

Pitch Deck

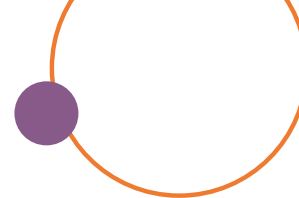
NEW ART GALLERY

2024



*“An artist is not paid for his labour
but for his vision”*

PROBLEM



Traditional Art Galleries

Limits opportunities for emerging artists.

Financial Strain

High gallery fees hinder artists' growth.

Showcase Hurdles

Gallery limits diversity in art display.

Geographic Bias

Elite art hubs constrain small-area artists.

Established Bias

Limits opportunities for new talent.

Online Visibility

Galleries lack expertise in optimisation.

MARKET

\$ 67.8 B

2022
Global Art Market



Traditional Art Gallery Industry

\$14.38 Billion

2022
Global Online Art
Market

\$23.79 Billion

2030
Global Online Art
Market



Sales Revenue

Customer Acquisition

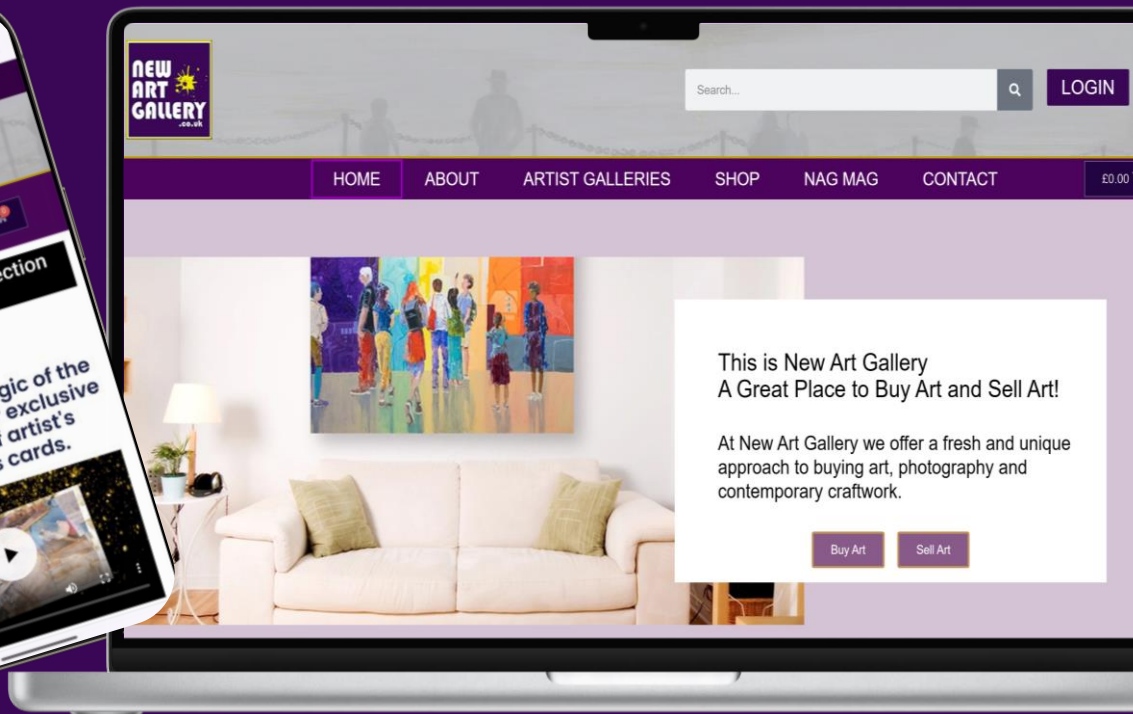
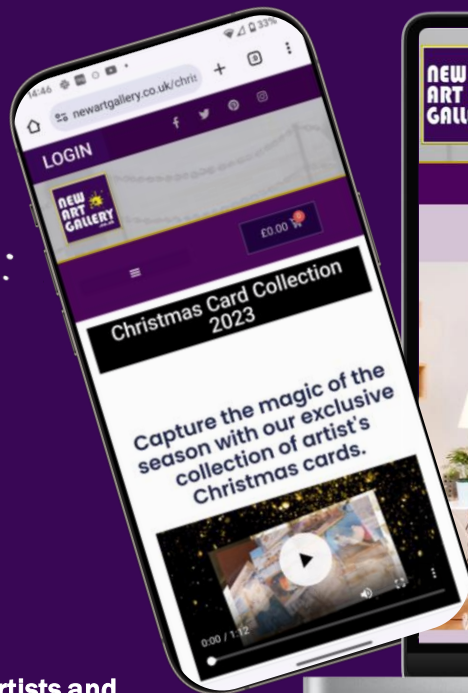
- Digital Marketing & Social Media
- New Art Gallery Podcast
- Artist Recruitment
- Expansion to other international markets



Go-to-market

Introducing

NEW ART GALLERY



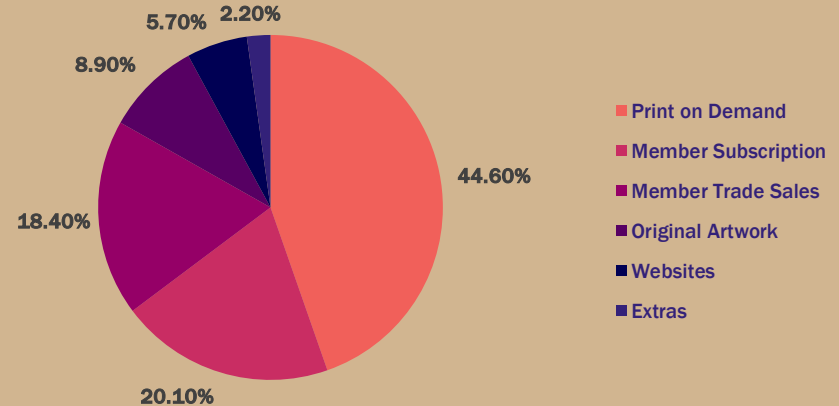
Online marketplace connecting artists and buyers.

BUSINESS MODEL

Current state

- MVP – Web platform optimised for mobile
- Plans for app release via Appstore:
 - Augmented reality for buyers
 - Virtual Reality Gallery Experience
 - Members can manage their gallery via app
- 50 Artist Members currently
- Generating some revenue from sales

Current Income Sources



OFFERING



Art Marketplace

Bridging market gaps with modern connectivity.

Digital Focus

The online gallery emphasises artist support.

Pro-active Artist Support

Multifaceted artist management hub.

Art Community

First prime consideration to emerging talent.

Marketplace Diversity

Diverse artist membership enriches the art marketplace.

Empowering Artists

Dedicated platform for online sales.

REVENUE MODEL

Artist Monthly Membership Revenue Model

Tier 1 - £9.99

Tier 2 - £34.99

Tier 3 - £58.99

Prints

40 - 45% profit margin achievement

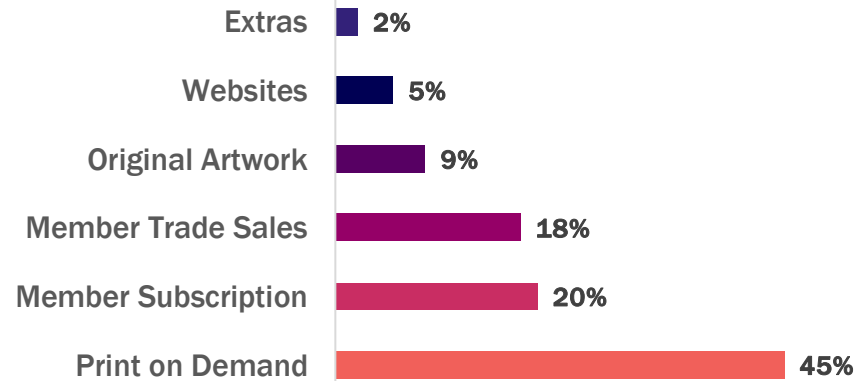
Commission on Originals

15 - 20% on original art sales. Less than galleries

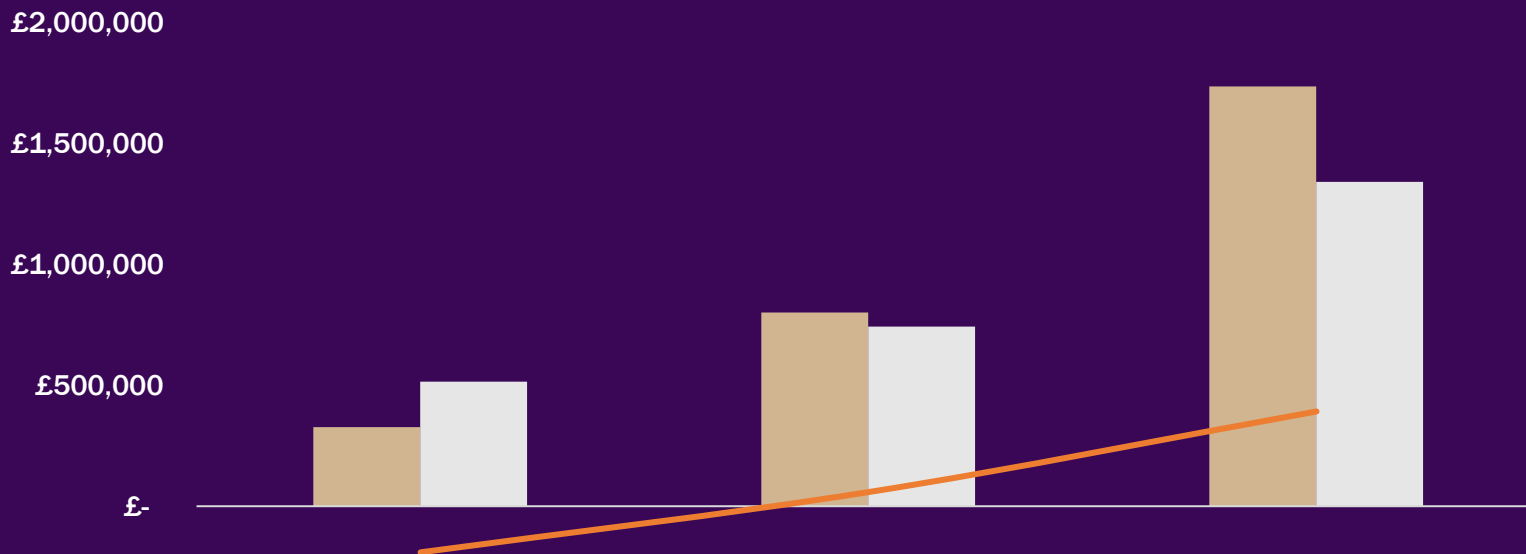
Greeting Cards

40% margin

Current Income Sources



FINANCIAL PROJECTIONS



-£500,000

Revenue
Costs
EBITDA

Year 1

£326,203

£516,331

-£190,128

Year 2

£801,139

£741,869

£59,270

Year 3

£1,735,124

£1,342,148

£392,976

ROADMAP

first 12 months

	Q1	Q2	Q3	Q4
Product development	Enhance Platform and release App	E-commerce & Accounting Software		Virtual reality gallery Experience
Operational development	Recruit senior marketing executive Major Digital Marketing Initiative & Partnership	Recruit IT developer	Recruit CFO Recruit artist management & advisory personnel	Blockchain Implementation
Partnerships & collaborations	Universities	Art societies and photography groups	Regional photographers	

40% Membership Increase in Yr1

146% and 117% Revenue Growth in Years 2 & 3

MEET THE TEAM



Richard Baglow
Chief Executive Officer

- Experienced Sales and Commercial Leader within Software & IT Services industry
- Achieved multi-million-pound revenue targets
- Proven track record in sales leadership
- Developed key strategic partnerships
- Led high-performing sales teams



David Ruaux
eCommerce & Finance Director

- Graduated in Photography with a strong educational background.
- Successfully ran a commercial photography business.
- Invented a unique glass engraving method.
- Expanded into the polystyrene packaging industry.
- Retrained in website design and development



Margaret Ruaux
Social Media Director

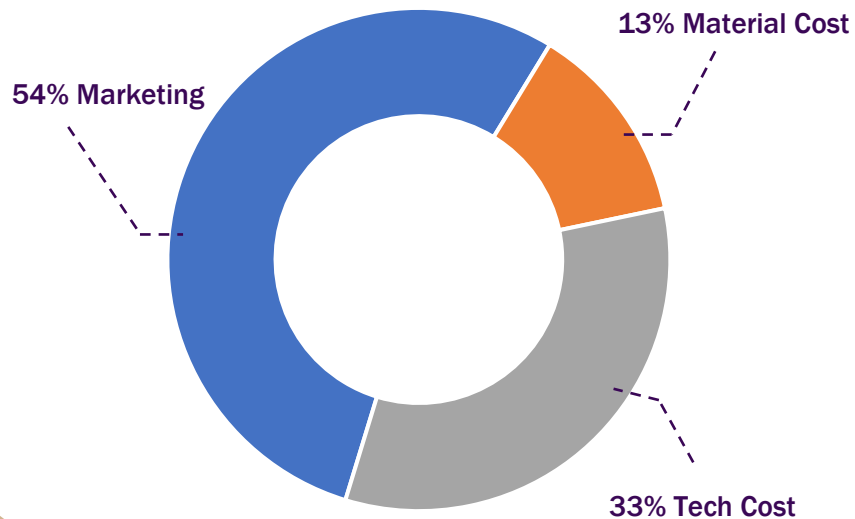
- Art education and teaching experience.
- Successful private nursery ownership.
- Transitioned to art and gallery.
- Developed online business for wedding products.
- Invaluable experience selling via the internet and especially through social media.



Neil Baglow
Creative Director

- Art director with prestigious agencies.
- Founded successful advertising agency.
- Managed multi-million £ business.
- Experienced Creative Director.
- Thriving marketing consultancy and property development.

ASK AND UTILISATION



**Raising
£ 200K**

Thank You

**NEW
ART
GALLERY** 

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