



The Fine Art & Luxury Collectibles Search Engine

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Samenvatting

Datum: 3 November 2020

URL: <https://venturecapital.nl/art-search-engine/>

Contact & Site

Extra beschrijving

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Company info:

This company is a global search engine for fine art and luxury collectables. The platform offers potential buyers a direct link to the largest number of auction houses worldwide (+3000), as well as to art galleries and private collections. Thanks to a sophisticated mix of big data analytics, artificial intelligence and art market expertise, this company allows users (400,000 to the current date from both USA and EU) to optimize the decision-making process behind art and luxury collectables investments measuring the liquidity rate of every asset.

The platform enables buyers to profit from geographical arbitrage and information asymmetries that arise in the global art market by identifying the best investment from a both financial and qualitative point of you.

Their customers are:

B2B: auction houses, art galleries, artists, family offices

B2C: art collectors, assets investors, art dealers, private investors willing to diversify their portfolio in art related asset.

They operate in a growing international art market where online auctioning is booming. The market is over \$4 billion and the percentage of online art sales is increasing substantially. They focus on the mid-segment of the fine art & luxury collectibles market with price range \$1,000 – 500,000.

There is only one direct competitor. But this company is reaching a substantially higher reach in visits from organic searches. The main competitor already raised \$14,5 million in venture capital.

Benodigd Kapitaal:

€200.000

Gewenst type investeerder:

Angel investor or Venture Capitalist

Gewenste eigenschappen / competenties die je zoekt in een investeerder:

Experience in e-commerce for art and luxury would be a plus, but not a pre.

Sector:

E-commerce; Other

In welke fase bevindt de organisatie zich?:

Early Growth

Omzet (Historisch & Prognose):

They have two long term B2B marketing agreements with Catawiki and LiveAuctioneers, both important market leaders in the art auction business.

Combining free and fee-based B2B & B2C services with direct investments in art-related assets.

Business model:

- Premium Marketing services to auction houses (**current rev. €5000/Month**)
 - Selected Buy-Now listing for art galleries, established artists and collectors
 - International Consignment service for auction houses
 - Art Investment advisory for collectors and financial investors
 - Direct investment in art-related assets (Best Deals Identification)
 - Bidding services to run online auctions
- Premium membership for registered users (coming Q4 2020)
- Collection management linked to email alerts (coming Q4 2020)

Investeringsbehoefte:

With proper funding we can scale-up our B2B & B2C services in an effective way.

Investment break down:

- Cost-Effective Marketing /PR
- Enlarge the Team Finance / Sales / Tech
- Integrate Vertically: Auction Houses / Galleries
- Optimize Online B2C Services

Aantal founders:

2

Aantal werknemers:

Financials:

Forecast revenue: Year 1: €425,200 (400.000 users/month), Year 2: €1,009,200 (600.000 users/month), Year 3: €1,580,400 (800.000 users/month).

Forecast profit: Year 1: €199,700, Year 2: €719,200, Year 3: €1,190,400

Current costs: Marketing: €2500, Intern and employees: €2400, Server: €1000

Overige informatie:

The company was co-founded in 2017 by CEO - international investments expert and enthusiast cross-categories collector - and CTO - experienced software engineer with a former career as a ballet dancer.

Geïnteresseerd of vragen? Neem vrijblijvend contact op via het reactieformulier rechtsboven aan de pagina.

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