



VIRTUAL WORLDS FOR THE CREATIVE,  
CULTURAL, AND AUDIOVISUAL SECTORS

# PROBLEM

- ◆ PHYSICAL AND DIGITAL ART WORLDS REMAIN DISCONNECTED.
- ◆ CREATIVE & CULTURAL CONTENT VISIBILITY AND MONETIZATION REMAIN LIMITED.
- ◆ INSTITUTIONS & CREATIVE PROFESSIONALS LACK ACCESS TO IMMERSIVE, SCALABLE & AFFORDABLE DIGITAL TOOLS.
- ◆ CULTURAL AND CREATIVE WORKS HAVE LIMITED GLOBAL EXPOSURE.
- ◆ TRADITIONAL EXHIBITIONS HAVE LIMITED ENVIRONMENTAL SUSTAINABILITY.

# SOLUTION

- ◆ ARTETRA OFFERS CUSTOMIZABLE, IMMERSIVE VIRTUAL WORLDS FOR SHOWCASING ART, AUDIOVISUAL CONTENT AND CULTURE.
- ◆ ARTISTS, INSTITUTIONS, AND COLLECTORS CAN EXHIBIT, CONNECT, AND MONETIZE GLOBALLY.
- ◆ A MODULAR PLATFORM TO GENERATE IMMERSIVE 3D VIRTUAL EXHIBITIONS.
- ◆ SEMI-CUSTOMIZED VIRTUAL WORLDS ADAPTABLE BY INSTITUTIONS, ARTISTS, AND COLLECTORS.
- ◆ PROVEN USE CASES IN ART FAIRS, INSTITUTIONS, UNIVERSITIES, AND GALLERIES.

# SOLUTION



# MARKET OPPORTUNITY

- ◆ RAPID GROWTH IN VIRTUAL AND IMMERSIVE CONTENT CONSUMPTION.
- ◆ DEMAND FOR ACCESSIBLE AND SUSTAINABLE DIGITAL EXHIBITION TOOLS.
- ◆ CULTURAL INSTITUTIONS SEEKING NEW AUDIENCE ENGAGEMENT STRATEGIES.

# MARKET SIZE

TOTAL ADDRESSABLE MARKET (TAM):

GLOBAL ART MARKET (2023): **\$67.8 BILLION**

DIGITAL ART / NFT MARKET: **~\$16 BILLION IN 2023, PROJECTED TO EXCEED \$50 BILLION BY 2030**

VIRTUAL REALITY IN ARTS & CULTURE: **EXPECTED CAGR OF 31% THROUGH 2030**

MUSEUMTECH AND CULTURAL HERITAGE DIGITALIZATION: **€10+ BILLION IN EU FUNDING AVAILABLE VIA CREATIVE EUROPE, HORIZON EUROPE, AND NATIONAL PROGRAMS**

SERVICEABLE AVAILABLE MARKET (SAM):

ART INSTITUTIONS, INDEPENDENT ARTISTS, AND COLLECTORS TRANSITIONING TO IMMERSIVE DIGITAL SHOWCASING

ESTIMATED SAM FOR ARTETRA: **€2-3 BILLION BY 2030 IN EUROPE ALONE**

SERVICEABLE OBTAINABLE MARKET (SOM):

EARLY ADOPTION IN FRANCE, GERMANY, ITALY, SPAIN, AND ROMANIA

INITIAL 3-YEAR TARGET: **€25-50 MILLION IN POTENTIAL PARTNERSHIPS AND MONETIZATION OPPORTUNITIES**

# PRODUCT

- ◆ 3D WORLD GENERATOR USING SCALABLE OPEN-SOURCE TECH (NOT GAME ENGINES).
- ◆ AI-BASED CUSTOMIZATION AND MOOD PERSONALIZATION.
- ◆ MONETIZATION TOOLS FOR ARTISTS AND COLLECTORS.
- ◆ USER-FRIENDLY CONTENT MANAGEMENT SYSTEM.

# PRODUCT



ART  TЯA

# TRACTION

- VALIDATED BY EUROPEANA AND EUROPEAN CULTURAL INSTITUTIONS.
- INTEREST FROM GALLERIES, COLLECTORS, AND DIGITAL ARTISTS.
- PILOT USE CASES SHOW STRONG POTENTIAL ACROSS CCS SECTORS.

## VALIDATED WITH:

- EUROPEANA (POTENTIAL PLATFORM API INTEGRATION).
- ROMANIAN MUSEUMS (BRUKENTHAL, IOAN RAICA).
- EUROPEAN ART GALLERIES (E.G., SECTOR I, JECZA, BACQUEVILLE, BRIGHT ART GALLERY).
- ARTISTS FROM CLUJ COLLECTIVE AND BEYOND.
- ART UNIVERSITIES USING THE PLATFORM TO SHOWCASE STUDENTS' WORKS.

# BUSINESS MODEL

- ◆ SAAS WITH TIERED SUBSCRIPTION.
- ◆ LICENSING MODEL FOR INSTITUTIONS.
- ◆ WHITE-LABEL SOLUTIONS.
- ◆ COMMISSION-BASED REVENUE FROM E-COMMERCE TRANSACTIONS.

# TEAM

- ◆ COSMIN VOISAN – PROJECT LEAD
- ◆ ZENO ARDELEAN – LEAD CREATIVE DIRECTOR
- ◆ LIU MIN – BLOCKCHAIN/FULL STACK DEVELOPER
- ◆ ALEX PASCU – PRODUCT MANAGER
- ◆ ALEX MESESAN – 3D TECH
- ◆ PLUS SPECIALISTS IN FRONTEND, PRODUCT, GROWTH AND MEDIA

# NEXT STEPS

- ◆ BUILD ENHANCED CUSTOMIZATION TOOLS (AI, 3D SCANNING).
- ◆ MoM FINETUNING FOR OPTIMAL CONTENT DELIVERY
- ◆ UI/UX OPTIMIZATION
- ◆ EXPAND PARTNERSHIPS ACROSS EUROPE AND BEYOND.
- ◆ SCALE USER ADOPTION THROUGH TARGETED CAMPAIGNS.

# CALL TO ACTION



JOIN US IN REVOLUTIONIZING CULTURAL ACCESS THROUGH  
IMMERSIVE, SCALABLE, AND SUSTAINABLE 3D VIRTUAL SPACES.  
LET'S MAKE CULTURE BORDERLESS.

ART  TRA