



Team



Esme - CEO

- B.S.B.A in Entrepreneurship
- Sales and Business team executive for film startup



Blanca - CMO

- Double degree in marketing and digital business
- Marketing team for Ecoalf- sustainable product brand



Ben - CFO

- B.S.B.A in entrepreneurship



Krystal - COO

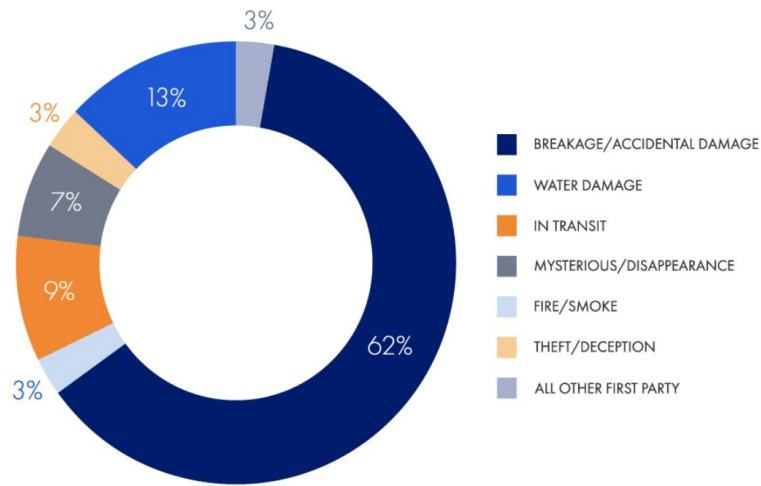
- B.S.B.A in Entrepreneurship



Problem

- Personal and Fine art getting damaged during shipment
- “So damages happen all the time. Just going internationally, it's going to happen so the shippers do their best that they can” - Convelio, Business executive

Fine Art Claims by Frequency

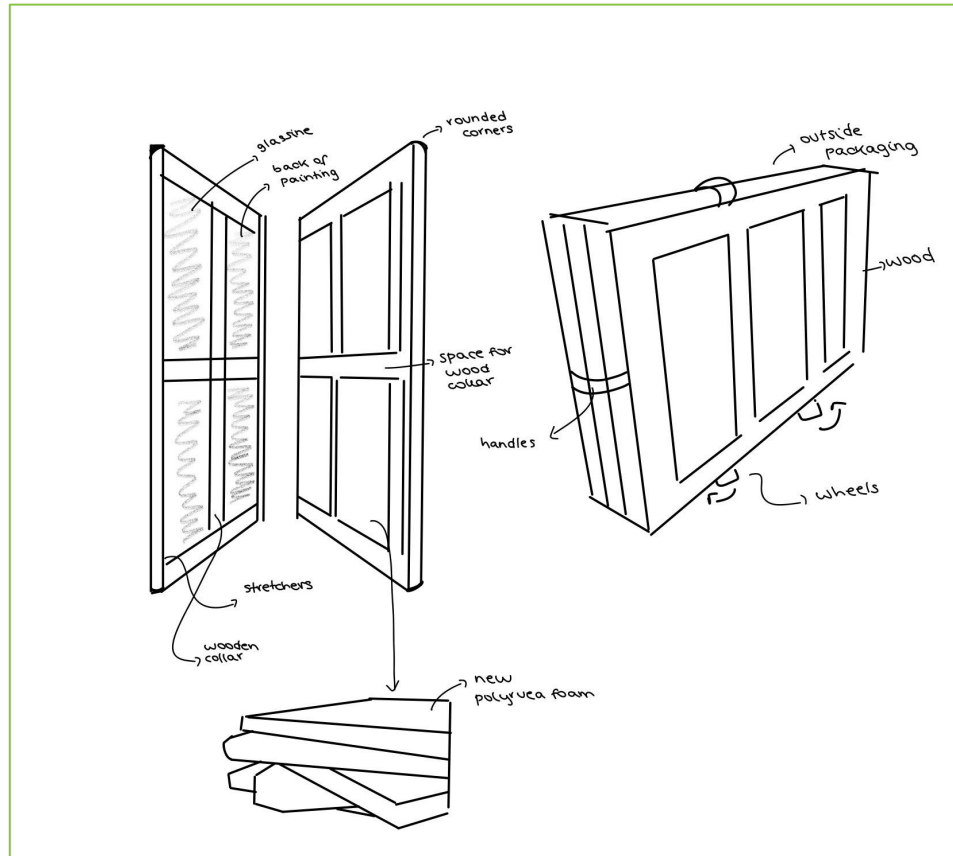


Product & Value proposition

Product: We offer the only custom-made packaging that can ensure fully protection of your masterpiece.

Value proposition :

- Tailored packaging solutions designed to fit any artwork size or shape.
- Museum-quality materials and high-tech features.
- The only company that offers a rental service for transportation of the art piece.
- Reliable customer service to address any concerns or specific requirements.



Price

How much are you willing to pay to ensure that your high-value artwork arrives in perfect condition?

A square meter can start \$1,000 USD

Price/ Day	Minimum price		Maximum Price	
	Days	Total Price	Days	Total Price
\$100	1	\$100	5	\$500
\$75	6	\$450	30	\$2.250
\$50	31	\$1.550	90	\$4.500
\$30	91	\$2.730	365	\$10.950



Promotion / Traction Channels

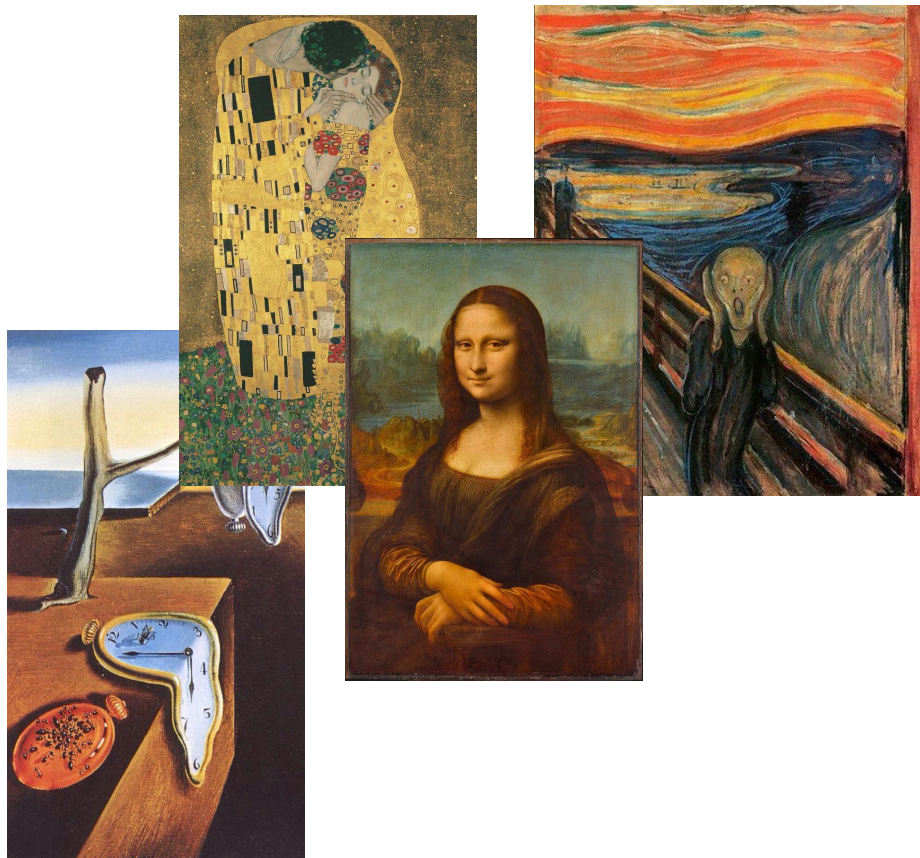
- Corporate website
- Industry events
- Client acquisition campaigns
- Adsense on the main art galleries websites
- Comprehensive marketing strategy
- Long Tail SEO
- Email marketing
- Public relations
- Supply partnerships



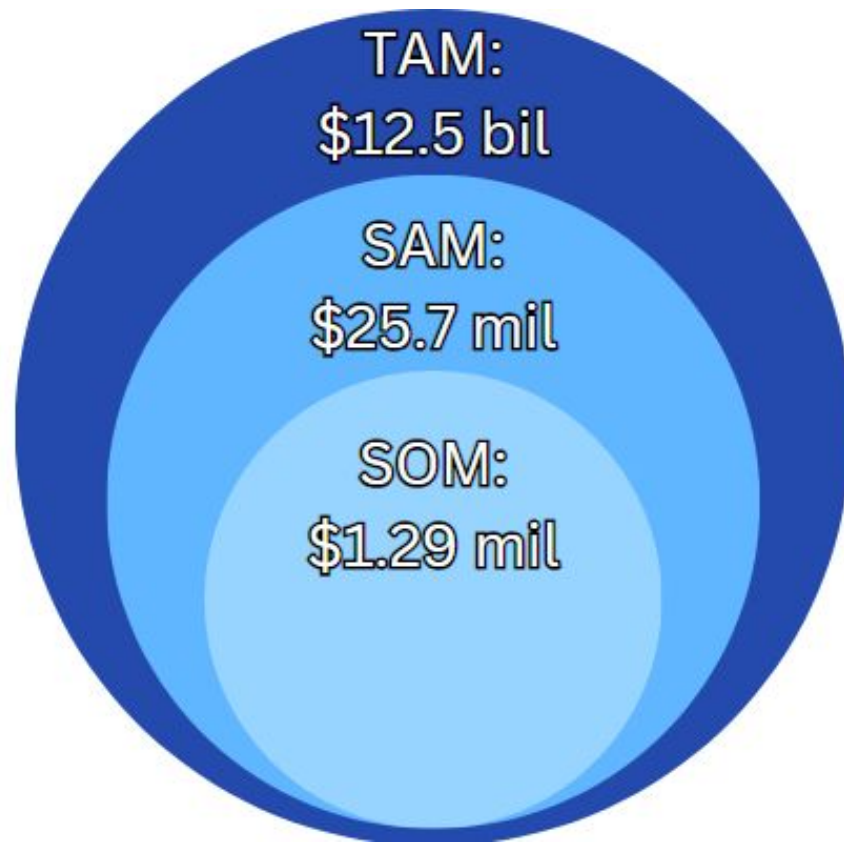
Place

Direct channels -> website, fairs and exhibitions

Indirect channels -> Shipping companies



Addressable Market



Customers and Users

Museums



Artists



Art logistic Companies



Competitive Grid



Business Model

Target market :

- Art galleries and museums
- Art collectors
- Art suppliers and retailers
- Individual artists



Cost projections Year 1:

- | | |
|---------------------|----------|
| • Rent/office space | \$24,000 |
| • Utilities | \$12,000 |
| • Salaries/wages | \$80,000 |
| • Assets | \$70,000 |
| • Insurance | \$12,000 |
| • Other Costs | \$2,000 |

Total Fixed cost Year 1 = \$200,000

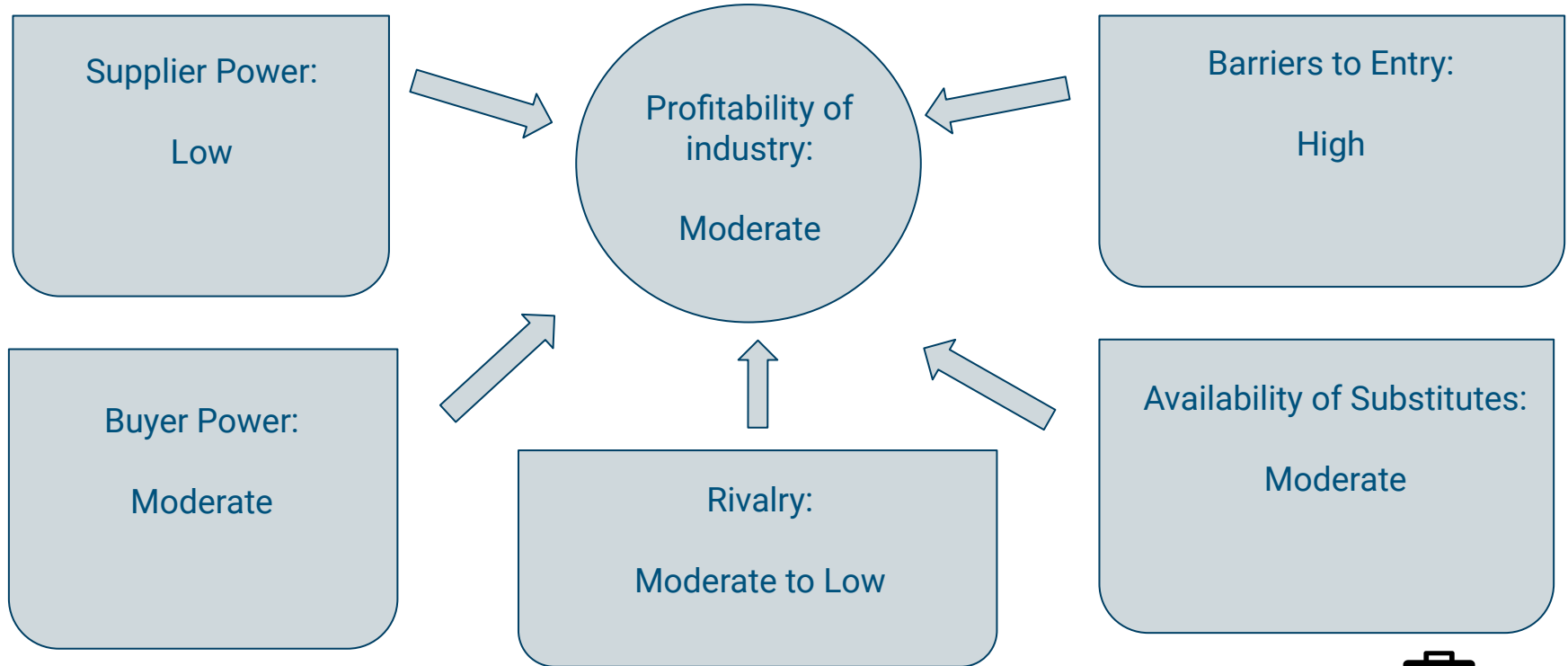
Break even analysis:

- Avg. Service fee per unit = \$500
- Avg. Variable cost per unit = \$250
- Avg. Contribution margin per unit = \$250
- Total cost = \$200,000/\$250= 800
- Break even point = 800 units

Sources of Financing:

- Bank Loan of \$100,000 at 8% interest rate
- Equity investment of \$100,000 for 20% equity

Five Forces Industry Analysis



Why Now? (Ben/ ALL)

- We have Identified a gap in the growing market of protective packaging being luxury shipping for art pieces
- Many alternatives offer some of these beneficial properties but none have all like our foam
- Based on our research from both primary and secondary sources we have concluded that there is an interest for improvement surrounding protection specifically for expensive art pieces during the shipping process
- On top of that companies are always trying to improve security in a day and age where criminals are always ready to take advantage if possible

Polyurea foam benefits applied to art

- ✓ **Tempature & Humidity Control**
- ✓ **Non-Soluble**
- ✓ **Shock Absorption**
- ✓ **Lightweight**

Interviews

- DHL
- Convelio art logistics
- Painter , KGOLE
- Individual artists
- Trader Joe's
- Cortijo de Gorbea, Olive Oil
- Pago de Larraizar, Wine
- Art Gallerie SOLO



ArtFoam



Thank You!



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