



Muzing

Discover temporary exhibitions and find someone to go with



WHAT IS MUZING

The first museum app combining our interest in exhibitions with our social motivation to attend.

Muzing focuses on temporary exhibitions at destination museums around the world to connect people interested in seeing the same shows.

PROBLEM

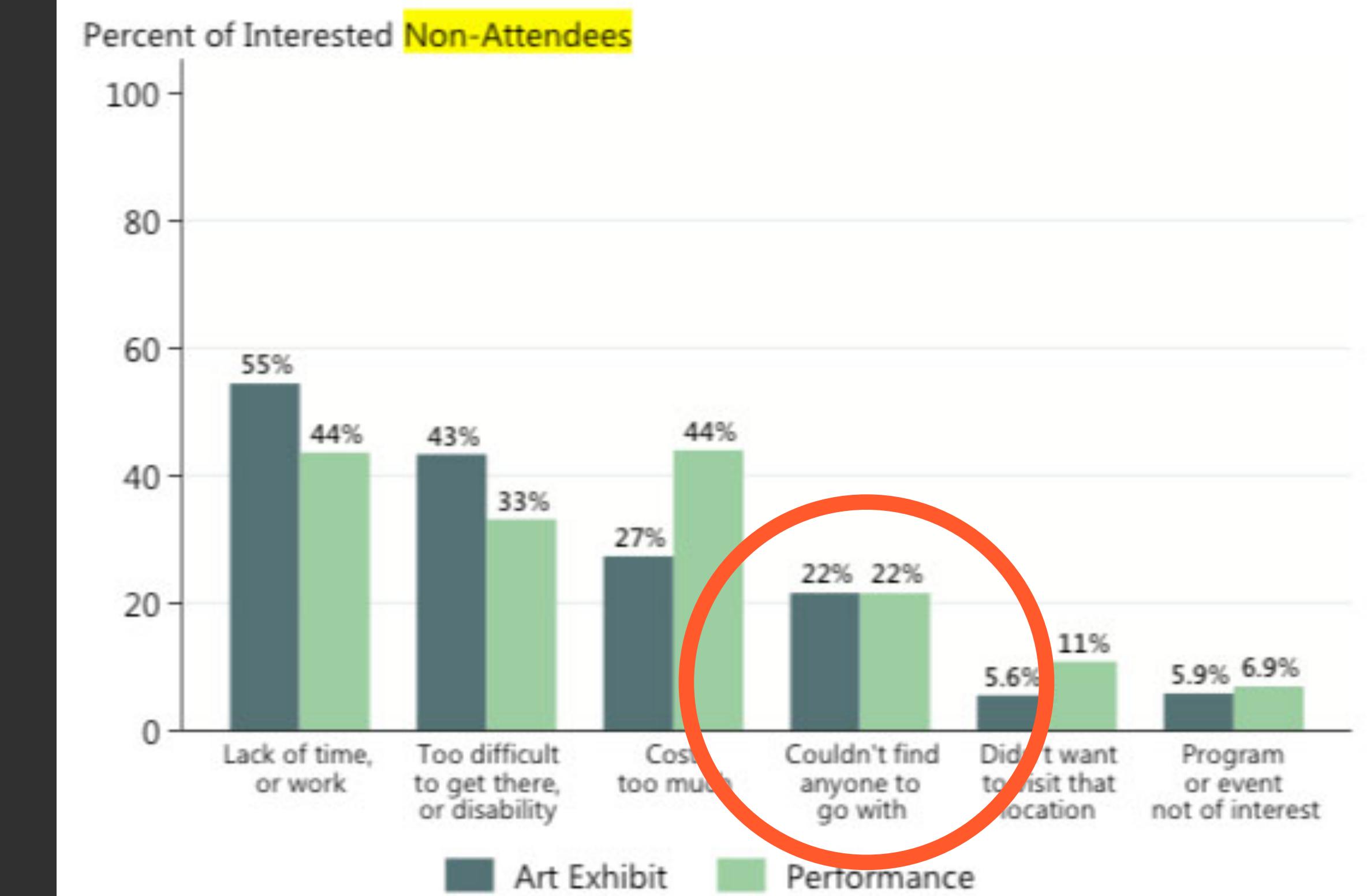
FINDING SOMEONE TO GO WITH

22% of *interested non-attendees* couldn't find someone to see an exhibition with

VISIBILITY Poor awareness at the exhibition level

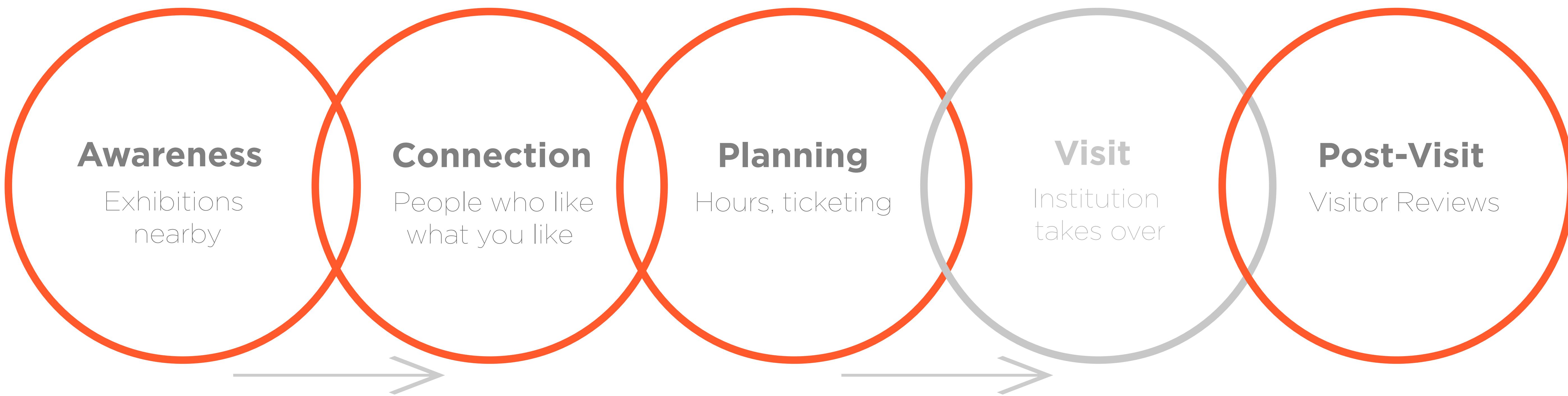
DATA (B2B) Lack of a centralized, international audience dataset

Figure II-5. Percentage of U.S. Adults Who Were Interested in, but Did Not Attend, the Visual and/or Performing Arts in the Past 12 Months, by Most Recent Event They Wanted to Attend and Barriers to Not Doing So (2012) - National Endowment for the Arts



SOLUTION

Target the visitor trajectory from awareness (*pre-visit*) to exhibition reviews (*post-visit*) by making it easy to find someone to go with



OPPORTUNITY



Public



Global resource
for a global community



Museums

To capture the local and international cultural audience segment
by applying a software-defined network approach to the global
cultural ecosystem.

MARKET VALIDATION

“Votre vision des deux côtés de l'Atlantique est très originale et j'espère que culturaliv* va se développer”

Head of Digital at the Centre Pompidou

Museums, hospitality groups and visitors (2015 NEA study) validate the need we are addressing:

- Monnaie de Paris
- Centre Pompidou
- Peabody Essex
- Cooper Hewitt
- Guest Trotter
- Hotel Le Montholon
- National Endowment for the Arts



MARKET DYNAMICS

Consolidated (museum and online connections)

USD 4.5 BILLION +

Addressable global market

30% INCREASE

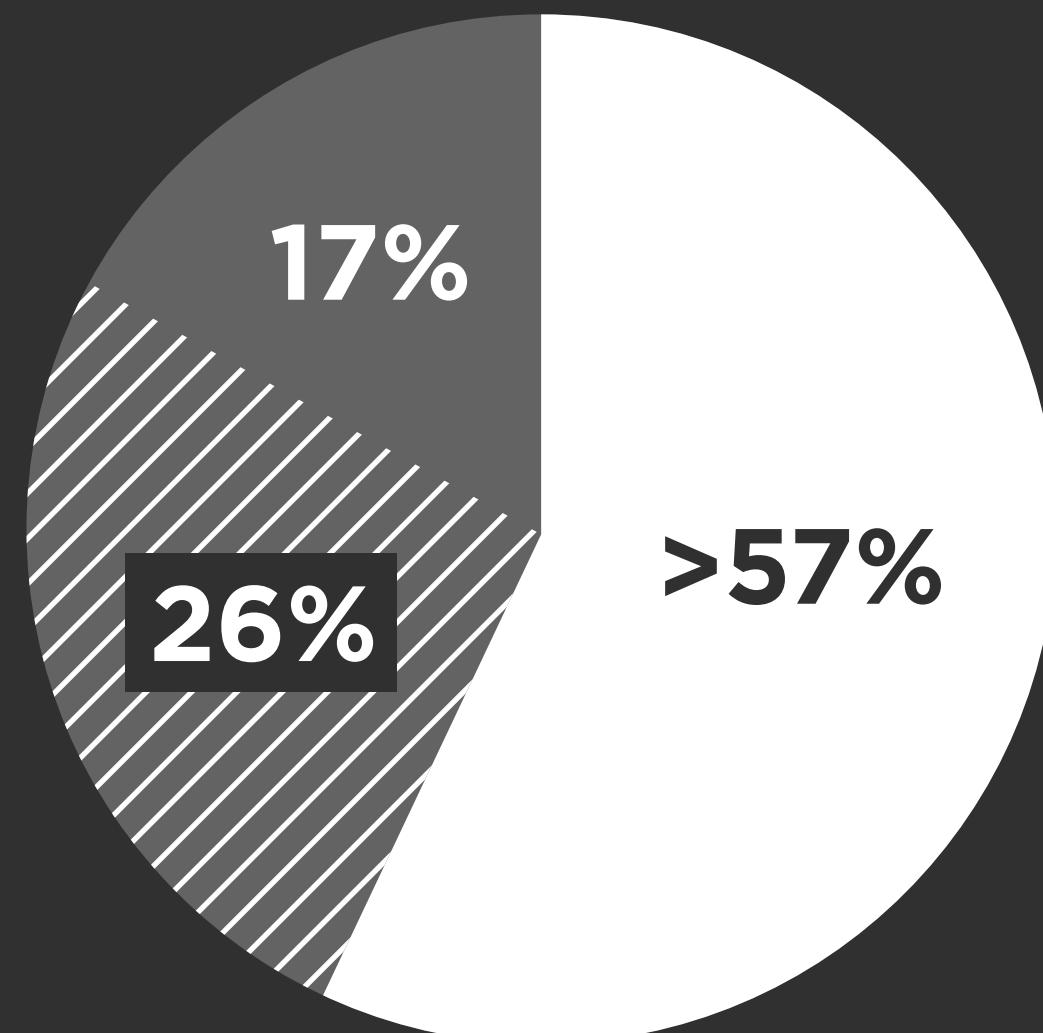
in the number of museum visitors
between 2010 and 2015

25% LIKELY VISITORS

or High Propensity Visitors, are
between the age of 25-34 (11 million in
the US alone)

180 MILLION

Visitors to the 100 largest
museums around the world



- Europe
- ▨ Latin America & Asia-Pacific
- North America

22% INTERESTED VISITORS

but “non-attendees said they
ultimately didn’t attend because they
could not find someone to go with”

70% ON MEETING APPS

are between 16-34; 55-64 segment has doubled

1/3 OF THOSE USERS

have never physically met someone
with whom they matched

SOCIAL DYNAMICS



ART WORKS.
arts.gov

National Endowment for the Arts says “socializing with friends and family members is the most common motivation for arts attendance” (and 25% of interested non-attendees didn’t go because they *couldn’t find someone to go with*)



The Art Newspaper says 180 million annual visitors to the 100 largest museums by exhibition attendance around the world



E-harmony says common interests and looks are the most important factors in online connections



Pew Research says attitudes towards meeting online are increasingly positive

PERCEPTIONS ARE CHANGING

Culture is anything from Caravaggio to Coachella, Tannhauser to taco trucks

Museums have evolved from libraries of artifacts to civic and social spaces

Forging meaningful connections online is no longer taboo

WHAT'S OUT THERE



TEAM

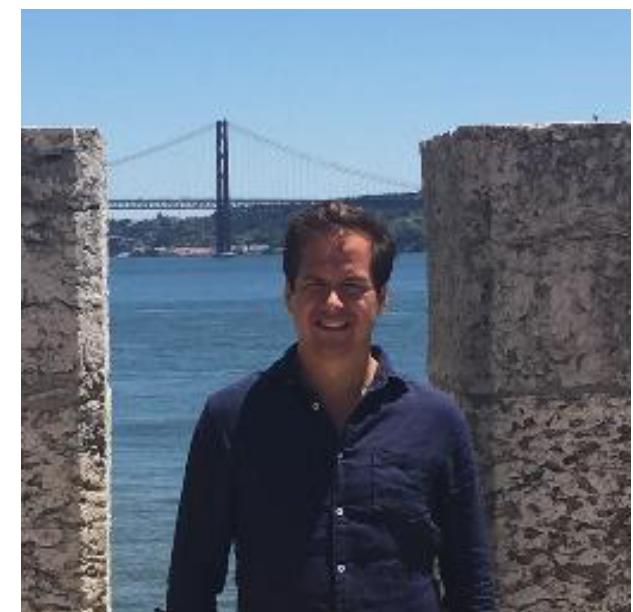
We are cultural consumers, entrepreneurs and professionals



TIMOTHY HECKSCHER

Founder: 10 years business development and strategy; 8 years Board of Trustees at the Heckscher Museum of Art

[Link to Profile](#)



ANTOINE AYGUESPARSSE

Technology: 10 years website development experience

[Link to Profile](#)



AURELIE HAYOT

Communications & Marketing: 10 years communications at CAC 40-listed company

[Link to Profile](#)



JEAN-JACQUES NEUER

Legal Counsel: Paris bar and Law Society in London; ex-member of Legal Affairs Department at the International Council of Museums

PRODUCT

A mobile application leveraging our existing social and content framework for a seamless user experience

Finding what you like and someone to go with

- Discover profiles of people nearby based on criteria and common interest in exhibitions

Seamless user experience

- Intuitive user interface integrating social and locational interests



Invision Wireframe



TARGET USER

- 25 - 45 years old
- Entrepreneurial, creative, w/ disposable income and prone to travel
- Passionate participant to interested non-attendee
- Prefers sharing experiences
- Living in major metropolitan centers: Paris, London, New York...



REVENUE MODEL

Value is in the community.

PAID PROMOTION

Supported by proprietary user data, Muzing offers an optimized event promotion solution enabling museums to target customizable audience segments (age, gender, interests and location)

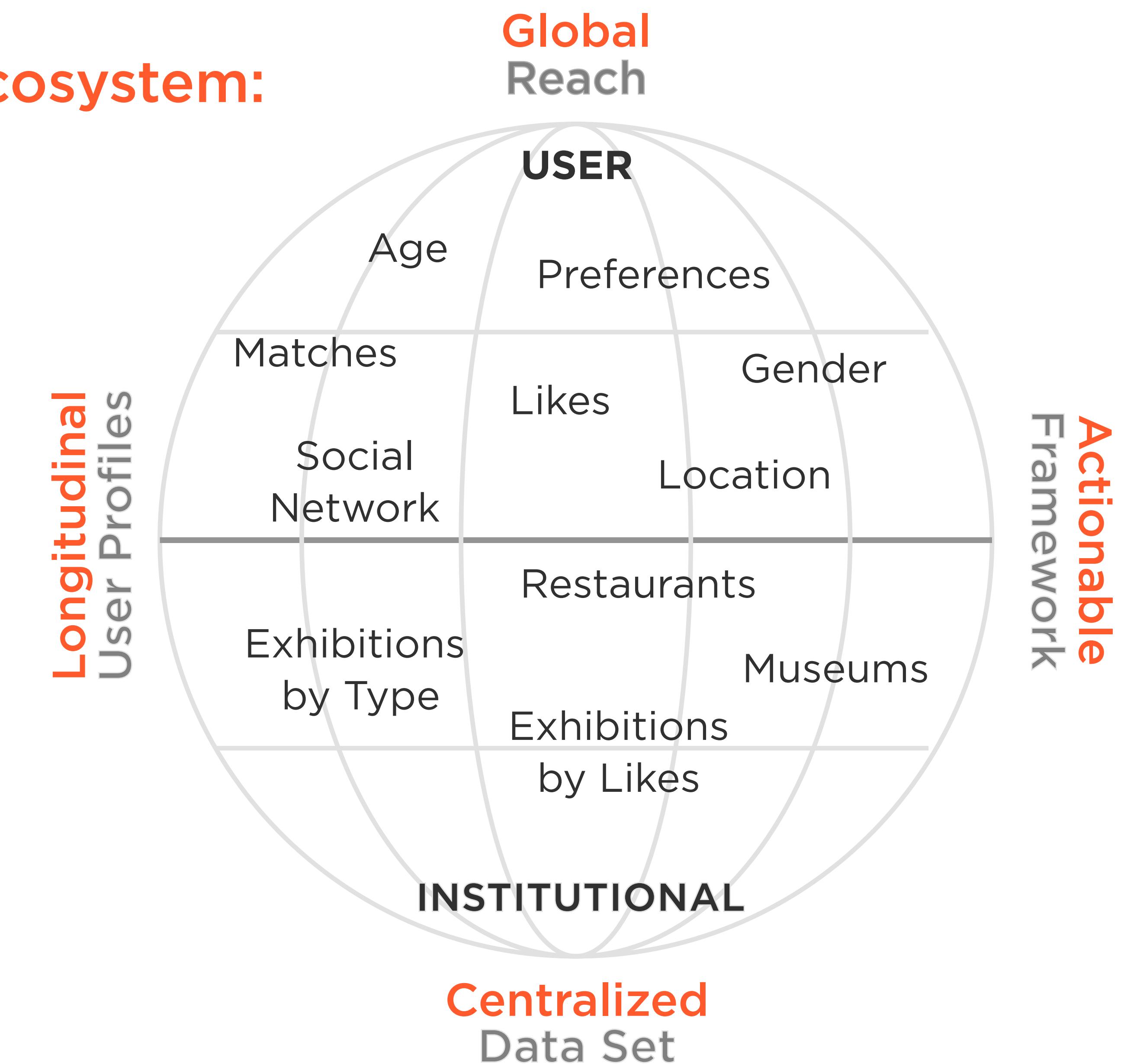
IN-APP PURCHASES

Paid features within the application for preferential access, premium content and other features enhancing the user experience

BIG DATA BECOMES KNOWLEDGE

Qualitative data supporting the cultural ecosystem:

- Targeting audience segments
 - Promotion
 - Marketing
- Data-driven institutional insights
 - Exhibitions
 - Loans
- Optimize user experience
 - Algorithm
 - Recommendations



WHY NOW



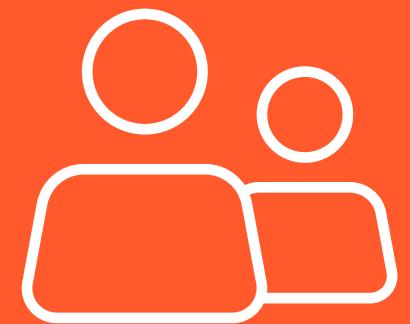
NOBODY ELSE IS DOING IT

There is currently no scalable offer targeting the social motivations of cultural attendees



COMPETITION

Cultural sector is in need of new distribution channels and datasets to compete for people's attention



BALL IS ROLLING

Museums and art centers have already been moving towards social channels (cafes, restaurants, gift shops...)



POSITIONING

We apply an entrepreneurial approach to the needs of a traditionally conservative space

DEVELOPMENT STRATEGY

First we conquer, then we earn

LOCAL LAUNCH

on international
framework

DEVELOP ECOSYSTEM

Users, product,
partnerships

GENERATE VALUE

Community and
revenue

2017
Launch culturaliv.com
+ culturalivMag blog

4Q 2018
Launch mobile application

1H 2019
25,000 users

Post-2019
User conversion
Segment expansion
API-level access

2Q'18
Capital for app. dev.

2H 2018
5,000 downloads
Partnerships

2019
Develop marketplace



FUNDING REQUIREMENTS

- EUR 150K 1Q 2019
- 15% equity

OBJECTIVES

- 1 User acquisition
- 2 System optimization and development
- 3 Data and analytics infrastructure

POST-RAISE CAPITAL DISBURSEMENT ('000S)

Operating expenses

Total Costs	150	
Technical Costs*	60	40%
Commercial Costs**	90	60%

*Technical: platform development and personnel

**Commercial: marketing (including UAC), T&E and personnel

KEY TAKE-AWAYS

- Muzing is the first global platform addressing the motivations of local and international cultural audiences
- Muzing satisfies visitor (information, experience) and institutional (visibility) needs by leveraging and exploiting existing market dynamics into a data-driven, scalable strategy





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