blockchain	Digital record-keeping system that cannot be altered
NFT	Non-Fungible Token - Unique digital certificate
COA	Certificate of Authenticity
NFC	Near Field Communication - Tap-to-read technology
Provenance	History of ownership of an artwork
GMV	Gross Merchandise Value - Total value of goods sold
Take Rate	Percentage of GMV that platform keeps as revenue
CAC	Customer Acquisition Cost
LTV	Lifetime Value of a customer
Escrow	Secure holding of payment until delivery confirmed

Key Resources

Government:

- Copyright Office India: <https://copyright.gov.in/>
- Startup India: <https://www.startupindia.gov.in/>
- MCA (Company Registration): <https://www.mca.gov.in/>
- GST Portal: <https://www.gst.gov.in/>

Technology:

- AWS India: <https://aws.amazon.com/>
- Razorpay: <https://razorpay.com/>
- Polygon: <https://polygon.technology/>

Industry:

- Art Basel Reports: <https://www.artbasel.com/>
 - Indian Art Market Reports (Hurun)
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Summary: Why This Will Succeed

1. **Right Market:** Indian art market growing at 14.9% CAGR
2. **Right Timing:** Technology mature, HNI wealth increasing
3. **Right Model:** Hybrid (digital + physical), multiple revenue streams
4. **Right Differentiation:** Triple authentication, rental, hotel presence
5. **Right Approach:** Bootstrap first, prove model, then scale with funding

The platform solves real problems for all stakeholders:

- Artists get protection, steady income, visibility
 - Buyers get authenticity, convenience, options
 - Resellers get provenance, analytics, liquidity
 - Aggregators get scale, curation, efficiency
 - Hotels get differentiation, revenue, zero investment
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Confidentiality: For authorized stakeholders only

This comprehensive plan provides a roadmap for building India's premier authenticated art marketplace. Success requires execution excellence, market timing, and continuous adaptation based on feedback.