

**FROM INVISIBLE RISK TO INSURABLE ASSET**



**MUSEUM ADVOCATE**

**AI-Powered Verification for the \$371B Fine Art Insurance Market**

**SPONSORSHIPS & PARTNERSHIPS:**

**Stanford**  
University

**M** UNIVERSITY OF  
MICHIGAN





# THE VERIFICATION GAP



95% of most museum collections are in storage and not catalogued at modern data standards.

“ Two staff are working for free to continue to protect and catalog the collections. ”

## Impact for Insurers:

- Unknown risk exposure
- Can't verify asset existence
- No real-time monitoring
- Manual verification costs

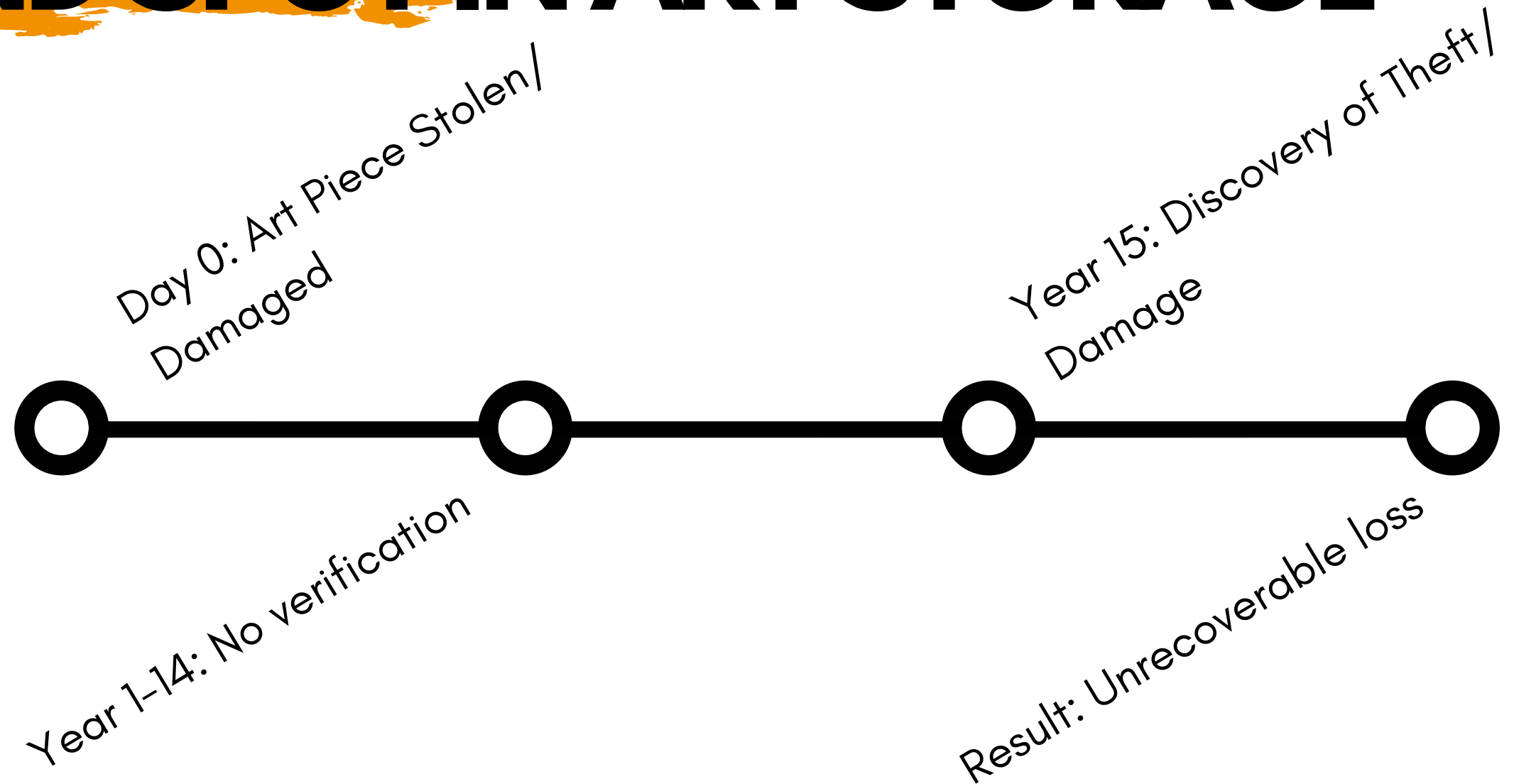


# 15-YEAR BLIND SPOT IN ART STORAGE

*The New York Times*

## *We Don't Know How Much Art Has Gone Missing From Museums*

“It might be 10 or 15 years before they do an inventory and say, ‘Hey, where is this piece?’” he said. “You can imagine how difficult it is trying to play catch-up on a 15-year-old crime. It makes things infinitely more difficult for us.”



### **Impact for Insurers**

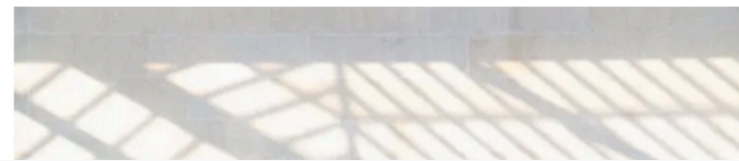
- Delayed claim detection
- Impossible recovery
- Unknown risk accumulation
- Premium pricing uncertainty

The New York Times

## Facing Deficit, Met Considers Selling Art to Help Pay the Bills

Like many museums, the Met is looking to take advantage of a relaxation of the rules governing art sales to care for collections.

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# THE VALUATION CHALLENGE

If you don't know what you have in your collection, how can you sell your items properly?

WSJ Barron's MarketWatch IBD  
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ART

## Nelson-Atkins Museum and Kansas City Family to Sell a Monet at Christie's for up to \$25 Million



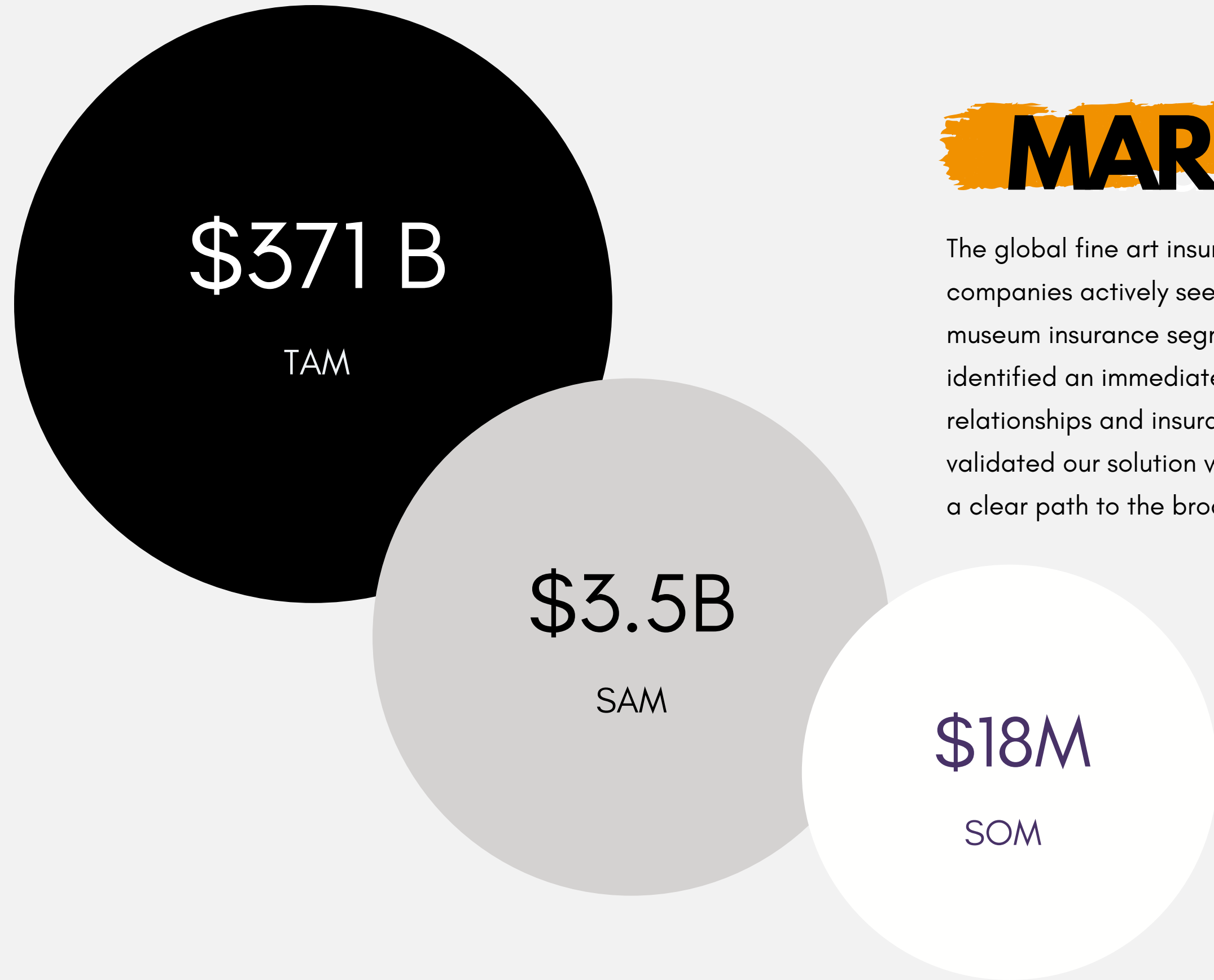
By Abby Schultz April 1, 2024 11:00 am ET

Order Reprints Print Article

Although the museum will mourn the loss of *Moulin de Limetz*, its sale will create the Joseph S. and Ethel B. Atha Art Acquisition Endowment, allowing the museum to continue the family's legacy. The Atha family have long roots as patrons of the arts in Kansas City since Frank Perry Atha expanded the Folger Coffee Co.'s operations in the midwest.

### Impact for Insurers

- Can't properly assess coverage needs
- Risk of over/under insurance
- No standardized valuation method
- Missing premium opportunities



# MARKET SIZE

The global fine art insurance market represents a massive \$371B opportunity, with insurance companies actively seeking better verification solutions. Our initial focus is the \$3.5B US museum insurance segment, where we have direct experience and proven traction. We've identified an immediately serviceable market of \$18M based on our existing museum relationships and insurance partner pipeline. By focusing first on museums - where we've validated our solution with 7 partners managing over \$10M in revenue per year - we create a clear path to the broader fine art insurance market.





# OUR SOLUTION

## AI CATALOGING

Transform Any Phone into an Art Verification Tool

## AUTOMATED VERIFICATION DATA

### Authentication

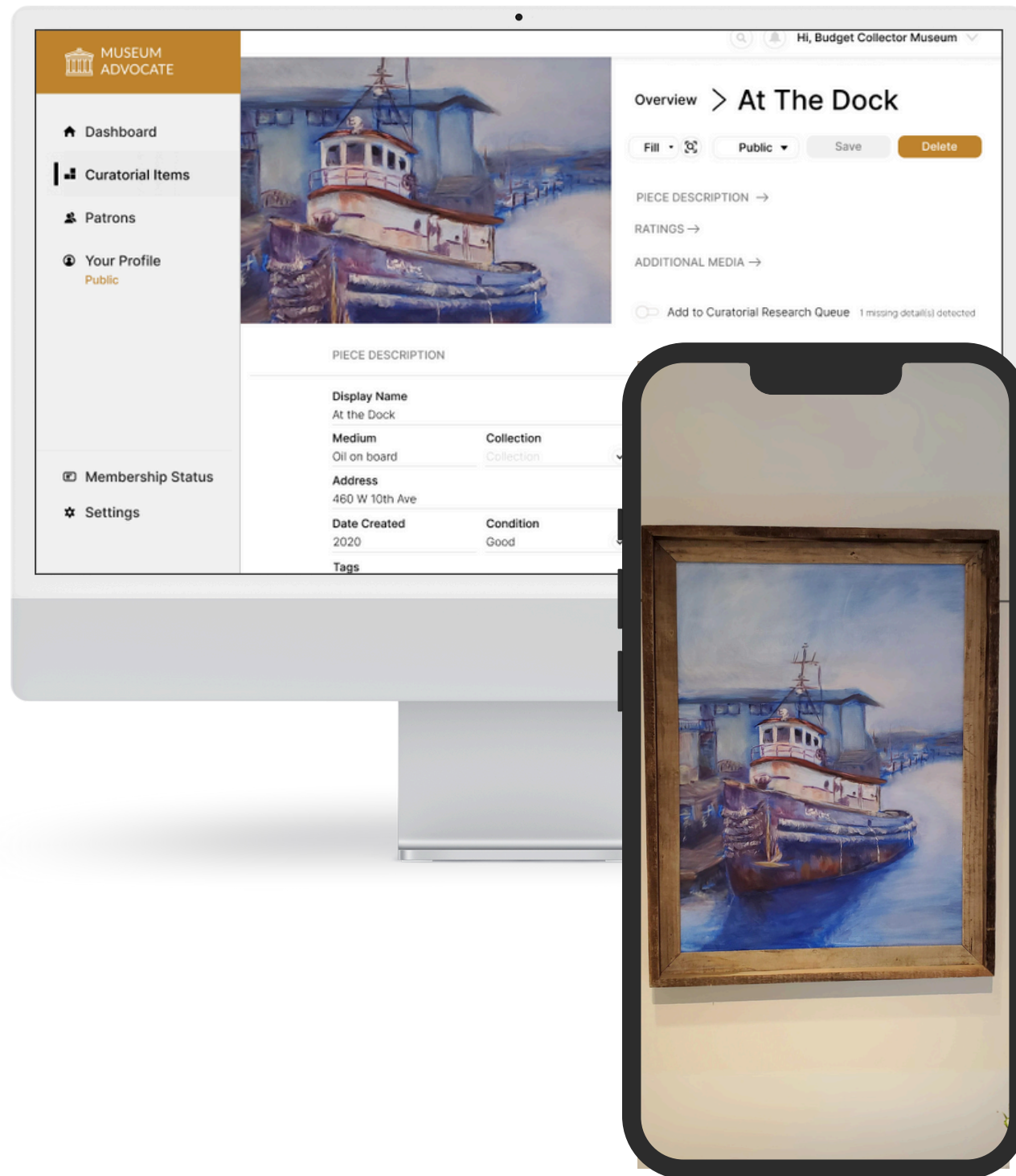
- Time Period (9th Century, etc.)
- Art Style (Impressionism, etc.)
- Physical Verification (GPS Location)
- Object Classification (Sculpture, Painting, etc.)

### Risk Assessment

- Condition Monitoring
- Environmental Factors
- Location History
- Movement Tracking

### Valuation Intelligence

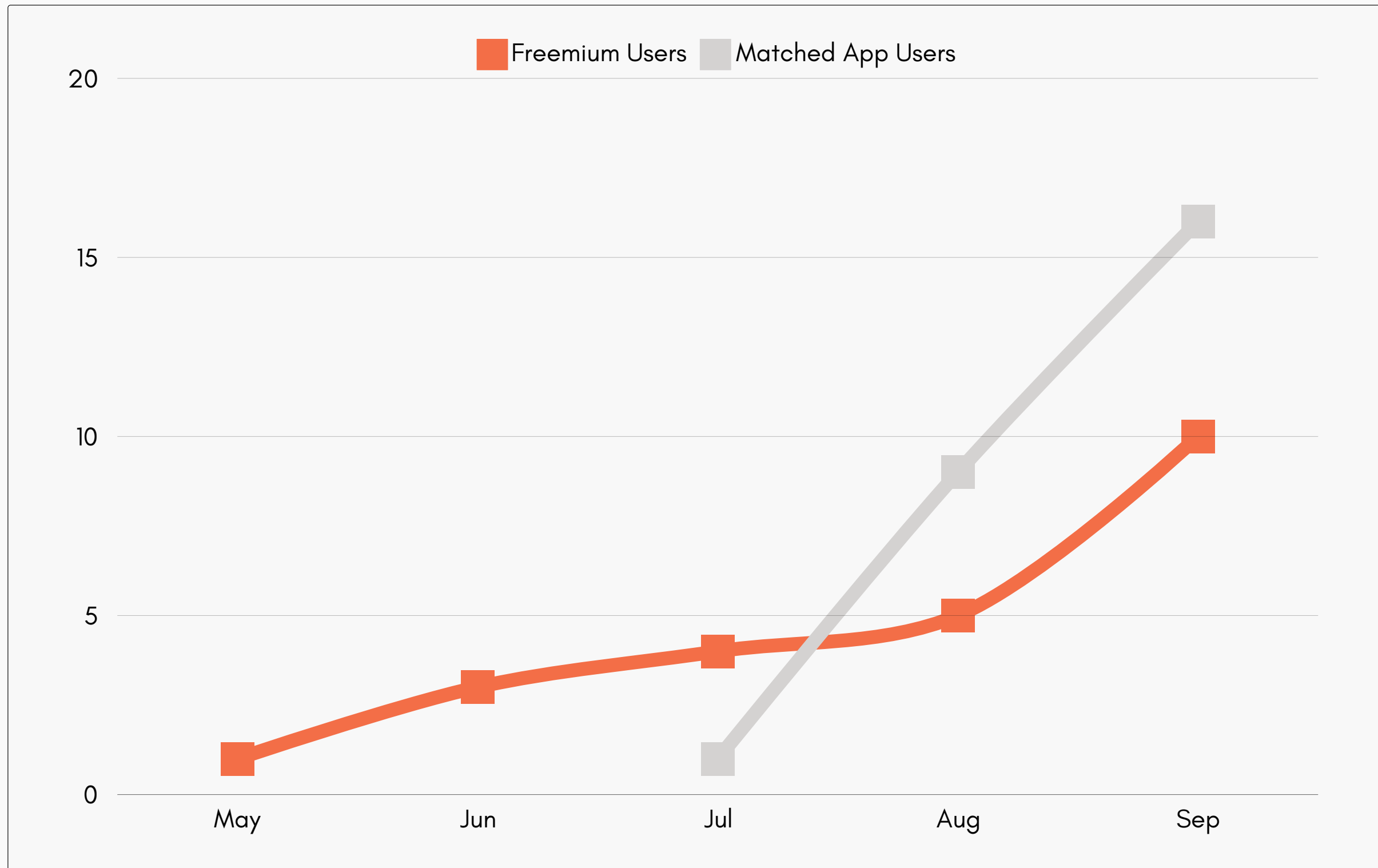
- Proprietary valuation methodology for rarely-traded items.



## BACKED BY:



# OUR TRACTION



## Key Traction Notes

- 10 museum partners managing >\$10M collective annual revenue
- Verification methodology validated by Stanford
- Ready for insurance industry integration
- Pipeline of museum partners for rapid scaling
- 45% of users from organic growth outside target list

# BUSINESS MODEL: **INSURANCE**-LED GROWTH

## Q2 Insurance Launch (2025)

Partner with initial insurance provider.

## Q3 Expand (2025)

Expand to 50+ museums

## Q4 Optimize (2025)

2-3 Major Insurance Partners

### Key Validation

- Successfully previously partnered with insurance provider at \$20/lead
- 7+ museum partners managing >\$10M in assets

### Business Model

- Primary: Insurance company partnerships/licensing
- Secondary: Direct museum subscriptions



# Q Competitive Analysis

## Traditional Solutions

- Manual inventories
- Basic insurance inspections
- Legacy collection software:



## Our Difference

The only solution combining:

- AI-Powered Verification
- Proprietary Valuation Methodology
- Insurance Integration
- Instant Updates on Scans

## Market Validation: 100% of Museums See No Alternative

"It would make my life easier in a lot of different ways."

- Kyndall Howard, Director, Brown County Museum

"Why keep everything in a closet?"

- Allison Bell, Director, The Heritage Society

# OUR FOUNDERS



**Eboni Boyd**  
CEO, Cofounder

An early pioneer of using data to influence elections, with over 10+ years of experience in the political sector. Last political job was Executive Director of Global Ties Iowa.

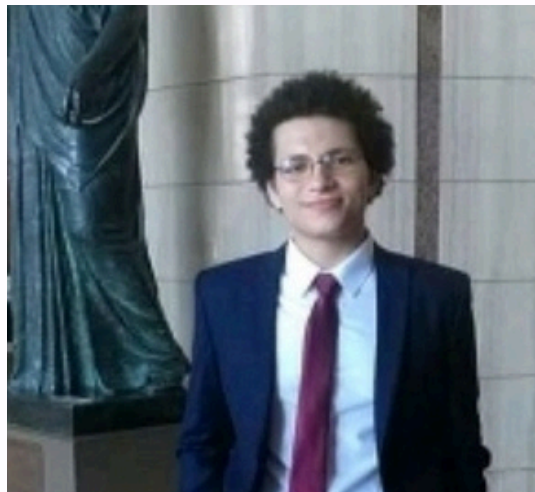


**Anya Ellis**  
CTO, Cofounder

PhD candidate in Computer Science at Ohio State, programmer with notable projects in defense, banking, and healthcare sectors.



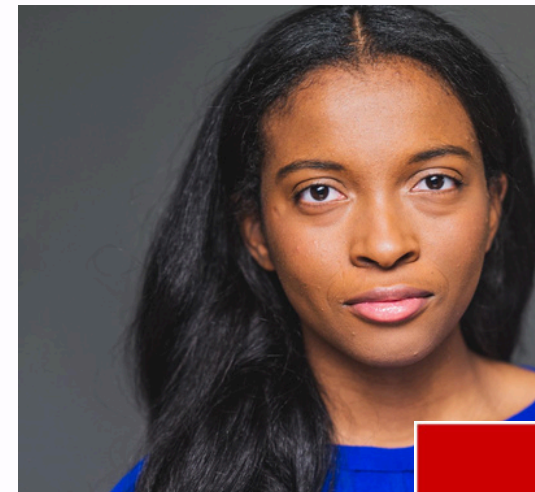
## ADVANCED AI



## DEV



## UI/UX



## EDITORIAL





# THE INVESTMENT

## Track Record

- \$30K Founder Investment
- \$100K non-dilutive funding (2021-2022)
- \$120K raised at \$1.5M valuation (Nex3 HBCU accelerator)

## Current Round: \$1.5 Million Seed

## Use of Funds

- Consumer App Relaunch: 40%
- Insurance Partnership Development: 30%
- Product Optimization: 20%
- Operations: 10%

## Validation

- 7 museum partners
- Proven capital efficiency
- Ready for insurance integration