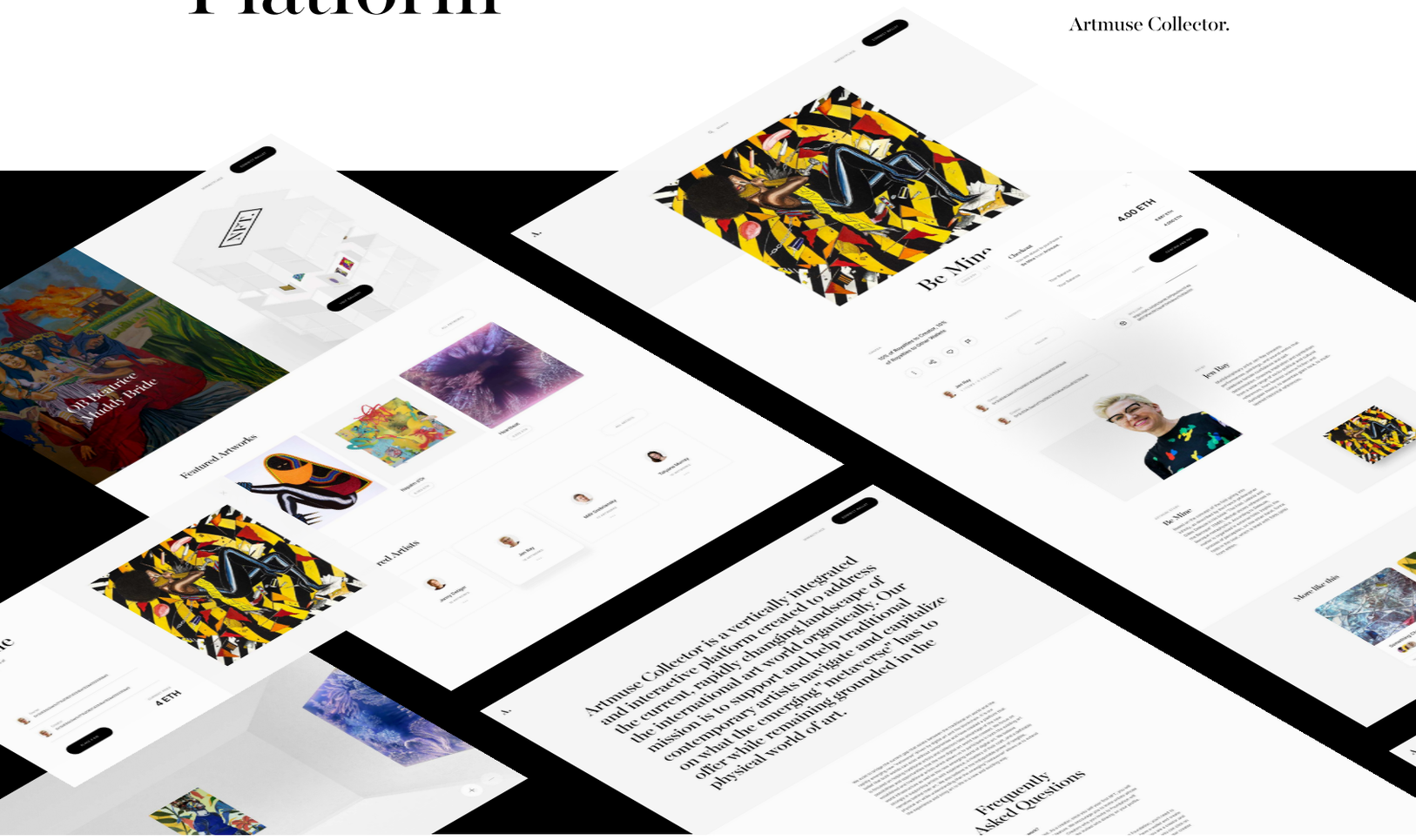
A.

CONTACT

A Comprehensive Artist Support Platform

Artmuse Collector.



Artmuse Collector is an “Artist First” platform directly focused on empowering artists by providing tangible, transparent and comprehensive support. Our goal is to give artists the support to gain true autonomy and seize tangible control of their professional future.

The art world is rapidly changing and in the midst of disruption. The acquisition of art, discovery of artists and participating audiences is shifting significantly online, which has forced the traditional art business to adapt expeditiously.

We are uniquely positioned to take full advantage of the current shift due to our expertise and access to both the traditional art market and the online

We still live in a real, tangible world; we believe the future of the art market is neither exclusively traditional nor digital. The future is the intersection of development and implementation landscape.

both, leveraging the strengths of both worlds.

We have 4 Key Main Differentiators

01

DNA of Founding Team

Our founding team is comprised of an expert and veteran of the traditional art market as well as an online development and blockchain expert and veteran. We are uniquely positioned to leverage extensive real world experience and access to the worlds of traditional art and online technology to capitalize on the emergence of Web3 and the new and exciting opportunities that currently exist.

Art

A.

Technology

02

We focus on meaningful conversion of Physical Artwork from Established Artists into NFTs

We are focused on established artists and available physical artwork anchored by real life value and price discovery, from which we derive unique NFTs from. However, we are not exclusionary when it comes to established digital artists or quality digital art.

We offer a comfortable environment for traditional collectors to participate due to the following facts:

The NFTs are meaningfully derived to Physical Artwork that they are accustomed to viewing

We always have the original Physical Artwork that the NFT is derived from in which they are familiar with also available for Purchase

We provide tangible, real world benefits that are included with the Acquisition of the NFTs

We provide a real world Physical Presentation Mechanism (frame) for Collectors to display the NFTs

03

NFTs with multi-faceted real life utility:

Our Artwork NFTs are far more than digital files; they unlock a myriad of tangible, real world benefits that are relevant to Art Collectors. These benefits are intrinsically integrated into Ownership and they include :

Priceless Experiences

Access to Exclusive Events

Exclusive Products

Education

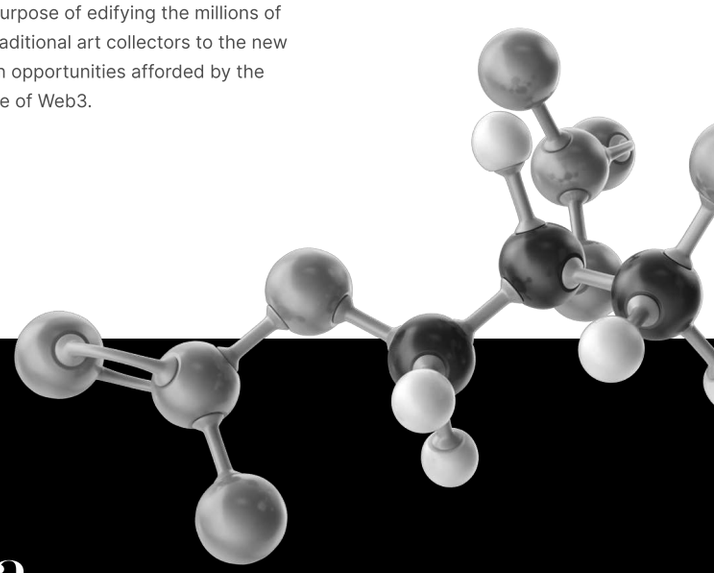
Bespoke Community Inclusion and Participation

04

Leveraging Education to Convert Existing Traditional Collectors:

There is already an existing formidable existing audience of millions of traditional Collectors that are being ignored by the current/Web3 digital art market. These traditional collectors have shown great interest in the new market of NFTs but face a barrier to entry due to a lack of understanding or knowledge on how to participate.

We are actively implementing an intuitive and accessible interactive Education resource with the purpose of edifying the millions of existing traditional art collectors to the new acquisition opportunities afforded by the emergence of Web3.



Artmuse Collector is a symbiotic, Web3 powered, multi-component platform that is comprised of:

NFT and Physical Art MarketPlace

Community Infrastructure

Interactive Game

Overall Platform Support powered by a DAO

Native Token

Education

Artmuse Token

The Artmuse Token powers the Artmuse Collector Platform and is the currency of the Artmuse Collector Ecosystem.

Utility

The Artmuse Token currency powers the Artmuse Collector Ecosystem by offering utility in many ways including

- Purchasing NFTs in the Artmuse Collector Marketplace
- Unlocking Tangible Ancillary Benefits attached to the NFT
- Funding continued Development of the Artmuse MarketPlace Ecosystem
- Contributing to the Artmuse Collector DAO
- The main currency used in the Artmuse Collector Interactive Game
- Funding continued Development of the Artmuse Collector Interactive Game
- Funding direct Artist Support Initiatives
- Funding the Artmuse Collector Support Components
- Funding of the Traditional Collector and Artist NFT/Web3 Education Platform

Artmuse Collector is a symbiotic platform in which all components benefit each other and ultimately

our participating artists as follows:

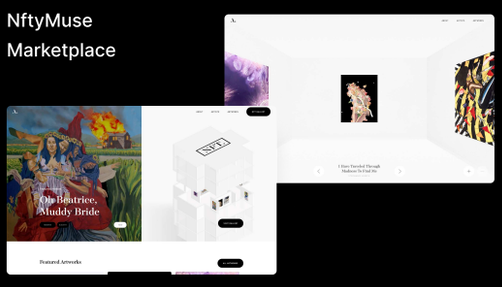
- Our DAO raises resources outside of the Marketplace and Interactive Game and its primary purpose is to fund all artist support activities mainly through the Marketplace and Game
- Marketplace creates revenue for artists and a % of the revenue is reinvested into the DAO
- Interactive game creates revenue and support for artists and a % of the overall revenue is reinvested into the DAO
- Our Token powers our DAO, Marketplace, Interactive Marketplace and Community Infrastructure
- Our Community Infrastructure is the lifeblood of the Marketplace, Interactive Game and DAO

We define comprehensive Artist support in the following way:

Establishing Artist Owned Infrastructure	Career Support	Day to Day Support	Education	Equity Ownership

Main Community Activities

NftyMuse Marketplace



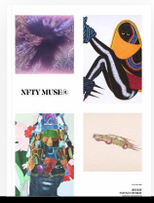
Artmuse Collector Game

Support Components

For Community Activities

Interactive Magazine

Physical Digital



IRL NFT Gallery

NFT/Web3 Education for Traditional Collectors and Artists

Physical Art

Virtual Exhibitions

Artist Virtual Galleries

Our platform is comprised of the following actors:

Artists

Art Collectors

Art Enthusiasts

Artist Support Braintrust

Our Artist Onboarding Strategy

Our onboarding process is based on a successful curation strategy in which we invite established artists of all mediums to participate. We have inherent, direct and ready access to thousands of established artists, several of which are already participating in our platform.

Our Art Collector/Enthusiast Acquisition Strategy is as follows:

Leverage our Existing Collector Audience

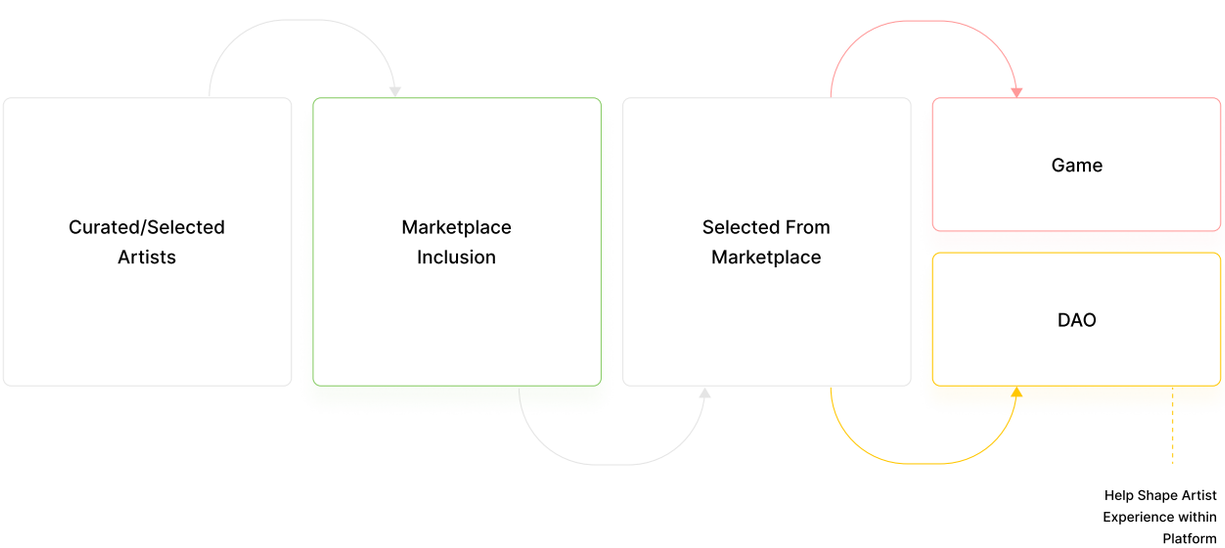
Education of Traditional Collectors to the benefits of NFTs and the Blockchain

Targeting Art Collectors in general with a reward/ value based opportunity to participate

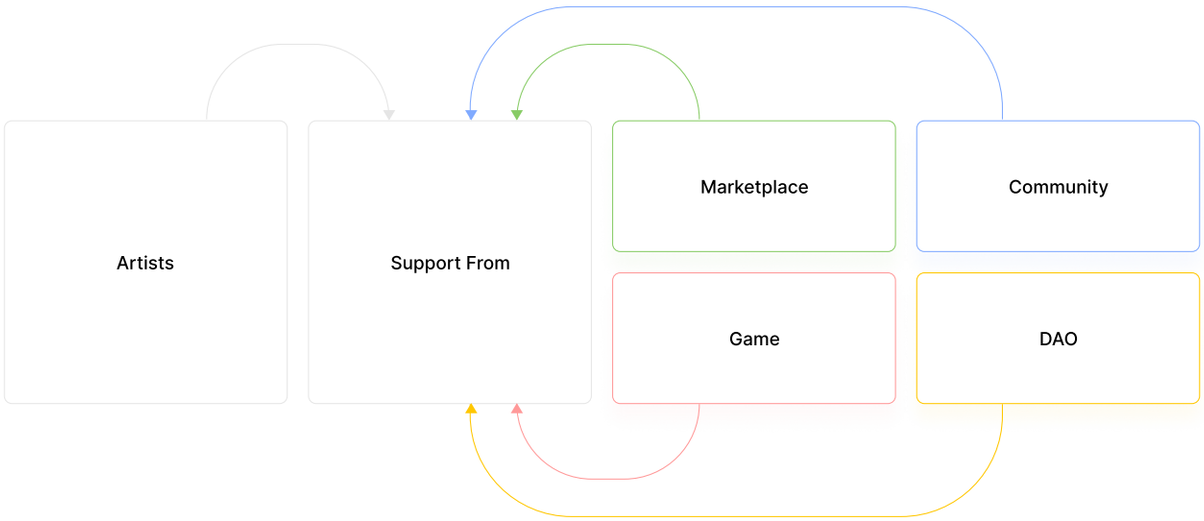
Actor Journey & Participation

Artists and Collectors

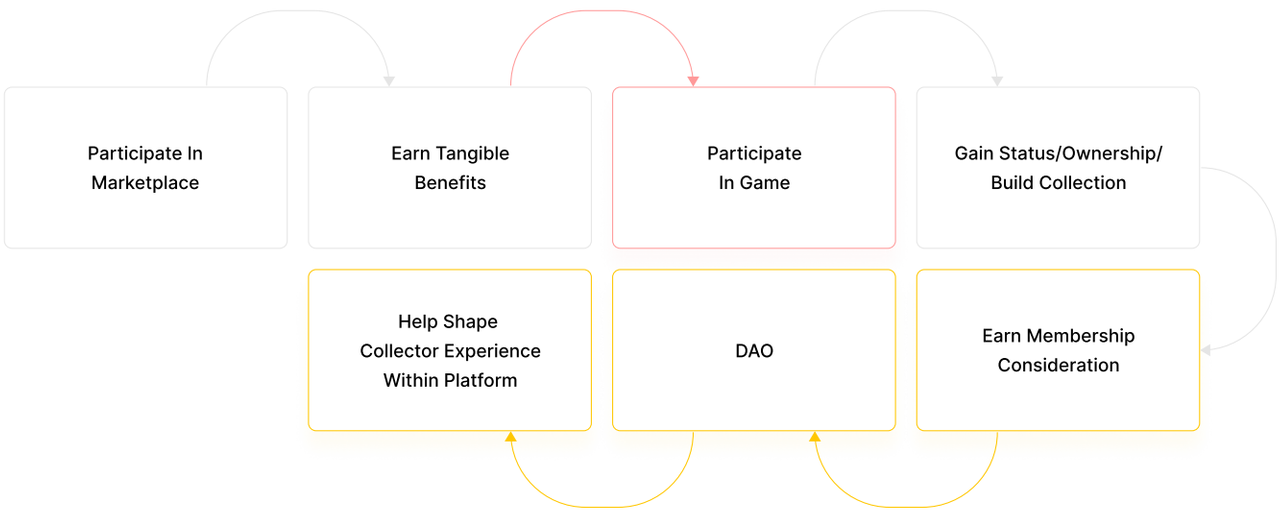
Artist Journey



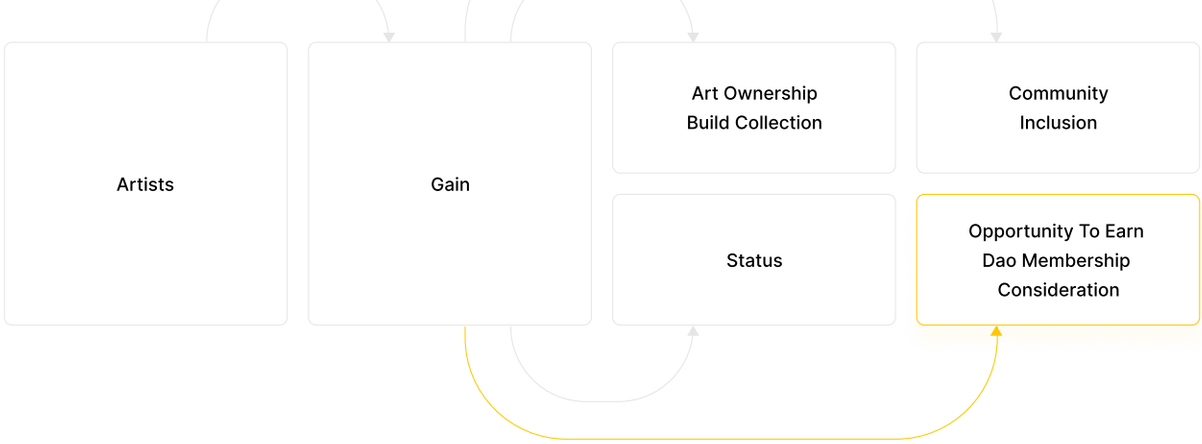
Artist Participation



Collector Journey



Collector Participation



We are employing a systematic roll out of our platform to establish the strongest possible foundation, built for the long term, in the following sequence:

CURRENT

Marketplace

- Establish Artist Onboarding and Artist Network
- Establish Platform Awareness and Communication Foundation
- Establish and Grow Audience/ Users
- Establish Initial Revenue and Transactional Foundation
- Establish Foundation for Community

Q1 2022

Introduce Native Token

- Establish Platform Economy
- Power Platform Economy

Q1 2022

Establish DAO

- Governance and Resources for Overall Platform
- Create Online and IRL Artist Owned Infrastructure

Q3 2022

Interactive Game

- Create Community Infrastructure
- Maximize Revenue and Transactions
- Continue to Grow Audience/Users
- Key Artist Support Mechanism

To date this is where we are

- ✓ Launched Introductory fully functional Web3 NFT Marketplace on Mainnet
- ✓ Established Charter Artist Network
- ✓ Established Initial NFT Inventory Base
- ✓ Established Marketplace Marketing Support Components
- ✓ EstablishedI Initial Awareness/User Acquisition Plan
- ✓ Established Full Marketplace Roll out Plan

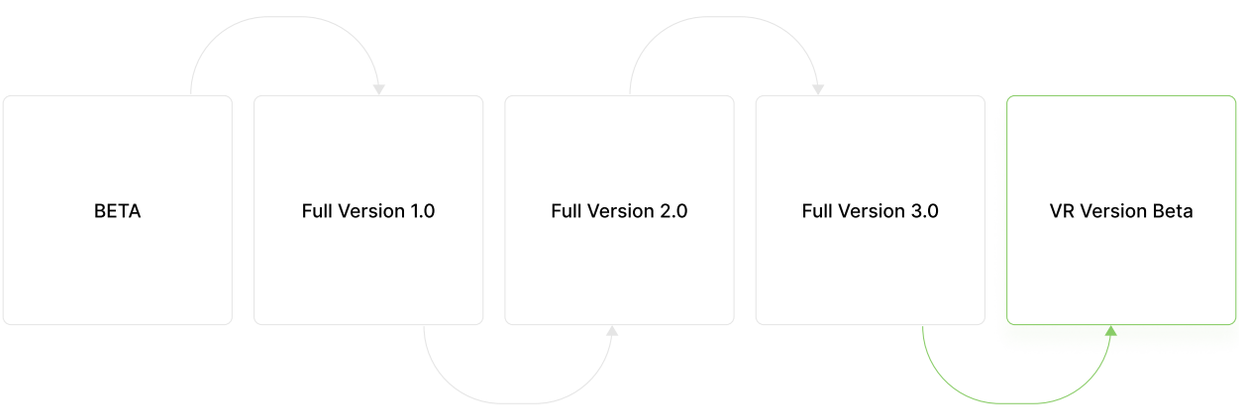
- Established Interactive Game Roll out Plan
- Finalizing DAO Infrastructure Plan
- Finalizing Token Infrastructure Plan
- Finalizing NFT/General Web3 Education Offering

Technical Development Roll Out and Timeline

Marketplace

Intro/Webflow	V1.0 Custom	V2.0 Custom Enhanced
Establish UI	Establish Scalability	Integrate Token
Establish Categories	Introduce Basic Collector Profile	Extend Profile Functionality (Add Artist , Collector Connectivity to Other Collectors)
Establish Floors	Establish Interactivity	Integrate Basic Community Function
Establish Transactional Foundation	Enhanced Marketplace	Fully Enhanced Marketplace
Establish Initial Audience/Users	Establish Data Portability/Flexibility	Introduce Avatar
Establish Charter Artist Network/ Onboarding		
Establish Initial Marketplace (Transactions)		

Game



Platform Timeline

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32

Month 1-4	Month 5-7	Month 8–10	Month 11–14	Month 15 -20	Month 21 -24	Month 25 -31	Month 32 -
Establish Platform Foundation	Custom Mktplace v1.0	Custom Mktplace v2.0	Game Beta	Game 1.0	Game 2.0	Game 3.0	VR Beta