

**A DECENTRALIZED PHYGITAL ART ECOSYSTEM**

**powered by**

**EE**

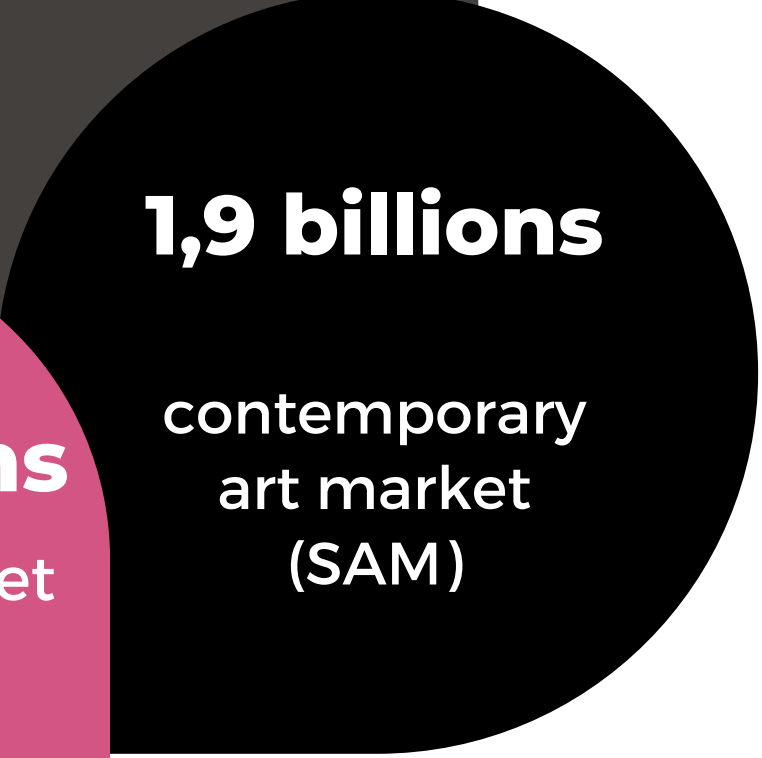
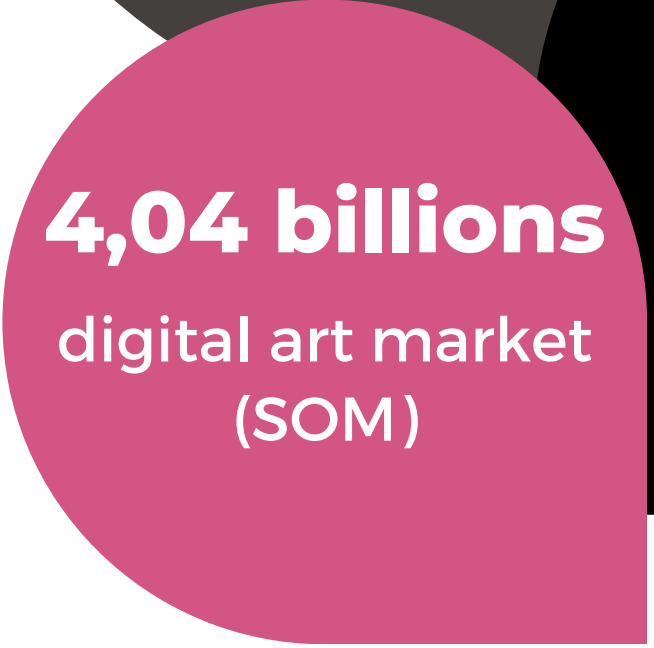
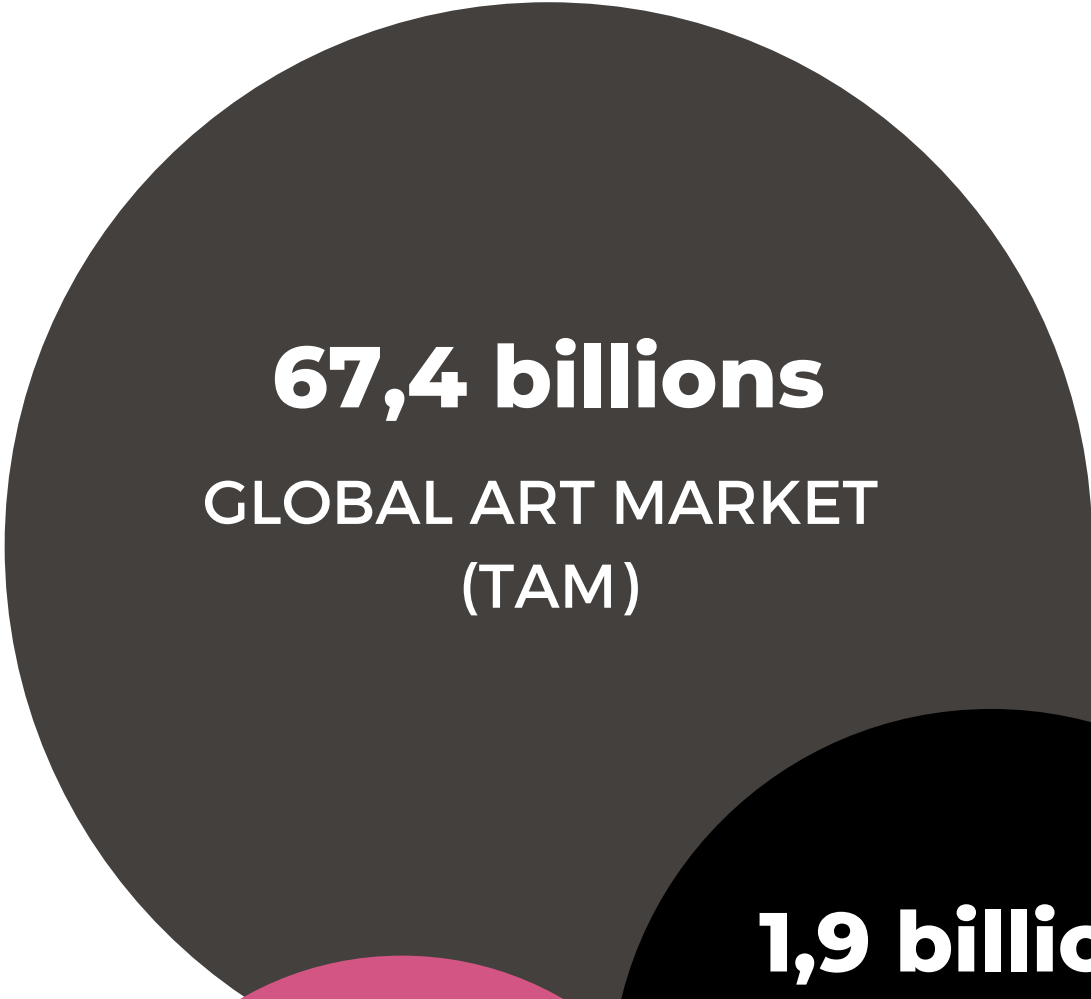
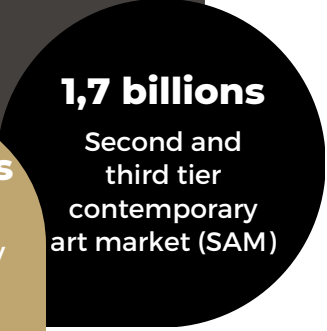
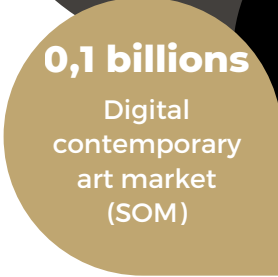
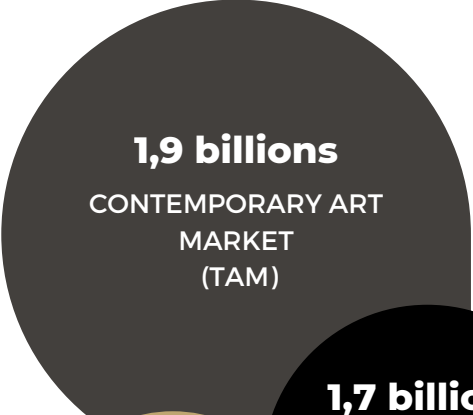
**ARTUP**

<https://artup.company>

# reference market: contemporary art

Analog  Phygital

## Phygital Trust & Registry Operating System for Art Assets



### Problems

- High opacity in pricing and provenance
- Fragmented ownership & documentation systems
- Weak interoperability between physical and digital art
- Inefficient and trust-heavy intermediaries
- High friction in cross-border transactions

### Solution: **phygitalise to Industrialise**

how

**OPERATING SYSTEM**

Connecting physical artworks, digital twins, identity, payments, and provenance into a unified registry infrastructure.

what

**INCREASE ATTENTION**

ARTup builds the trust and registry infrastructure for the global art economy

why

**REVOLUTIONISE THE VALUE CHAIN**

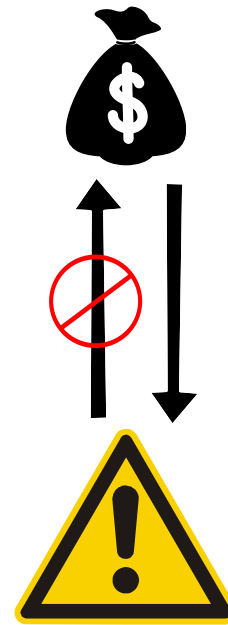
Because the art market is one of the last major global asset classes that is not structurally digitized

*(TAM) is only based on the public art market of I and II tier. The ARTup revolution brings out data from tier II and III of the private analog&crypto-market that today are not even conceivable. There are billions of potential new target users!*

# Theory of attention

## Period 1970-2020

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

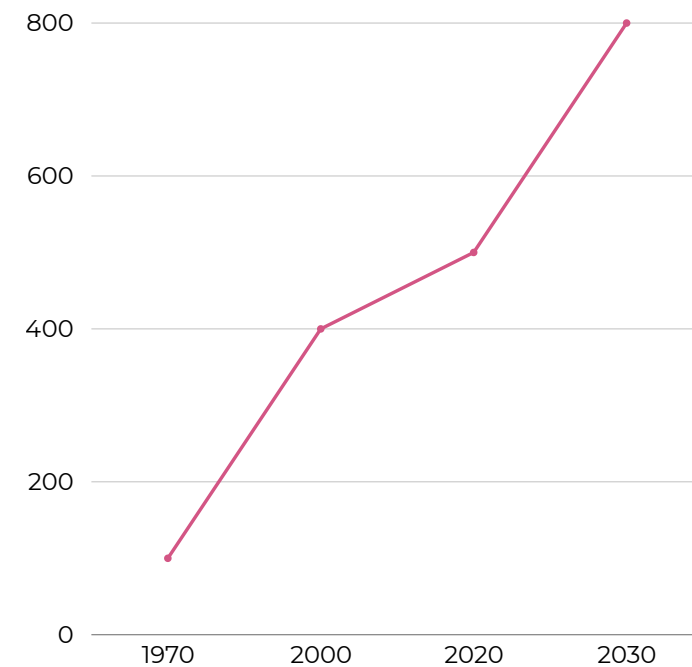


## Period 2020-2030

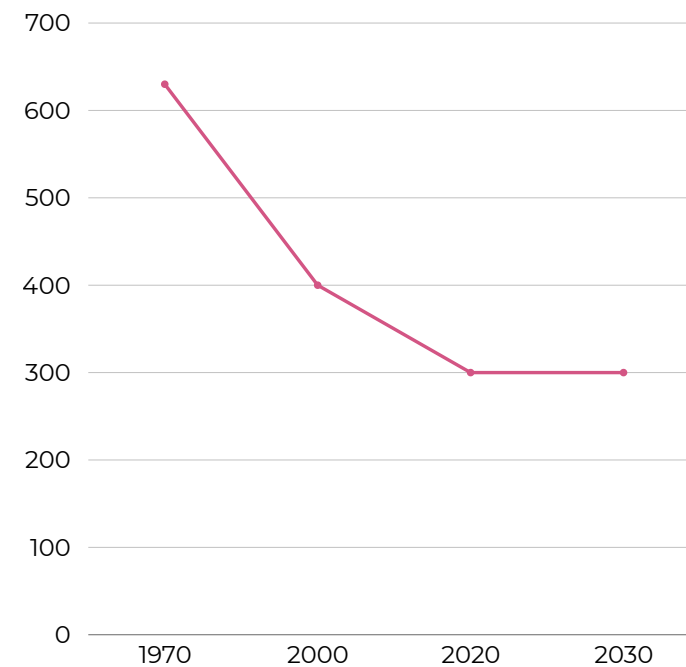
- Democratization of production processes
- Digitization
- Removal of entry barriers
- Pricing transparency
- Automatised tailored fruition processes

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

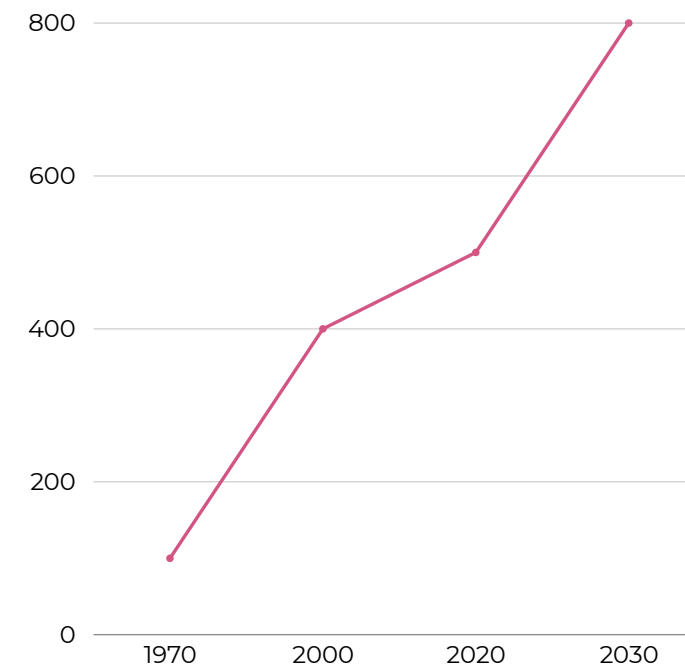
Art is still not a native digital asset class — it is a fragmented analog system wrapped in digital interfaces.



PRODUCER



PROMOTER

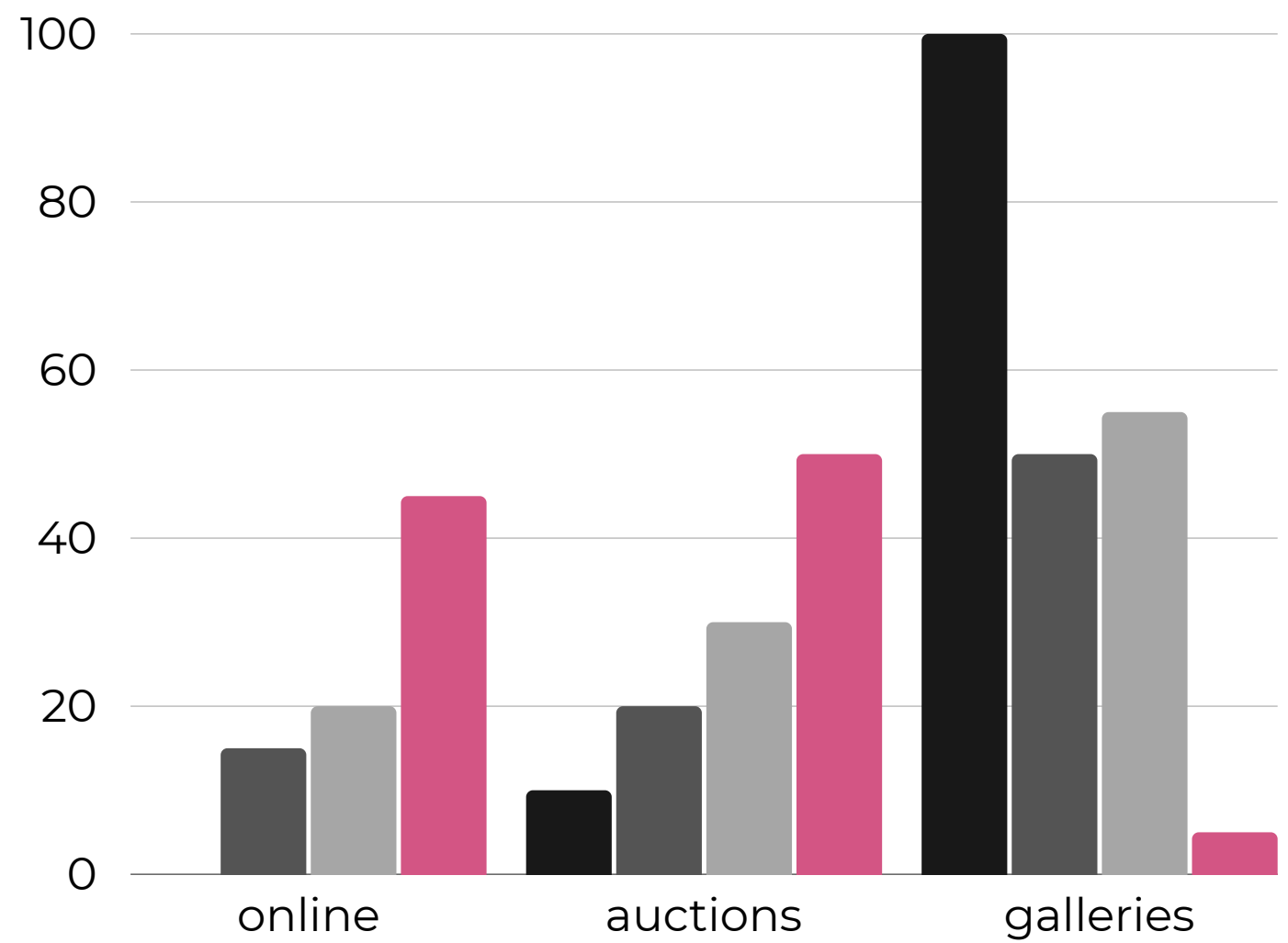
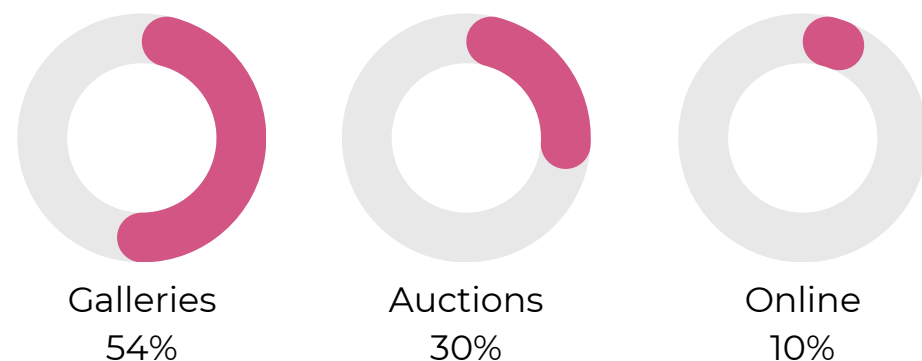


TRADER

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



source: ART BASEL e UBS GLOBAL ART MARKET REPORT 2018

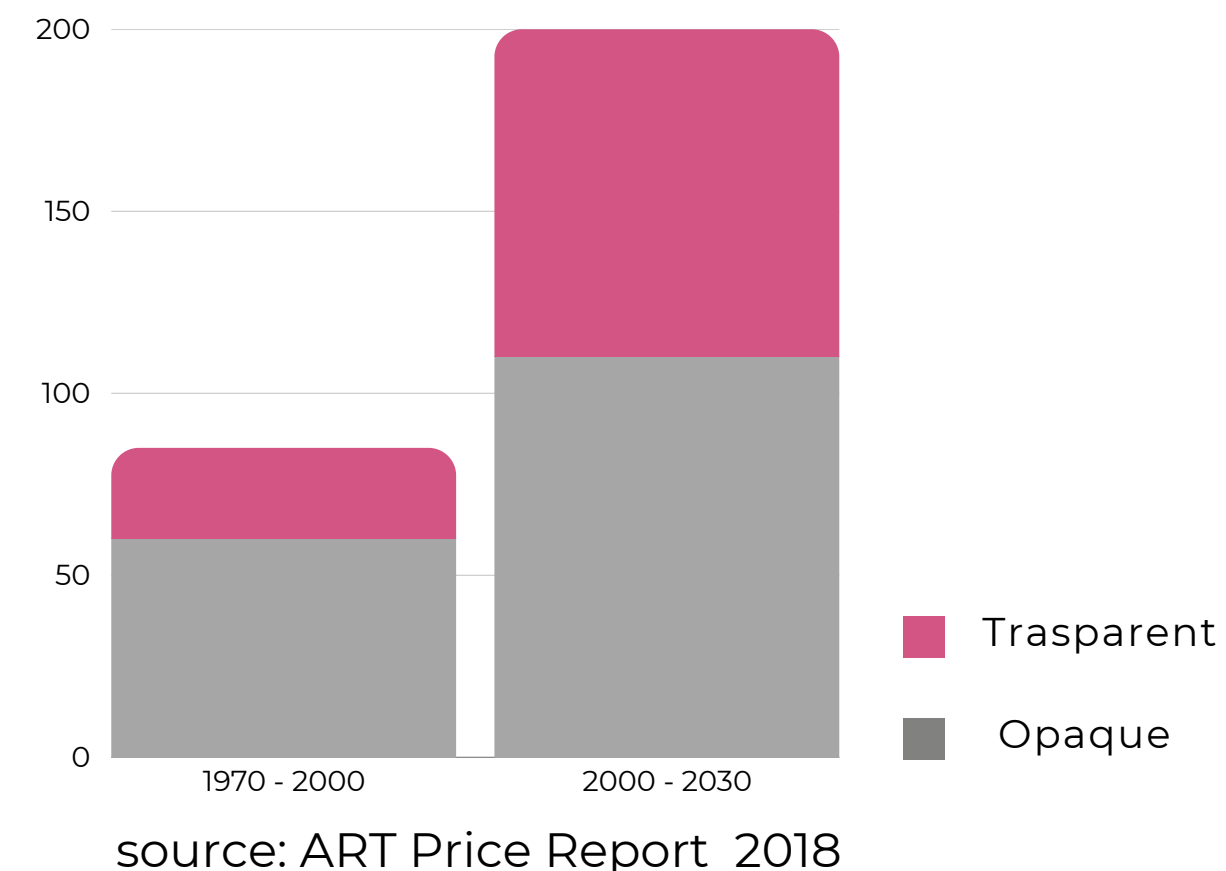
■ 1970 ■ 2000 ■ 2020 ■ 2030

# Why now

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.

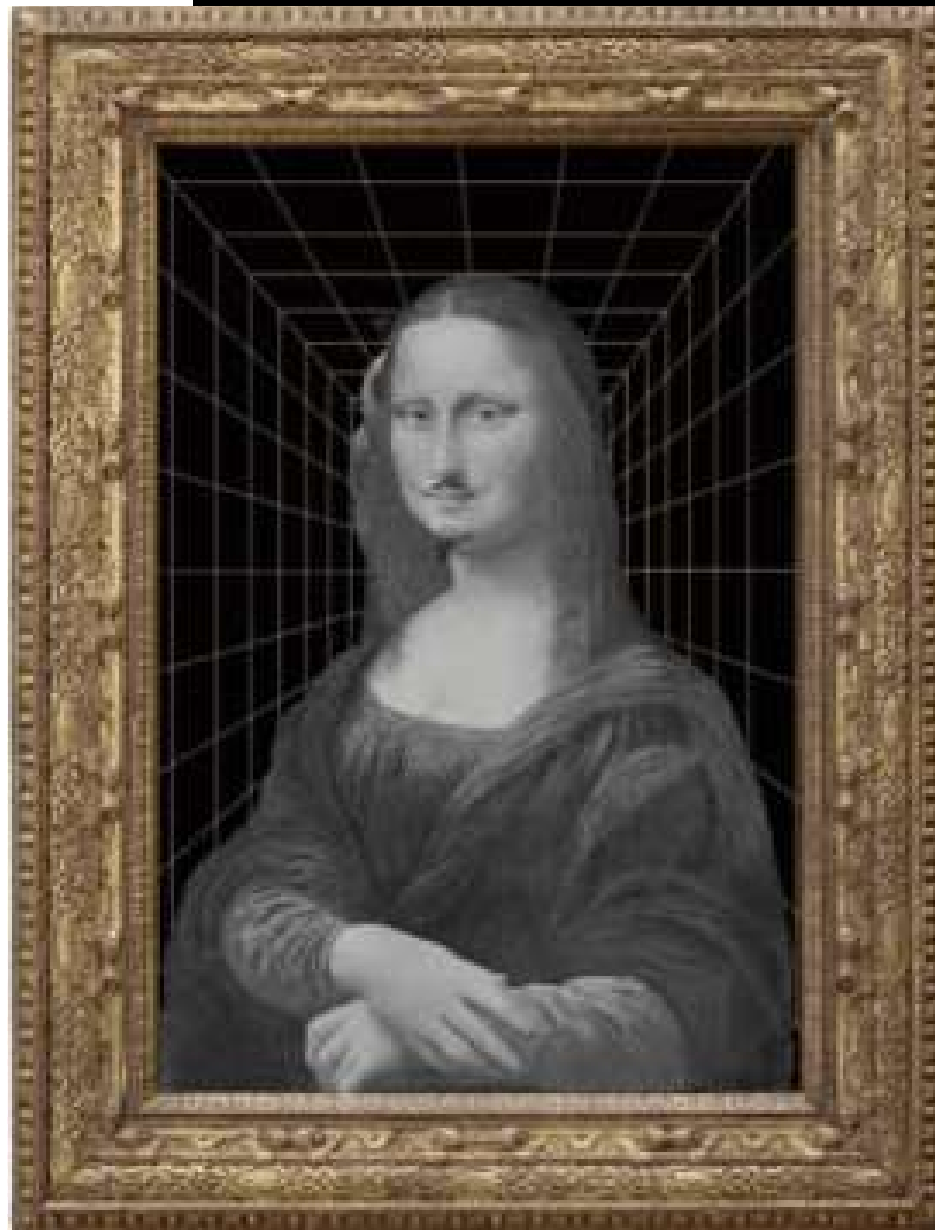
## 3 structural shifts:

1. Digitization of cultural assets (NFTs + phygital assets)
2. Regulatory convergence (MiCAR, eIDAS 2, AML, DAC8, Alact, GDPR, etc.)
3. Infrastructure maturity (blockchain + AI + identity wallets + I.o.T. technologies)



**The infrastructure layer for art ownership is finally possible**

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



## **vision**

ARTup is a **decentralized Identity & Trust Registry** for the art economy, designed to **preserve, attest and verify the artistic identity** of creators, the provenance of artworks, and the integrity of the art value chain.

## **mission**

ARTup aims to **digitize and automate the end-to-end processes of the art market**, empowering artists and art operators to access, operate, and scale within a **global art ecosystems**. It establishes a **new standard** for how artworks are **registered, authenticated, valued, and transacted** across both physical and digital markets. IoT, A.I. and blockchain enable innovative processes for **tracking and remote management of the art assets**.

## **Innovation**

ARTup presents **B.A.R.T., the AI-powered Art intelligence Advisory System** designed to support contemporary artists and art operators in decision-making, valuation, and market positioning.

B.A.R.T. is an **API-based, graph-aware A.I. layer** that models and **automates the Art Coefficient**, a proprietary metric for evaluating the economic and reputational **value of contemporary artists and artworks**.

It transforms fragmented expert-driven evaluation processes into a continuous, **data-driven framework for art valuation and certification**, enabling a more transparent and scalable market intelligence.

# ART Coefficient Certification process



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



Emulation of the Art Coefficient  
Ad hoc questionnaire



BART Validation  
Semi-automatic validation process facilitated by external human collaborators of the ARTup Community and by A.I BART.



Timestamp  
Certification in blockchain



Index  
List of certified artists and graph curve presented on the portal [www.artcoefficient.com](http://www.artcoefficient.com)



# 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.

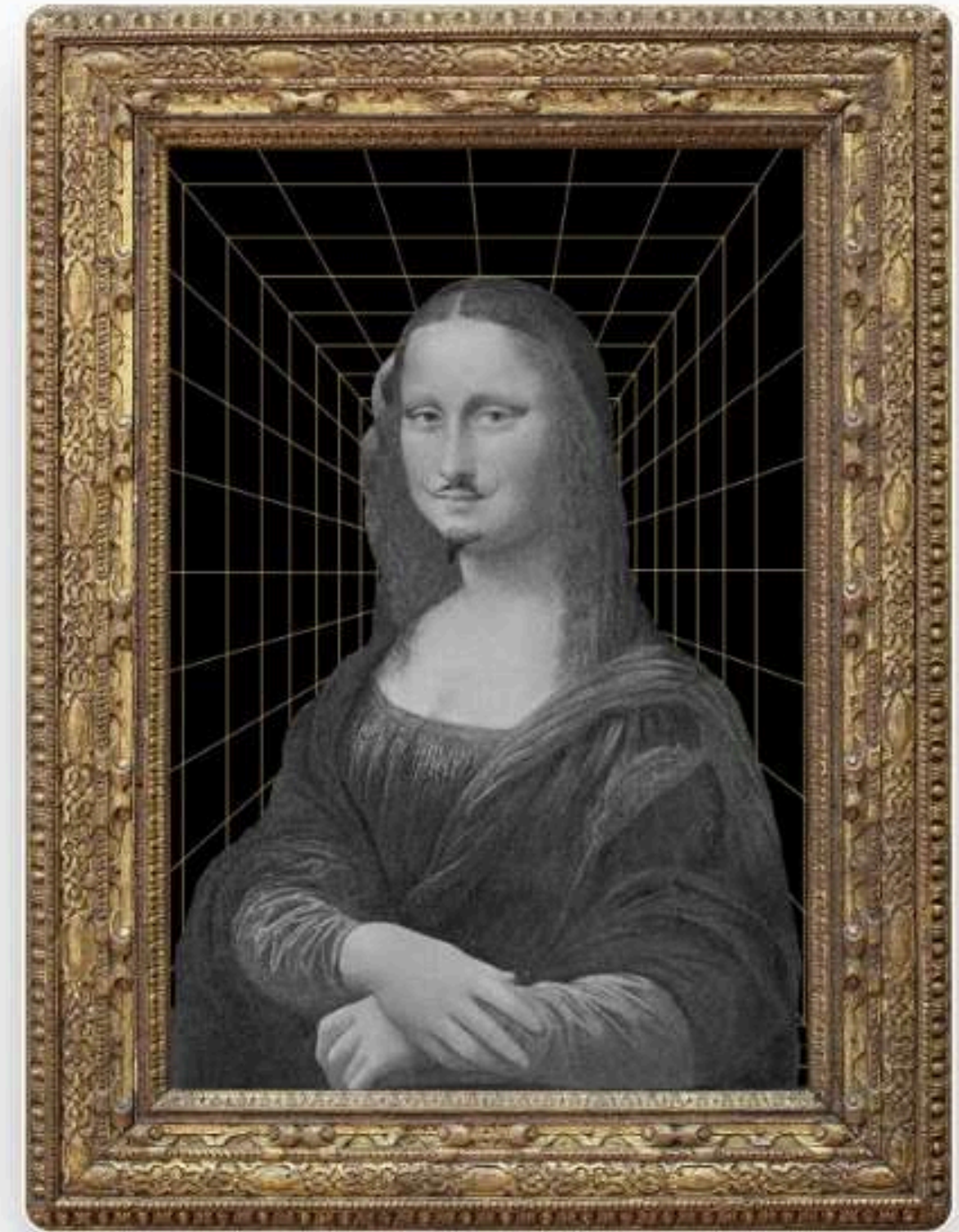
Certificate your Art Coefficient thanks to the Artificial Intelligence named BART The First Digital Art Advisor Ever

Estimate your Art Coefficient

Explore with Bart

Price an Artwork

Artcoefficient.com shows the dynamic Art Coefficient Index. The A.I. B.A.R.T. Report is published and real-time updated on the artcoefficient.com web platform.



visit: [artcoefficient.com](https://artcoefficient.com)

# BUSINESS MODEL CANVAS



<p><b>Key Partners</b></p> <p>CASP: (CoinBase, etc.)          PayTech (Stripe, etc.)          I.o.T. provider (SATO, ...)          insurance (Lloyds, AXA...)          Logistics (DHL, BRT, ...)</p> <hr/> <p>LIEU CITY (virtual tour)          TONKI (frames and print)          Atelier Montez (art factory)</p> <p><b>Istitutional Partners</b></p> <p>Lazio Innova S.p.a.          Intergruppo ICAS          Camera dei Deputati</p>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>- ARTup Bounty Program (onboarding early adopters)</li> <li>- FARo 5.0. environment (onboarding BtoB)</li> <li>- Lunch ARTup Suite</li> </ul> <p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>- registered trademarks</li> <li>- patented ind. process</li> <li>- 2000 early adopters</li> <li>- 40.000 little artworks</li> </ul>	<p><b>Value Proposition</b></p> <p>ARTup Suite (s.a.a.s)</p> <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> <li>◦ ARTup PAY</li> </ul> <p>ARTup Hosting Service</p> <p>ARTup Crypto Assets:</p> <ul style="list-style-type: none"> <li>◦ ARTup Counter (D2A)</li> <li>◦ ARTup Currency(D0A);</li> </ul> <p>ARTup phygital Products:</p> <ul style="list-style-type: none"> <li>◦ Producer Kit;</li> <li>◦ F.A.Ro. Kit;</li> <li>◦ Tecatoken</li> </ul>	<p><b>Customer Relationship</b></p> <p>(B to C)</p> <ul style="list-style-type: none"> <li>- ChatBot</li> <li>- F.A.Q.</li> <li>- contact form</li> <li>- ARTup Community</li> </ul> <p>(B to B) or (B to G)</p> <ul style="list-style-type: none"> <li>-BART Advisory team</li> <li>customised advisory</li> </ul> <p><b>Channels</b></p> <ul style="list-style-type: none"> <li>- Web platforms</li> <li>- dApps ecosystem</li> <li>- F.A.RO. ecosystem</li> <li>- Social Networks</li> </ul>	<p><b>Customer Segments</b></p> <ol style="list-style-type: none"> <li><b>1. Producer</b> artists or those entitled to authenticate works of art: heirs/foundations</li> <li><b>2. Promoter</b> gallery owners, curators, art historians</li> <li><b>3. Custodian</b> collectors, foundations, museums</li> </ol>		
<p><b>Cost Structure</b></p> <p><b>FIXED COSTS</b></p> <ul style="list-style-type: none"> <li>- blockchain scriptures</li> <li>- server mantainance</li> <li>-Tag RFID/NFC/beacon</li> <li>- hardware FARo (kit components and packaging)</li> </ul> <p><b>VARIABLE COSTS</b></p> <ul style="list-style-type: none"> <li>- Quadrery production</li> <li>- wallpaper/prints</li> <li>- promotion</li> <li>- employees</li> <li>- consultancy and professional advices</li> </ul>		<p><b>Revenue Streams</b></p> <table border="0"> <tr> <td data-bbox="2039 1346 2632 1842"> <p><b>products</b></p> <ul style="list-style-type: none"> <li>• Certificato Art Coefficient</li> <li>• Digital contracts</li> <li>• FARO kit (IoT warehouse)</li> <li>• Producer Kit (NFT/NFC)</li> <li>• Tekatoken (smart-frame)</li> <li>• Crypto Assets</li> <li>• N.F.T.</li> </ul> </td> <td data-bbox="2632 1346 3308 1842"> <p><b>services</b></p> <ul style="list-style-type: none"> <li>• subscriptions</li> <li>• SaaS</li> <li>• transaction fees</li> <li>• Advertising</li> <li>• A.P.I.</li> <li>• Customised Art Advisory and data analysis</li> </ul> </td> </tr> </table>			<p><b>products</b></p> <ul style="list-style-type: none"> <li>• Certificato Art Coefficient</li> <li>• Digital contracts</li> <li>• FARO kit (IoT warehouse)</li> <li>• Producer Kit (NFT/NFC)</li> <li>• Tekatoken (smart-frame)</li> <li>• Crypto Assets</li> <li>• N.F.T.</li> </ul>	<p><b>services</b></p> <ul style="list-style-type: none"> <li>• subscriptions</li> <li>• SaaS</li> <li>• transaction fees</li> <li>• Advertising</li> <li>• A.P.I.</li> <li>• Customised Art Advisory and data analysis</li> </ul>
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render ARTup Suite su mobile

# a decentralized Trust & Registry Operating System for art economy

## ARTup phygital Art Ecosystem

Piattaforme Esterne

### 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.

### artgallery

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 Stable 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.

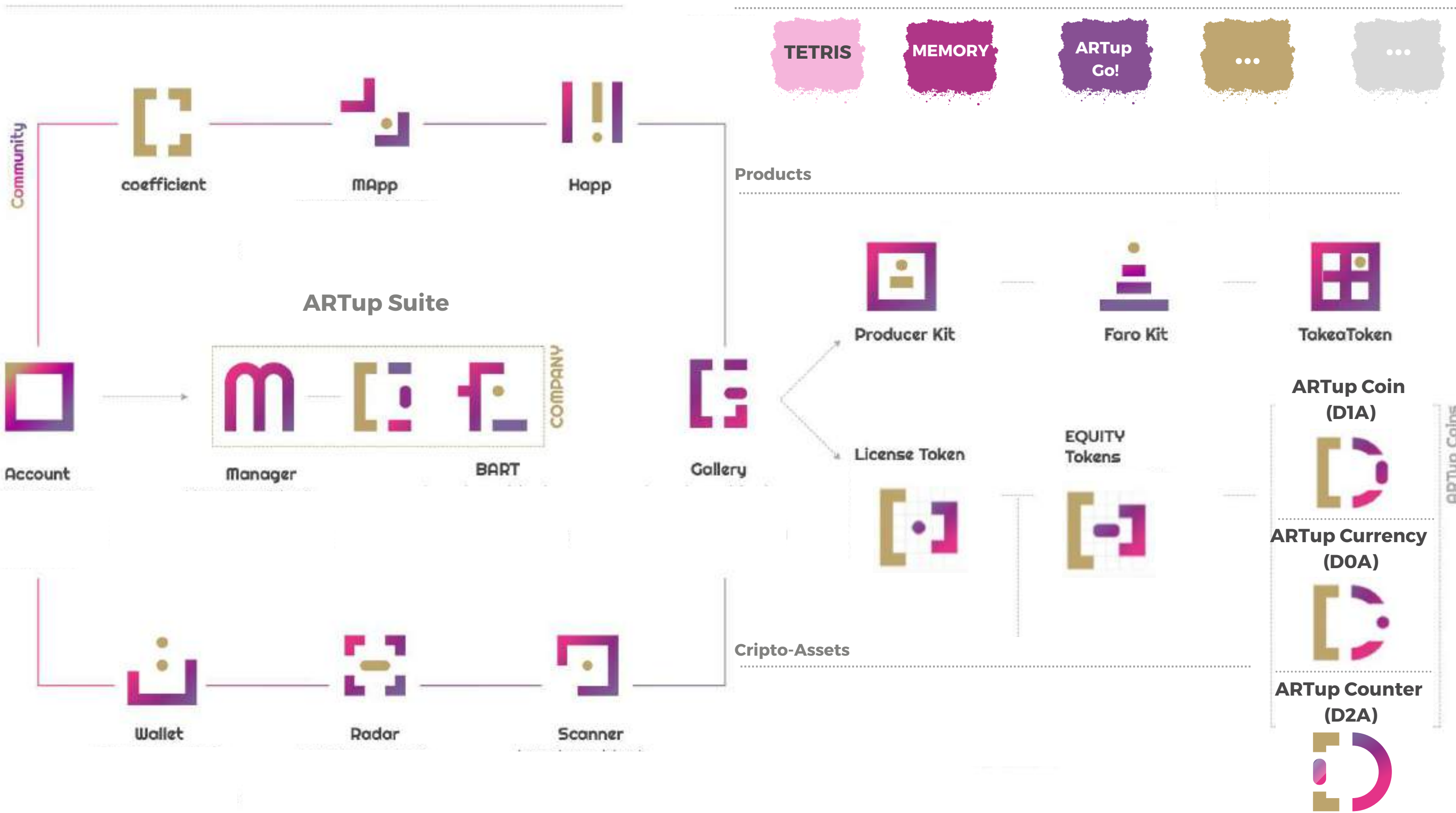
Here are the A.P.I. open source (or for a fee) to integrate ARTup services into software developed by third parties; here the external IT developers who want to collaborate with ARTup to develop the phygital ecosystem find some rewarding collaboration proposals such as eg. software development or debug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

Servizi

Gamefication

Products

Cripto-Assets



# 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

- 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.

## Promoter

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

## Custodian

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

- 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



## 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.

## 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

## 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

FREE

FREE

PREMIUM

ANONIMO

PSEUDONIMO / K.Y.C.

## 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



# Mapping Art 4.0

## ACCEDERE ALL'ECOSISTEMA PHYGITAL

### REGISTRATION

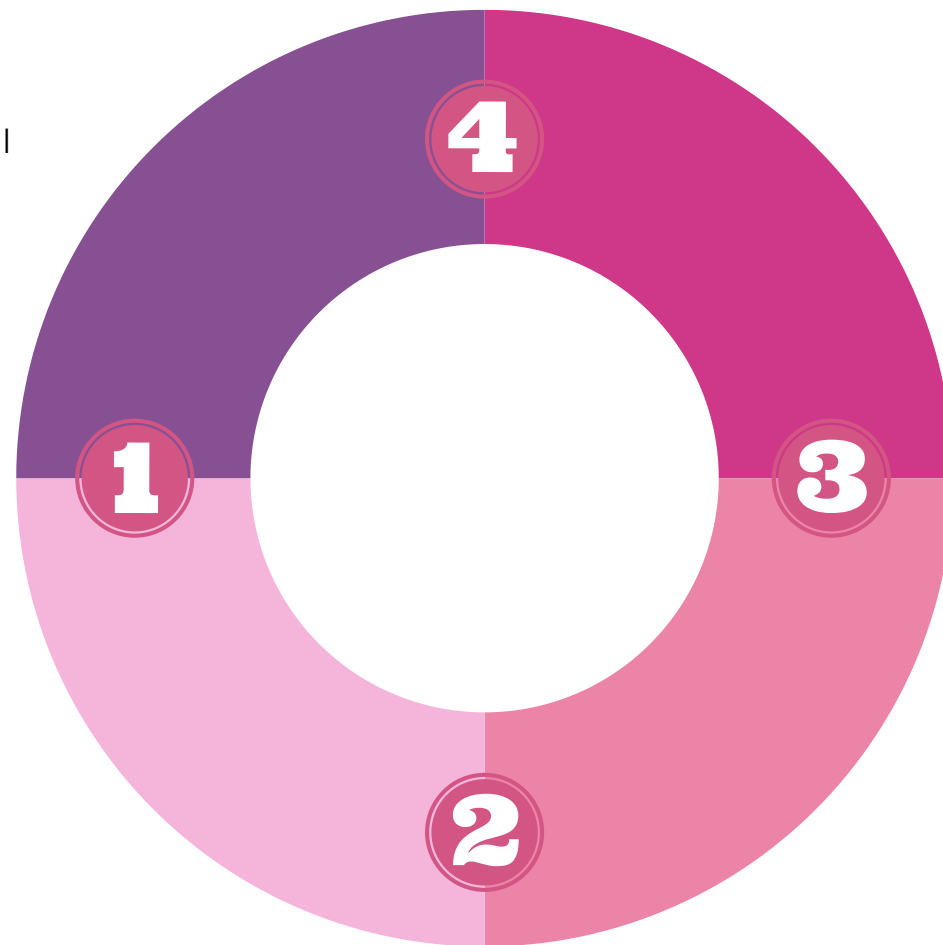
Create your artistic digital identity by choosing a profile type:

- 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.

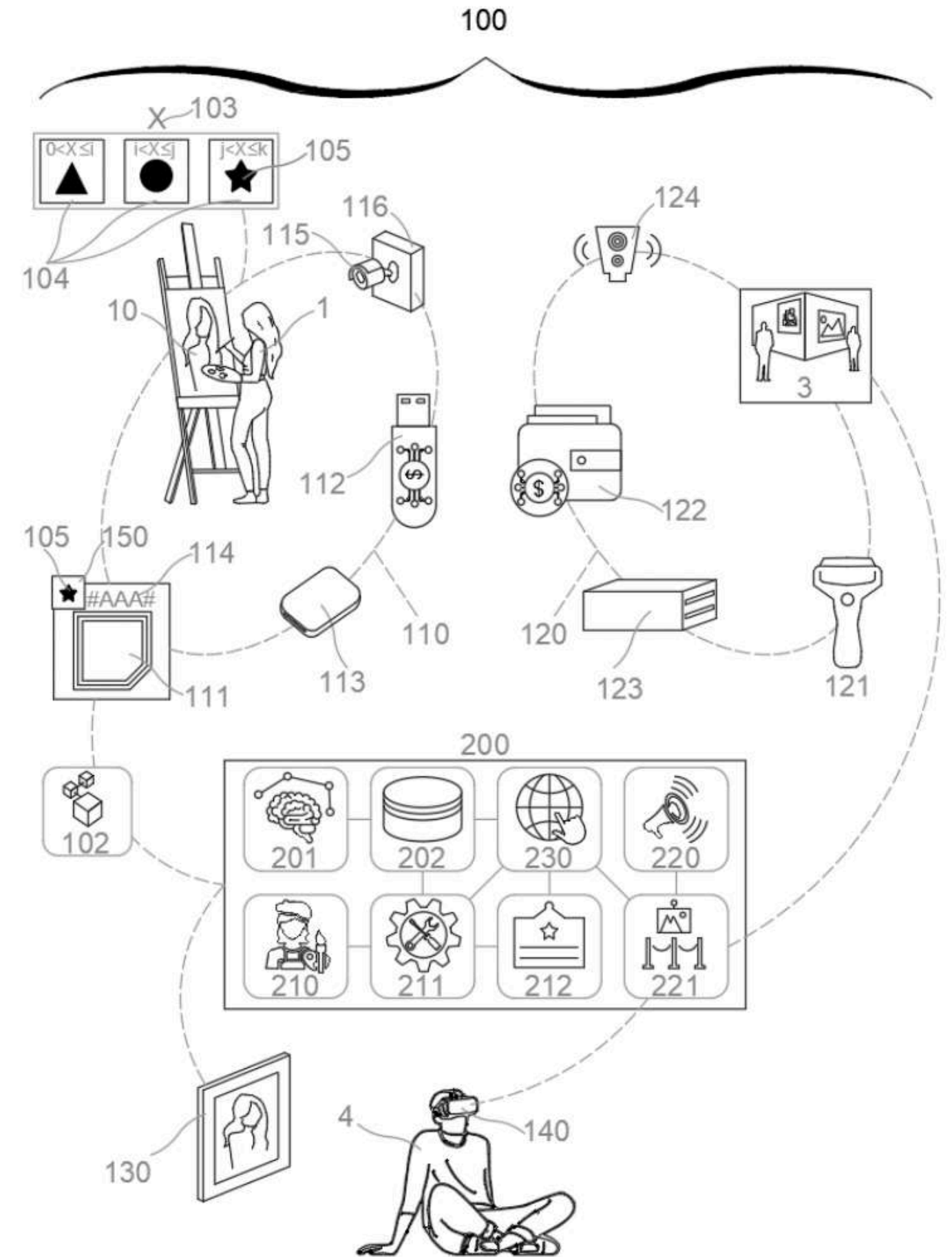


Fig. 1

ARTup industrial process scheme

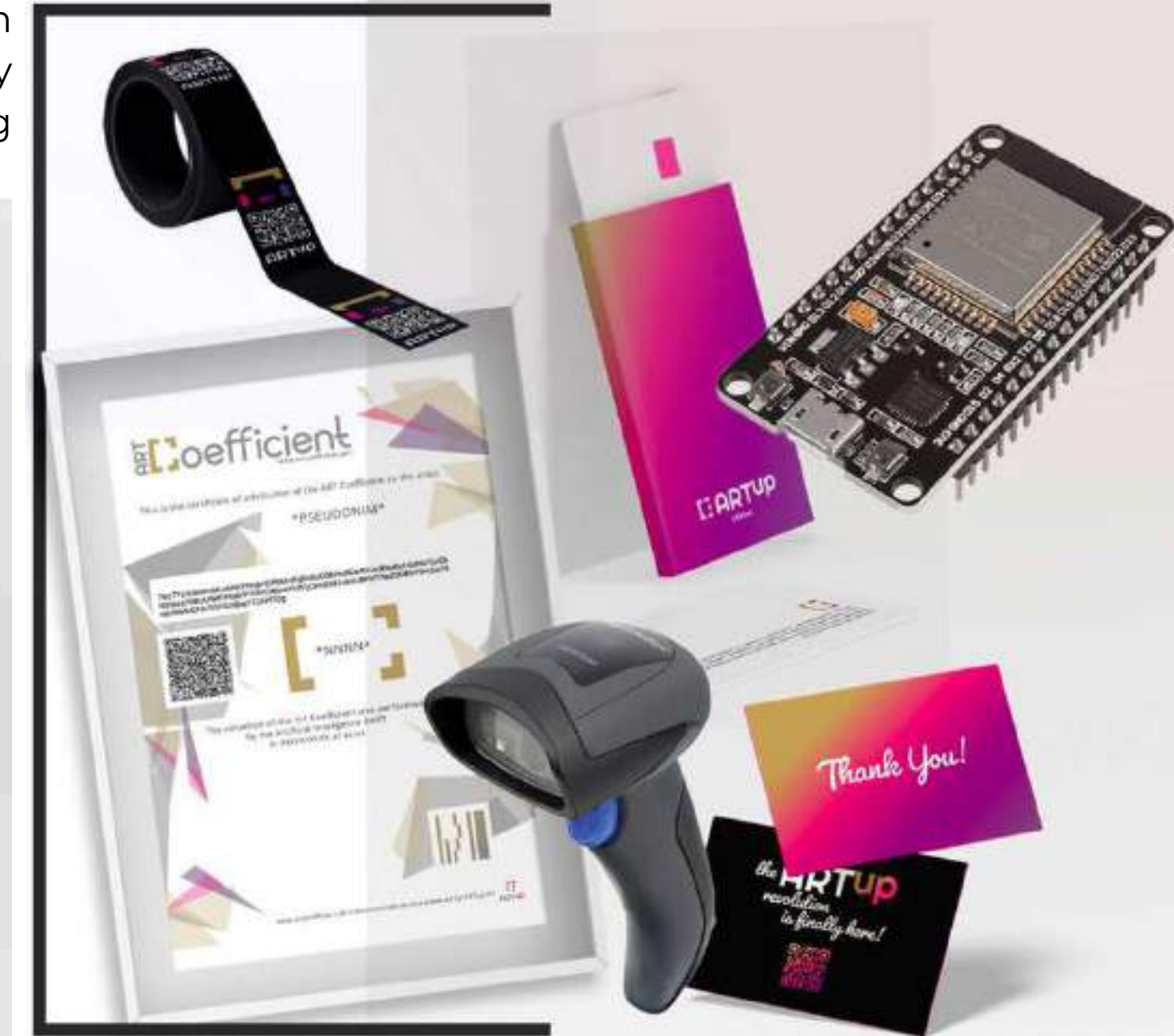


## F.A.Ro. Kit packaging

FARo Kit is a product designed for CUSTODIANS such as Museums, Art Galleries and Independent Showrooms It contains IoT technology stack and PaaS to enhance an exhibition space in the ARTup phygital ecosystem by virtualising their exhibition space, tokenising and tracking their artworks and minting ARTup Currency 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



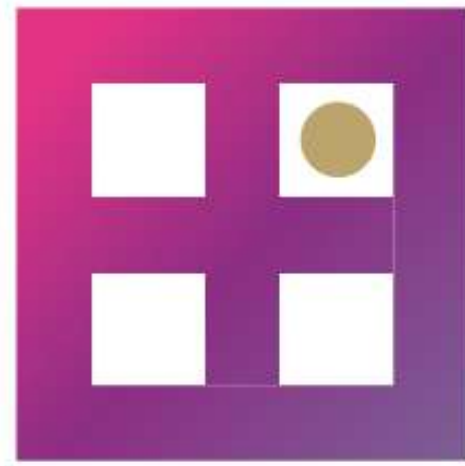
ALLUMINIO



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

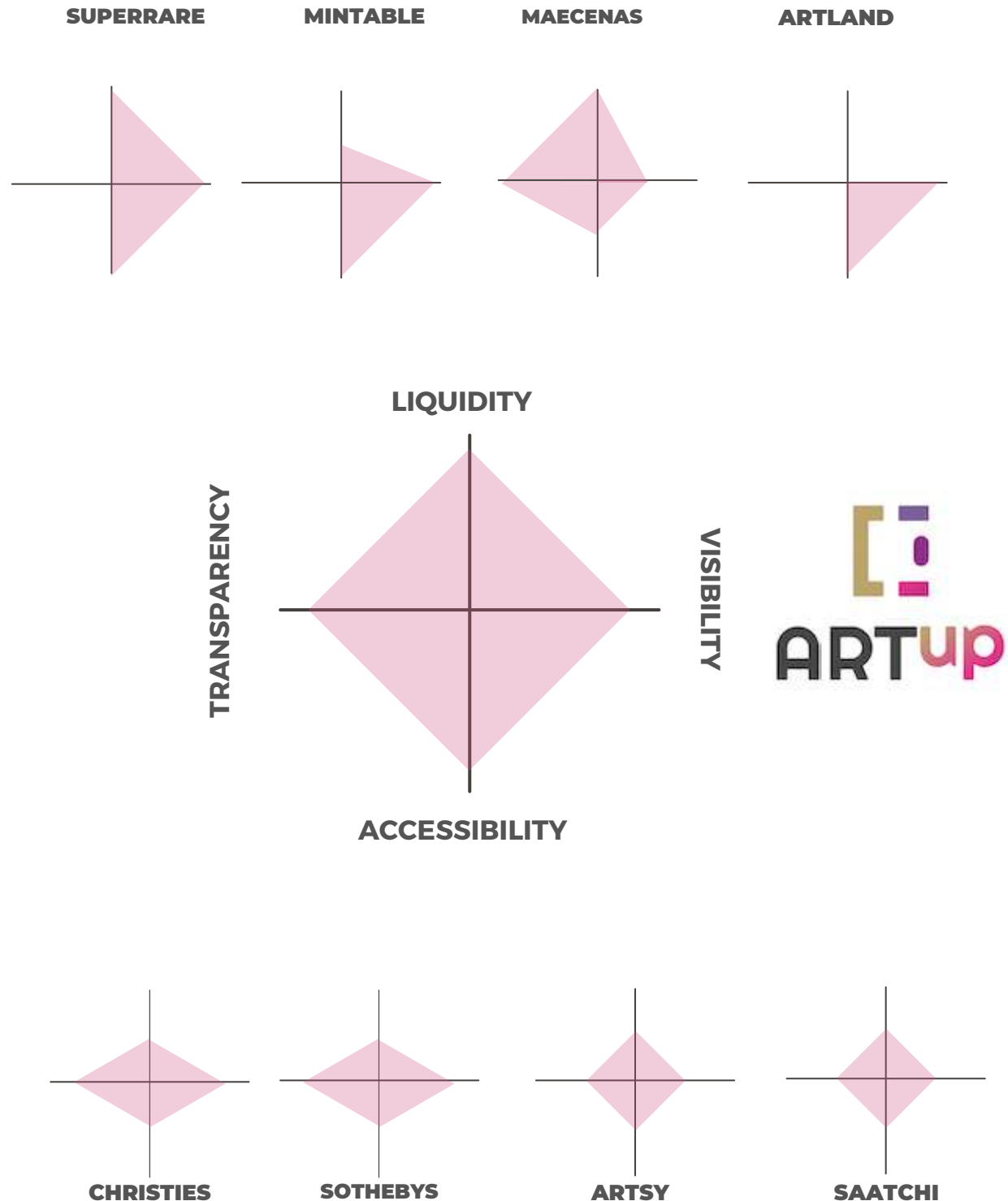


## Competitor indirect



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

**2022**

100.000€

- Registered trademarks
- Patented innovative industrial process
- Share capital 65.000 €
- Develop ARTup Smart Contracts
- Blockchain Systems Integration
- Lunch ARTup.Company web platform
- Onboarding 1500 early adopters

**2023**

150.000€

- Extended International Patent
- alfa test ArtCoefficient.com web platform & applet
- alfa test ARTup.Gallery web platform
- Engage ARTup Community
- List ARTup stable Coin (D1A)
- Campaign: 1st. auction of a NFT-Phygital (T.R.L. 6)

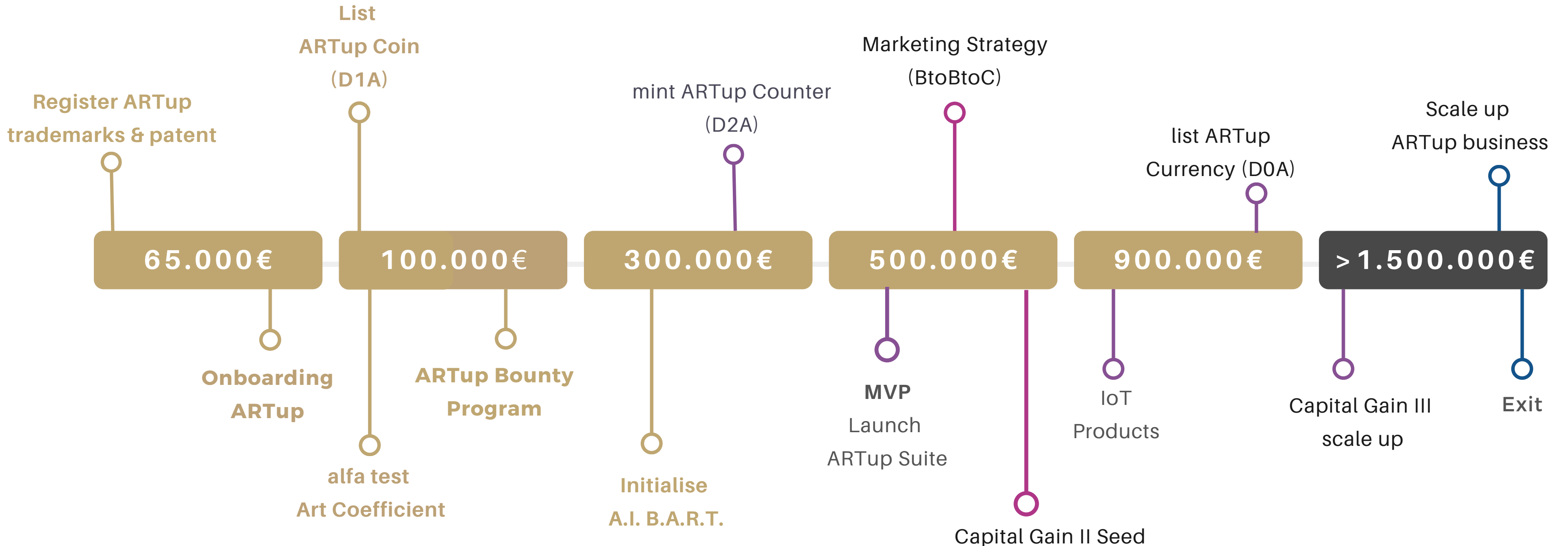
**2024-2025**

500.000€

- Prototype ARTup Products & F.A.Ro. Envelopment
- beta test ArtCoefficient.com web platform & applet
- ARTup Open A.P.I. framework
- initialise A.I. B.A.R.T.
- Sale tailored Art Consultancy
- Beta ARTup Architecture

**2026-2027** 1.000.000€

- ARTup Counter (D2A)
- Bounty Program
- Capital Gain II Round
- ARTup Currency (D0A)
- go to market BtoBtoC
- Capital Gain III Round
- scale up 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 Counter (D2A) 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

Find your Artworks on ARTup Gallery, the discovery channel 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  
C.T.O.  
Chief Technology Officer



**Giacomo Capogrossi**

C.O.O.  
Chief Operative Officer



**Marco Galletti**

C.G.O.  
Chief Graphical Officer



**Simone Sasseti**

PhD Accountant  
C.F.O.  
Chief Financial Officer



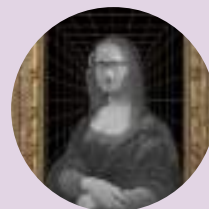
**Luca Motolese**

C.U.X./U.I. O.  
Front End  
Development



**Francesca Chiodini**

Business Intelligence  
& growth operation  
analyst



**D.S.**

Chief  
Marketing Officer  
C.M.O.



**Emiliano Fonzi**

Accountant  
C.F.O.  
Chief Fiscal Officer



**Martino Cesaratto**

A.I. Developer



**Martina Alicia Setti**

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



**Kazik Waraksa**

Junior Full Stack  
Developer



**Manuel Grillo**

3D Designer



**A.A.**

DevOps

# team

## ARTup Community



**B Art Advisory Team**

freelance promoter pool



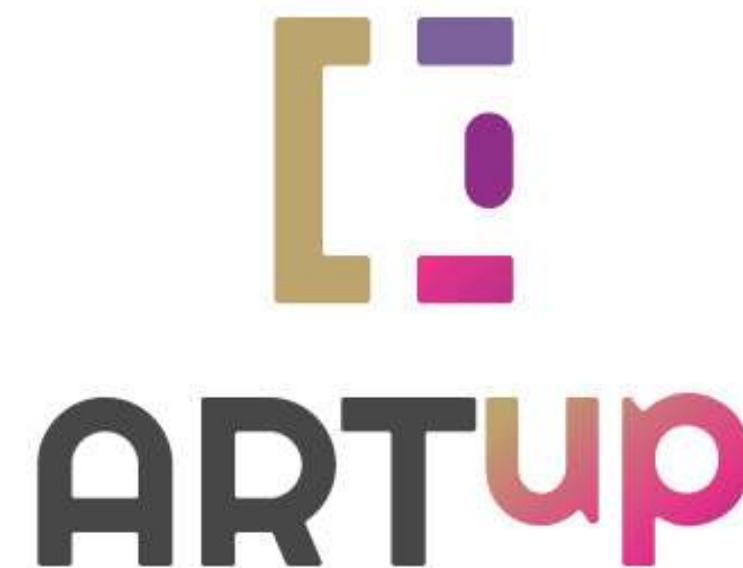
**ARTup Producers**

Independent Artist pool

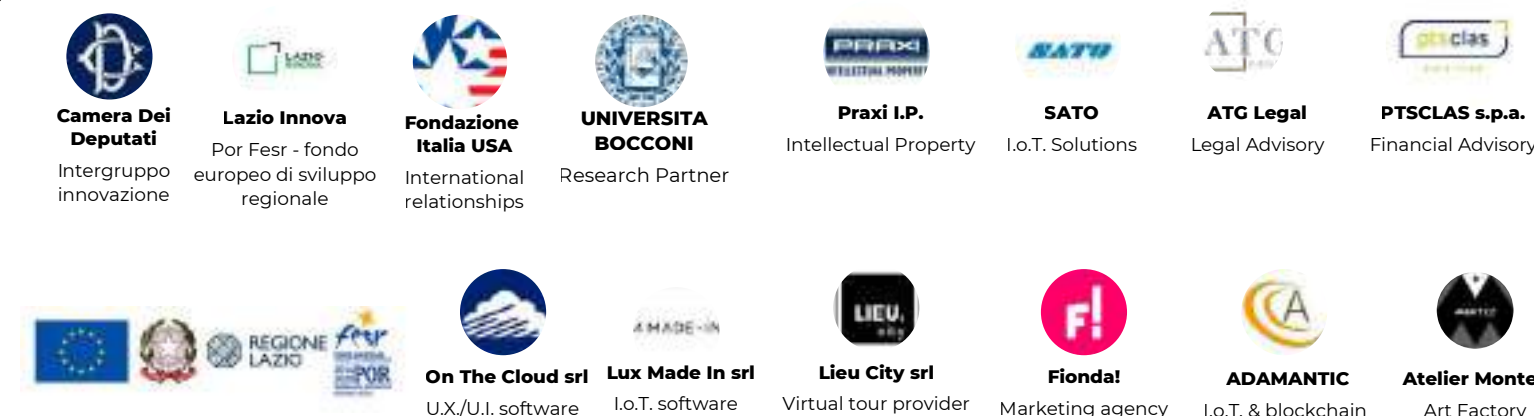


**ARTup Developers**

freelance developer and  
contributors pool

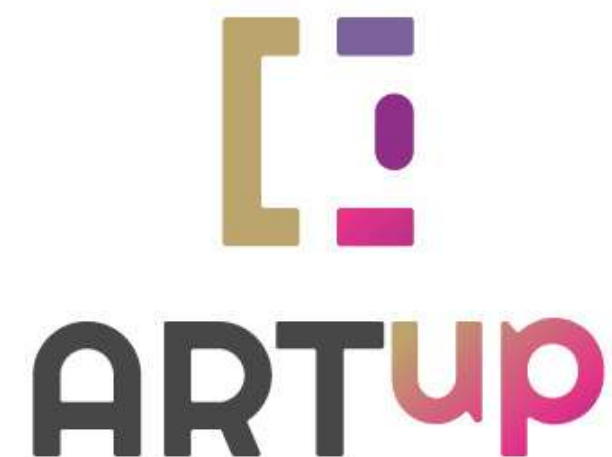


## Istitutional partners



## Commercial partners

# Contacts



® ARTup s.r.l.

P. Iva: 15681371009  
capitale sociale: 63.500 € i.v.

## Web

[https://artup.company\\_](https://artup.company_)  
<https://artcoefficient.com>  
<https://artup.systems>

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