

A DECENTRALIZED PHYGITAL ART ECOSYSTEM
powered by

LE
ARTup

<https://artup.company>

reference market: contemporary art

Analog  Phygital

Problems

- 1) Productive oligopoly
- 2) Information asymmetries
- 3) Adverse selection
- 4) Moral hazard
- 5) Subjective processes as for ex. evaluation of the artworks (expertise)
- 6) Opacity of the private market

Solution: Digitalise to Industrialise

how

4.0

- I.A.
- BLOCKCHAIN
- IOT
- T-Commerce
- GAMIFICATION

what

INCREASE ATTENTION

We map the contemporary art market into the phygital ecosystem

why

REVOLUTIONISE THE VALUE CHAIN

We innovate the production and fruition processes of the contemporary art market to break down entry barriers and costs, correct information asymmetries, ensure transparency and thus bring out a new market segment as the II and III tier market.

1,9 billions
CONTEMPORARY ART
MARKET
(TAM)

0,1 billions
Digital
contemporary
art market
(SOM)

1,7 billions
Second and
third tier
contemporary
art market (SAM)

67,4 billions
GLOBAL ART MARKET
(TAM)

4,04 billions
digital art market
(SOM)

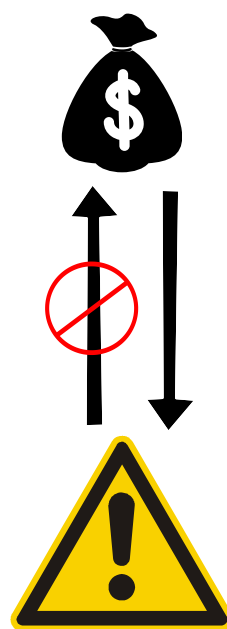
1,9 billions
contemporary
art market
(SAM)

please note that the (TAM) is EXCLUSIVELY based on the public market of I and II tier. The ARTup revolution brings out data from tier II and III private markets that today are not even conceivable. There are millions of potential new target users.

Theory of attention

Period 1970-2020

- Productive oligopoly
- Industrial process
- High entry barriers
- Asymmetry and opacity

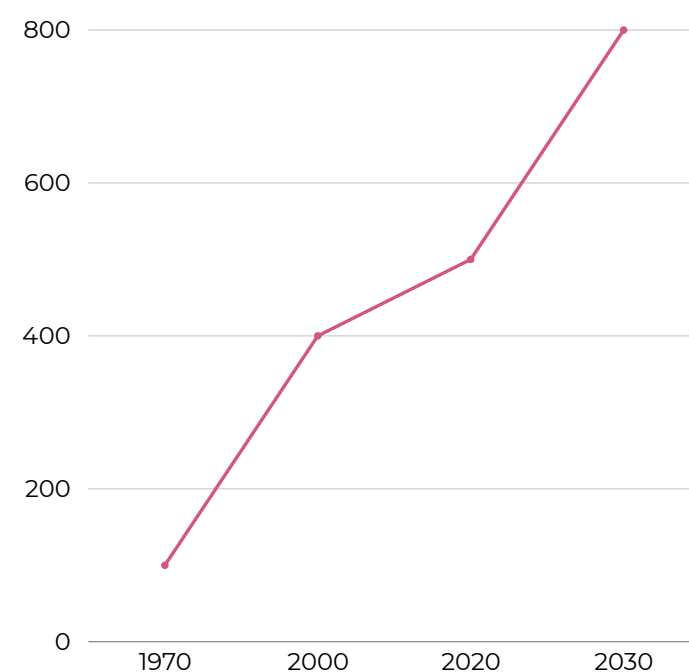


Period 2020-2030

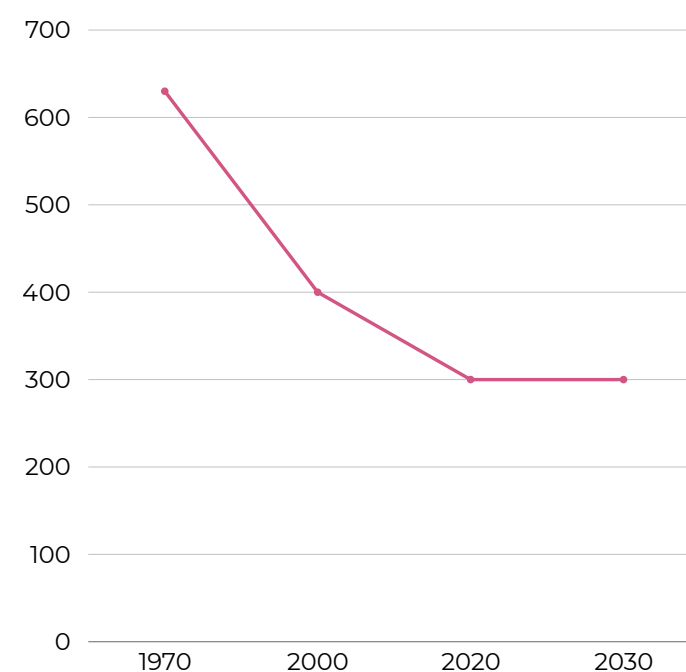
- Democratization of production processes
- Digitization
- Removal of entry barriers
- Pricing transparency
- Automatised tailored fruition processes

OPENING:CLOSURES of art galleries in the world:	
2007	2013
6:1	3:2
2008	2014
7:2	3:1
2009, 2010	2015
5:2	2:1
2011, 2012	2016
4:2	1:1
	2017
	0,9:1

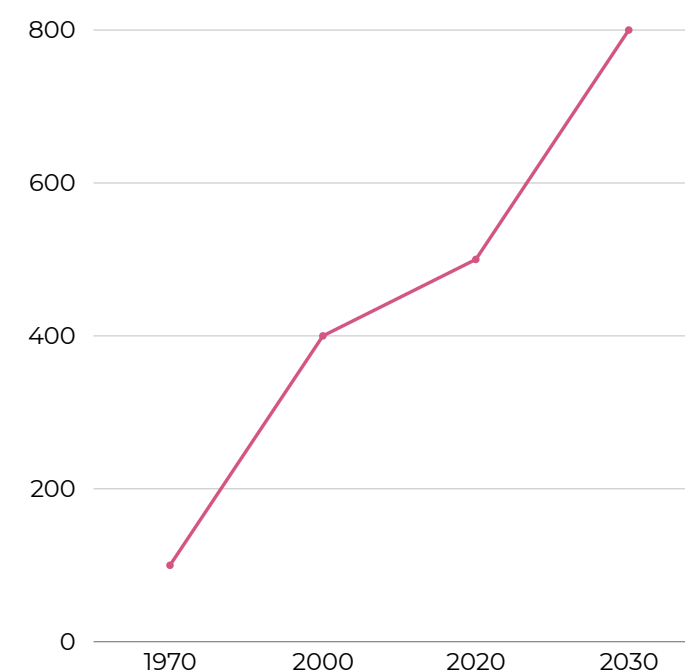
Capital goes where the attention is at, never the other way around!



PRODUCER



PROMOTER



TRADER

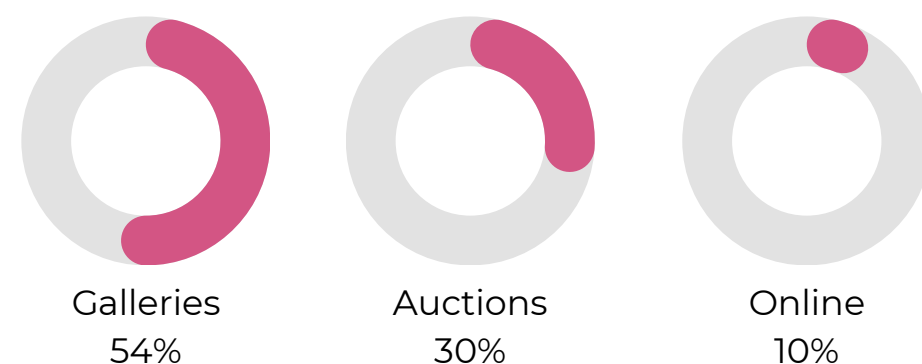
The concentration of attention on a few leading Artists in the global market favors international promoters, while mid-range promoters with turnover between € 100,000 and € 500,000 fail. The especially private market of third-tier promoters who sell works up to € 20,000 is growing

1970: advent of the Kunstkompass

2000: advent of ArtFacts

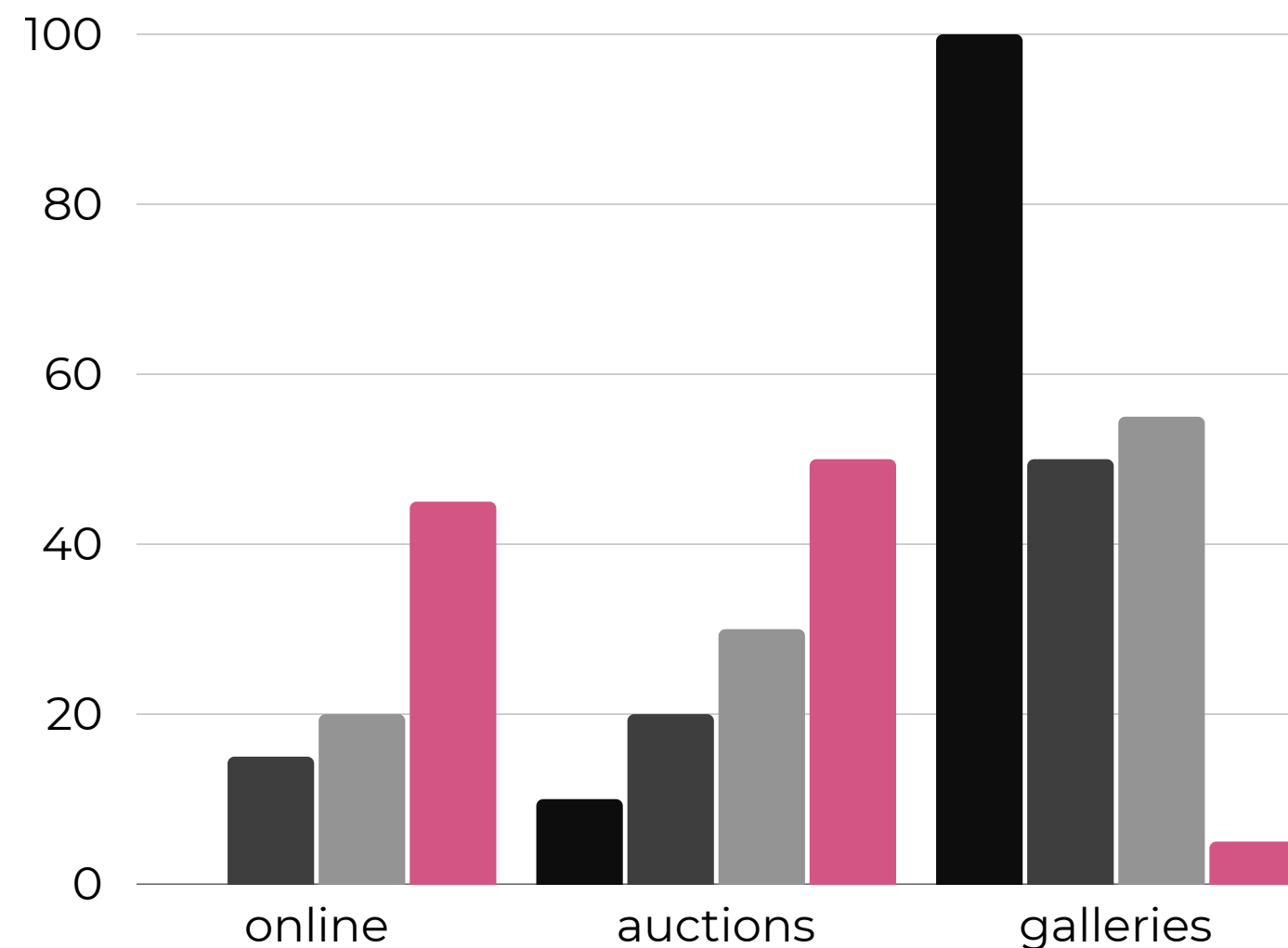
2030: Artup forecast

Sales channels



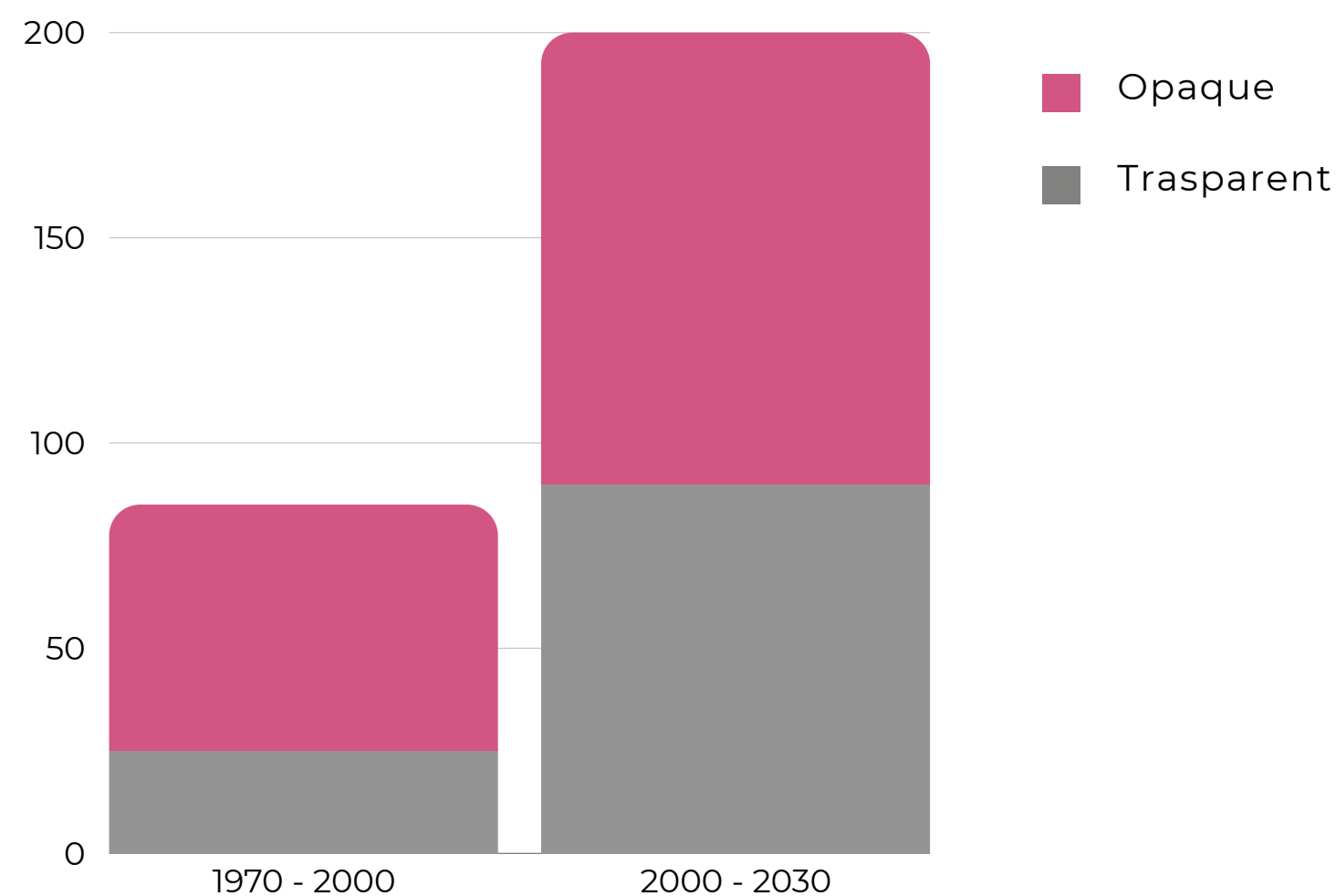
The entire art market is going through a phase of digitisation and consequent radical transformation of production and fruition processes thanks to digital technologies that favor the processing of many data and thus the emergence of second and third tier markets.

please note that auctions are now mainly held online, as is the trend of virtual tours for fairs (here represented in the "galleries" segment)



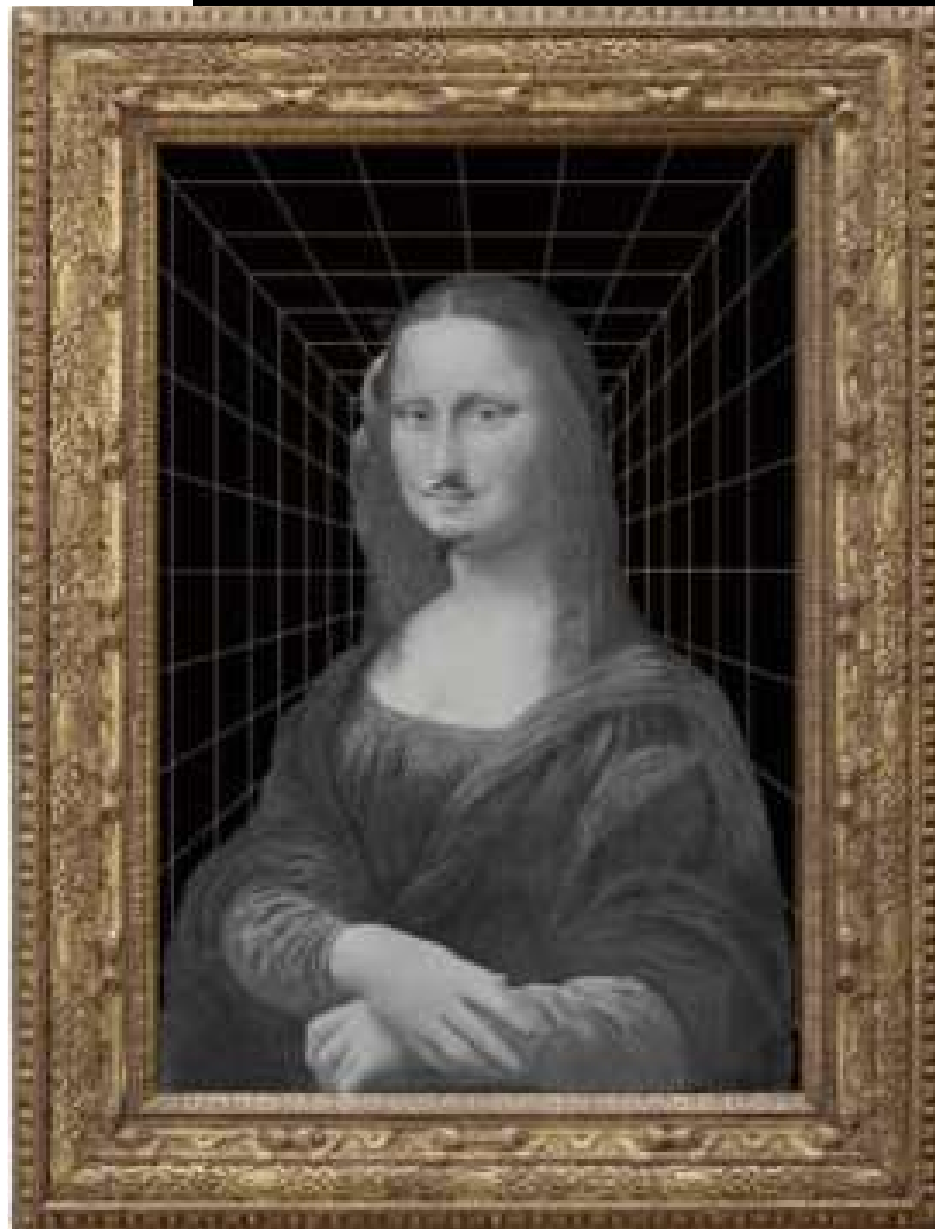
source: ART BASEL e UBS GLOBAL ART MARKET REPORT 2018

■ 1970 ■ 2000 ■ 2020 ■ 2030



from ART Price Report 2018

A. I. B.A.R.T. Artificial Buassaggine Reveal Treasures



vision

ARTup is the **registration authority for contemporary art**, a **decentralised registry of artists, artworks, and art operators**. We adopt the scientific method and a **Data Driven Business Model** based on disruptive technologies for offering worldwide phygital services (S.a.a.S. and P.a.a.S.), innovating the asset management and facilitating the access to the global art market and to the metaverse.

mission

ARTup aims to **digitise and automate the fruition processes** of the art market. We **revolutionise the value chain of art** by implementing the latest disruptive technologies such as: **Artificial intelligence, Blockchain, I.o.T., Augmented & Virtual reality** and **Crypto-Assets**.

Innovation

ARTup presents the **A.I. "B.A.R.T."**, the first **digital art advisor for contemporary artists ever!**

"B.A.R.T." is an open API software that automates the emulation of the **Art Coefficient**, the metric of the value of an artist's signature, and thus **dis-intermediates the expertise certification of an artwork**.

ART Coefficient Certification process



Procedure Know Your Customer (K.Y.C.).
Strong digital user identification



Calculation of the Art Coefficient
Ad hoc questionnaire



BART Validation
Semi-automatic process supervised by Promoters in the ARTup Community and by A.I BART.



Timestamp
Certification in blockchain



Index
List of certified artists



Art Coefficient Certificate

- Artist's name
- Artist's signature
- Author's Digital Identity(public key)
- QR-Code
- Art Coefficient
- Time stamp

**I.A. BART USES A PROCEDURAL ALGORITHM
PATENTED BY ARTUP TO AUTOMATE THE
EVALUATION OF AN ARTWORK (EXPERTISE).**



The ARTup Revolution is finally here.

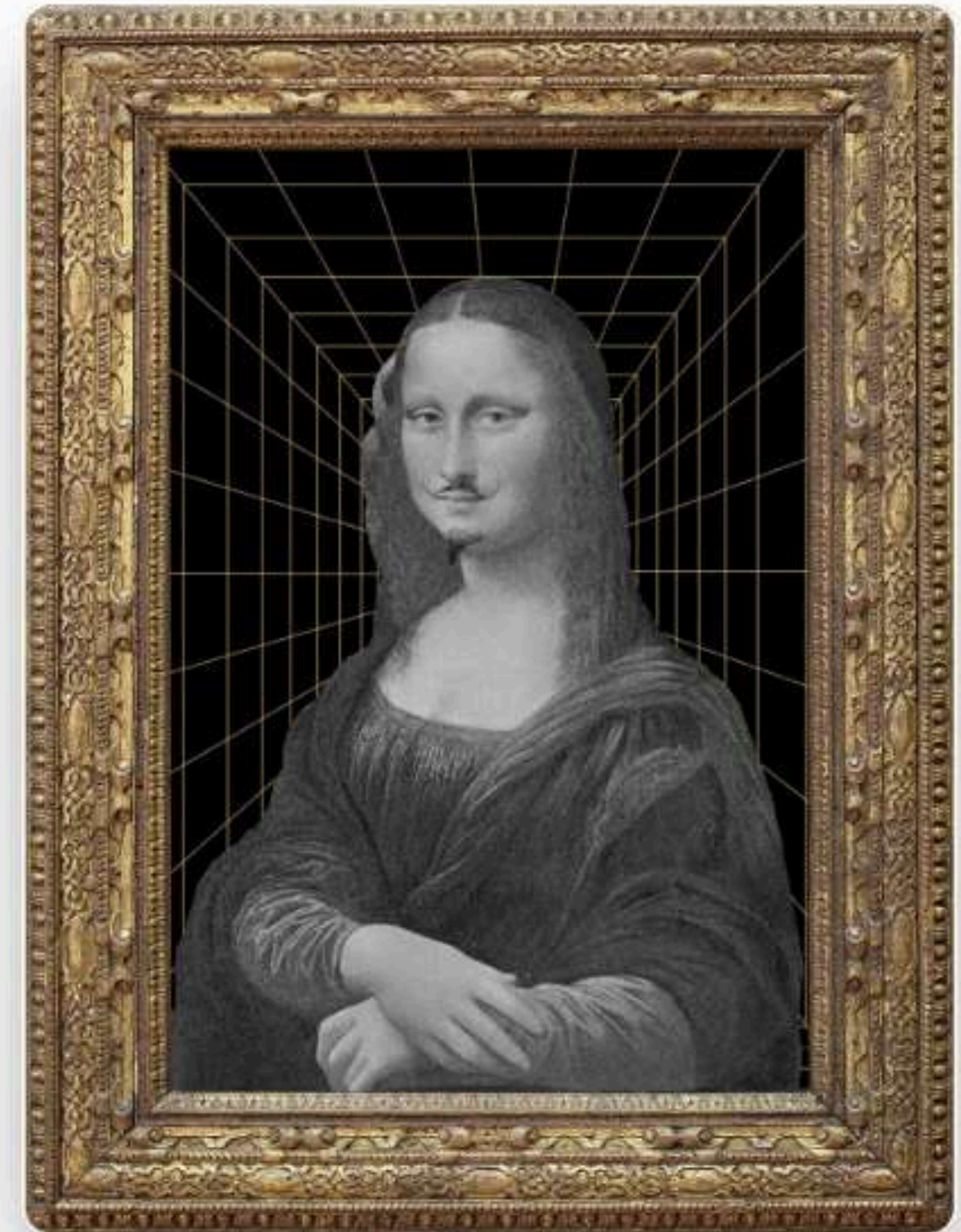
Certificate your Art Coefficient thanks to the Artificial Intelligence named BART The First Digital Art Advisor Ever

Estimate your Art Coefficient

Explore with Bart

Price an Artwork

ART Coefficient is a dynamic art index.
The A.I. B.A.R.T. bulletin is published and real-time updated
on the artcoefficient.com web platform.



visit: artcoefficient.com

BUSINESS MODEL CANVAS



Key Partners		Key Activities	Value Proposition		Customer Relationship	Customer Segments
<p>Affidaty s.p.a. (blockchain provider)</p> <p>Atelier Montez (art factory)</p> <p>Tenenga (I.o.T. provider)</p> <p>Lloyds (insurance broker)</p> <p>DHL (shipping)</p> <p>LIEU CITY (virtual tour)</p> <p>TONKI (frames and print)</p> <p>Institutional Partners</p> <p>Lazio Innova S.p.a.</p> <p>Intergruppo ICAS</p> <p>Camera dei Deputati</p>		<ul style="list-style-type: none"> - on-boarding ARTup (convert early adopters) - establishing FARO nodes (win stakeholders and establish partnerships) - listing ARTup coin - Lunch ARTup Suite 	<p>ARTup Suite (s.a.a.s)</p> <ul style="list-style-type: none"> ◦ ARTup Accounts ◦ Art Coefficient ◦ ARTup Wallet ◦ ARTup Gallery ◦ ARTup Mapp ◦ ARTup Happ ◦ ARTup Radar ◦ ARTup Scanner ◦ ARTup Go! ◦ ARTup Tetris ◦ ARTup Manager <p>ARTup Hosting Service</p> <p>ARTup Crypto Assets:</p> <ul style="list-style-type: none"> ◦ ARTup Coin (D1A); ◦ ARTup Counter (D2A) ◦ ARTup Currency(D0A); <p>ARTup phygital Products:</p> <ul style="list-style-type: none"> ◦ Producer Kit; ◦ F.A.Ro. Kit; ◦ Tecatoken 		<p>(B to C)</p> <ul style="list-style-type: none"> - automated services - F.A.Q. - contact form - ARTup Community <p>(B to B) or (B to G)</p> <ul style="list-style-type: none"> -BART Advisory team customised advisory 	<p>1. Producer</p> <p>artists or those entitled to the works of art (heirs or foundations)</p> <p>2. Promoter</p> <p>gallery owners, curators, art historians, foundations, museums, private spaces</p> <p>3. Manager</p> <p>entrepreneurs, collectors and patrons</p>
Cost Structure		Key Resources	Channels		Revenue Streams	
<p>FIXED COSTS</p> <ul style="list-style-type: none"> - blockchain scriptures - server mantainance -Tag RFID/NFC/beacon - hardware FARo (kit components and packaging) 		<ul style="list-style-type: none"> - registered trademarks - patented ind. process - 2000 early adopters - 40.000 little artworks 	<p>products</p> <ul style="list-style-type: none"> • Certificato Art Coefficient • FARO kit • Producer Kit • Tekatoken • crypto Assets • N.F.T. 		<p>services</p> <ul style="list-style-type: none"> • account premium • transaction fees • Advertising • A.P.I. • Customised Art Advisory and data analysis 	



render ARTup Suite su mobile

ARTcoefficient

On the "freemium" artcoefficient.com platform, it is possible to interact with BART to consult the index of independent producers and their relative art coefficients; carry out the quotation (pricing) of both physical and digital contemporary works of art (see n.f.t.); create a new digital identity associated with an art signature and obtain an "art coefficient certificate". The "premium" service offers professionals an editorial space on the homepage, data analysis tools and an advertising module to create promotion and enhancement campaigns for contemporary artists and works of art. Artcoefficient.com produces a new n.f.t. "BART" associated with the Monnalisa image for each new digital identity generated.

ARTup

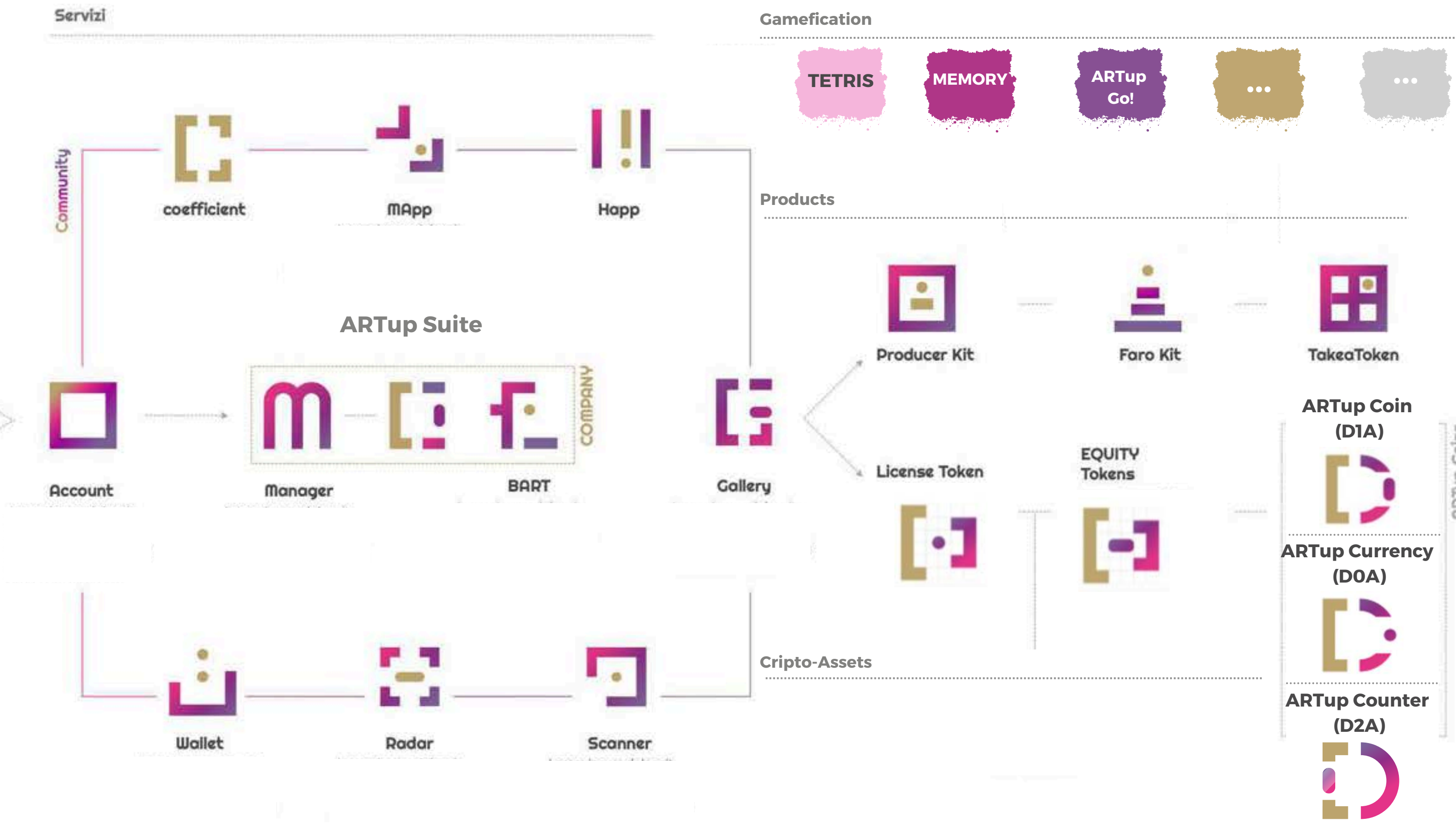
The ARTup.company web platform is the official web page of the ARTup company, where the mission, the business project, the roadmap, the services, the products, the team and the revolution of the patented contemporary art fruition processes are presented by ARTup s.r.l. From the artup.compay web platform you can create a profile suitable for your user segment, start the process of digitizing your business, registering and enabling the main functions to interact in the ARTup phygital ecosystem, such as creating your sovereign digital identity , open an ARTup Wallet and manage your assets through the ARTup Manager control panel.

ARTallery

The Artup.Gallery web platform offers the "freemium" service of digitization and tokenization of physical and digital artworks. For visitors and basic users, the platform offers a social experience, with a chat between users, rewarding gamification, virtual reality for the composition of "Tecatoken" the new smart-framed-quadreries patented by ARTup; widespread and decentralised market place where you can buy N.F.T. in ARTup Stabile Coin (D1A) or ARTup Volatile Coin (D0A) and make exchanges P2P. For professionals it is possible to upgrade to the premium account with data analysis tools, personalised advisory, advertising module and greater capacity to deposit of the artworks.

ARTSystem

The Artup.Systems web platform is the workspace dedicated to the developer community. Here are the A.P.I. open source (or for a fee) to integrate ARTup services into software developed by third parties; here the external IT developers who want to collaborate with ARTup to develop the phygital ecosystem find some rewarding collaboration proposals such as eg. software development or debug requests; artup.systems is the forum where the mathematical model of calculation of the Art Coefficient is discussed, perfected and implemented.



User segments

Producer

The certified value of an artist's signature and the authenticity of the artistic production facilitate the display in places of value and the marketing of artworks, including second and third tier market.

JOB TO BE DONE

- Certify the production value
- Do other exhibitions
- Increase notoriety
- Selling the artworks produced
- Digital transition

CONCERNS

- Not finding access to the global market
- Not getting attention
- To bear the costs of production, archiving and distribution of one's works

WHISHES

- Living off your work
- Increase notoriety
- Being able to exhibit in prestigious places
- Be recognised, appreciated, rewarded

Producer Kit



JOB TO BE DONE

- Make a good deal
- improve asset's management
- Buy liquid value
- Owning an authentic artwork
- Bet on the Phygital Revolution
- Turn trader to part of the value chain
- Invest in innovative "phygital" artistic and financial products.

Trader

The decentralisation of payments and the digitalisation of the fruition processes enable new buyers to the art market.

WHISHES

- own an original work
- be a v.i.p.
- support an artist
- earn from the investment

CONCERNS

- Buying a artwork that has no value
- Do not re-convert the investment

Promoter

Ensuring transparency to the value chain and the certification of the value of an artwork breaks down the barriers to entry to the market and increases the profitability of investments in contemporary art, systematically also including the second and third tier promoters

JOB TO BE DONE

- Generate income from own business / exhibition space
- Buy liquid value
- Increase the notoriety of the represented group of artists
- Earning from the sale of the artworks

CONCERNS

- Physical exhibition space costs too much
- There is no one in the metaverse
- Digitization is an inevitable risk
- Few earnings from direct sales

WHISHES

- Increase your earnings
- Enhance the artworks
- Promote favourite artists
- Reaching new customers

F.A.Ro. Kit



FREE

visitor

New users can visit the ARTup web platforms for free to consult the index of artists, appreciate artworks and access the digital market place. Download the ARTup Suite to use directly on your smartphone.

ANONIMO

FREE

Producer

artistic sovereign digital identity with legal signature associated with artist's signature. Listing, tokenisation and deposit of physical and digital artworks; connected to ARTup Wallet for remote asset management.

Trader

Pseudonymous sovereign digital identity for collectors and entrepreneurs. Make excellent investments thanks to the digital art consultant B.A.R.T. connected to an ARTup Wallet for the management of proprietary assets

Promoter

Pseudonymous sovereign digital identity for Curators, Art Historians and cultural promoters with augmented reality modules and virtual tour connected to ARTup Wallet for the management of proprietary assets

PSEUDONIMO / K.Y.C.

PREMIUM

PROducer

Professional Artists create a premium account that allows for more storage space and data analysis tools, advertising module. The Producer Kit offers the possibility to authors and those entitled to tokenise large-format artworks even from their home.

Mæcenas

Professional traders create a business account with deposit service, management of tokenised artworks; personalised consultancy, data analysis tools, predictive algorithms for investments, By creating and buying a Tecatoken they become part of the value chain.

Custodian

legal digital identity for museums, foundations and exhibition space managers. By purchasing a "F.A.Ro. Kit", ARTup Coin is minted and an exhibition space and deposit (F.A.Ro.) is enabled in the phygital ecosystem of Artup

Mapping Art 4.0

ACCEDERE ALL'ECOSISTEMA PHYGITAL

REGISTRATION

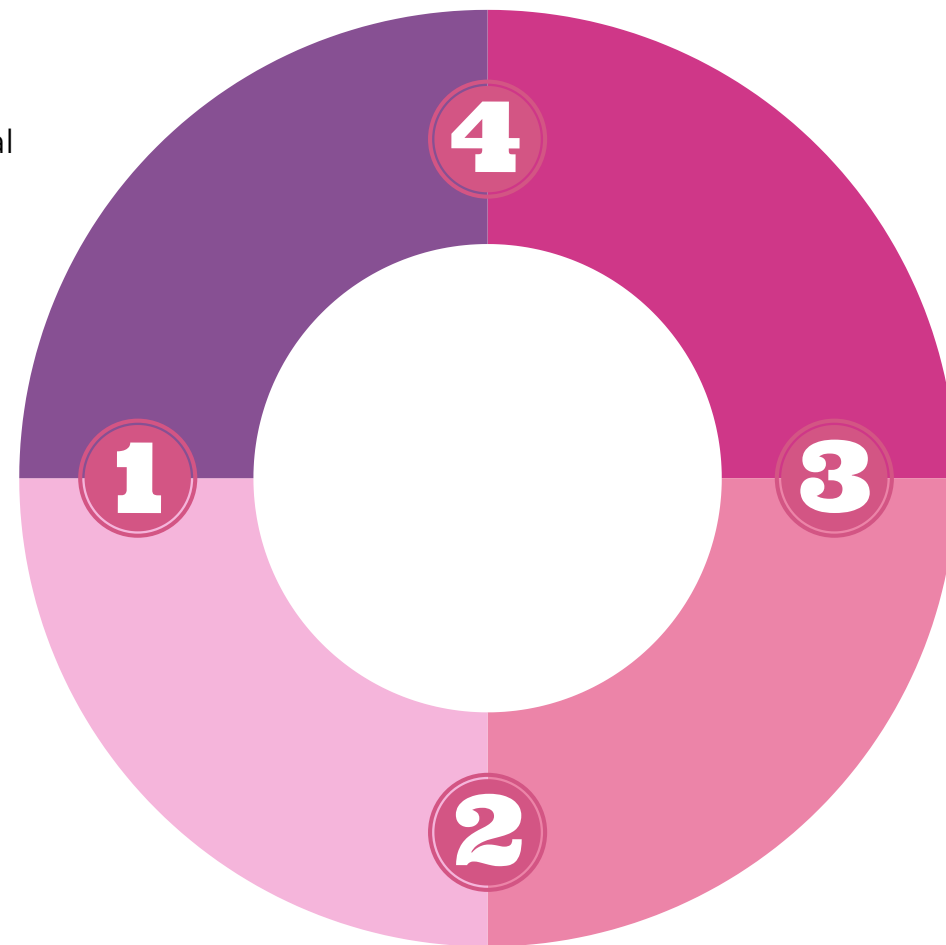
Create your artistic digital identity by choosing a profile type:

- 1) PRODUCER (KYC)
- 2) PROMOTERS (KYC)
- 3) TRADERS (KYC)

PRODUCTION

In relation to the type of profile chosen, the user can tokenize their assets:

- 1) works of art
- 2) exhibition spaces
- 3) capital

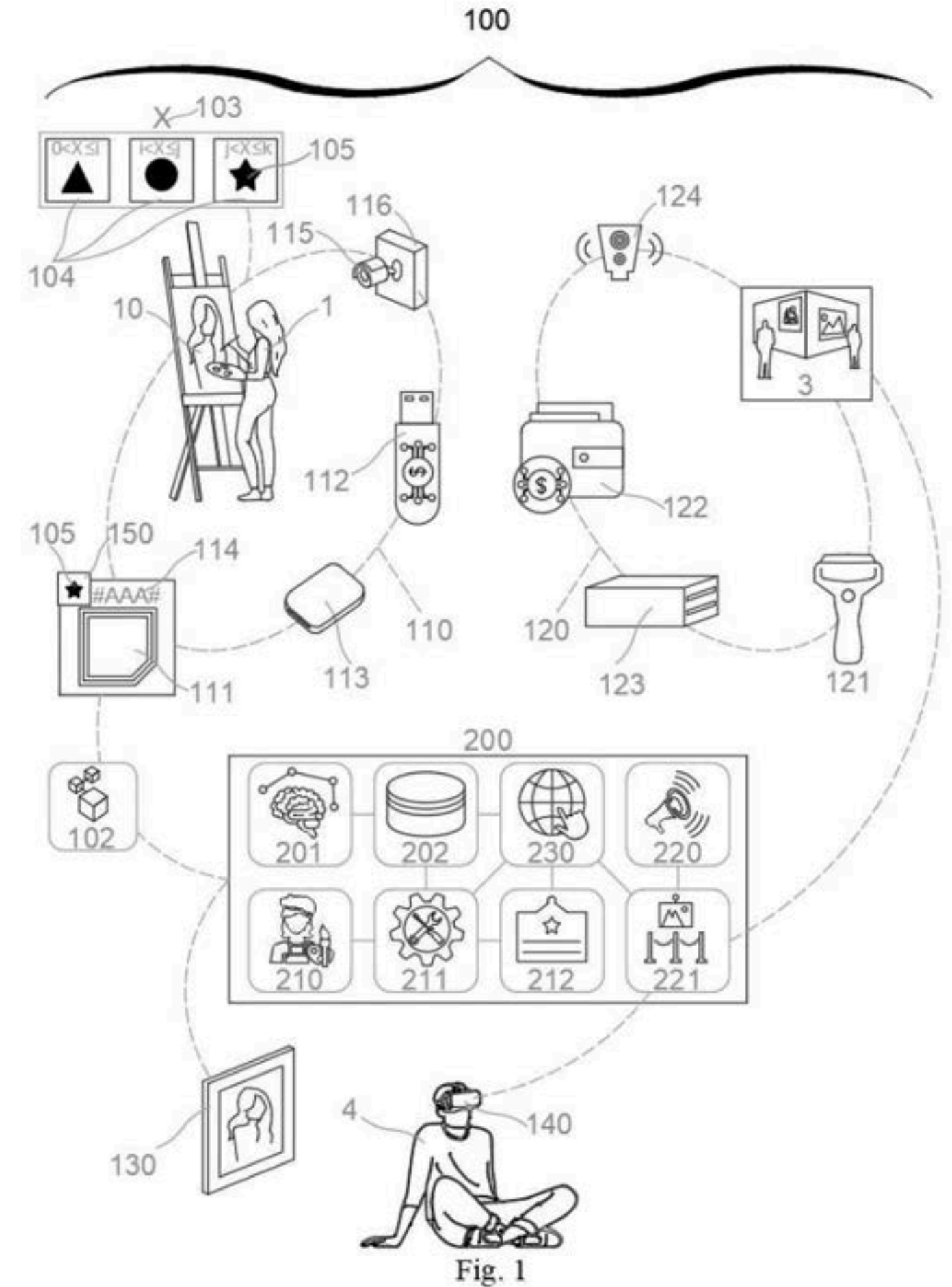


INTERACTION

The user is now a link in the value chain and can interact with other authorized users to promote and buy-sell or exchange works of art represented by tokens of various kinds

ENABLING

Validation of informations, tokenization of artworks and exhibition spaces, enabling of the wallet. The user is enabled, appears on the platforms and can manage proprietary assets.



ARTup industrial process scheme

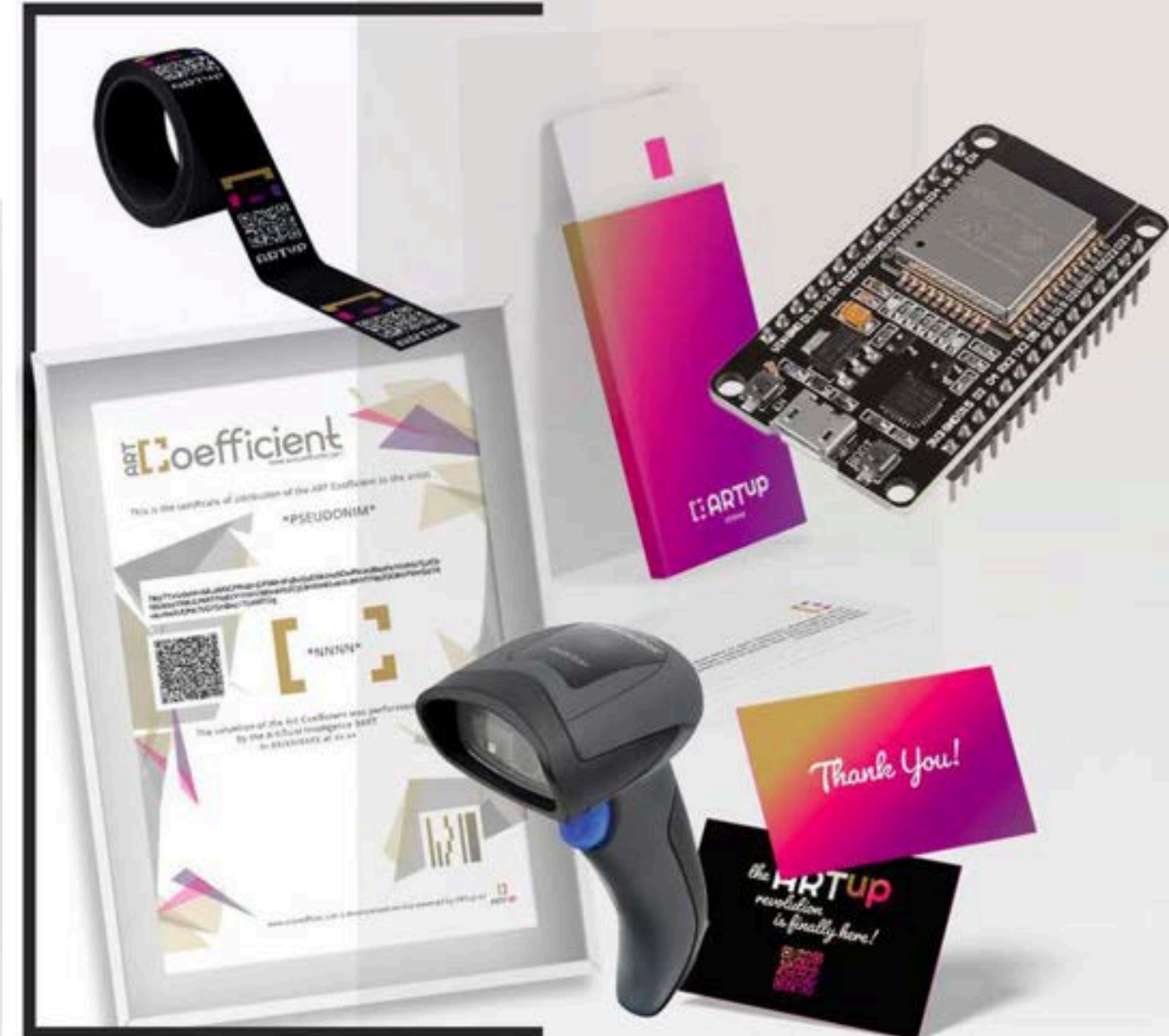


F.A.Ro. Kit packaging

FARo Kit is a product designed for scaling up.
CUSTODIANS such as Museums, Art Galleries and Independent Showrooms access the ARTup phygital ecosystem by virtualising their exhibition space, tokenising their artworks and minting ARTup Volatile Coin (DOA)



PRODUCT



F.A.Ro. Kit contents

- dApp "F.A.Ro. kit"
- NFC / RFID / Beacon tag
- Cold Wallet
- Hardware Node "Fitlet"
- NFC / RFID Tag printer
- Anti-counterfeiting devices
- V-Iban
- Debit Card on Mastercard circuit
- X ARTup Volatile Coin (DOA)



F.A.Ro. Kit

Producer Kit is a product designed for **Artists** who want to tokenize their physical artworks to enable remote control and access the global market without leaving home.



Producer Kit packaging

PRODUCT



contents



Producer Kit

- dApp "Producer Kit"
- Art Coefficient Certificate
- NFC / RFID tags
- Cold Wallet
- Anti-counterfeiting device
- ARTup debit card integrated on the Mastercard circuit

CUSTOMISED FRAMES 3.0.



N.F.T.
RELATED TO THE
COMPOSITION



GLASS



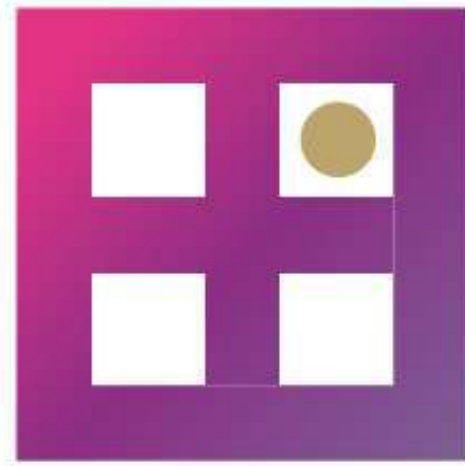
ALLUMINIO



WOOD



OLED TRASPARENT
TOUCH SCREEN



TECATOKEN PHIGITAL PRODUCT

AN EXHIBITOR OF ARTWORKS SEALED IN
SMART FRAME WITH TRANSPARENT OLED
MONITOR INTEGRATED FOR THE DIGITAL
FRUITION OF THE CONTENTS.

CONTENTS AD LIBITUM

N.F.T.
PHYGITAL



ARTWORK

N.F.T.
PHYGITAL



ARTWORK

N.F.T.
PHYGITAL



ARTWORK

N.F.T.
PHYGITAL



ARTWORK



ARTISTI ESPOSTI

THE AUTHOR OF THE TECATOKEN IS THE COLLECTOR

Arena competitiva



Competitor direct



The direct competitors of the Art Coefficient service are natural persons who are experts in the art world, i.e. art historians or gallery owners called upon to appreciate the works of art of others, issuing the so-called "expertise" in exchange for a fee. They do not declare the method used to calculate the value of a work of art, so the appraisals are not very transparent, have extremely high costs and very long evaluation times. Furthermore, there are many problems related to language barriers and translation costs which make it practically impossible to carry out expertise in other languages.



«Give me a million[e] and I'll tell you it's a Giorgione, give me a billion [miliardo] and I'll tell you it's a Leonardo»

All indirect competitors always focus on the evaluation of the work of art rather than on the notoriety of the person who creates it, effectively making it impossible to certify the authenticity of a work of art.

Competitor indirect



Competitor direct

SuperRare



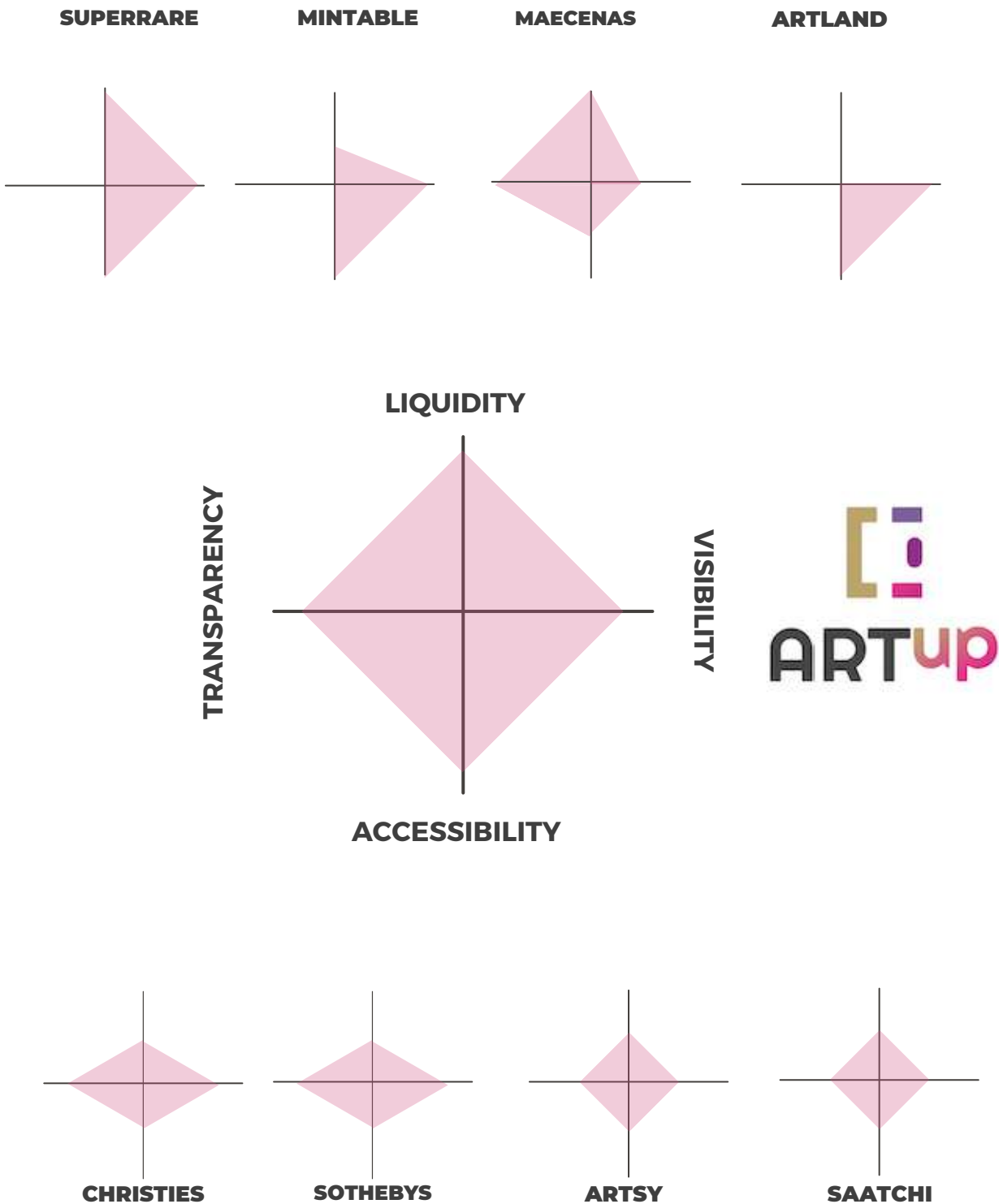
Mæcenaz



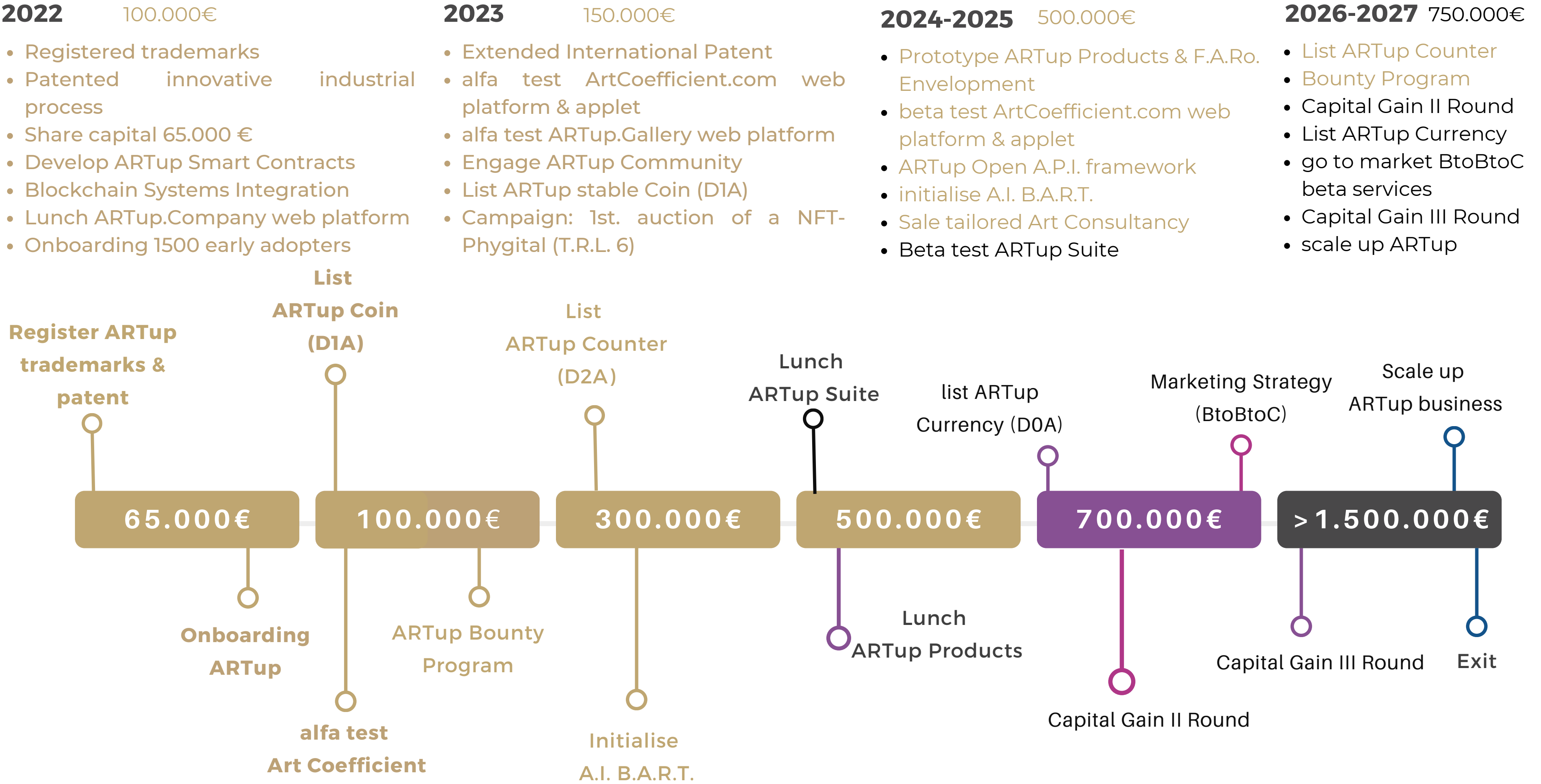
Competitor indirect

ARTup's direct competitors are new generation web platforms that offer tokenization services only for digital artworks; ARTup instead introduces an innovative industrial process for the digitization of physical assets, hence "phygital".

ARTup's indirect competitors are the big Promoters already established on the art market, who tend to appreciate art objects rather than authors, updating an exclusive market that tends not to consider II and III level producers.



Capitalising ARTup



ARTup Roadmap

1. On-Boarding ARTup

Create a Sovereign Artistic Digital Identity on ARTup Accounts, connect your digital wallet and join the ARTup Community newsletter.

2. Bounty Program:

Participate in the pre-launch global campaign "**Be**pART – the largest collective art show ever!**"

Send us your Artworks and receive ARTup Coin (D1A), the first cryptocurrency ever designed for artists.
[join Bounty Program !](#)

3. ART Coefficient

We are engaging artists all over the world and **measuring their Art Coefficient with BART** – the first Digital Art Advisor ever for contemporary artists!

[Try it, it's free!](#)

4. ARTup Gallery

Trade your Artworks on ARTup Gallery, the phygital-art marketplace powered by ARTup. **Mint your N.F.T. for both physical or digital artworks** and start trading now!

5. ARTup Suite

ARTup Suite is a set of digital tools designed to revolutionise the fruition processes of the contemporary art market. Discover the innovative phygital products such as "Producer Kit", "FARo Kit"

6. BART A.I.

Explore the art world with BART – artificial intelligence assistant using deep learning over a vast treasure of art data collected and generated by the ARTup Phygital Art Ecosystem.

ARTup Company



Giorgio Capogrossi

Art Director
C.E.O.
Chief Executive Officer



Marcella Magaletti

Art Historian
C.A.O.
Chief Advisory Officer



Lorenzo Saverio D'Attilia

Attorney
C.L.O.
Chief Legal Officer



Tomasz Waraksa

Full Stack Developer
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Giacomo Capogrossi

C.O.O.
Chief Operative Officer



Marco Galletti

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Chief Graphical Officer



Simone Sassetti

PhD Accountant
C.F.O.
Chief Financial Officer



Luca Motolese

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Front End
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Elisabetta Zeni

Art Historian &
Cultural Outreach



D.S.

Marketing Agent
C.C.O.
Chief Commercial
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Emiliano Fonzi

Accountant
C.F.O.
Chief Fiscal Officer



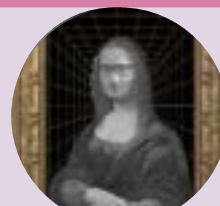
Kazik Waraksa

Junior Full Stack
Developer



Martina Alicia Setti

U.I./U.X. Designer
Product Designer



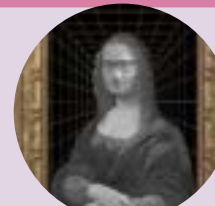
Martino Cesaratto

A.I. Developer



Manuel Grillo

3D Designer



A.A.

DevOps

ARTup Community



B Art Advisory Team

freelance promoter pool



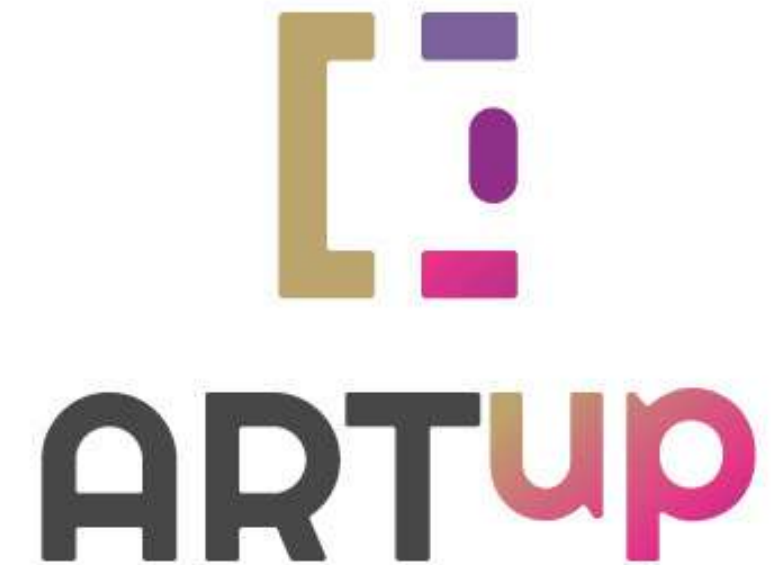
ARTup Producers

Independent Artist pool



ARTup Developers

freelance developer and
contributors pool



team

Istitutional partners



Camera Dei Deputati
Intergruppo
innovazione



Lazio Innova
Por Fesr - fondo
europeo di sviluppo
regionale



**Fondazione
Italia USA**
International
relationships



Praxi I.P.
Intellectual Property



Tenenga srl
I.o.T. Solutions



ATG Legal
Legal Advisory



PTSCAS s.p.a.
Financial Advisory



Affidaty s.p.a.
Blockchain Provider



Lux Made In srl
I.o.T. software
integration



Lieu City srl
Virtual tour provider



Fionda!
Marketing agency



A-Tono Group
Banking



Atelier Montez
Art Factory

Contacts



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