

## Company Profile

Started: April 2019  
 Location: Charleston, S.C.  
 Industry: Fine Art Retail  
 Technology: Augmented Reality  
 Status: pre-revenue start-up

## Team

Josiah Trager, *Founder, CEO*  
 Attorney, Art Dealer, Graduate School  
 Professor in Business Strategy

Brian Perry, *Co-Founder, CTO*  
 Database, Website & API  
 Designer/Developer with multiple CTO  
 and advisory roles in successfully  
 exited startups.

Corbin Ordel Jr., *App Developer*  
 Augmented Reality Specialist, Masters  
 in Interactive Telecommunications  
 (NYU)

Kelly Trager, *CLO*  
 Attorney, Art Dealer, Undergraduate  
 and Graduate School Professor in  
 Intellectual Property and Business law

## Projected Hires

Chief Marketing Officer  
 A.I. Specialist

## Contact

Josiah Trager  
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 c: (646) 456-7428

## Product Demo

<http://www.artarticulator.com/>

# Art ARticator

The Augmented Reality Consolidated Marketplace Solution for Retail Fine Art.

## Problem

Even as the fine art market grows, fine art dealers and galleries are suffering from the same pressures affecting all brick-and-mortar retail shops: increasing rents, decreased foot traffic, physical plant limiting inventory selection, organic transition to online and direct-to-buyer sales. Likewise, customers seeking to buy fine art are faced with the impediment of whether the piece will fit – aesthetically and physically – in their space with those challenges increasing as the sales organically transition online.

## Solution and Competitive Advantage

Art ARticator will be the marketplace consolidator using **true-to-scale** Augmented Reality to accurately showcase fine art directly on the buyer's wall, overcoming the prospective buyer's perpetual question: "What will this look like when I get it home?" Additionally, buyers dealing with online purveyors must feel confident that they have a respectable company to address any problems involved in these expensive purchases, often lacking in the current market. Art ARticator will be the AirBnB or Amazon of online fine art sales – a centralized company providing security to the buyers of fine art with the accurate Augmented Reality technology as the centerpiece of the marketplace.

## Market

Fine Art sales topped \$67.4B for 2018, \$6B (9%) of which were **online** retail sales of fine art. While both the total sales market and the online percentage have been steadily increasing year-over-year, increased rents and organic transition to online sales threaten the continued viability of the brick-and-mortar fine art retailer. Art ARticator seeks to be the consolidated online marketplace connecting the fine art retailer and their buyers.

## Competitors

Unquestionably, the fine art market is dealing with the same challenges as other retailers. The industry's long standing (and elitist) attitude that "there is no better way" than the traditional art gallery has made entrenched art dealers slow to adopt change, to their detriment. Art ARticator will be a sales tool of – and then replacement for – the traditional art gallery model.

	Amazon	Ikea	ArtCId	Instagram	uGallery	Art ARticator
AR-based Sales	✓	✓	✓			✓
AR Accuracy						✓
Online Fine Art			✓	indirect	✓	✓
Name Recognition	✓	✓		✓		

## Business Model

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Traditional brick-and-mortar fine art galleries display and market their artists' works and receive a 50% commission for the sale of artwork that the gallery facilitates. At the outset of commercial operations, Art ARticator will offer its system as a sales tool for galleries (10+ artists/100+works) at a 10% commission and to individual artists at a 25% commission. Ultimately, Art ARticator will align a uniform commission rate of 15%, putting increased pressure on artists to abandon the traditional gallery model altogether.

## Customer Traction

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As a gallery owner observing our own gallery and speaking with other gallery owners throughout the country, gallery customers routinely ask for solutions to allow them to see what a piece of art will look like at their home – either to deliver the piece for approval/return, superimpose a photo of the piece into a photo of their space, or otherwise. The increased popularity and availability of augmented reality is the natural evolution.

## Key Milestones & Schedule

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Proof of Concept achieved August, 2019

Sellers' Portal and Back-end Database construction (January-April, 2020)

Pre-Launch (March-April, 2020): recruit pre-release sellers to launch with projected inventory of 100+ sellers and 1,000+ pieces of art

Launch (April, 2020): Commercial Development Release

## Funding Requested

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While initial sellers are being onboarded into the solution pre-launch, we are seeking \$1,500,000 in additional funding for the hiring of a chief marketing officer and A.I. specialist, as well as associated advertising spend to market the solution to both art buyers and sellers.

## Contact

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