





Our mission is to connect
buyers and sellers,
artists and aficionados,
and people to people like
never before.

Cesar 07

The Problem

Artists and art-lovers have been lusting for too long. There is a massive unmet supply and demand for art on campus, and currently no organization to unite them, leaving artists with no audience and collectors with no collection.





the cartel

two-pronged
approach:

physical exhibitions

to promote an

online

marketplace

How The Cartel Works:

An abstract painting with various shades of blue and purple, featuring some darker, more textured areas.

STEP 1

Consolidate:

- Display student-made art around campus
- Centralize sellers and their art on one forum

An abstract painting with a dark silhouette of a person standing on a ledge, looking out over a landscape. The background is a mix of blue, purple, and red tones.

STEP 2

Direct:

- Direct interested buyers from the Berkeley area onto The Cartel

An abstract painting with a blue background, featuring a prominent red circle in the upper right corner and some darker, textured areas.

STEP 3

Facilitate:

- secure, no hassle, time-saving purchases through online marketplace

Market Size Opportunity

\$770 / week

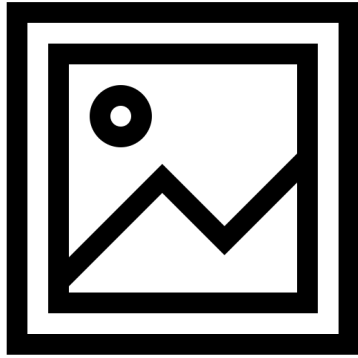
Our Product :

- 
1. Marketplace
 2. Forum

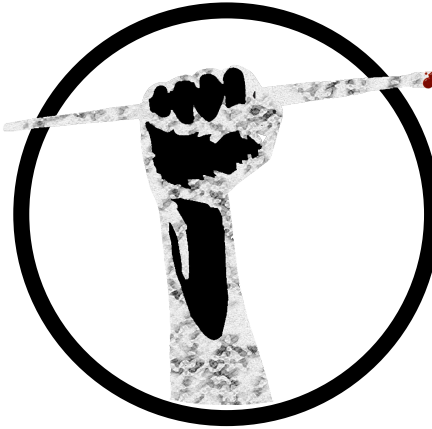


Website
Public Events

Revenue Model



Buy Paintings from Art
Students at Berkeley



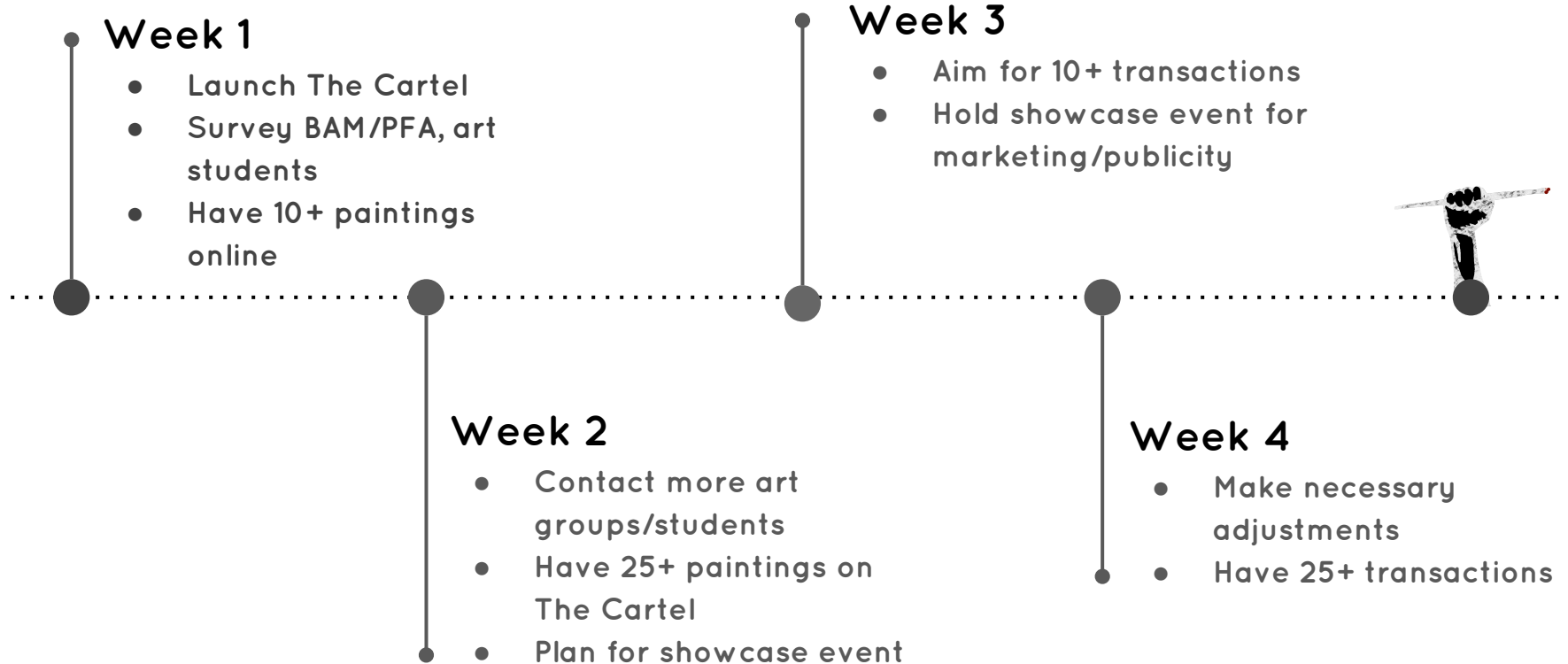
Markup the prices by
\$5 - \$10 per painting

Sell 100-200 paintings
in the next 8 weeks



Sell to art aficionados
at Berkeley

Projected Timeline





**Meghna
Dasgupta**

Computer Science
& Economics



**Nikolai
Sadeghi**

Pre-Business



**Yanika
Magan**

Political Science &
Economics/Pre-Business



Z Wang

EECS & French



Queris Au

Business
Administration

Why us?



Appendix 1: Market Size Forecast

