



minty

FIND AND HIRE
ILLUSTRATORS

**Minty was founded by industry professionals
and is backed by investors experienced in digital media space**

**Team with more than 25 years in media & advertising
(Bauer Media, News International London, Leo Burnett)**

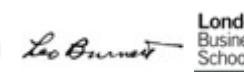
From team that launched OWL Agency, the leading European artist representative

**With key mentors from Next Media Accelerator Hamburg and Neulogy Ventures
(Nico Lumma, Meinolf Ellers, Jaro Luptak, Ivan Stefunko)**



**Petra
Kemkova**

CPO
*9yrs in publishing & digital
(Bauer Media, News Int.
London, launched OWL
Agency with Andrej & pro
illustrators)*



**Andrej
Kiszling**

CEO
*11yrs entrepreneur and
designer (Leo Burnett
Prague, launched own ad
agency that worked for
EON or AIG)*



**Fero
Kocúrik**

CTO
*9yrs front end developer
in Zoznam.sk (owned by
T-mobile) and Topky.sk
(1 mil unique visitors)*

**Trusted
by clients**



Winkreative

Publishers and marketers desperately need visual content. Finding and working with artists is stuck in 20th century



Key problems of visual freelancers market

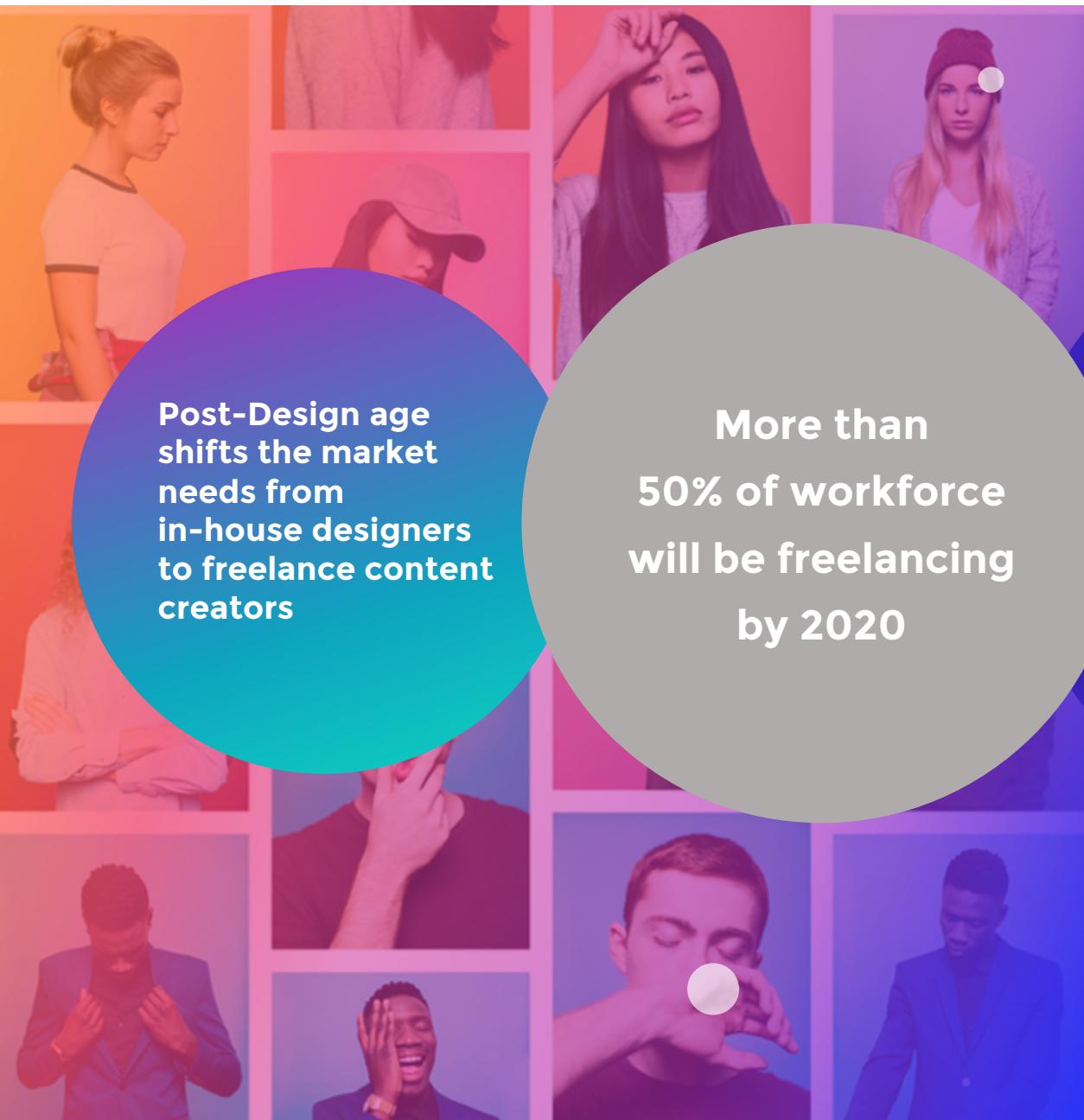
Where to find artist?



How to manage creatives?

Which IP rights should be covered?

Illustrators and visual artists are looking for freelance platform, which would manage their digital careers



Post-Design age shifts the market needs from in-house designers to freelance content creators

More than 50% of workforce will be freelancing by 2020

\$49 bil
market with visual freelancers

540 million people will benefit from online market platforms in 2025

Source: McKinsey & Co "Future of Work" report

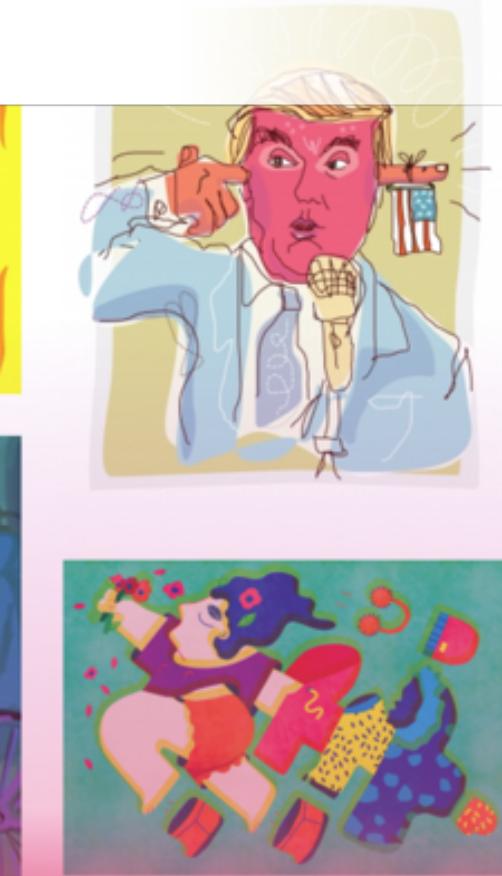
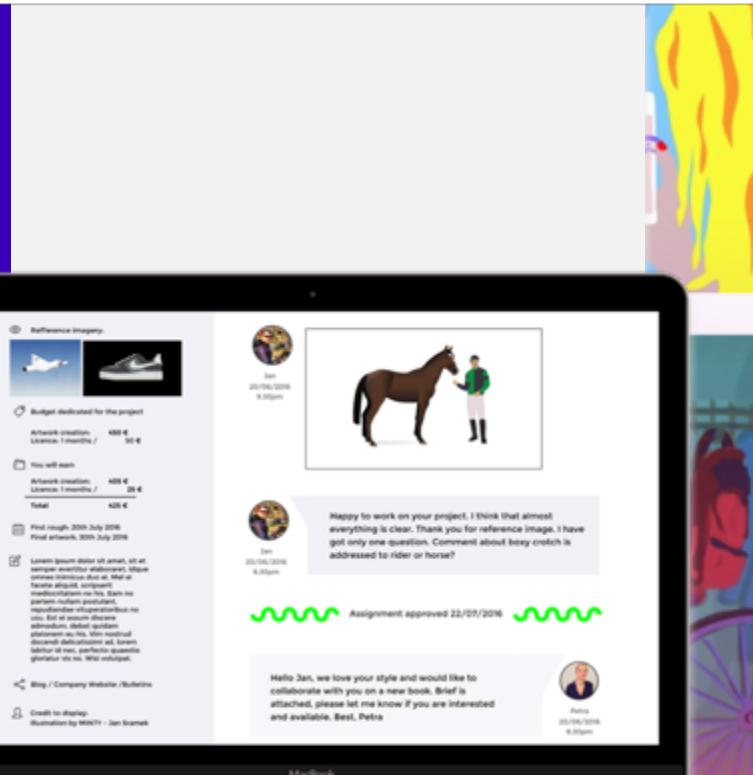
Minty makes finding good artists simple, collaboration transparent and licensing easy as a snap



2

Direct Contact

Minty guides you through writing brief and budgeting



Minty is the first freelancer platform with automated IP license management for artworks

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Find Artists

Post a job and have illustrators come to you.
Job posting starts from 97 Eur

1

Direct Contact

You search illustrators
Direct Contact starts from 97 Eur

2

Collaboration

Feedback and files on one place
We take up to 10% from collaboration

3

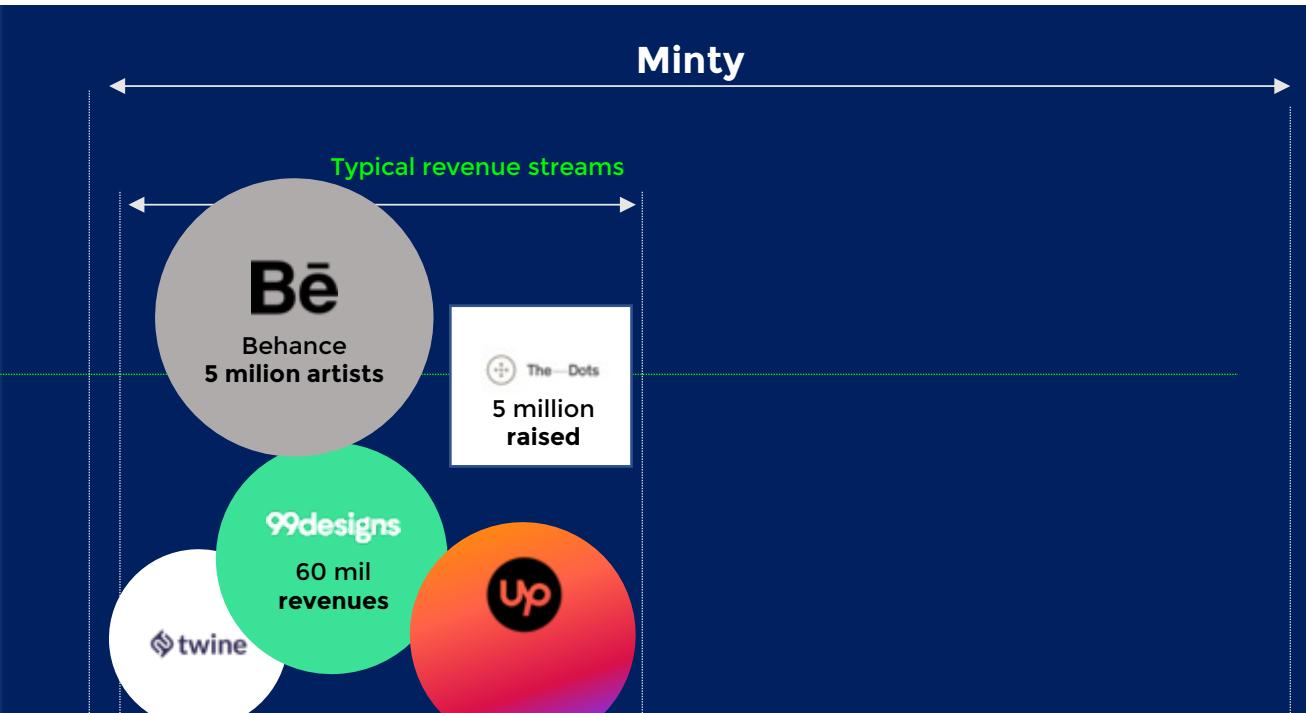
Licenses and IP rights automation

Buy or renew image licenses. Minty tracks and calculates value of license for clients and artists

4

Royalty free licenses

Artist can offer their license free artworks for resale in Minty Stock



Macrostocks
(iStock,
Shutterstock)

IP licensing is our main revenue stream

minty

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3 Collaboration

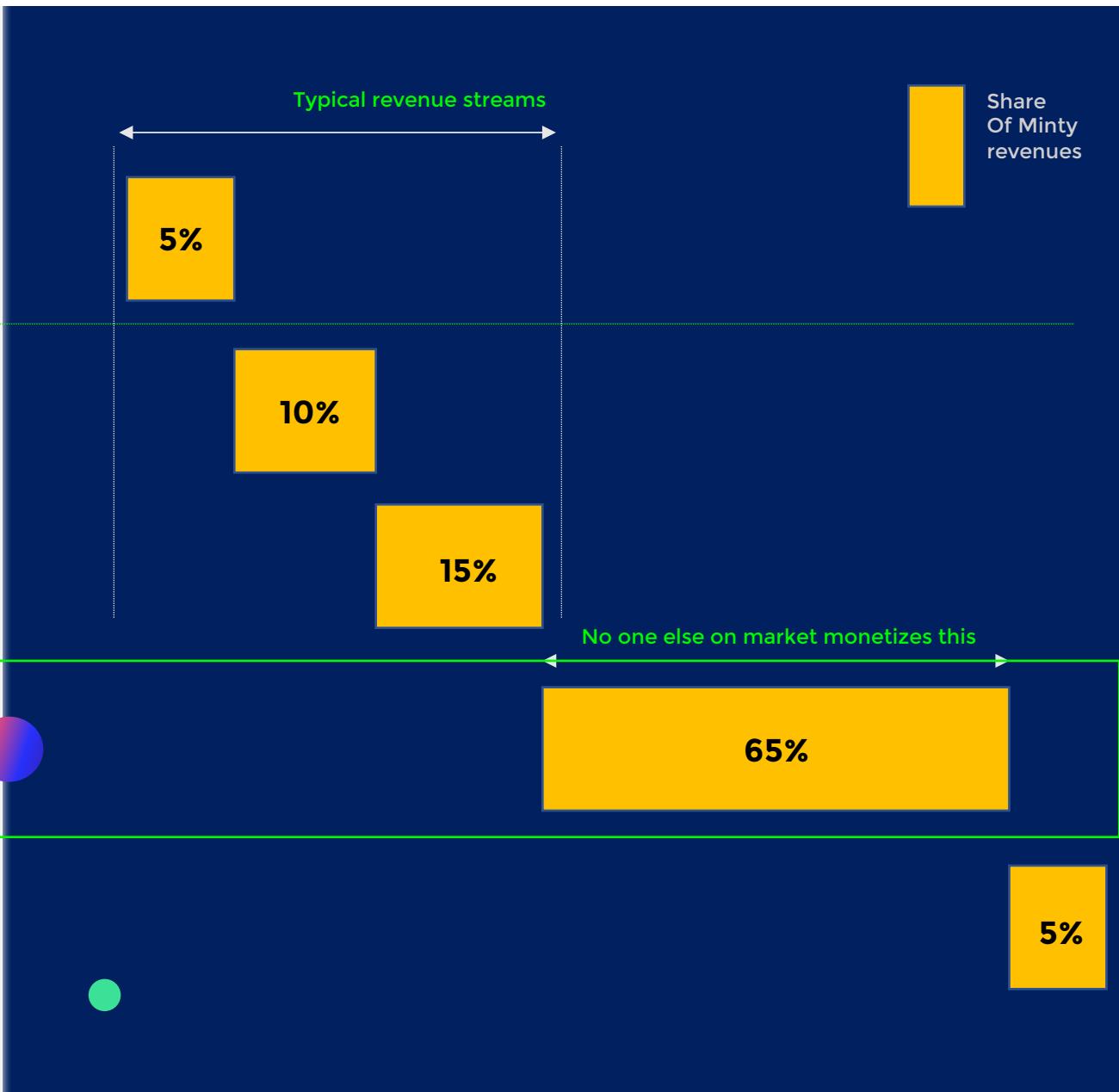
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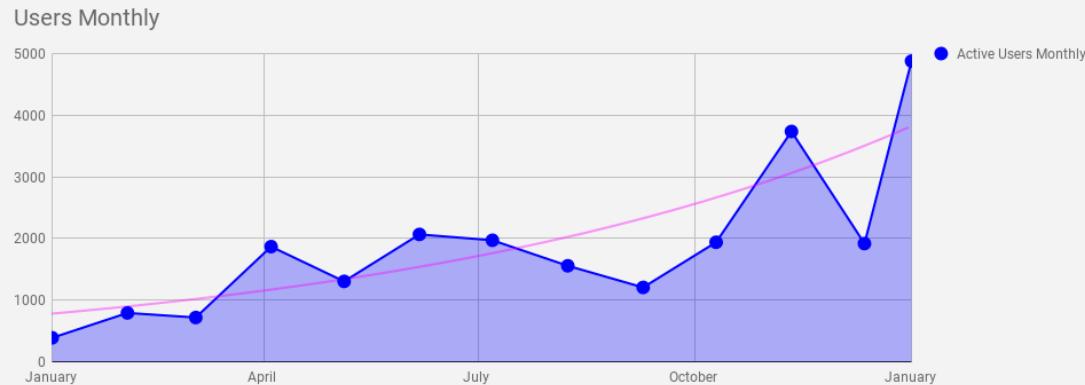
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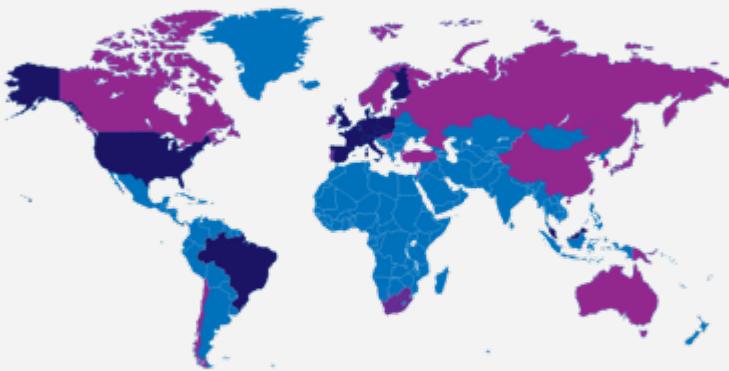


We had a good start with strong traction in 2017

Monthly active users skyrocketed by 900%



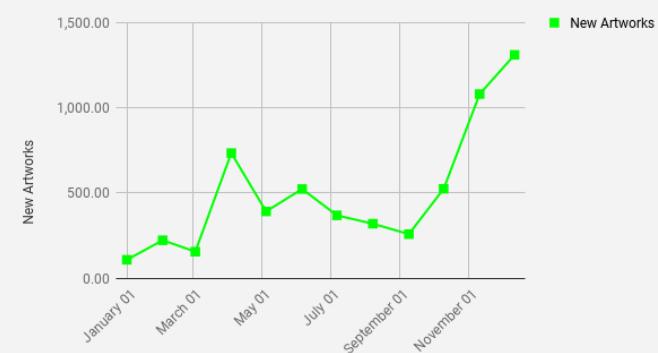
We established Minty as a global platform for freelance authors and their customers



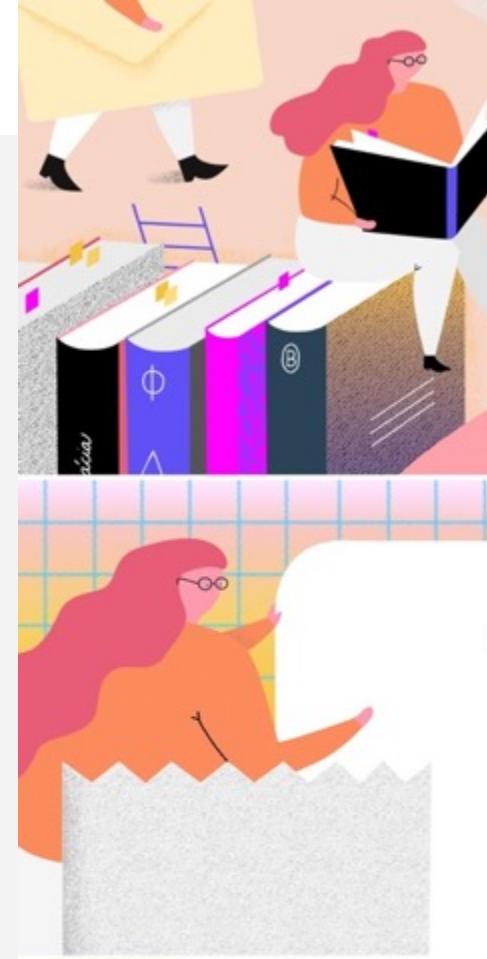
- Customers and authors
- Authors

25k visits monthly

Number of uploaded artworks monthly



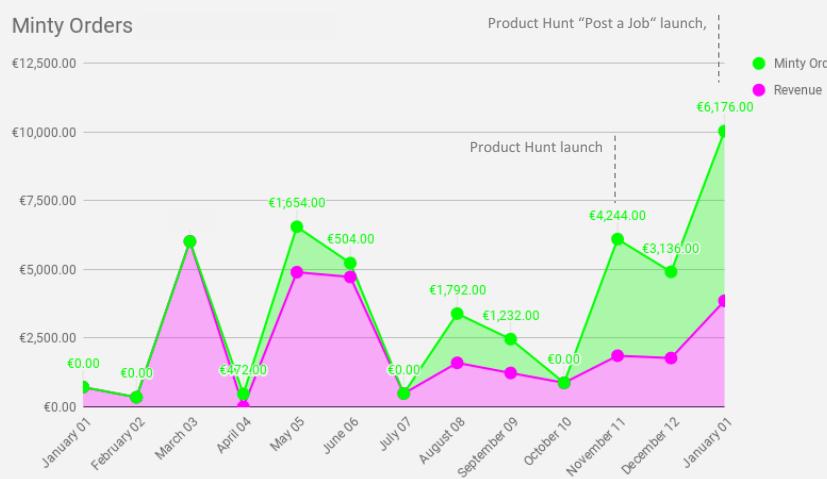
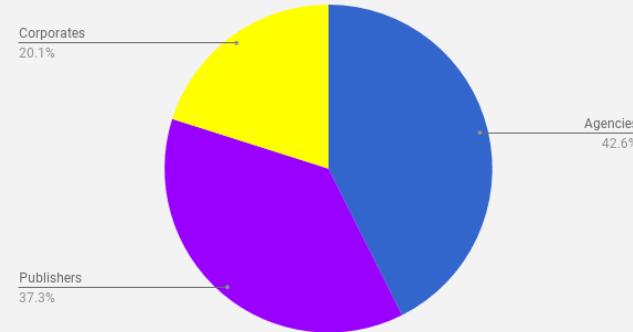
Art: tasteminty.com/simple



We began deploying client monetization strategies with compelling results

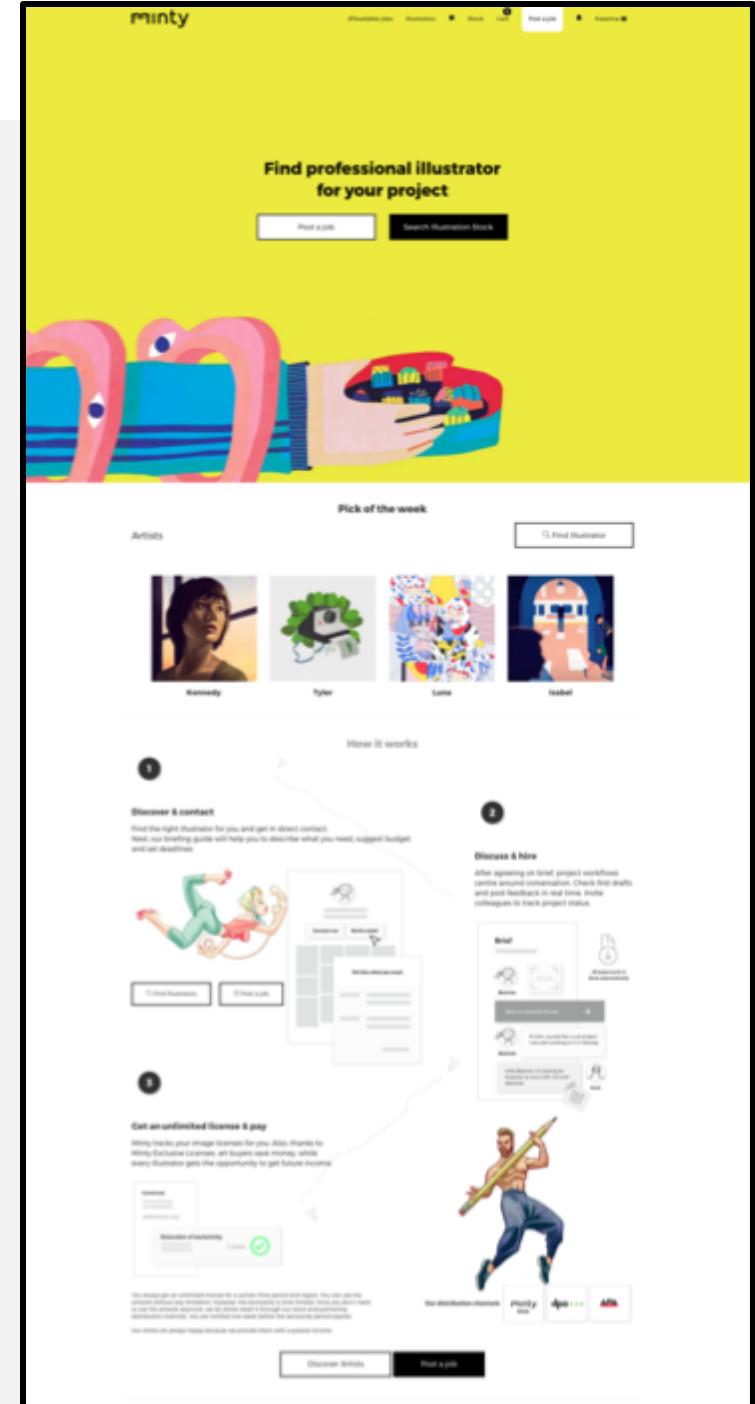


Client Structure



34 000
search queries
Mnth. avg.

Eur 40k already
paid to artists



Minty customer segmentation

Publishing & Book Publishing

Forbes

dpa • • •



Corporate Marketing



WORLD
ECONOMIC
FORUM



Volkswagen

Agencies

Leo Burnett

ELLUN KANAT

Winkreative

Our little successes



#4 Product of the Day
January 19, 2018

↗ STARTUP
AWARDS
FINALIST

GEN TOP30 Startups for
Newsroom in 2018

Minty in media

"This is one of the more enjoyable talent marketplaces to browse."

Ryan Hoover, Product Hunt

"Just like Uber, the only difference is you hire professional illustrators instead."

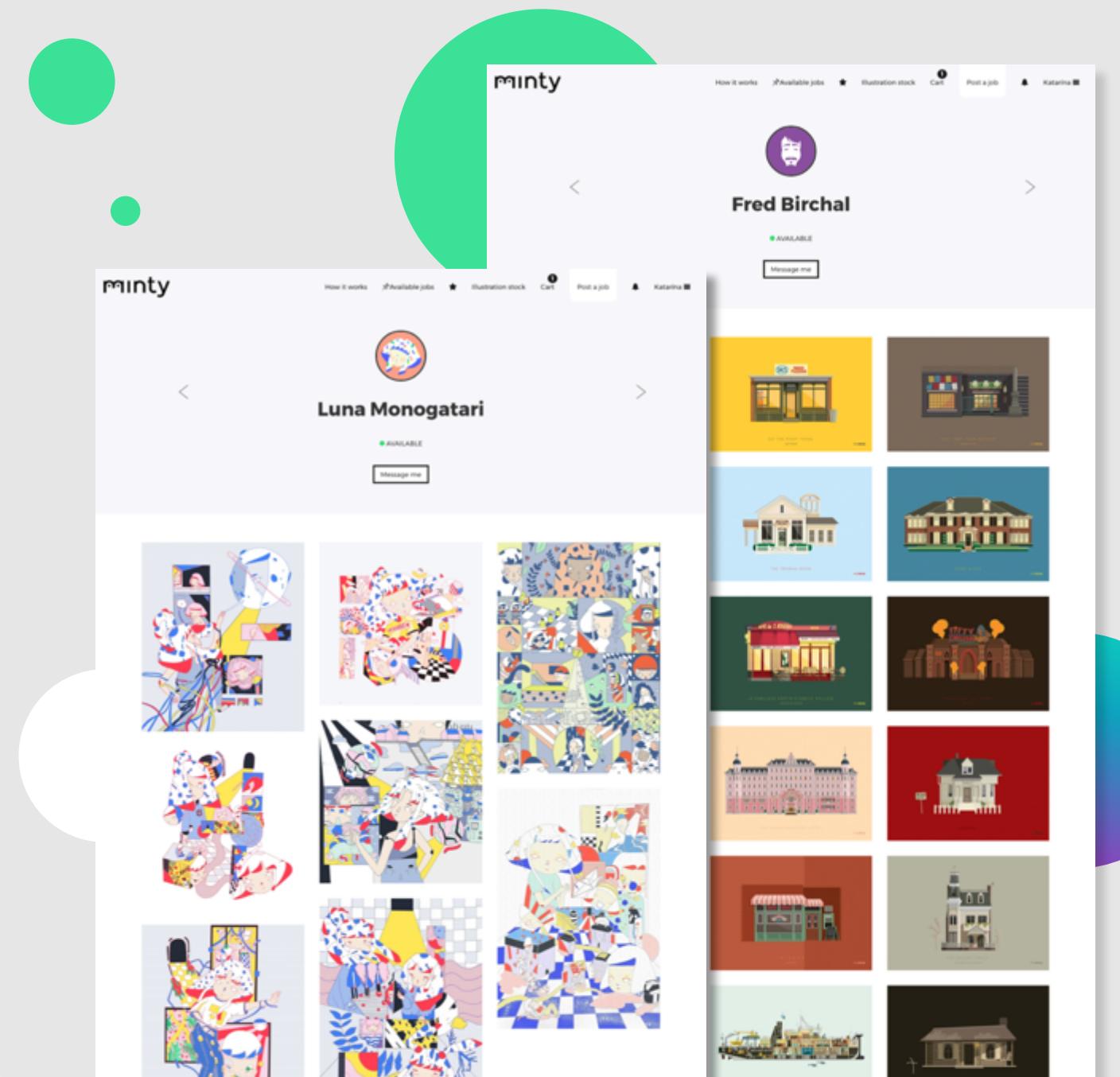
Forbes, Czech Republic

"Minty is the new illustration platform to keep an eye on."

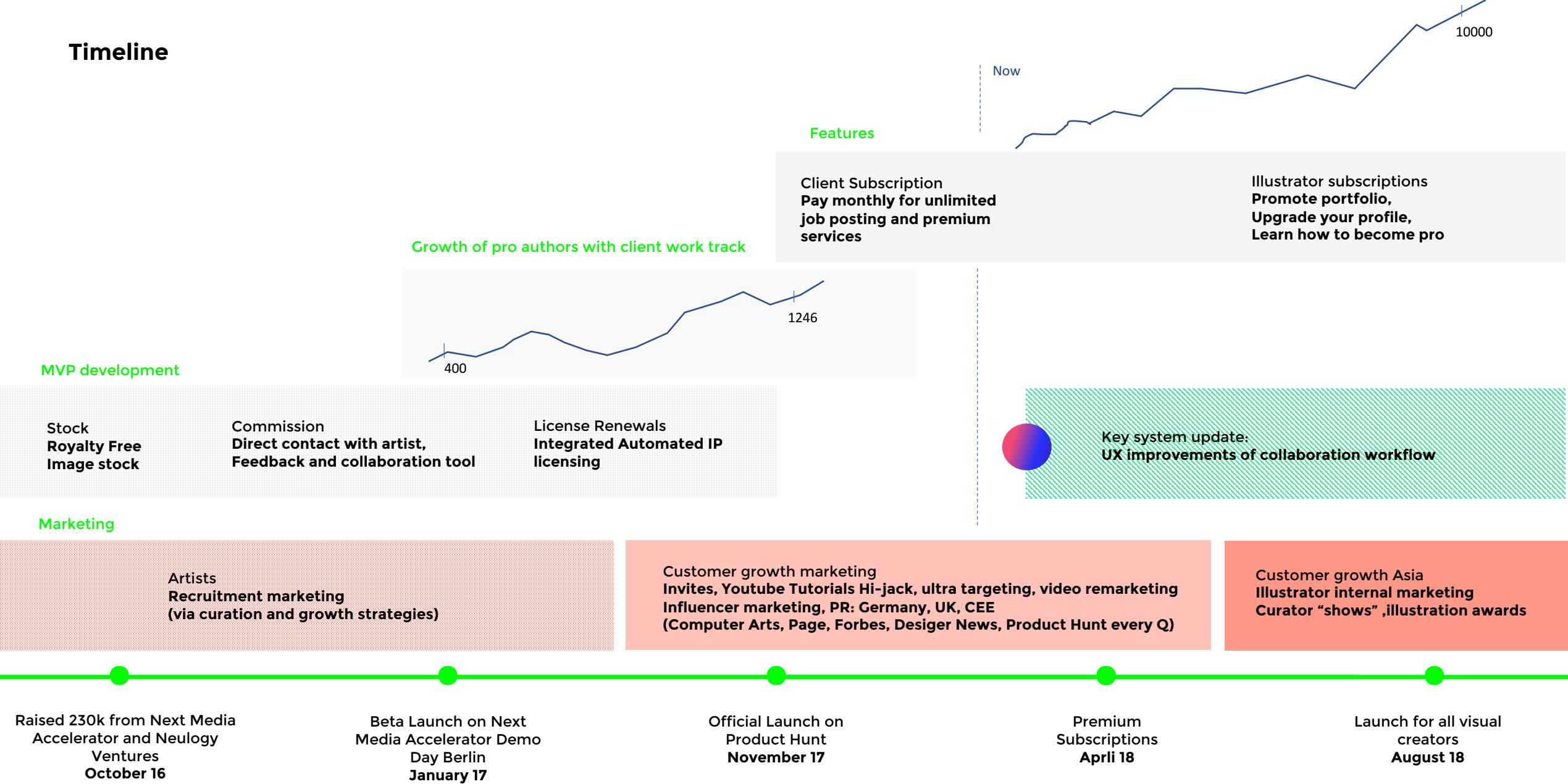
PAGE Magazine, Germany

"Minty is creative and unusual."

Picture Alliance, dpa, Germany



Timeline



The logo consists of the word "minty" in a white, lowercase, sans-serif font. The letter "m" has a small white circle at its top left. The letter "i" has a small white circle at its top left. The letter "n" has a small white circle at its top center. The letter "t" has a small white circle at its top right.

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tasteminty.com

Thanks! Want to know more? Get in touch:



/tasteminty

andrej@tasteminty.com