



ANGELO

Fine Art Meets Web 3.0

Whitepaper

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Executive Summary

- The **Art market is huge**, with an **exponentially growing online sector**, but suffers from **exclusionary practices, lack of liquidity & investability, and lack of access** to the new generation of wealth
- **Our solution is a core platform** of i) **marketplace for fractionalized fine Art**, ii) **curator economy**, and iii) **\$Angelo token**, which will **democratize fine Art, increase liquidity and access** to new wealth – thanks to **low fees and a transparent business model**
- We have a **strategy roadmap to bring Angelo to launch in Q1 2023**, and are currently in **parallel product, token, and marketing development**, with **product MVP and token launch in Q4 2022**
- With an **executive team of 7 and a supporting team of over 15** we have experience in Art dealing, branding / marketing, regulatory compliance, web design, blockchain development, and influencer marketing
- The current Art market landscape is split in two very different fields, with the **physical fine Art market dominated by legacy auction houses**, and a **few large technology-enabled challengers in the fractionalized and digital Art spaces** (Masterworks and OpenSea, respectively)
- We will launch our marketplace for trading in Q1 2023, and have **forecasted a 5-year business plan** and full financial model, with **revenues from trading fees and own Art trading**

Our Vision / Mission

Angelo is Democratizing the Future of Fine Art...

...by creating a curated ecosystem where
creators, collectors, and Art lovers can sell,
invest in, & trade fractionalized Art using
the power of Web 3.0

Spotlighting New Voices

- The Fine Art market has been **slow to adapt to the new generation of artists, collectors, and themes**
- Our **innovative, digital-first, curated ecosystem** enables us to **spotlight and amplify the New Generation of Art**

The New Generation of Art

THE PEOPLE

YOUNGER
(Gen Z and Millennials)

OUTSPOKEN
(Social and Political Issues)

MORE DIVERSE
(Ethnicity, Culture, Beliefs)

DIGITAL NATIVES
(Buy physical & digital assets online)

THE THEMES

CELEBRATE DIVERSITY

ENVIRONMENT

SOCIAL ISSUES

SEXUALITY

POLITICAL ISSUES

MENTAL HEALTH

The Angelo Spotlight

Thematic collections
around current causes
& topics

Rotating spotlight on
emerging artists on the
Angelo homepage



Diverse curator
ecosystem shaping
the future of Art

The Angelo Foundation:
a non-profit devoted to
empowering
marginalized creators

The Intersect podcast:
Giving a platform to
new voices

The Art Market

Section 1

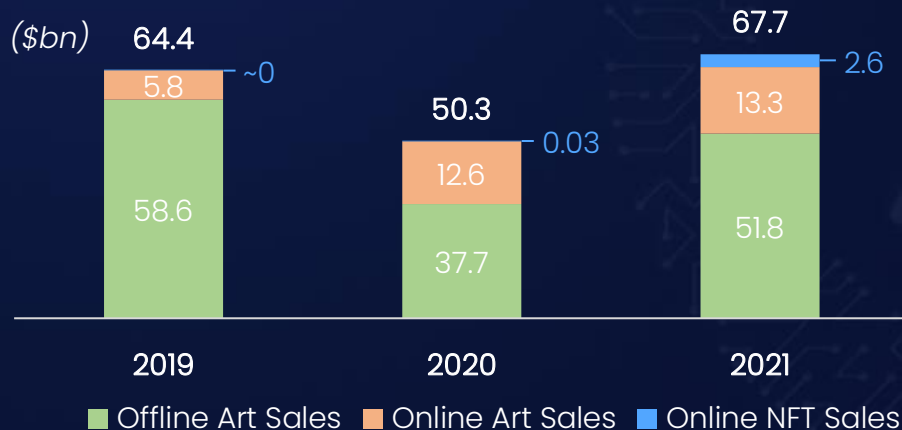
The Art Market – Executive Summary

- The **Art market is huge**, with >\$2trn in total asset value and ~\$70bn in volume traded annually, and an **exponentially growing online sector**
- Fine Art is a **great asset class** – with **competitive long-term returns**, in addition to **portfolio diversification** and **inflation hedging benefits**
- In the last 2 years, **technological and formal innovation**, together with **generational change**, have pushed the traditionally slow-changing Art industry to an **evolutionary inflection point**
- **The problem**: the fine Art market is **still exclusionary**; opacity and high transaction costs **impede liquidity**, and generational change **requires new ways to link creators, buyers and sellers**

The Art Market is Huge...

1 | **\$2 Trillion**
Global privately owned Art

2 | **\$68 Billion / \$24 Billion**
Total / Online Physical & Digital Art sales



3 | **\$14 Billion**
Sales by Sotheby's & Christie's

- There is a growing, multi-trillion stock of **an iconic, centuries-old, and scarce underlying asset: fine Art**
- The **trading volume in fine Art has proved long-term resilient** to economic shocks
 - It is **being augmented / replaced by online trading** at an increased speed since the 2020 pandemic
 - The **trading volume / stock of asset ratio is much lower** than that of more liquid asset classes
- A large portion of the **total trading goes through only 2 major legacy players: Sotheby's and Christie's** auction houses

Source: (1) Sotheby's Financial Services; (2) UBS Art Market 2022 – 2021 figures; (3) Publicly available information – 2021 figures.

...And Presents Great Investment Opportunities

1 | 7-12% long-term annual return Comparable to major asset classes

Asset Class	Est. Annual Returns ('85-'20)
Contemporary Art	11.5%
Equities	10-11%
All Art	8.3%
Real Estate	8.0%
Fixed Income	6.5-8.5%
Impressionist Art	6.8%
Commodities	3.5%

2 | Diversification benefit Low / no correlation to major asset classes

3 | Reliable inflation hedge Negatively correlated to real interest rates

- Fine Art is a mature, resilient investment class with **long-term returns on par or exceeding** other major assets
- Art is **mostly uncorrelated** to other asset classes, with great potential for **diversification benefits** if used as part of a **diversified portfolio strategy**
- **Art prices** are inversely correlated to real interest rates, meaning they **rise with inflation, providing an edge against its adverse effects** in times of economic turmoil
- The above factors contribute to **fine Art being a highly desirable, although not easily accessible asset class**

Source: (1-3) *The Global Art Market and Covid-19, Citi GPS and Masterworks.*

Evolution and Disruption: The Future of Art

- While Art is an inherently innovative medium, **the Art market has historically been slow** to embrace disruptive change – **this changed forever** in the past 2 years **due to secular trends coming together**
- We expect the Art market to **continue evolving and adapting at increased speed** in the future – it has reached its **evolutionary inflection point!**

Art Market Trends

Physical Art goes online

The pandemic forces online virtually all Art sales and events for most of 2020

Economic & Political Turmoil

High inflation, rising rates, war, supply chains

Digital Art blows up

NFT volumes grow undred-fold and a new medium at the intersection of tech & Art goes mainstream

Regulation

Increased gvt efforts, especially re nascent digital / decentralized platforms

Metaverse & Beyond

Technological progress and changing demographics to continue accelerating change in the market

The Next Gen of collectors

A new generation of collectors comes on the scene: younger (millennials and zoomers), digital natives, more diverse

2020

2021

2022

2023+

The Problem

- The **fine Art market is exclusionary**, with legacy auction houses acting as **gatekeepers**
- The **lack of liquidity** in the current system keeps the **value of Art locked up**
 - Art Creators & Holders are unable to access the true value of their portfolios
 - The general public is unable to invest into fine Art conveniently and cheaply
- Art Creators & Representatives have **limited access to the new generation of wealth** due to gatekeepers, changing demographics, and the post-pandemic new normal

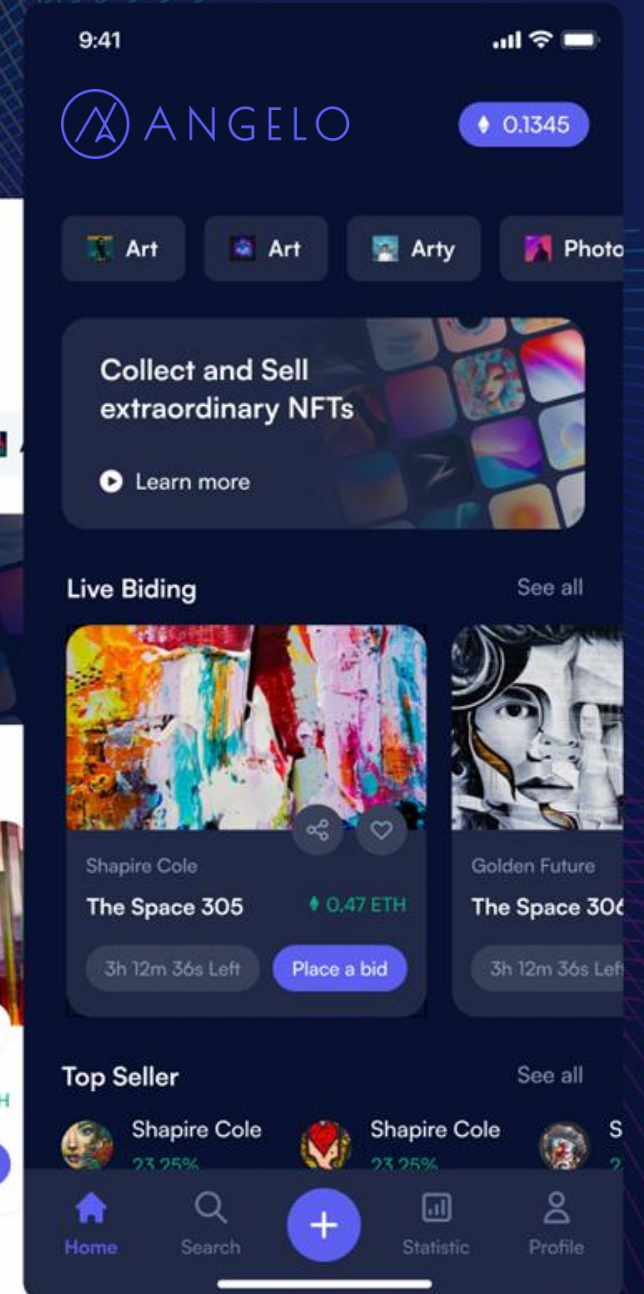
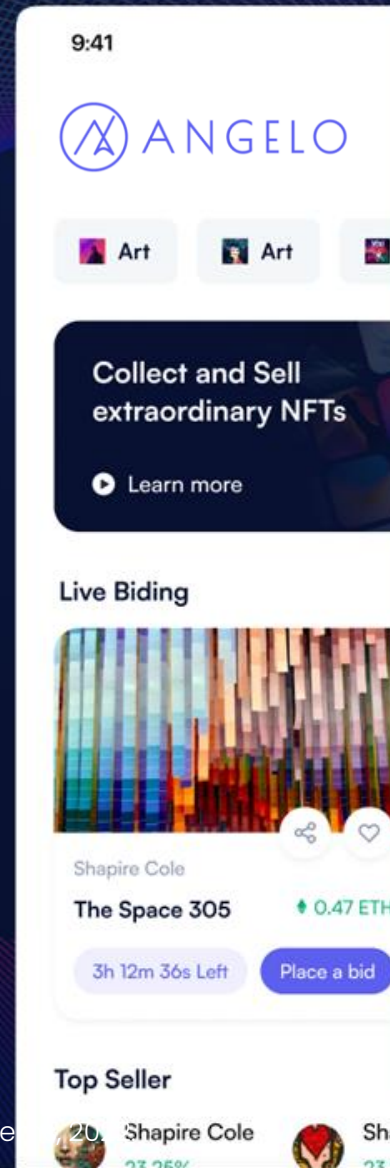
- The fine Art market has long been difficult to access for anyone outside of its existing high net worth, urban, mostly Western audience
- Access is controlled by legacy insider individuals and institutions acting as gatekeepers

- The current market structure is characterised by high fees and a lack of transparency
- Auction houses levy complex fees from both sellers and buyers, totalling 30-40% of the artwork's sale value
- This means that a buyer paying 20% in buyer's fees and then 10% in seller's fees when reselling, would need the artwork to appreciate at least 30% not to lose money on the trade
- High unit values, with no opportunity for retail investors to purchase smaller amounts, further decrease liquidity

- The pandemic has substantially decreased high street footfall, depriving galleries of organic visibility
- The new generation of Art collectors – younger, digital natives, non-Western – cannot be easily reached via traditional channels

Our Solution

Section 2



Our Solution – Executive Summary

- Our **core solution** is a **premium marketplace for fractionalized fine Art, a curator economy & community**, and the platform's **native token \$Angelo**
- The **broader Angelo ecosystem** will **expand the reach of our core platform**, with a bold **marketing strategy**, **The Intersect podcast**, **editorial content**, and **in-person events and pop-ups**
- The way **our platform benefits sellers, traders/investors, and curators** solves the Art market's **exclusion, illiquidity, and access problems**
- Our **business model** is based on **low auction & trading fees**, and **own Art origination & investments**

Here's Our Solution,...



- At the **core of the Angelo solution**, there are:
 - A **premium marketplace for fractionalized fine Art** – registered sellers will be able to list fractions of artworks for primary sale, and all users will be able to trade / invest in them on the secondary market
 - A **curator economy & community** – users will be able to deposit their \$Angelo tokens with registered curators, and earn rewards
 - The platform's **native currency** for trading and curator deposits is the **\$Angelo token**, with a view for it to **become the Art world's de-facto currency**
- The **broader Angelo ecosystem** will **expand the reach of our core** product
 - A **bold, creative, disruptive marketing** strategy
 - The **Intersect podcast & Art commissioning**
 - **Editorial content** on Art, blockchain, and lifestyle
 - In-person, **exclusive events & Angelo pop-up** gallery
 - **The Angelo foundation**, a non-profit devoted to empowering marginalized creators

...With Trust & Safety at Its Core,...

Our platform is financial & blockchain regulation-forward

- We have **applied for the “Regulatory Sandbox”** scheme with the **financial regulator** in the UK (FCA), where we’re based
- We will **apply for full regulation approval** next, giving peace of mind to sellers & investors

We only feature **authentic artwork** from **verified sellers**

- All new artwork listings are **pre-approved** and **audited by Angelo** according to **industry-grade authenticity and provenance standards**
- **Only verified, high quality sellers** such as **major galleries, collectors and estates** are allowed to submit new listings for approval

Indissoluble legal ownership link between physical artwork and tradable digital asset

- The ownership of fractions in the tradable smart contract is **indissolubly legally linked to ownership in the underlying physical artwork**
- **Investors’ legal ownership rights are fully protected** on the Angelo ecosystem

ANGELO TRUST ARCHITECTURE



All artwork is insured for its **full original listing value**

- All new artwork listed is **appraised and insured** for its full listing value by **large specialist Art insurers**
- **Investors are financially protected** up to the full listing value in case of unforeseen loss or damage to the artwork

All artwork is stored securely

- All artwork is **stored securely** at industry-grade facilities **throughout its presence on the Angelo marketplace**
- **Storage will be in insured facilities** like selling Art galleries, private collections, freeports, or bespoke Angelo Art storage facilities

...And With Clear Benefits to the Art World

- We are **democratizing fine Art** by allowing Art lovers to participate in the market
- We are **unlocking value** for everyone in the ecosystem
 - Art Creators & Holders can **unlock previously unavailable liquidity** by fractionalizing their portfolios
 - Art Collectors & the Public can **benefit from the new investment opportunity** created by market liquidity
- Our high-participation digital platform gives Art Creators & Representatives **unparalleled access to the new generation of wealth**
- All of these factors will allow for a marked **rise in value of Art** listed on our platform

Our Business Model: Low Auction & Trading Fees, Own Art, Token & Other

- **Angelo will earn revenue from 4 business units:** i) Fine physical Art fractional marketplace; ii) Luxury digital Art fractional marketplace; iii) Own fine Art origination & investments; (iv) Token, & other
- The primary and secondary **trading fees will be significantly lower than any existing fine Art intermediary**
- All Art listed on Angelo will be pre-approved to **ensure high quality and long term investability**

Fine physical Art fractional marketplace

- Revenue model:
 1. Low buyer's fee on primary sales
 2. Low trading fee on secondary trading (on both buyer and seller)
- Only approved sellers can list items for primary sale

Luxury digital Art fractional marketplace

- Revenue model:
 1. Low buyer's fee on primary sales
 2. Low trading fee on secondary trading (on both buyer and seller)
- Only approved sellers can list items for primary sale

Own fine Art origination & investments

- Angelo will acquire / commission Art and list it for sale
- Revenue model:
 1. Sale revenue – Profit on share sold
 2. Investment income – Profit on share held
 3. Primary and secondary fees as per fractional marketplaces

Insurance, token, & other

- Revenue model:
 1. Token economy management & token value appreciation
 2. Insurance revenue from marketplace participants for our innovative fractional insurance

Our Strategy

Section 3

Our Strategy – Executive Summary

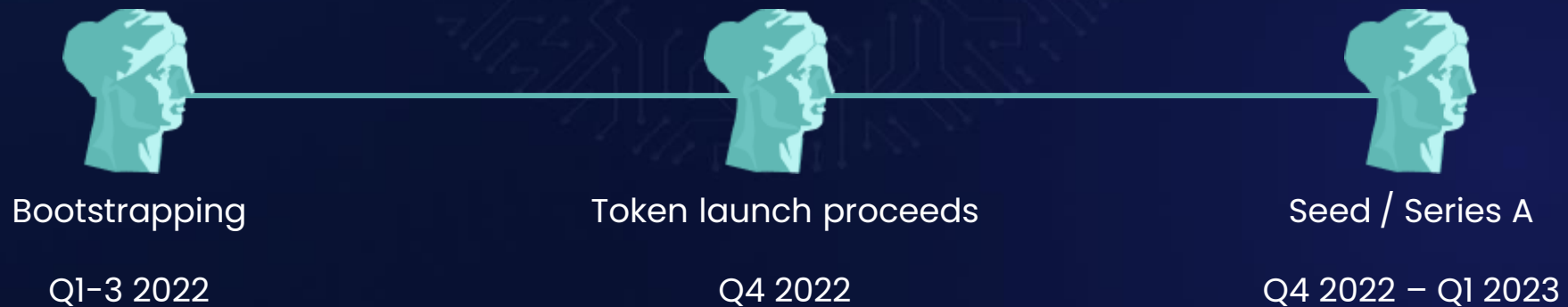
- We have a **fully planned roadmap** to bring Angelo to **launch in Q1 2023**
- Idea origination and company set-up in H1 2022 are being followed by **parallel product, token, and marketing development in summer 2022**, with **product MVP and token launch in Q4 2022**
- Our product MVP and token are on **active development on the Ethereum chain**, with **advanced features already planned for v2**
- On the **marketing & Art sourcing** front, we have put in place strategic plans for **user acquisition** (partnership with LKI agency, The Intersect podcast) and **Art acquisition** (galleries, estates, and collectors pipeline)
- Our **post-launch strategy** is geared towards **accelerating growth**, including through expansion into **other media**, in-person **events and pop-ups**, and **broader token adoption**

Project Timeline

MILESTONES



FUNDING



Building Blocks of Our Launch Strategy



Our Launch Product & Technology

Launch Product

- We are planning a reasonable delay between coin launch and **marketplace launch with Version 1**. V1 will contain all **features necessary for users to trade fractional fine Art**
- Our marketplace will have the following **features in V1**:
 - **Primary market**: fractional and one-on-one auctions for newly listed Art (Initial Art Offering or "IAO")
 - 2 fine Art primary auctions per week (8 for month 1)
 - 1 Angelo Original Art piece auction per week
 - Live Bidding
 - **Secondary market**: fractional and one-on-one trading of listed Art
 - Basic trading functions (limit and market orders, bid and ask books)
 - **Full user** (verified seller and normal trader) **and Artwork profiles, tracking and favourites**
 - **Curator accounts** that will help build the **internal token economy** of the system
 - **Crypto and Fiat** currency **payments system**
- **Additional features in V2** will include: **advanced trading features** (such as stop-loss, limit orders, and take profit), **gamification features** and leaderboards, etc

Technology

- The **Angelo platform will be based on the Ethereum chain** and its smart contracts
- The **\$Angelo token will also be minted on the Ethereum chain**
- Our **development team** consists of an **in-house CTO and web designers**, and **blockchain and front / back-end developers** with experience in both web 2.0 and web 3.0
- Our **central platform will be hosted on Amazon Web Services**, the world-wide leader in enterprise hosting solutions

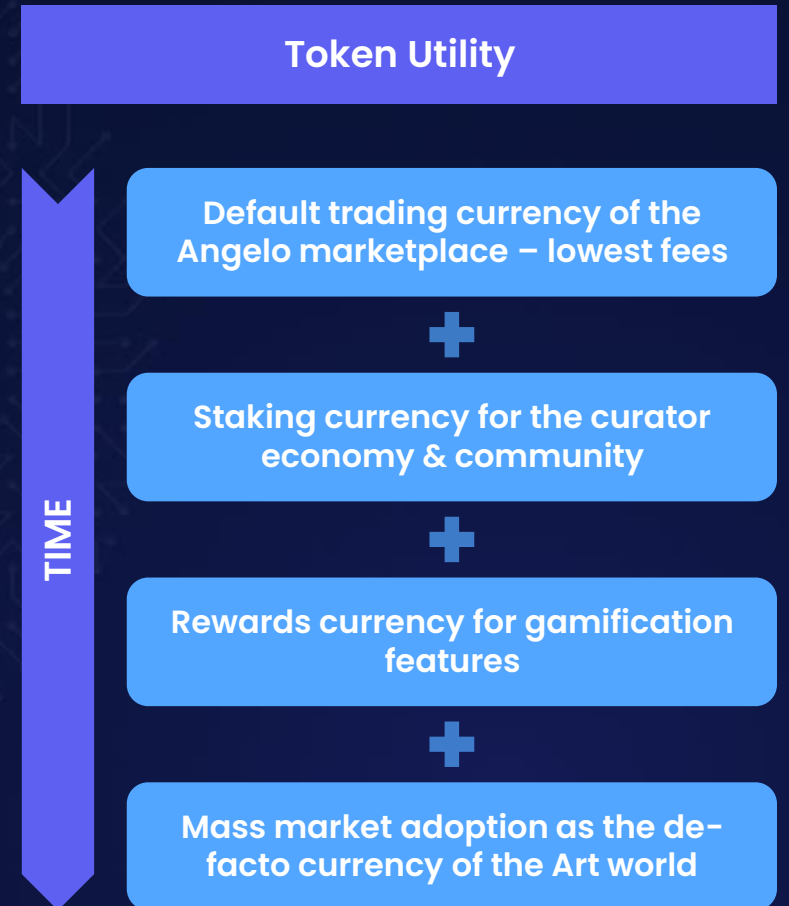
- Ethereum is the world's biggest blockchain for enterprise-grade smart contracts, including digital art
- It is the most forward-thinking chain when it comes to regulatory concerns and has very low minting and gas fees

- The Ethereum chain has proven resilient in the face of downturns and cost and environmentally efficient

- We are balancing a lean and fast senior tech team with a large, experienced dev team with scalable resources

Token Launch

- The **platform's native currency for trading and curator deposits is the \$Angelo token**, with a view for it to **become the Art world's de-facto currency** - \$Angelo has **clear utility and use cases from Day 1**
- The **\$Angelo token is in active development** with our dev team and **will launch in Q4 2022**
- **Token launch strategy:** we are employing a **hybrid strategy** of fundraising from selected anchor investors, and a public launch on the fair launch protocol
 - The **fair launch protocol** simply means launching the token directly onto an exchange, avoiding a large number of insider pre-sales and **giving community members the opportunity to invest at a fair price**
 - We have set aside a token allocation for **market making** and **price stabilization**
 - This will **reduce immediate sell pressure** and maintain a smooth upward trend in price appreciation without the huge volatility



Marketing Strategy

- We are in **active development of our marketing strategy**, partnering with **renowned tech & blockchain marketing company LKI Consulting**
- **Digital marketing**
 - Angelo will invest significant funds into its **digital communities**. **Healthy Discord & Twitter community** are the keys to a successful token launch followed by platform adoption. **Our executive team has the experience and ability to grow these communities** effectively through a series of paid ads and moderator community outreach
 - We will **partner with select top influencers in the crypto and Art spaces** and will select a few of them for pre-launch-based promotions, which have historically proven to drive lots of new adoption and market momentum in the web 3.0 space
 - We will use **gamification principles** to keep our pre-launch users engaged with the product and a rewards program for inviting their friends to our social platforms
- **Traditional marketing**
 - Our physical **media presence** will include billboards, flyposting, and pre-cinema advertising to drive our brand into the minds of the public. This will **start in the London area** but later move to select cities in the EU
 - The Angelo founding team will be **featured in industry event keynotes** and **magazine and media articles, enhancing Angelo's public profile**

Art Sourcing

- We will **only partner with select leading galleries, collectors, and estates** to bring their most **exclusive Art to a bigger audience** and **shine our spotlight on masterpieces** by historical and living artists
- Our **unique sourcing and sale model** keeps **majority ownership and physical possession of the artwork in the hands of the listing seller**
- Our **industry-low fees** compared to incumbent auction houses, and our **large, active online community** will deliver the **highest hammer price and net proceeds to listing sellers**
- We will **auction just a few, select pieces each week / month**, and use our **full marketing and community reach** to promote the listings – resulting in **unparalleled visibility and interest** around the sale
- Our **curator ecosystem** will create a **buzzing social activity around curator-recommended artwork**
- We will enhance the visibility of our platform by **hosting and participating in exclusive in-person events and pop-ups**, including **single artist gallery spotlight** events at the Angelo pop-up gallery

The Intersect Podcast

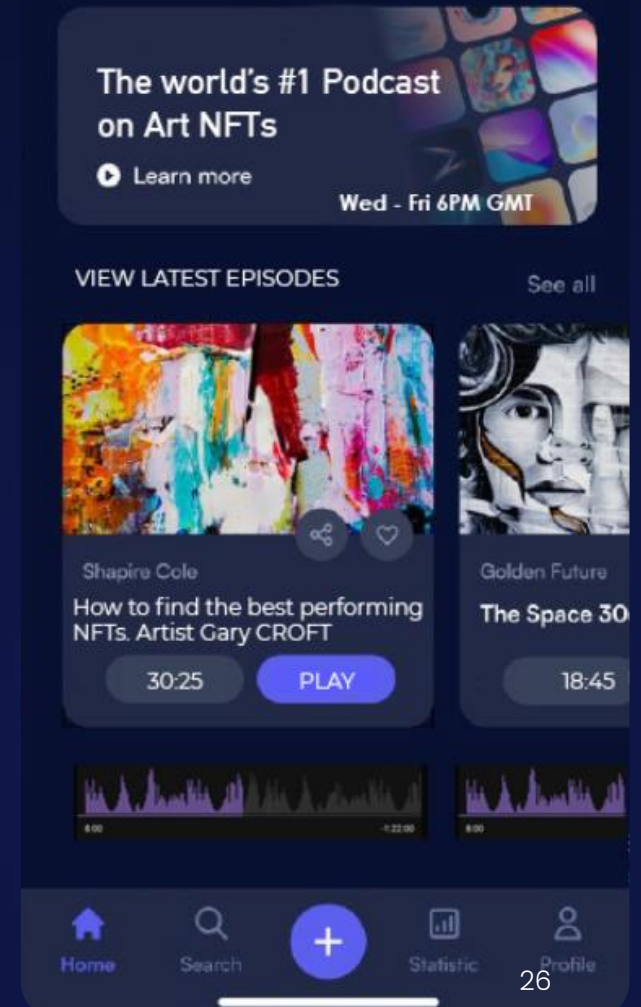


The Market

- Podcasts are the **fastest growing long-form content category**
- Younger generations in particular use podcasts as a **learning and discovery tool**, especially in our key fields of **culture and emerging technology**
- The informal, conversational style of **podcasts bring celebrities, influencers, and emerging creators alike closer** to both longtime fans and new audiences

Our Podcast – The Intercept

- There is a **great market opportunity** for a fresh format **pop-cultural, Web3, and Art podcast** bringing new audiences closer to the Art world
- We are currently starting production of **The Intercept, an interview-format podcast** hosted by the founder and two outside partners with Art world connections and production expertise
- On The Intercept we will **interview a mix of famous and emerging figures in the culture and Art worlds**, and serve as a springboard for **new users to learn about and join the Angelo platform**
- A **pioneering Art creation format**: for each new episode, we will **commission and auction on the marketplace a new artwork** by emerging artists themed around the guest and theme of the episode



An Ambitious Post-Launch Growth Plan

The Angelo Ecosystem at Launch...



...And Our Post-Launch Growth Plan

Core Platform Growth	Marketplace user & volume growth	Our 5-year plan is targeting 1.5x annual user growth and >3x annual transaction volumes growth
	Curator economy & community	Grow an influential Art and culture tastemaking community around curators
	\$Angelo token	Mass-market adoption as the de-facto currency of Art (at galleries, fairs, and auction houses)
	Democratizing other iconic assets	Angelo will expand into democratizing other asset classes such as music, film, and collectibles
Broader Ecosystem Growth	Real world presence	Launch exclusive in-person events and pop-up exhibitions to increase visibility and community participation IRL
	The Angelo Foundation	We want the Angelo Foundation to become a force for good in the Art world, with partnerships with other leading cultural and educational institutions

Our Core Team

Section 4

A Passionate and Eclectic Team (1/3)



Jordan Parkes

Founder & CEO

Jordan is a web entrepreneur with a specialization in digital marketing. Over the last 10 years, he has helped hundreds of websites achieve their marketing and revenue goals through his SEOClick ads agency. After trading in the crypto markets for several years he has sought to combine his love of the Blockchain and his experience of marketing and branding into the next-gen Angelo platform.



Edoardo Testa

COO

Edoardo is a financial expert with a passion for growing tech companies. He has 8+ years of experience in the tech and media sector, first as an M&A investment banker in the City of London, and later as a veteran start-up advisor. As an Art collector and crypto investor in his spare time, he loves Angelo's vision of bringing the world of fine Art into the future.

A Passionate and Eclectic Team (2/3)



Vic Shybaiev

CTO

Vic has over 25 years of experience in design, development, and support of software solutions in international environments. Vic's career includes working with Status (SNT), Opera Software, as well as being a technology advisor in the Gather Network. His main areas of expertise include blockchain development, product management, and software development. As an art lover and a blockchain enthusiast, Vic immediately got into the product idea and started contributing to the technology and product vision of the Angelo project.



Chitraj Singh

Regulatory Compliance

'Raj' is a financial services and FinTech professional, former financial regulator, Mental Health Entrepreneur, and innovation consultant, and board member. Raj has 15+ years' experience in the city of London across insurance, investment, central banking, governance, risk and regulation. Raj spent nearly a decade with the UK central bank, The Bank of England, and the financial regulator, Financial Services Authority (predecessor to the FCA). Following this, Raj became a Healthcare entrepreneur (as the founder of MindHug), and a consultant and board advisor in financial services and regulation, innovation, strategy, product development, and VR/AR.

A Passionate and Eclectic Team (3/3)



Duncan Ward

Creative Director

Award-winning filmmaker and theatre director Duncan Ward heralds from Zambia by way of Cape Town University before tripping up in the UK. From '85 to date, he is known for his documentary films, (Eno, Kantor, Art & Space) and feature films ('Boogie Woogie' & 'Here Lies').



Adam Clark

Art Dealer

Adam has been working in the family Art dealing, London-based business since his teenage years. His knowledge of the ins and outs of the fine Art market is what attracted him to Angelo, the next evolution of the Art medium.



Ivan Ivanaj

Blockchain & Community Expert

Ivan is our resident cryptocurrency and stock market expert. He has reached thousands in the crypto community through his very popular Tik-Tok page and obsessively follows all the latest trends in Crypto & NFTs.

Competitive Landscape

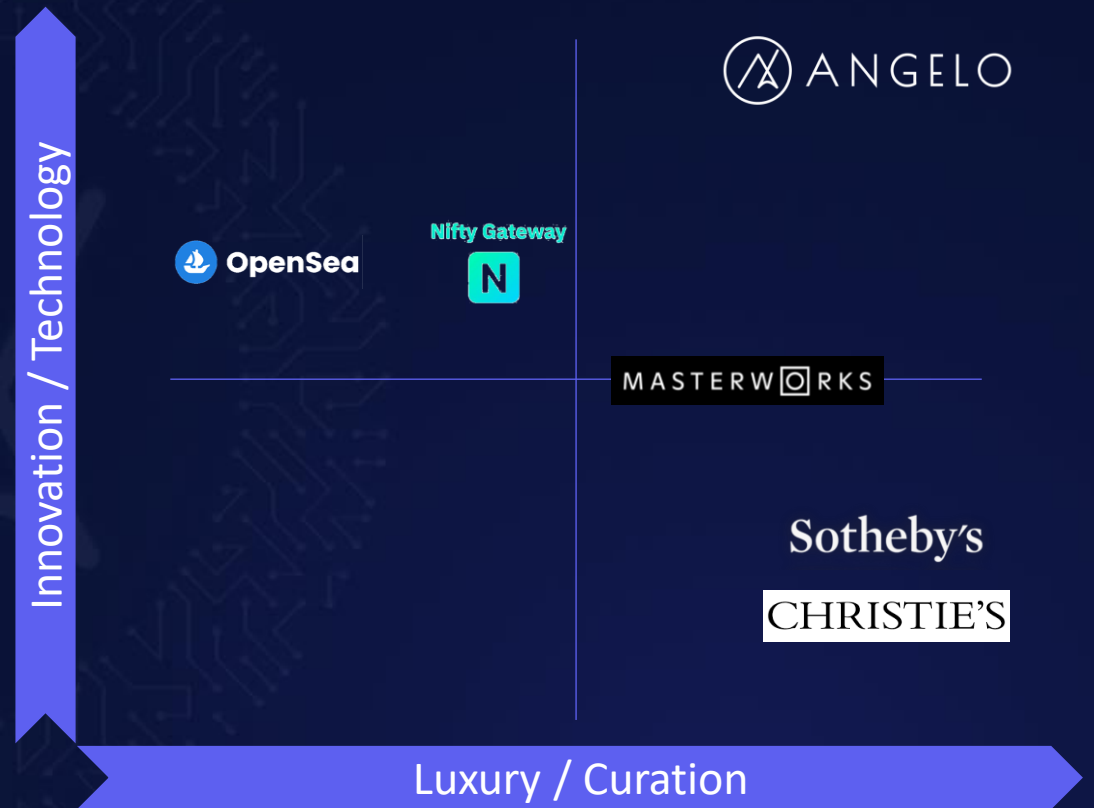
Section 5

Competitive Landscape – Executive Summary

- The current Art market landscape is **split in two very different fields**:
- The **physical Fine Art market is dominated by a near duopoly of legacy auction houses** (Sotheby's and Christie's), characterised by **high fees**
- **Masterworks**, a US-based challenger, has introduced the concept of **fractionalization and financialization of physical Art**
- On the other hand, the **digital Art market** features a **larger number of new players**, with NFT marketplace **OpenSea emerging as the dominant one**
- **Regulatory oversight** on both fractionalized Art and digital Art **is expected to increase significantly**

Key Players

- **Sotheby's & Christies**
 - Near-duopoly of major auction houses with ~14bn in joint annual revenue
 - They carry traditionally high commissions on both buyers and sellers
- **Masterworks**
 - Masterworks is a US-based blue chip fractional Art platform that promises investors high returns on their Art investments
- **OpenSea / Nifty Gateway / Others**
 - Relative newcomers OpenSea and Nifty Gateway have been a growing online success with billions in annual revenue
 - This websites only specialize in low to medium value digital Art and have low curation



Deep-Dive on Masterworks

The Masterworks story

- Masterworks.io is a ETH-based online fractional Art platform operating in the US since 2017
- The company raised \$110m in October 2021 at >\$1bn valuation
- Unlike Angelo, Masterworks only buys Art outright rather than acting as a broader marketplace
- **Masterworks is not competition but PROOF OF CONCEPT**

The Angelo difference

- We work with Art owners and galleries to find the best works for fractional offerings – **we do not buy most of the Art we offer**
- We work on a **commission basis**, which is cost effective and reduces the risk of ownership. Because our cash reserves aren't tied up, we can **work with many more owners** and **offer more Art to investors** – **our scaling potential is exponentially greater** than our competition
- **The \$Angelo token has real built-in utility** to the platform. It powers the ecosystem's Curator economy and help shape the very direction of Art

MASTERWORKS KPIs

- **\$110M SERIES A FUNDING**
- **OVER \$1BN+ VALUATION**
- **OVER 100+ ART OFFERINGS**
- **\$400M VALUE IN INVESTED ARTWORKS**

Deep-Dive on OpenSea

- **Total Art offerings: 2.2m**
- **Registered users: 1m**
- **Revenue >300m (2021)**
- OpenSea is a global NFT platform that has enjoyed big success during the crypto boom of 2018-2020
- They do offer many functions of a new trading platform and has enjoyed first to market advantage but is experiencing some issues that may impact its long-term performance
- OpenSea has admitted that 80% of the NFTs on its platform are plagiarised or knockoffs
- The price of digital-only NFTs has recently fallen with some collections facing a 75% drop
- It remains to be seen if OpenSea can reliably grow in the future with the same sort of mass-market sales it enjoyed during the beginning of the NFT boom

Regulatory Considerations

Regulation as a Barrier to Entry

- Fractional offerings are considered Securities in most jurisdictions and controlled by local Regulators like the SEC (US) and FCA (UK)
- Authorizations are required for licenses and there are domicile requirements – these take time to facilitate and then bring to fruition
- Traditional incumbents in the UK and Europe – Christie's and Sotheby's – are not likely to participate in fractional Art ownership
- **There are NO CURRENT COMPETITORS IN OUR REGION of operation and BARRIERS TO ENTRY ARE HIGH**

The Angelo difference

- **Angelo is a regulation-forward platform** – meaning we've already put in permissions applications with the FCA and will begin with the relevant EU bodies before our app is even live
- Many marketplaces including our major competitor OpenSea is unregulated in the UK/EU markets despite growing evidence KYC/AML regulations are coming for the NFT asset class
- Angelo will be one of the first NFT platforms to embrace regulatory oversight

KPIs & Financials

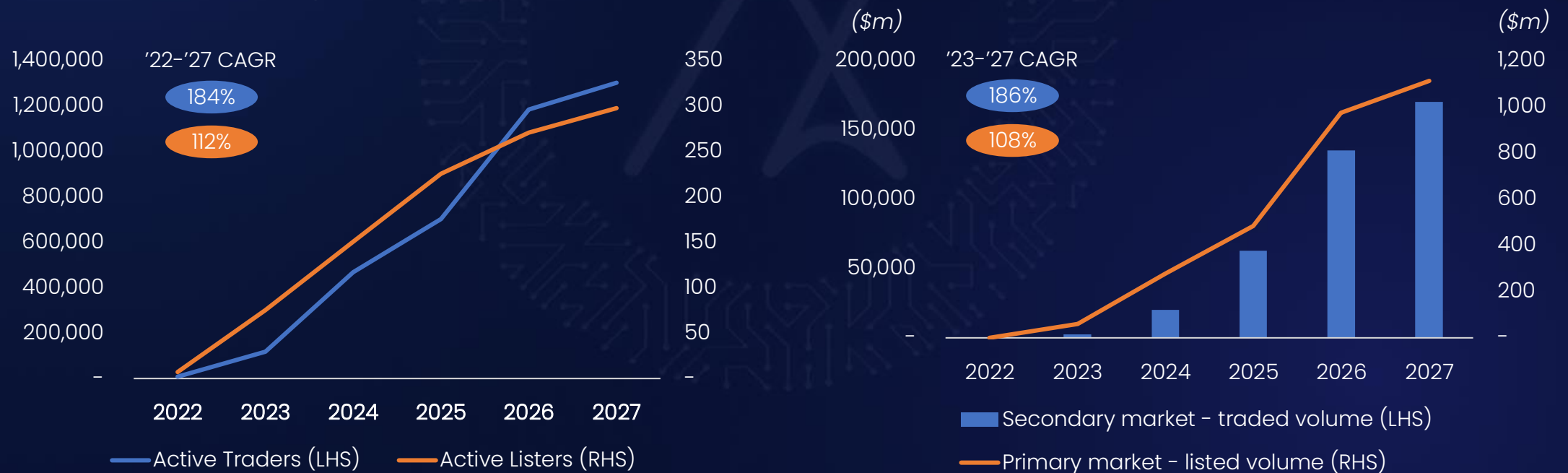
Section 6

KPIs & Financials – Executive Summary

- We will **launch our marketplace** for trading in **Q1 2023**, and have forecasted a **5-year business plan** and full financial model
- As a marketplace, our **main KPIs** relate to i) **active users** (both primary market listers and secondary market traders); and ii) **volumes of Art traded**
- We earn **revenue** from i) **transaction fees**, ii) **sale revenue** on owned Art sold, and iii) **token and other** revenue
- Our key **cost** items are i) **transaction costs**, ii) **customer acquisition & marketing**, iii) **crypto hedging** and **Art insurance costs**, and iv) **people costs**
- Angelo is currently **bootstrapped until** platform MVP and token **development** are **complete**, allowing us not to raise external fundraising at a highly **dilutive pre-product valuation**

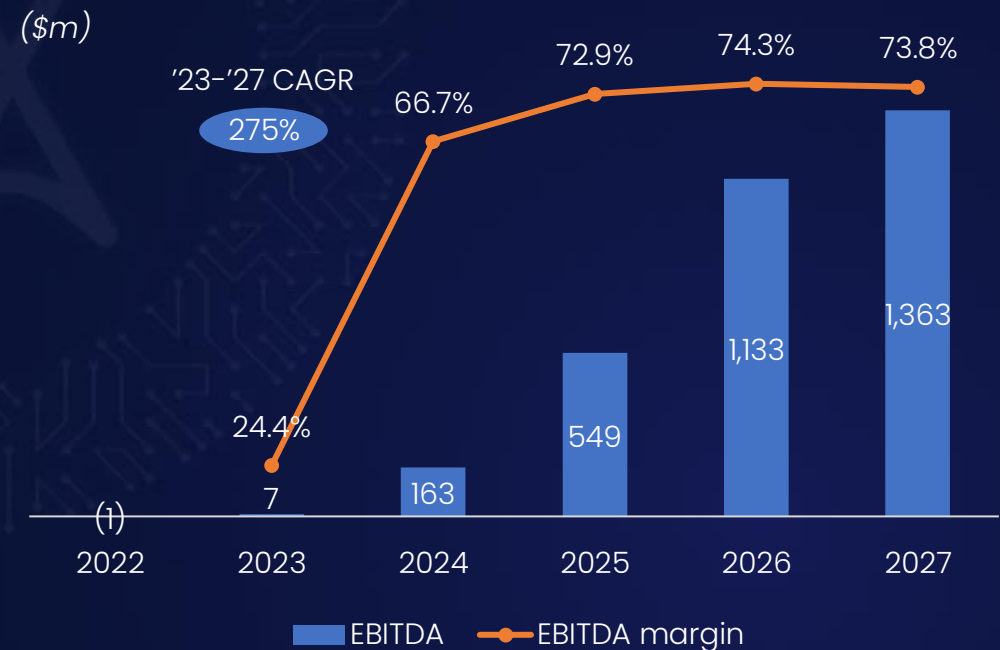
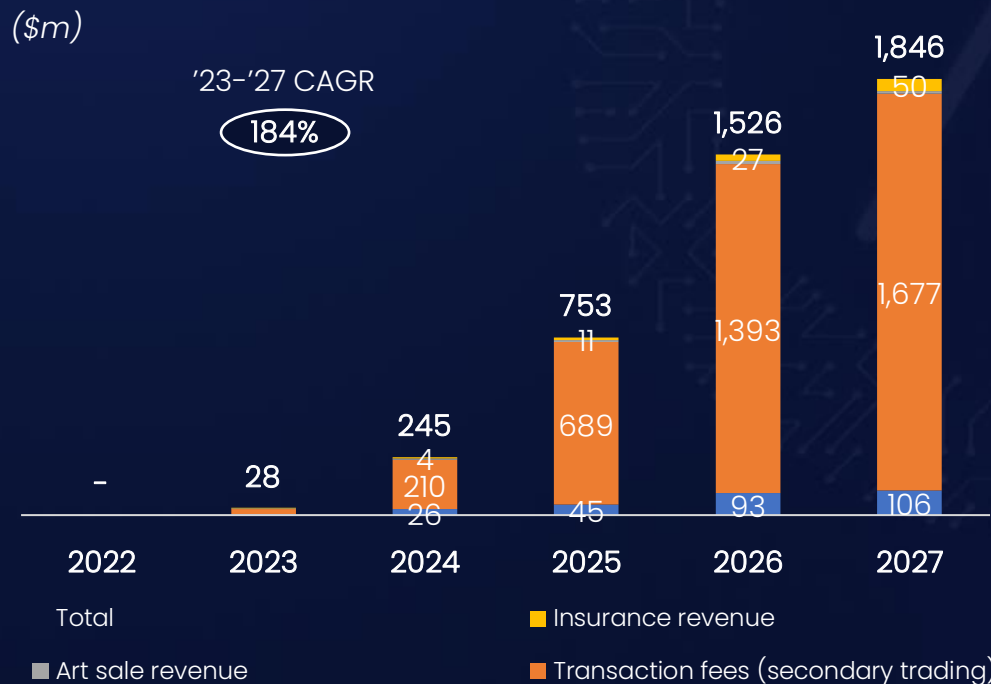
KPIs

- As a marketplace, our **Key Performance Indicators** relate to
 - 1. Active users** – both sellers at primary auctions (“Listers”) and traders in the secondary market (“Traders”); and
 - 2. Volumes of Art traded**, ie the \$ value of both Art listed for primary sale and fractions traded in the secondary market

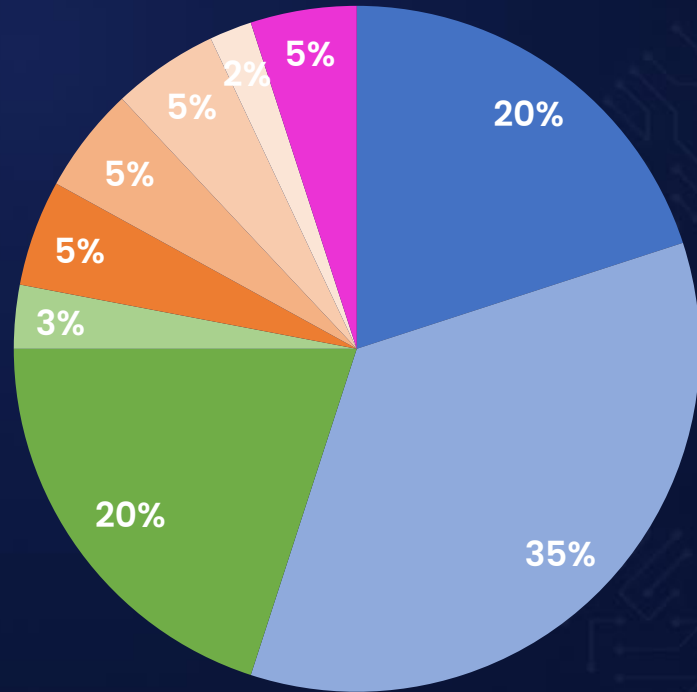


Key Financials

- We earn **revenue** from **i) transaction fees** levied on primary and secondary trades, **ii) sale revenue on owned Art** sold, and **iii) token and other** revenue
- Our **key cost items** are **i) transaction costs** borne by Angelo to execute trades, **ii) customer acquisition & marketing**, **iii) crypto hedging** and **Art insurance** costs, and **iv) people** costs



Tokenomics

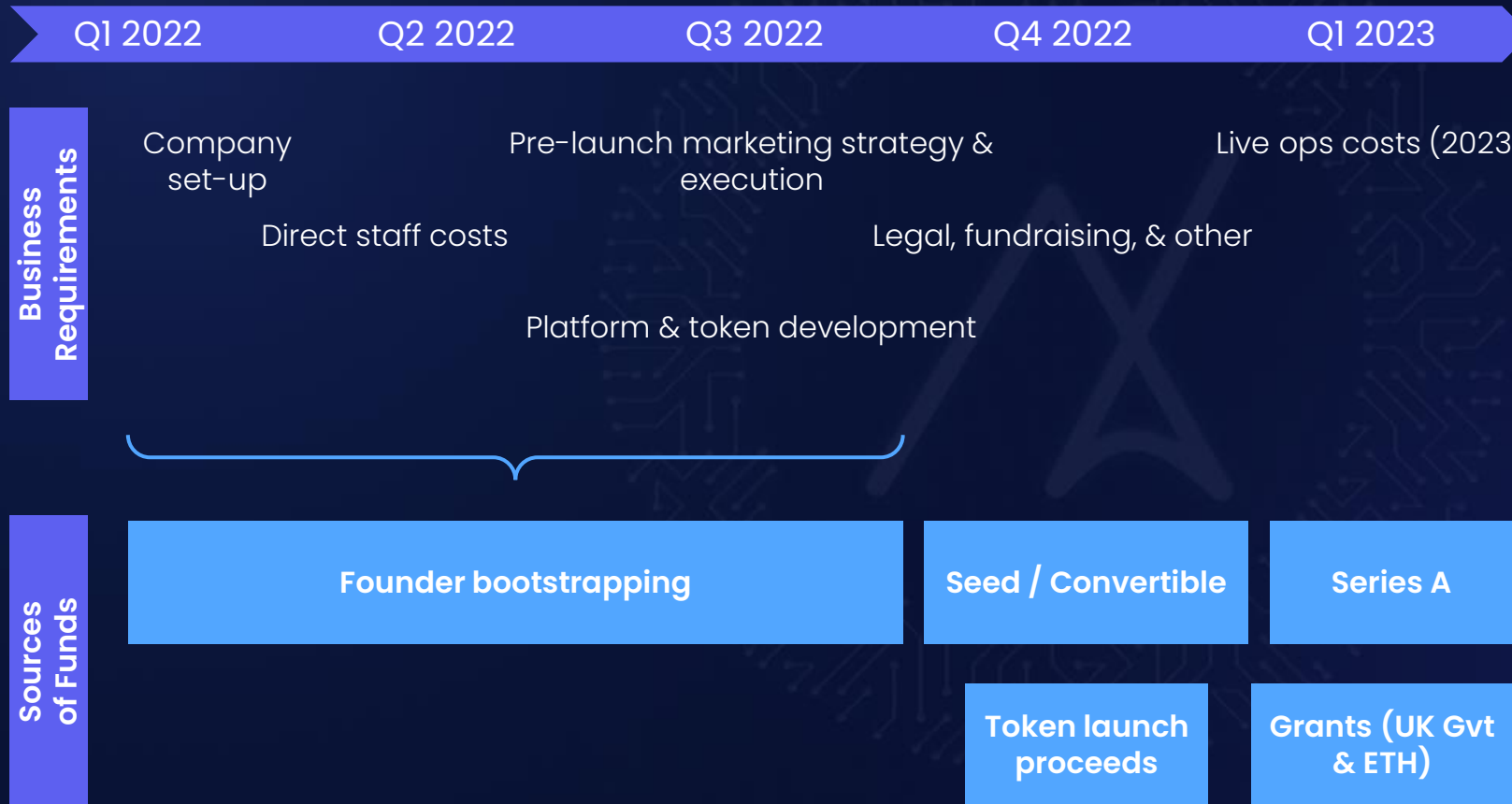


- User Rewards
- Team
- Institutional Investors
- Public Sale
- Angelo Foundation
- Treasury & Ecosystem Fund
- Advisors & Development
- Private Sale (Pre-Seed / Seed)
- Liquidity & Market Making

○ Total token supply is restricted to 1,000,000,000 (1bn) \$Angelo

	Allocation	Lockup (months)	Vesting schedule
User Rewards	20.0%	None	Linear monthly over 24 months
Treasury & Ecosystem Fund	35.0%	6	Linear monthly over 48 months
Total Platform Allocation	55.0%		
Team	20.0%	12	Linear monthly over 36 months
Advisors & Development	3.0%	12	Linear monthly over 36 months
Total Insiders Allocation	23.0%		
Institutional Investors	5.0%	12	Linear monthly over 24 months
Private Sale (Pre-Seed / Seed)	5.0%	12	Linear monthly over 24 months
Public Sale	5.0%	None	n.a.
Liquidity & Market Making	2.0%	None	n.a.
Total Float Allocation	17.0%		
Angelo Foundation	5.0%	6	Linear monthly over 48 months
Grand total	100.0%		

Funding Requirements & Timeline



- Angelo is **currently bootstrapped by the founding team** until platform MVP and token development are complete
- This will allow us **not to raise external funds at a highly dilutive pre-product valuation**
- Token launch funding will provide substantial non-dilutive funding
- Any **seed funds will be raised at a discount to Series A valuation**, again **balancing funding needs with minimum dilution**

Appendix

Section 6



Sources & Further Reading

- Citi 2020 – The global Art market and Covid-19
 - <https://www.privatebank.citibank.com/newcpb-media/media/documents/insights/Citi-GPS-Art-report-Dec2020.pdf>
- Citi 2021 – Global Art market disruption
 - <https://www.privatebank.citibank.com/newcpb-media/media/documents/Global-Art-Market-Disruption-Pushing-the-Boundaries.pdf>
- Hiscox – Online Art Trade Report 2021
 - <https://www.hiscox.co.uk/online-Art-trade-report>
- UBS – Art Market Report 2022
 - <https://www.ubs.com/global/en/our-firm/Art/collecting/Art-market-survey/download-report-2022.html>
- Polygon chain
 - <https://polygon.technology/>