

ARTFLLY

The Augmented Reality In-Home Fine Art Gallery

Disrupting the \$65B Fine Art Market by
Connecting Art Buyers and Sellers

The Art Buyers' Problem

Either looking at your blank wall



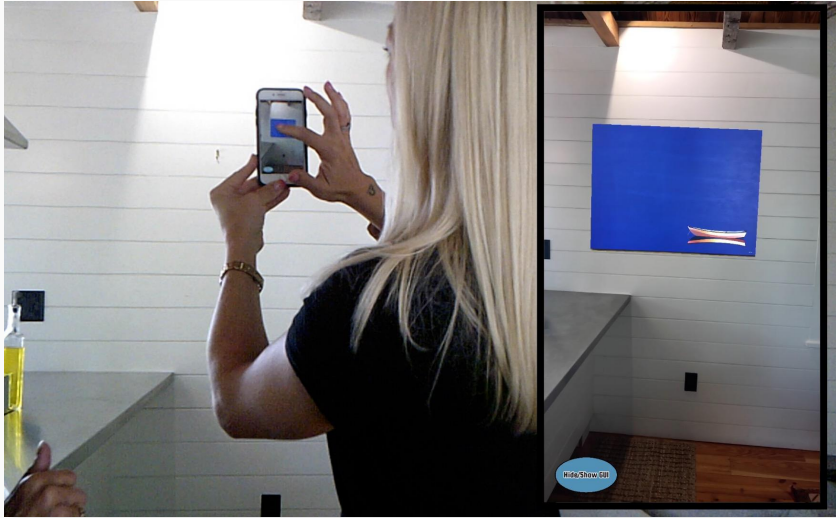
Or looking at art at a gallery or fair



BUT NOT BOTH

We Transform the Art Buying Experience

ARTFLLY Experiencing art from limitless sellers in your home



Using our cutting edge technology, buyers see the art on their own wall



Then purchase it, without ever leaving home

The Core Team

Helping Fine Art Sellers Close The Deal



Josiah Trager
CEO/Founder

Owner/Co-founder of a traditional art gallery; 15+ years as an attorney solving key areas of corporate vulnerability



Brian Perry
CTO/Co-Founder

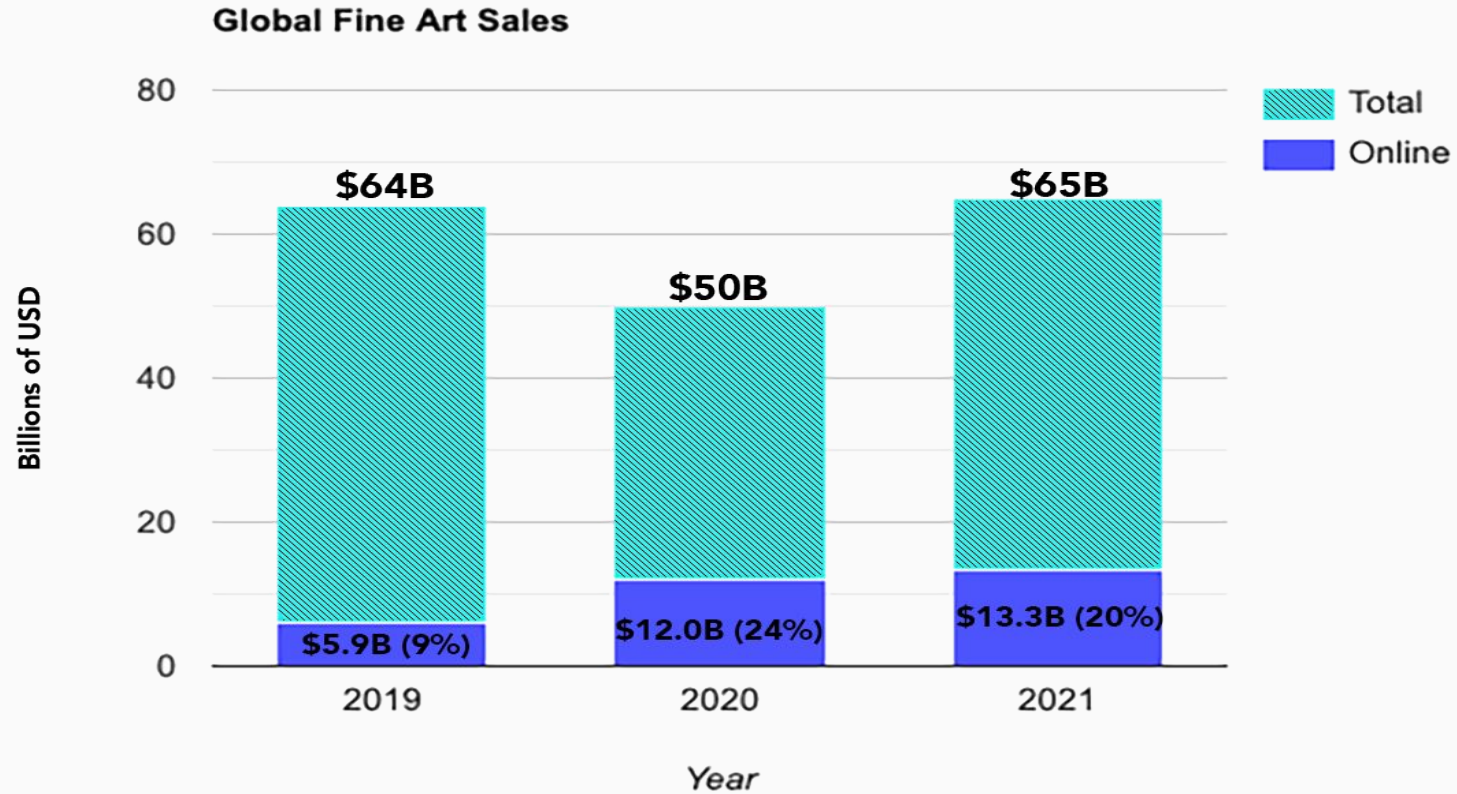
20+ years as database architect in startups (with multiple successful exits) and established companies including the company that processes 25% of all mortgage applications



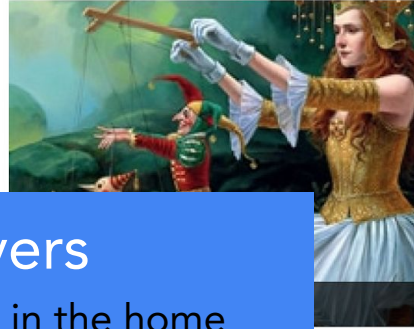
Corbin Ordell, Jr.
Chief AR Designer

Advanced degree in Interactive Telecommunications; lead developer in multiple AR and VR apps, games & installations

\$65B Annual Fine Art Sales Rapidly Moving Online



Online Solutions Are Limited with Low Seller Adoption

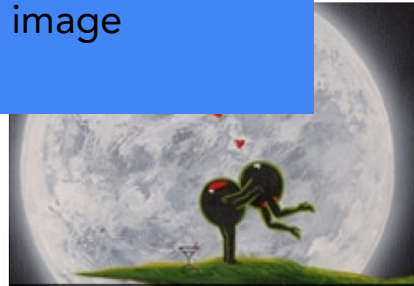


For Art Buyers

Hard to visualize artwork in the home from just a website image

For Art Sellers

Resistant to subscription fees to offer works for sale online



Highly Fragmented Market

With no single online seller standing out



A New, Differentiated Model for Online Fine Art Retail



For Art Buyers:

Better Technology and Experience

True-To-Scale Accu-Art™

augmented reality solution lets buyers
view fine art on their wall exactly as it will look
-- before they buy it

For Art Sellers:

Cost Free/Risk Free Adoption

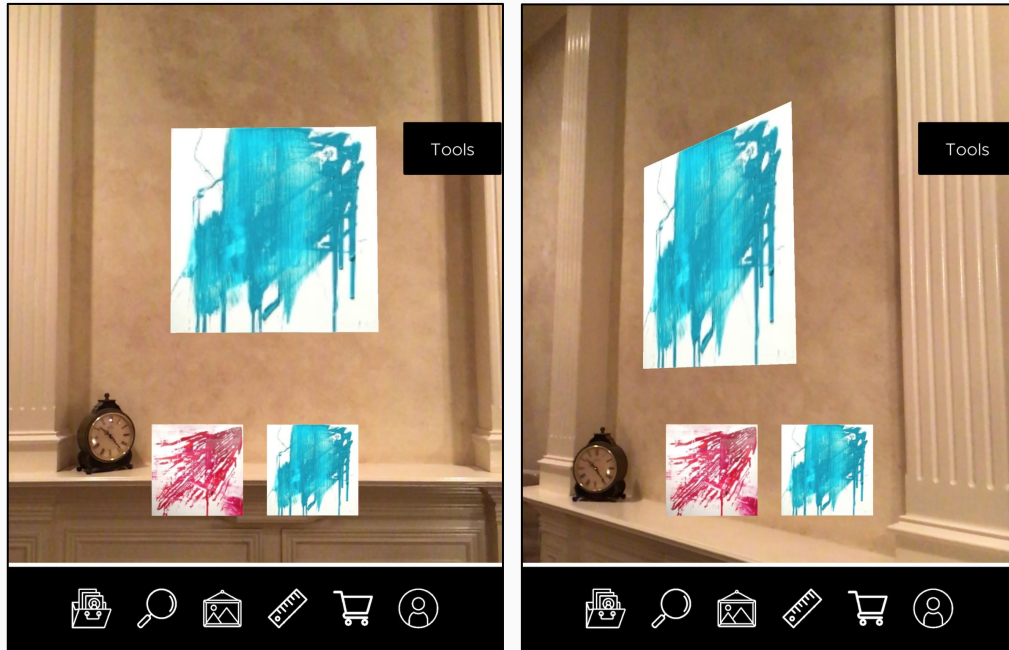
providing free services to all fine art sellers
with absolutely NO onboarding, subscription
or maintenance fees, allowing us to add
inventory quickly

Simple Monetization

Traditional industry commission (but much more competitive)

Our Accu-Art™ Technology Makes Buying Easy

Augmented reality facilitates the home art experience



- Passively but accurately “measures” the wall (to the fraction of an inch)
- Places and adjusts the art on the wall without ever distorting the accurate scale
- Offers full 180° view of the piece on their own wall
- Connects with the seller and completes the purchase transaction

High Value to Sellers Will Drive Adoption and Catalog



Traditional Model



Overhead	HIGH Expensive gallery and art fair rents; events; staffing	NONE No onboarding/maintenance fees
Volume	LOW Limited wall space means limited inventory = inconsistent \$	HIGHER Connects all potential buyers to all potential sellers instantly
Commission	HIGH To recoup costs/risks, typically split 50% with artist	LOWER Sellers can keep more of their money

Risk-free Adoption Model Drives Rapid Growth

Free onboarding creates
Snowball Effect
with incentives to increase
available inventory -- allowing
for exponential growth



Standard \$2,500 Retail Art Transaction

	Artist Selling Alone	Gallery's Sales	 Phase One	 Phase Two
Seller's Overhead	- Marketing - Website - Online Store	- Rent - Website - Marketing	<i>none</i>	<i>none</i>
Commission	0%	50%	25%	15%
Finder's Fee	0-25%	0-20%	10%	15%
Artist \$	Only after expenses	\$1,250	\$1,875	\$2,125

Financial Model For Transaction And Revenue Growth



		Year 1(a)				Y1	Year 2(b)				Y2	Year 3(d)	Year 4	Year 5
		Q1	Q2	Q3	Q4		Q1	Q2	Q3(c)	Q4				
Transactions	(,000s)	0	3	6	12	21	13	15	17	20	65	81.6	183.3	320.0
Gross Revenue	(,000s) (\$)	0	3,000	6,000	12,000	21,000	13,000	22,500	42,500	50,000	128,000	204,000	504,000	960,000
12.5% Retained	(,000s) (\$)	0	375	750	1,500	2,625	1,625	2,813	5,313	6,250	16,000	25,500	63,000	120,000
Share (of Online transaction \$)	%age					0.2					1.1	1.7	4.2	8.0
Share (of Total Fine Art Sales \$)	%age					0.042					0.256	0.408	1.008	1.920

(a) = \$1000/transaction estimate

(b) = in Y2Q1 and Q2, \$1,500/transaction estimate

(c) = in Y2Q3, launch targeted foreign locations; \$2,500/transaction estimate

(d) = in Y3, launch additional foreign markets and add cross-border shipping

- **\$65B+ Fine Art market** already poised to move online - jumping to 20% in 2021
- **Cutting edge technology** solution bridges the gap from in-person / in-home experience and online accessibility
- **Risk-free seller adoption** model for artists and gallerists drives rapid growth
- **Building the team** to capture a sizable market share



- Over 100 individual artists and 20 galleries engaged to join as sellers
- To launch with over 1000+ unique pieces of wall art -- in all genres
- Partnering with the Association of Professional Art Advisors to showcase solution to buyers
- Pipeline of Young Artists from art schools across the country

Pratt



Funding Request

Raising \$3.5 million for launch scaling and adding additional services:

- Artificial Intelligence Specialist for visual search engine
- Interface Designers
- Regional Sales Associates
- Accounts/Taxation Specialists

To meet key targets within the next 14 months:

- 5,000 unique sellers/50,000 unique pieces of inventory
- 5,000 monthly sales averaging \$1,500

Thank You



*Bringing the Art Gallery
Home to You*

CONTACT

Any questions?

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Toll Free: (866) ARTFLLY [278-3559]
Website: <https://artflly.com>