



<https://artup.company>

**A DECENTRALIZED PHYGITAL ART ECOSYSTEM**

**powered by**

**ARTUP S.R.L.**

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ARTup is the decentralized digital registry of artworks, artists, and art market operators.

The business project aims to digitize and industrialize the processes of art enjoyment, creating the necessary envelopment for the functioning of Industry 4.0 processes integrating AI, blockchain, and IoT.



ARTup develops the AI algorithm BART for the emulation of the artistic coefficient. The innovation consists in the automation and engineering of the art appreciation process thanks to the scientific method.

## “SYSTEM FOR PHYSICAL AND DIGITAL ART AND METHOD FOR THE EVALUATION AND AUTHENTICATION OF AN ARTWORK”

The patented invention provides an innovative system for the authentication and appreciation of a physical and/or digital work of art by integrating AI, blockchain, and IoT technologies.

ARTup SRL holds the industrial property rights of the invention and adopts an “Open Data” (or Open API) approach to promote the adoption of the artistic indicator “Art Coefficient” and “Software as a Service” type licenses to offer digital services on the global market.



ARTup offers crypto-assets and innovative digital products and services (SaaS and PaaS) based on DLT, AI, and IoT technologies to tokenize physical and digital artistic assets and represent them in the global phigital market.

Tokenization is a reversible method of converting the rights of an asset into digital tokens represented on DLT.

The innovative patented process (TRL 6) allows the assignment of a non-fungible token to a physical artwork (Phyigital NFT) thanks to IoT and specific smart contracts that expand international standards. Therefore, ARTup SRL offers to the public various collateral crypto-assets, issuing traditional assets in the form of tokens and offering users digital tools to manage them.

# BUSINESS MODEL CANVAS



Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
<b>Affidaty s.p.a.</b> (blockchain provider) <b>Atelier Montez</b> (art factory) <b>Tenenga</b> (I.o.T. provider) <b>Lloyds</b> (insurance broker) <b>DHL</b> (shipping) <b>LIEU CITY</b> (virtual tour) <b>TONKI</b> (frames and print) <b>Institutional Partners</b> <b>Lazio Innova S.p.a.</b> <b>Intergruppo ICAS</b> <b>Camera dei Deputati</b>	<ul style="list-style-type: none"> <li>- on-boarding ARTup (convert early adopters)</li> <li>- establishing FARO nodes (win stakeholders and establish partnerships)</li> <li>- listing ARTup coin</li> <li>- Lunch ARTup Suite</li> </ul>	<b>ARTup Suite</b> (s.a.a.s) <ul style="list-style-type: none"> <li>ARTup Accounts</li> <li>Art Coefficient</li> <li>ARTup Wallet</li> <li>ARTup Gallery</li> <li>ARTup Mapp</li> <li>ARTup Happ</li> <li>ARTup Radar</li> <li>ARTup Scanner</li> <li>ARTup Go!</li> <li>ARTup Tetris</li> <li>A.I. BART</li> <li>ARTup Manager</li> </ul> <b>ARTup Hosting Service</b>	<b>(B to C)</b> - automated services - F.A.Q. - contact form - ARTup Community  <b>(B to B) or (B to G)</b> -BART Advisory team customised advisory  <b>Channels</b> - Web platforms - dApps ecosystem - F.A.R.O. ecosystem - Social Networks	<b>1. Producer</b> artists or those entitled to the works of art (heirs or foundations)  <b>2. Promoter</b> gallery owners, curators, art historians, museums, foundations, private spaces  <b>3. Manager</b> entrepreneurs, collectors and patrons
Cost Structure		Revenue Streams		
<b>FIXED COSTS</b> - blockchain scriptures - server maintainance -Tag RFID/NFC/beacon - hardware FARo (kit components and packaging)	<b>VARIABLE COSTS</b> - Quadriery production - wallpaper/prints - promotion - employees - consultancy and professional advices	<b>ARTup Crypto Assets:</b> <ul style="list-style-type: none"> <li>ARTup Coin (D1A);</li> <li>ARTup Counter (D2A)</li> <li>ARTup Currency(D0A);</li> </ul> <b>ARTup phygital Products:</b> <ul style="list-style-type: none"> <li>Producer Kit;</li> <li>F.A.Ro. Kit;</li> <li>Tecatoken</li> </ul>	<b>products</b> <ul style="list-style-type: none"> <li>Certificato Art Coefficient</li> <li>FARO kit</li> <li>Producer Kit</li> <li>Tekatoken</li> <li>crypto Assets</li> <li>N.F.T.</li> </ul>	<b>services</b> <ul style="list-style-type: none"> <li>account premium</li> <li>transaction fees</li> <li>Advertising</li> <li>A.P.I.</li> <li>Customised Art Advisory and data analysis</li> </ul>

ARTup SRL is currently the only provider of crypto-assets for art admitted to trading through Synkrony Exchange, the decentralized currency exchange of the crypto-asset service provider Affidaty SPA.

The crypto-assets offered by ARTup are:

**ARTup Coin (D1A) – ARTup Counter (D2A) – ARTup Currency (D0A)**



ARTup thus promotes a Data Driven Business Model (DDBM) that increases market attention capacity in the art sector, even among groups that are still disconnected from the market today.

artcoefficient

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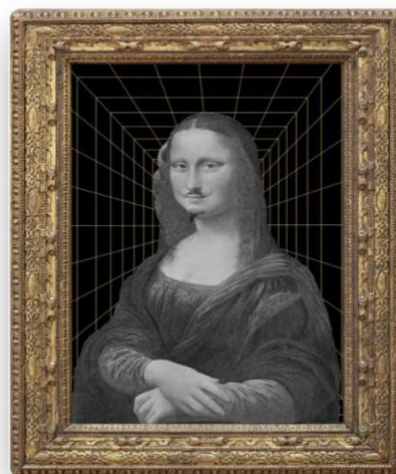
## The ARTup Revolution is finally here.

Certificate your Art Coefficient thanks to the Artificial Intelligence named BART The First Digital Art Advisor Ever

Estimate your Art Coefficient

Explore with Bart

Price an Artwork



Thanks to the Artificial Intelligence BART, the world's first digital art advisor, it has never been easier to calculate the value of an artist's work—that is, the value linked to their signature and the price of the first sale on the market, including digital and/or crypto markets.

BART is a friendly and knowledgeable advisor, an artificial intelligence chatbot in the guise of the Mona Lisa with Leonardo Da Vinci's and Marcel Duchamp's mustache, who analyzes the data generated by the ARTup Suite applications and provides descriptive, diagnostic, preventive, and prescriptive analyses.

**ARTup Company**

 <b>Giorgio Capogrossi</b> Art Director C.E.O. Chief Executive Officer	 <b>Marcella Magaletti</b> Art Historian C.A.O. Chief Advisory Officer	 <b>Lorenzo Saverio D'Attilia</b> Attorney C.L.O. Chief Legal Officer	 <b>Tomasz Waraksa</b> Full Stack Developer C.T.O. Chief Technology Officer
 <b>Giacomo Capogrossi</b> C.O.O. Chief Operative Officer	 <b>Marco Galletti</b> C.G.O. Chief Graphical Officer	 <b>Simone Sassetti</b> PhD Accountant C.F.O. Chief Financial Officer	 <b>Luca Motolese</b> C.U.X./U.I. O. Front End Development
 <b>S.C.</b> Art Advisor & Data Analyst	 <b>S.H.</b> Public Relations	 <b>Emiliano Fonzi</b> Accountant C.F.O. Chief Fiscal Officer	 <b>Kazik Waraksa</b> Junior Full Stack Developer
 <b>Martina Alicia Setti</b> U.I./U.X. Designer	 <b>Valentina Carracino</b> Product Designer	 <b>Manuel Grillo</b> 3D Designer	 <b>A.A.</b> DevOps

**ARTup Community**

**B Art Advisory Team**  
freelance promoter pool

**ARTup Producers**  
Independent Artist pool

**ARTup Developers**  
freelance developer and contributors pool

**Institutional partners**

**Commercial partners**

**team**