

ARTLEAGUE

Intelligent Trading for Contemporary Art



Context:

The global art market is worth **US\$63.7 billion**.

The majority of this value is protected within an ecosystem constrained by subject matter expertise.

Problem:

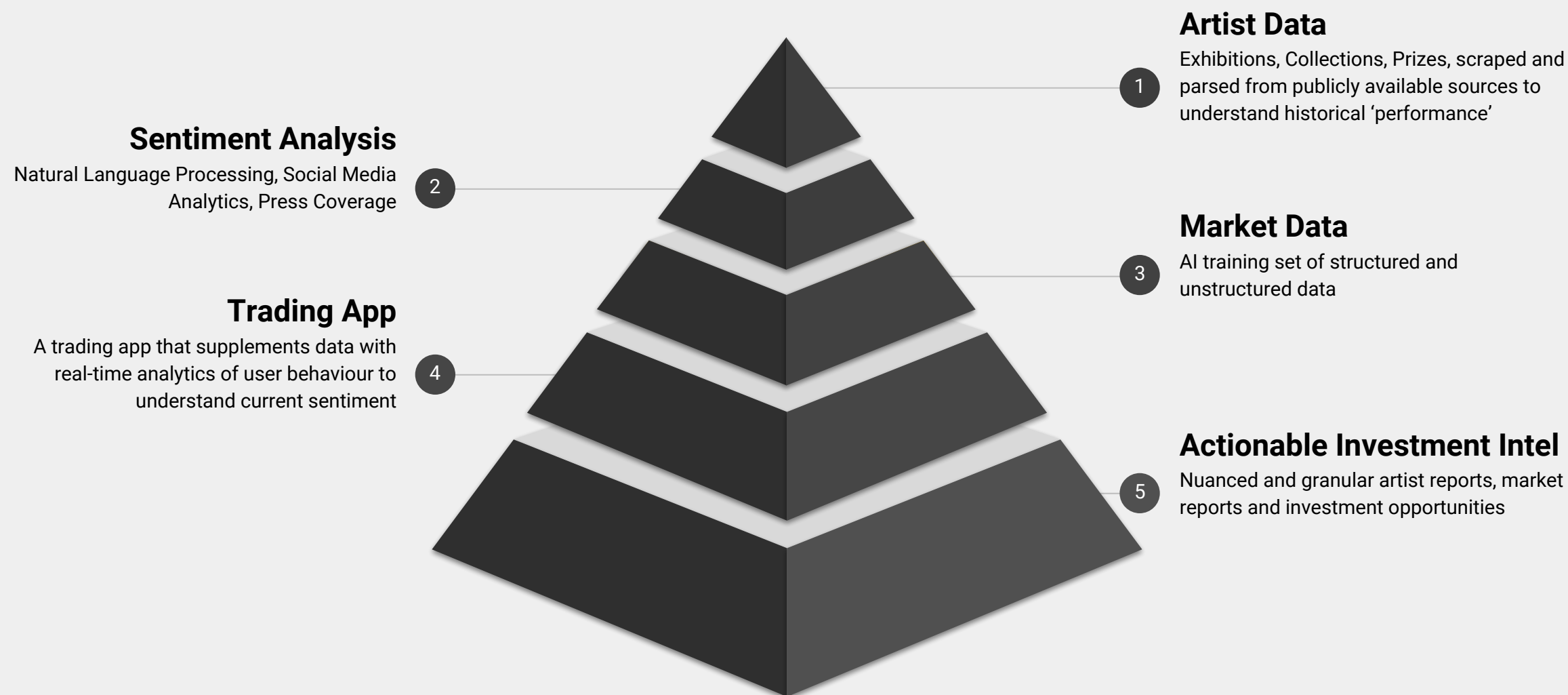
Primary art market data is scarce and unreliable

The art market has largely resisted disruption

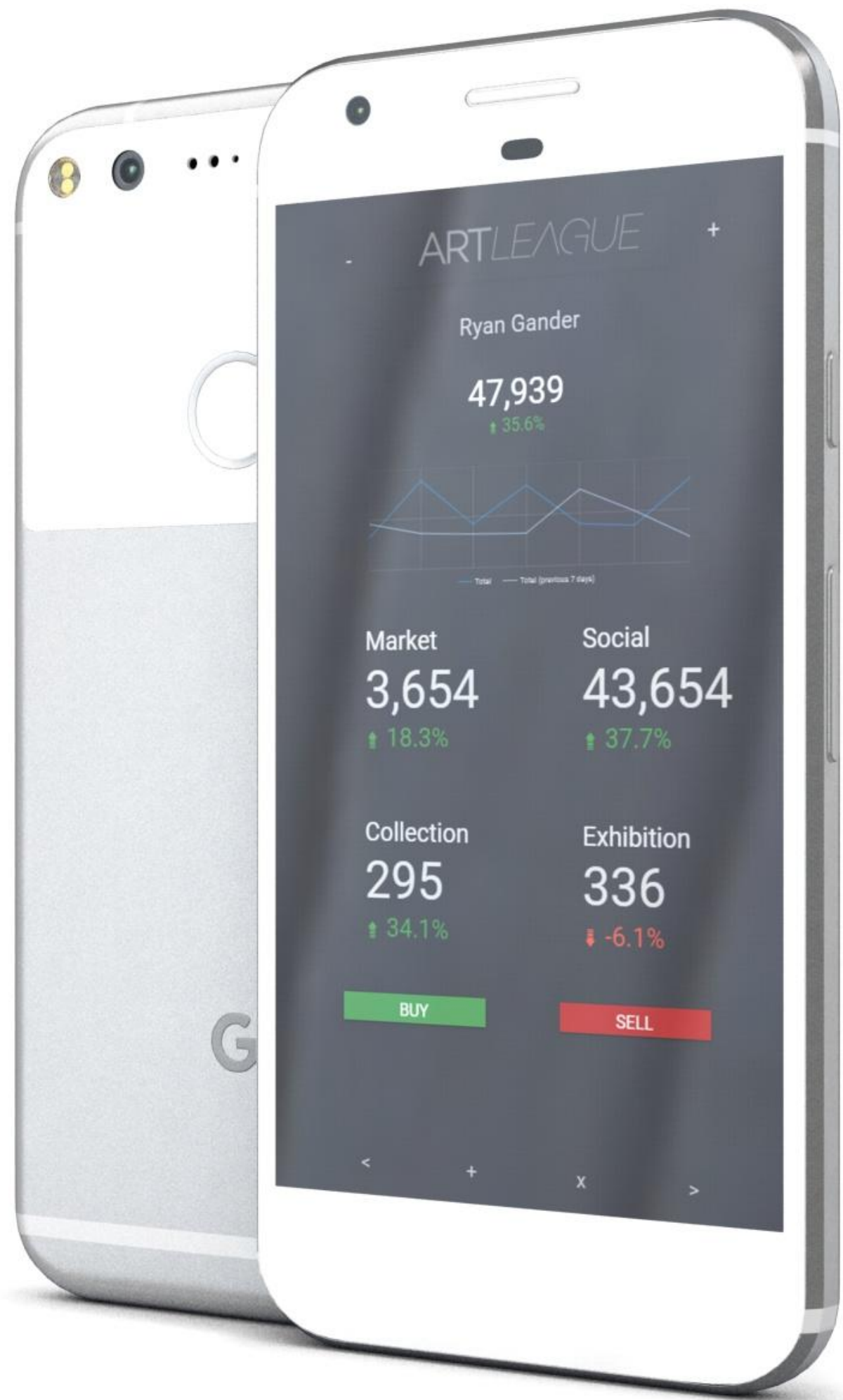
Solution:

an **Intelligence Engine** that reveals hidden patterns and investment opportunities through **AI**, supplemented by dynamic sentiment data collected through ***ArtLeague***,
an art market trading app

Intelligence Engine



The Trading App



Each artist has a value based on your share of their 'stocks'.

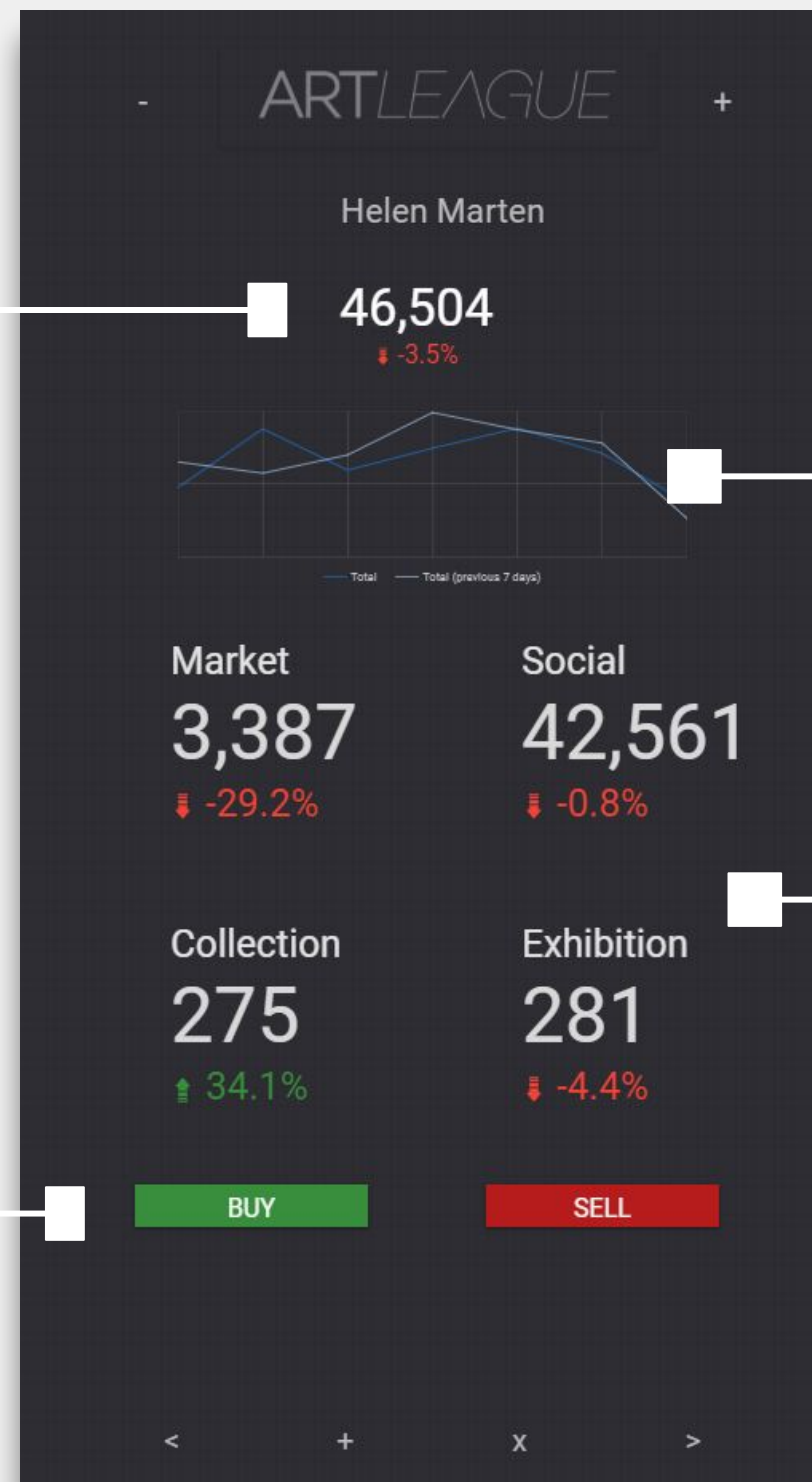
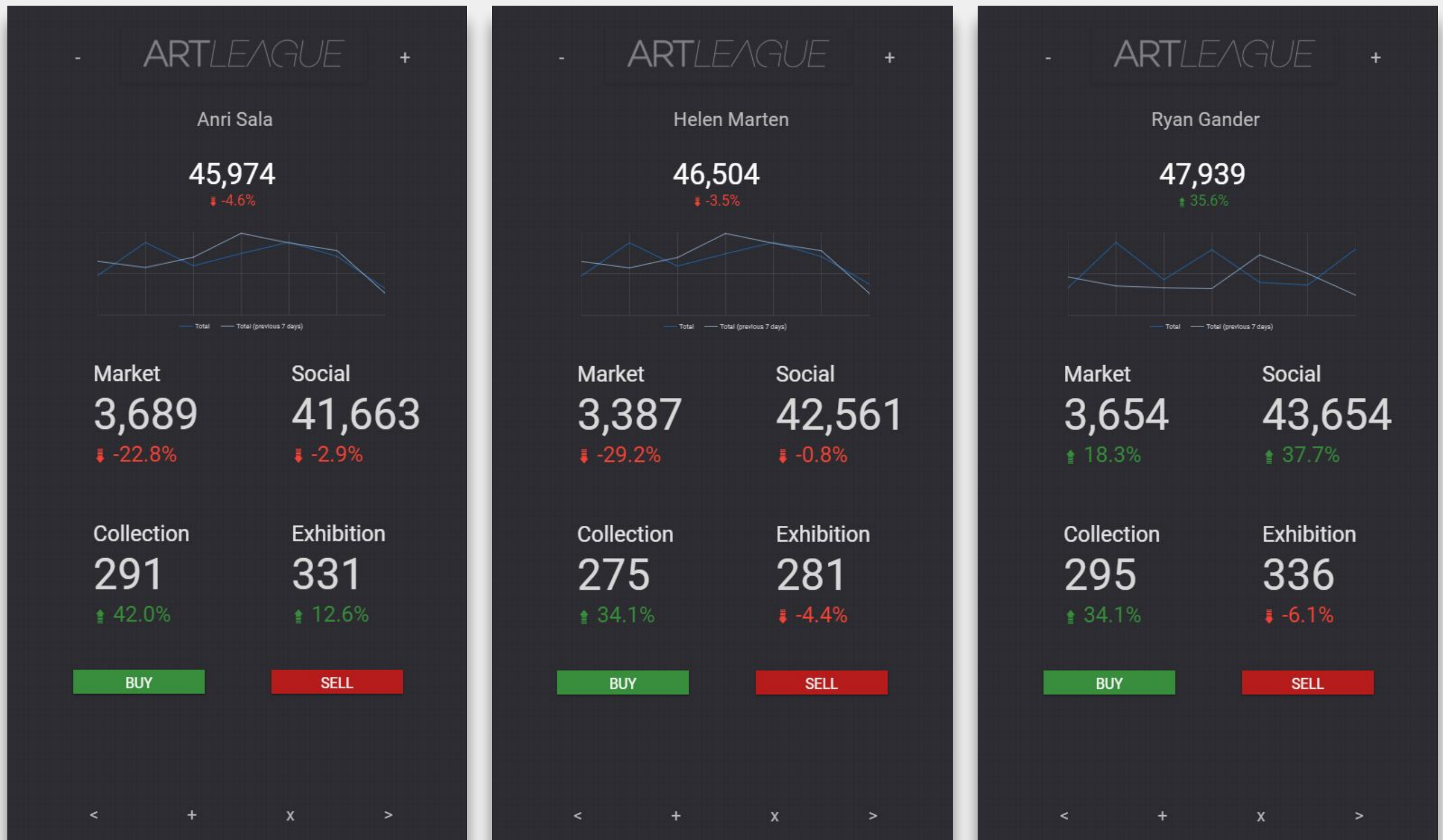


Chart trends show performance

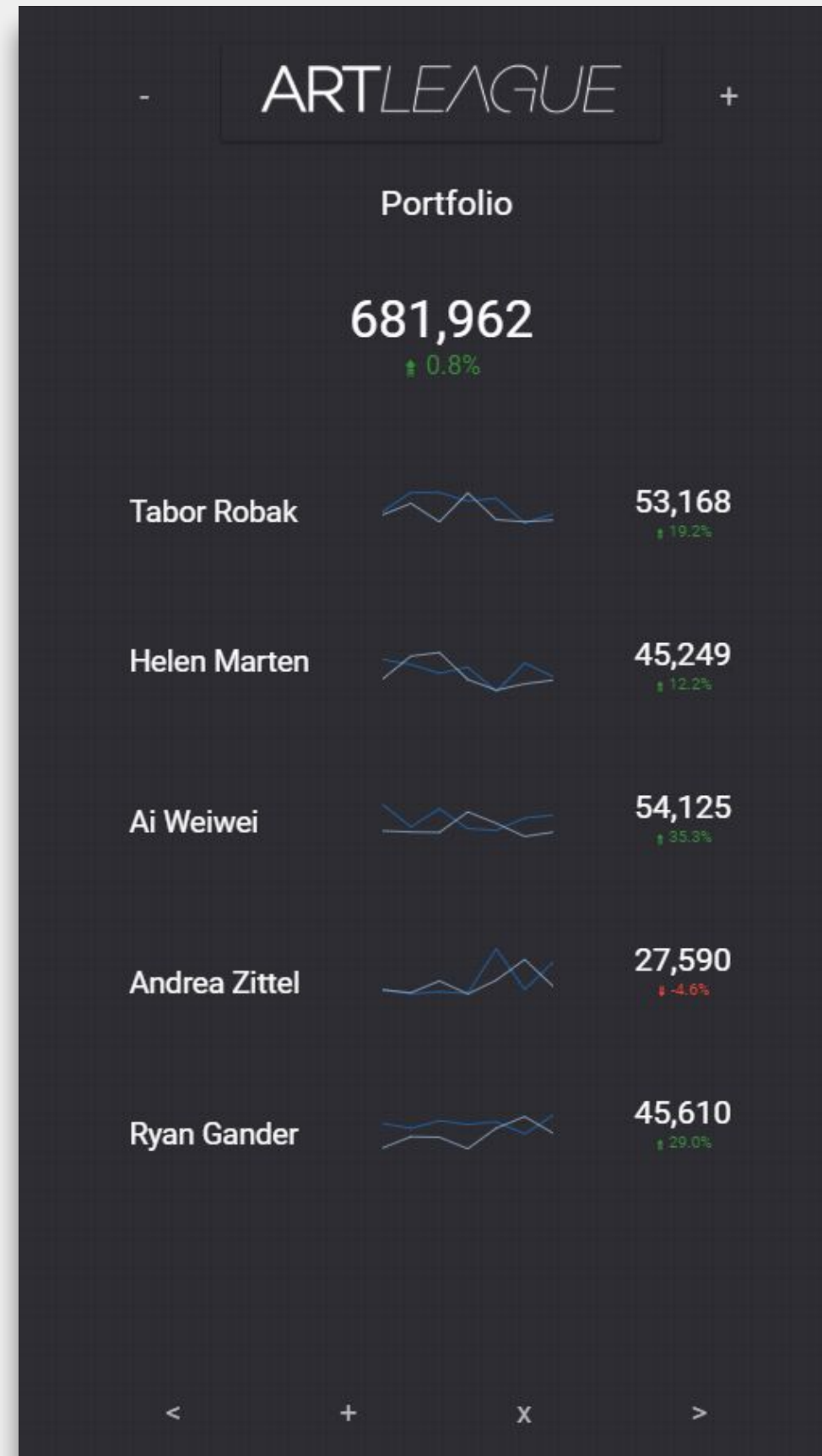
Artist value is based on aggregate measures of market and sentiment data

Buy and Sell 'stocks' in the artist to build your portfolio

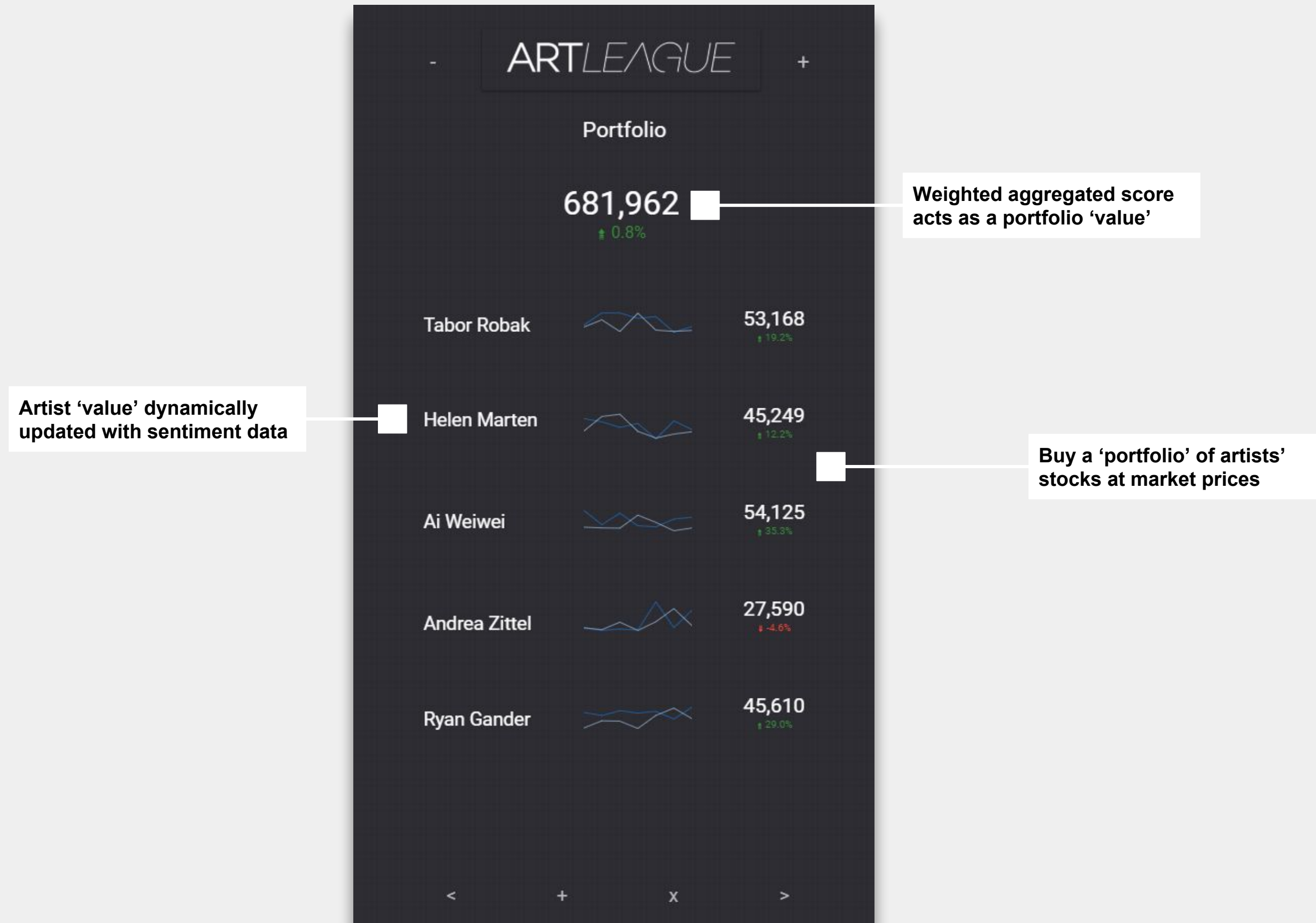
Build your portfolio of artists



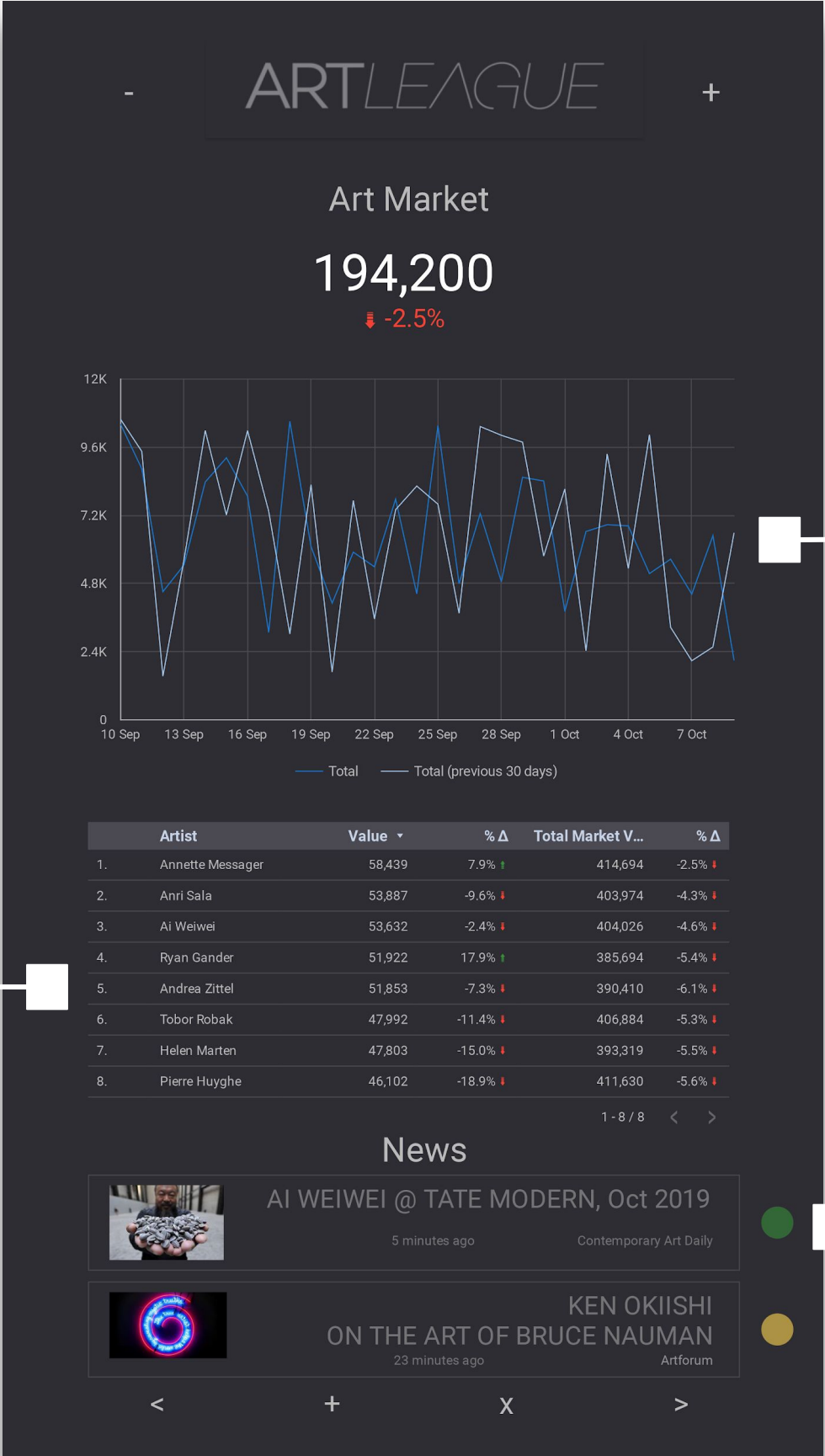
Artists valued across 4 categories



Track your portfolio



Understand Performance

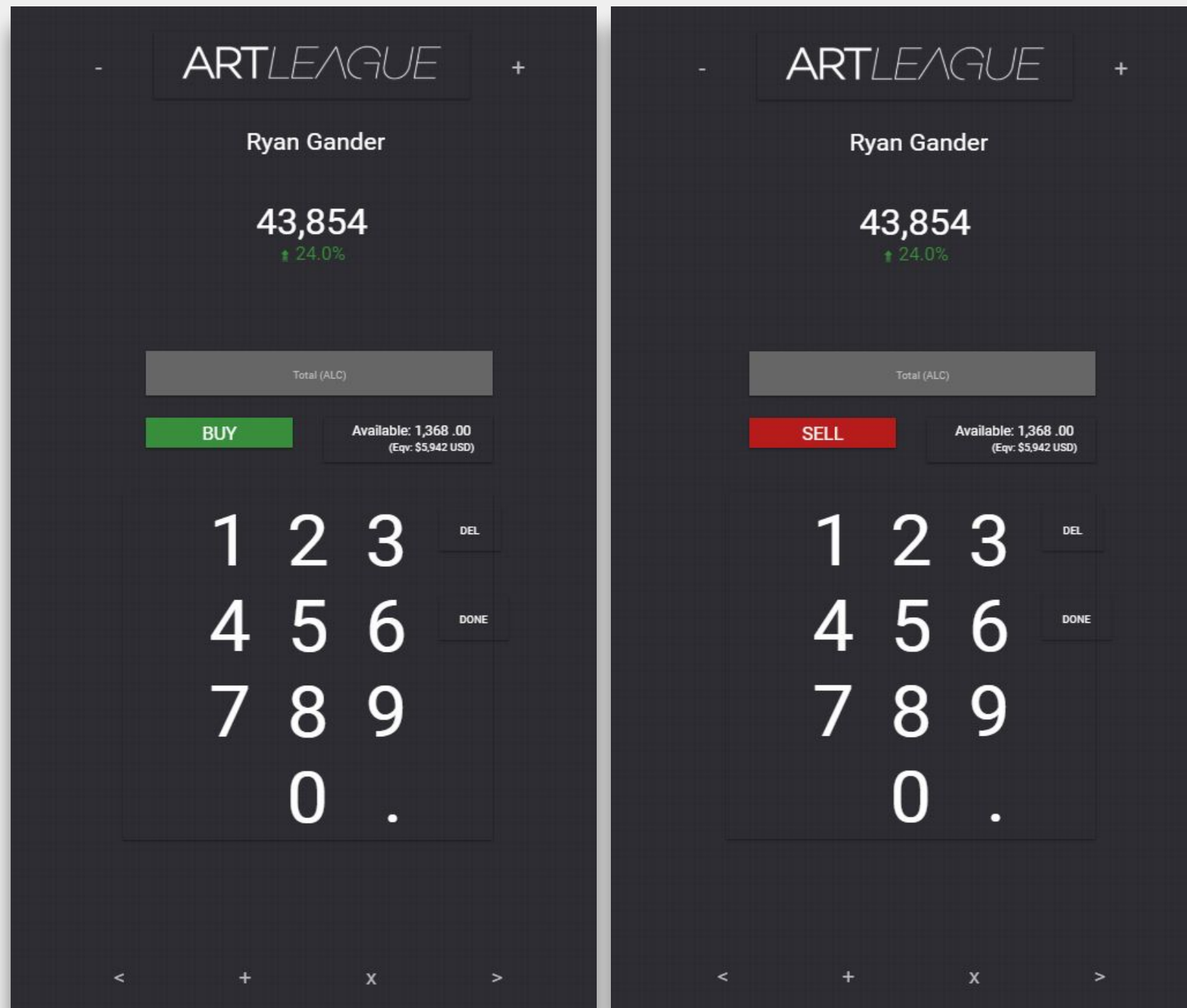


See artist performance and identify targets

Track the market's performance

News and sentiment analysis (green = positive, yellow neutral, red negative)

Scan the market



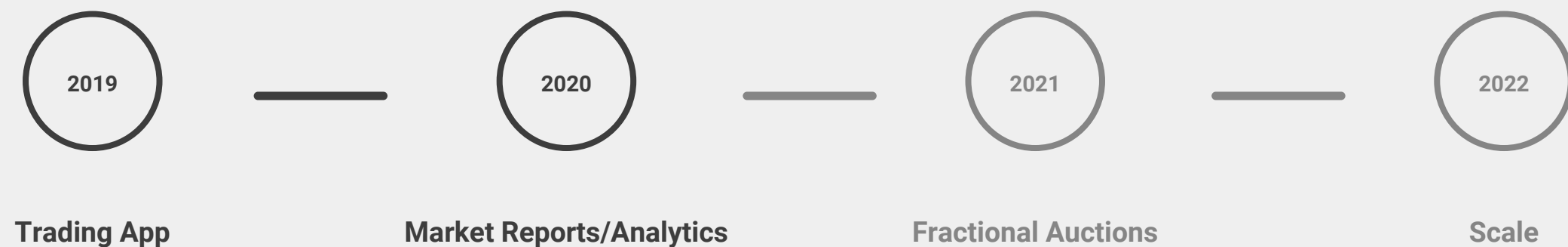
Trade

The screenshot shows the ARTLEAGUE mobile app interface. At the top, the ARTLEAGUE logo is centered between minus and plus signs. Below the logo, the artist's name "Ryan Gander" is displayed. The current price is "43,854" in a large font, with a green upward arrow and "24.0%" indicating a price increase. Below the price, there is a grey bar labeled "Total (ALC)". To the left of this bar is a green "BUY" button. To the right is text indicating "Available: 1,368 .00 (Eqv: \$5,942 USD)". Below these elements is a numeric keypad with digits 1-9, 0, and a decimal point. To the right of the keypad are "DEL" and "DONE" buttons. At the very bottom, there are four navigation icons: a left arrow, a plus sign, a multiplication sign, and a right arrow.

Trade artist 'stocks' like you would on the markets. Set price and volume. Check available wallet.

Set your bids and calls

Business Model - Product Timeline



MONETISATION

- Intelligence reports (primary revenue) target = 24 @ \$2500 = \$70k
- Optional: fantasy league subscription
- Optional: first / early access

Target = at least \$70k

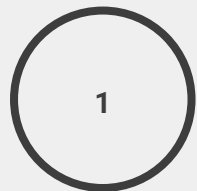
MONETISATION

- Intelligence reports target = 96 annually @ \$2500 = \$240k
- Custom gallery & institutional reporting = 12 @ >\$10k = \$120,000
- Fantasy league subscription \$10 entry @ 5000 users = \$50k

= at least \$410k

ARTLEAGUE

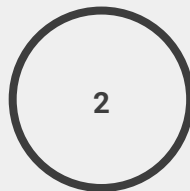
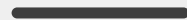
Business Model - Revenue



Intelligence in a Box

\$2500 / generalised reports

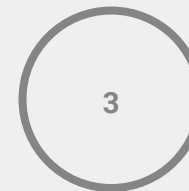
Trends analysis, macro perspectives



Custom Reporting

\$5k-\$25k / report

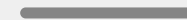
Galleries, collectors, consultants



Commissions

5-10% consulting and analysis fee for primary market sales

Dynamic CPM on content

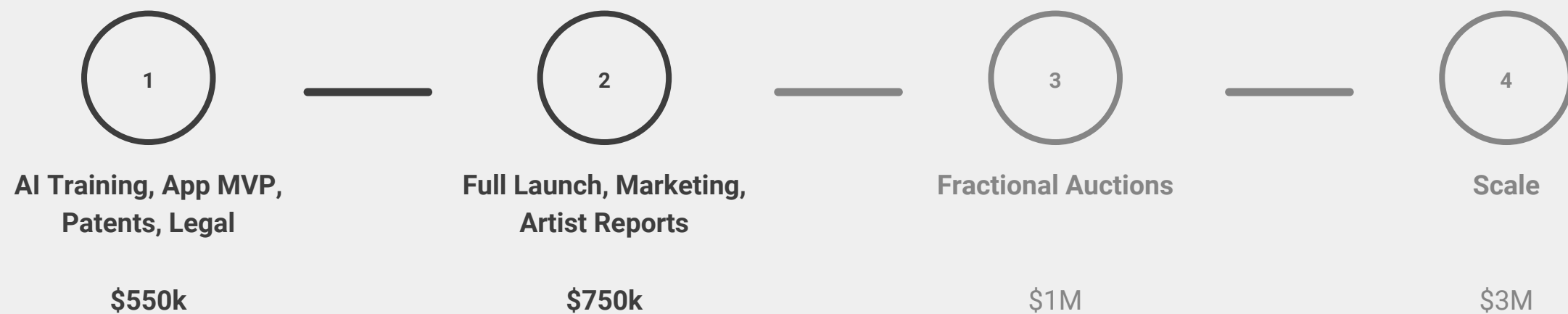


App Advertising/User Subscriptions

League \$5/user/month subscription

Data feed or API access
\$5k / month

Business Model - Costs



Our target is 1% of the
US\$63.7 Billion global art market
within 5 years

Competition

The ArtTactic logo consists of the word "ArtTactic" in a white, sans-serif font, with a registered trademark symbol (®) to the upper right of the "c". The text is centered within a solid black square.

ArtTactic®

*Secondary market focus,
quiz-based 'forecaster'.*

*No direct competition,
different model.*

The Artsy logo features the word "ARTSY" in a bold, black, sans-serif font. The letters are spaced out, with a small vertical line positioned below the letter "T". The entire logo is enclosed within a thin black rectangular border.

ARTSY

*Artsy's search engine and
database draw connections
and map relationships among
works of art.*

*Focus on the artwork, rather
than the artist.*

Data partner



Interest free loans for art buyers.

*The only database of primary
market sales.*

*Contains high-volume transactional
data for sub-\$5000 purchases,
providing a volume view of
emerging artists.*

AI partners



Leveraging co-founder Dr. Baden Pailthorpe's close links with computer science and AI researchers at Data61, and the 3Ai Institute, ANU. Connecting to R&D tax incentives, sponsoring research projects for AI grad students, and commissioning bespoke proprietary solutions.

Further potential partnerships:



About us

Team



Dr. Baden Pailthorpe
Founding partner
Director Contemporary Art,
Research

Baden is an artist, academic and expert in contemporary art. He has held over 100 exhibitions internationally, including the Centre Pompidou, Art Basel Hong Kong, and Palais de Tokyo. He is represented by Sullivan+Strumpf, Sydney | Singapore.

Baden works in both industry and academia with researchers in art, AI and engineering, having been most recently awarded tenure in Hybrid Art Practice at the Australian National University (ANU), Australia's top-ranked international university. He is co-founder of Blocumenta, an experiment in alternate forms of artistic economies underpinned by blockchain technologies.



Mr. Alex Vitlin
Founding partner
Director Digital Strategy &
Business development

Alex delivers business design and strategic advisory anchored in customer understanding. He leads Present Company Group's new business and strategy team, overseeing the design and execution of brand, business, content and media investments.

Alex brings experience as a former management consultant and editor to drive business, brand and customer strategies that are anchored in evidence to truly differentiate and scale. He works at an executive to operational level to improve IP, methodologies, processes and capability in his clients.

His key accounts globally include ESPN, Virgin, Ben Simmons, RMIT, Tencent and Woolworths EDG.

About us

Advisors

Dr. Denise Thwaites
Co-founder, Blocumenta
Postdoctoral Fellow, Art & Design
UNSW, former Associate Director,
Roslyn Oxley9 Gallery

Dr. Laura Lotti
Economic Space Agency
Blockchain, Contemporary
Art Markets & Fintech

Ms. Cristina Bowling
Ambassador Europe/Asia/Middle East,
Chanel
Communications & Marketing

Mr. Mathew Asquith
Security Engineer, Google
OpSec

We are looking for **AUD \$1.3M**
to fund stages 1 & 2

in return for **30%** equity

ArtLeague is a Petricore project.

Petricore creates intelligence and technology services for contemporary art trends and investments.

Dr Baden Pailthorpe, Founder - +61 421 720 667

Alexander Vitlin, Founder - +61 424 721 856

ARTLEAGUE

Build your portfolio

