

# LOOK LATERAL

## INVESTOR DECK

UNLOCK THE VALUE OF ART

2019

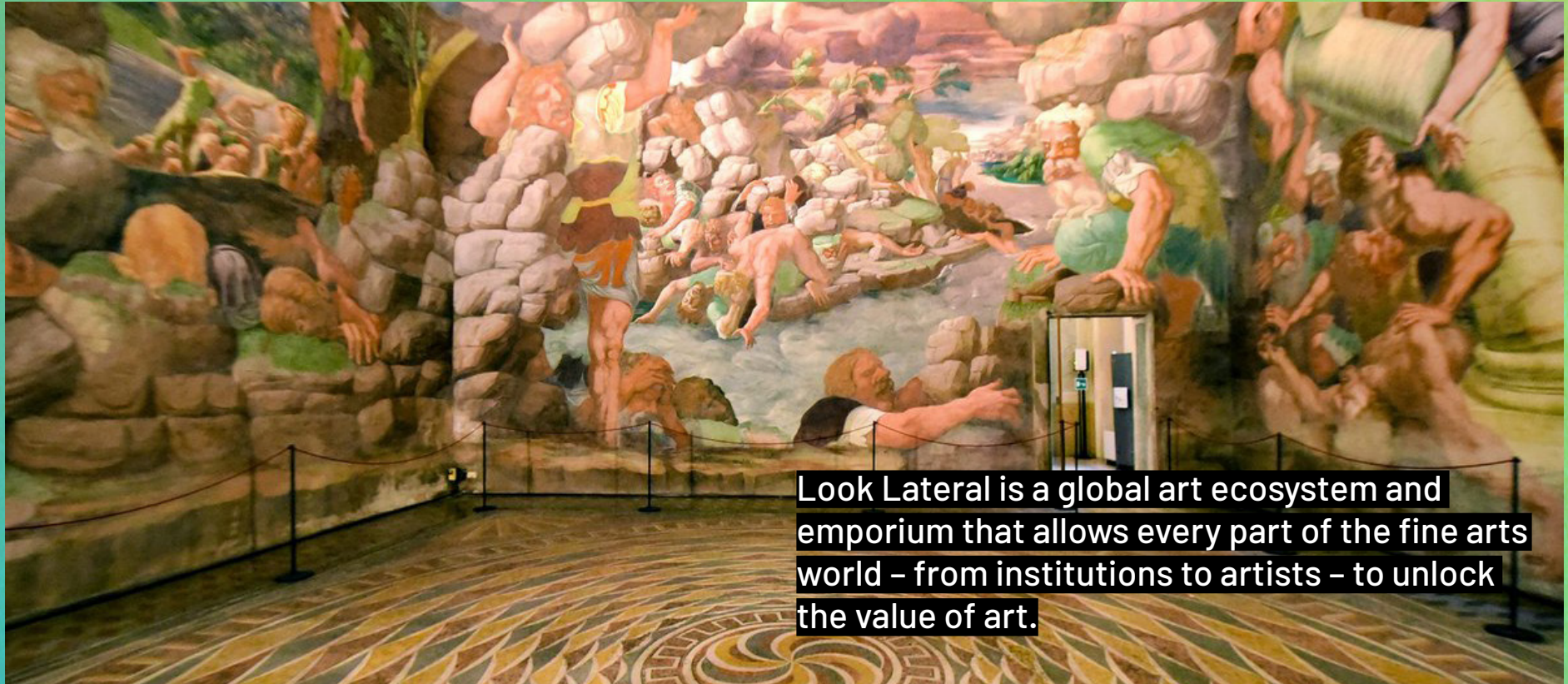


**"Art is too important not to share."**

Romero Britto



# POSITIONING



**Look Lateral is a global art ecosystem and emporium that allows every part of the fine arts world – from institutions to artists – to unlock the value of art.**

Through our curated platform, built on leading-edge Blockchain technology, we allow museums and galleries to identify and collateralize their permanent collections to strengthen their capital reserves; investors to acquire and trade shares in the world's most illustrious art objects; and artists to receive royalties over the economic life of their work.

Look Lateral is the technology arm of one of Italy's preeminent art magazines, Look Lateral, founded by renowned journalist, Maria Grazia Savoia. Based in Mantua, one of the epicenters of the Renaissance, the vision of the company to bring art ownership to the wider world, continues under the leadership of her son, Niccolò Filippo Veneri Savoia, and a team distributed across North America and Europe



# THE PROBLEMS WITH THE ART WORLD



## TRANSPARENCY

Art buying requires specialized knowledge and proprietary information to authenticate quality, provenance and value

## LIQUIDITY

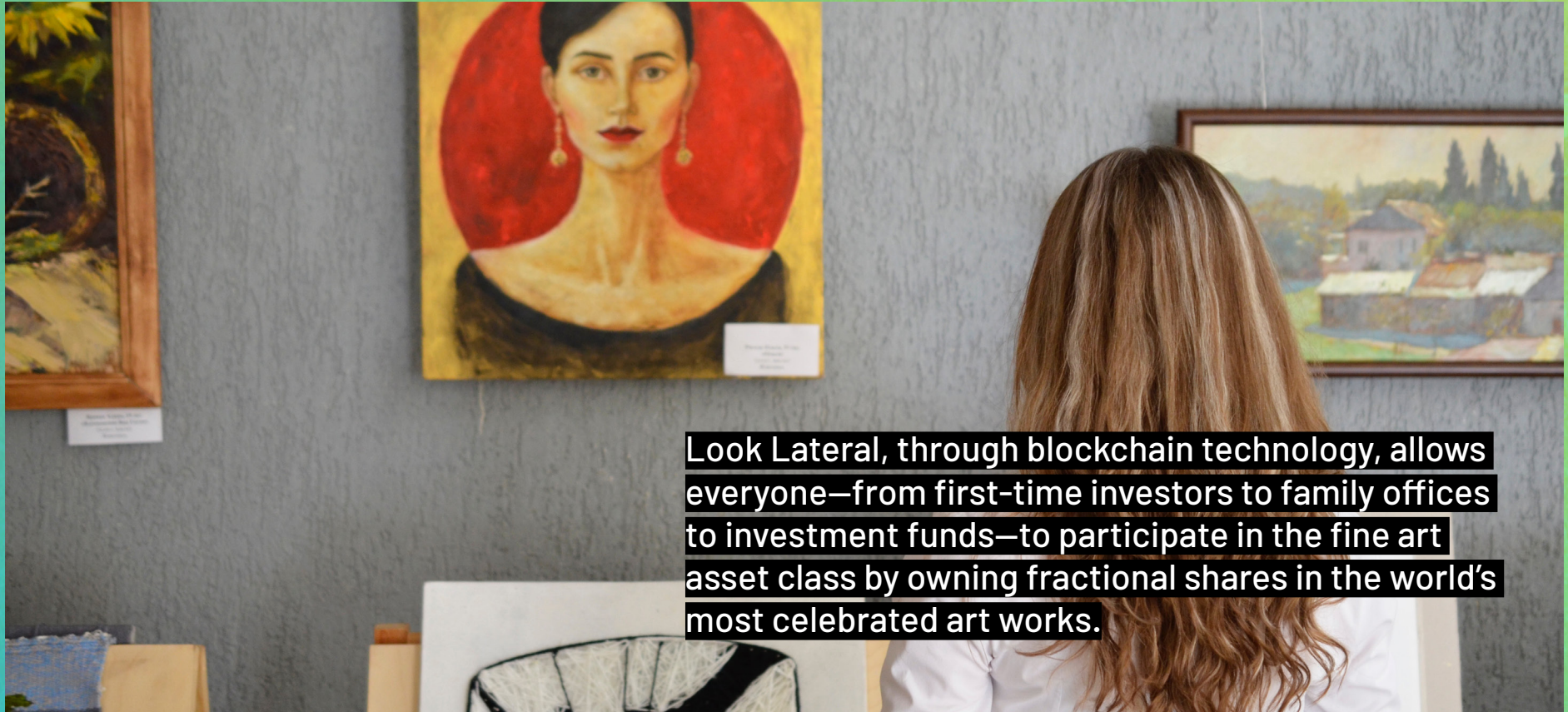
Art is difficult to sell or collateralize for investors and institutions, including museums, foundations and galleries

## ACCESSIBILITY

Art is expensive with an average entry threshold of \$15,000 + with high-load transaction costs of more than 20%



## SOLUTION



**Look Lateral, through blockchain technology, allows everyone—from first-time investors to family offices to investment funds—to participate in the fine art asset class by owning fractional shares in the world's most celebrated art works.**

### TRANSPARENCY

Identify and tags artworks to create a permanent, immutable record on blockchain to support accurate analysis and valuation.

### LIQUIDITY

A 4-pillar ecosystem that allows institutions, galleries, collectors and investors to monetize art to shore up their capital ratios

### ACCESSIBILITY

A global exchange that allows investors and dealers to value and trade fractional ownership of art, any time and anywhere



## HOW IT WORKS

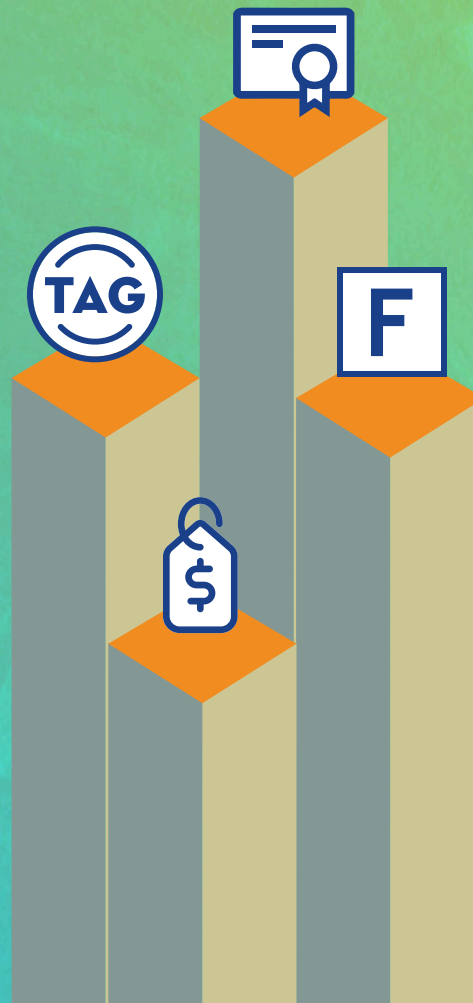
Inspired by the values of the Renaissance, Look Lateral is building the world's premier digital ecosystem for the art market. Based on blockchain technology, the platform is built on four main pillars—Tagging, Provenance, Pricing and FIMART — allowing users from all over the world to buy and sell ownership interests, information and shares of artworks.

### TAGGING

- TRANSPARENT

### PRICING

- ACCESSIBLE



### PROVENANCE

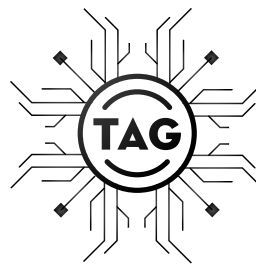
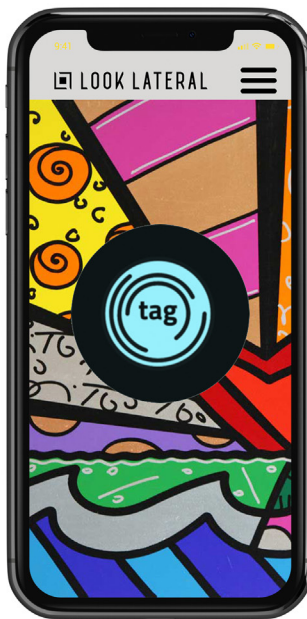
- TRANSPARENT
- ACCESSIBLE

### FIMART

- ACCESSIBLE
- LIQUID



## STEP 1: THE SIGNATURE TAG



**Look Lateral's Signature Tag is a sheer, high-tech NFC adhesive label, which is easily and safely applied to the back of a work of art (without any damage to its surface) or directly onto its certificate of authenticity.**

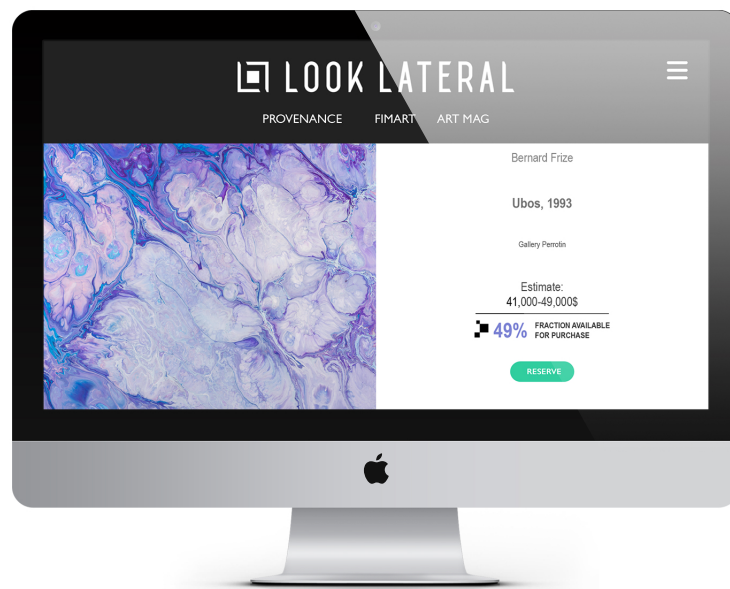
It is accurate and immutable, since it can't be transferred to a different work of art. Moreover, it can't be replicated or cloned; every tag is unique. This profile of both historical and current information within our database facilitates more transparent, trustworthy transactions. Ultimately, Look Lateral's Signature Tag is the artwork's ID Card, a precious source of information paving the way to a new, game-changing ecosystem designed to increase the long-term returns of fine art.

Look Lateral's Signature Tag enables:

- ◊ The permanent identification of an artwork.
- ◊ The physical artwork to be securely linked to the blockchain database.
- ◊ Ongoing updates of all stored information.
- ◊ Access to artwork-related information for both industry professionals and marketplace participants.



## Step 2: The Provenance System

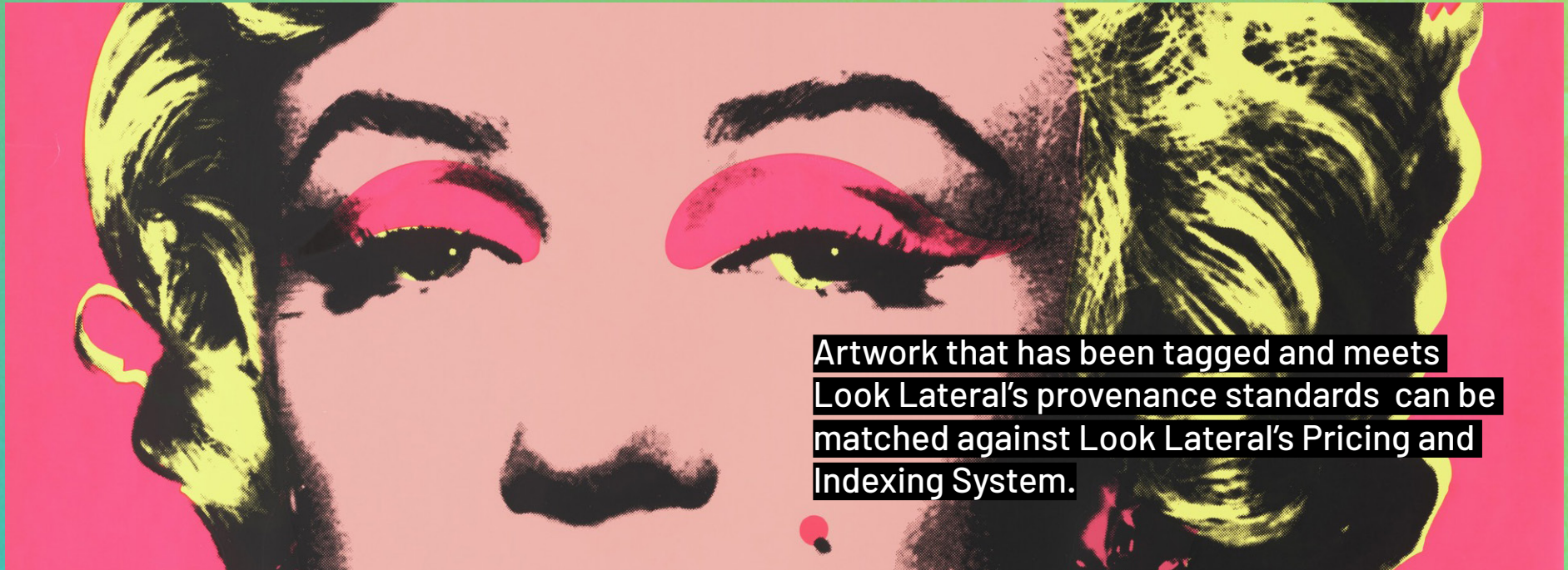


**The PROVENANCE system is a continuously updated ledger that hosts all available metadata of the artwork, secured via its immutable record on the blockchain technology stack.**

- ◇ Records an artwork's information on the blockchain.
- ◇ Incentives the art world community to contribute accurate artwork-related information.
- ◇ Creates a "Provenance Score" based on the value of the documents and information related to the artwork, helping the buyer's due diligence as part of the acquisition process.
- ◇ Offers an updated database that follows the life cycle of an artworks and all its changes of ownership.
- ◇ Improves inventory control and fruition.



## Step 3: The Pricing System



**Artwork that has been tagged and meets Look Lateral's provenance standards can be matched against Look Lateral's Pricing and Indexing System.**

The proprietary Index and Pricing methodology is being developed by Antonio Mele, Professor of Finance at the Swiss Finance Institute and co-inventor of the fixed-income volatility counterparts to the equity VIX, adopted by the Chicago Board Options Exchange and the S&P Dow Jones Indexes. This system considers factors for both the specific artwork and relevant market conditions to provide a realistic price estimation supported by Artificial Intelligence to produce objective, reliable results.

Look Lateral's solution decreases conflicts of interest, which curtails price manipulation in the art market.

- ◇ Organizes a price database acquiring data and metadata related to a given artist or group of artists.
- ◇ Creates indexes that extract general value trends from a set of artworks produced by a particular artist or group of artists, and relies on price changes throughout time.
- ◇ Evaluates a value for any artwork in an objective and algorithmic way.
- ◇ Congregates information derived from the Tag & Provenance System.



# FIMART: the FINANCIAL MARKET OF ART



**FIMART is a secure trading platform that supports the exchange of tokenized art assets.**

Only tagged artworks that have a complete provenance and price listing can be traded on our unique financial market. The owner may retain 51% of his artwork (maintaining physical possession of it), while the remaining 49% is sold to art-token investors.

- ◇ Invest safe thanks to our Pricing & Indexing methodology.
- ◇ Invest in art as new liquid asset class, on a reliable blockchain platform.

- ◇ Diversify your portfolio with tangible physical product.
- ◇ Trade with: Fiat and cryptocurrencies, without intermediaries, only through smart contracts.
- ◇ Increase the number of potential buyers from around the world.
- ◇ Maintain the right to sell the physical artwork entirely.



## WHY NOW?



The art market is \$67.4 billion/year

Online art marketplaces doubled in 2016 with online art sales reaching \$9 billion in 2018

Blue-chip artwork delivered a 10.6% return vs. the 5.1% S&P 500 Total Return

\* Art Basel & UBS [https://www.ubs.com/global/en/about\\_ubs/art/2019/art-basel.html](https://www.ubs.com/global/en/about_ubs/art/2019/art-basel.html)

\*The Art Basel and UBS Global Art Market Report 2019

\*Artprice <https://www.artprice.com/artmarketinsight/artprice-launches-its-blue-chip-art-market-index-artprice100-designed-for-financiers-and-investors-2>



# COMPETITORS

## FRACTIONALIZATION ART

### ONLINE



Opening fine art investing to the masses

### BLOCKCHAIN

LOOK LATERAL

Maecenas

One of the first art-investment blockchain-based platforms

ARTORY  
NEW YORK · BERLIN

The blockchain-baked digital art registry

## TOTAL OWNERSHIP

  
**CHRISTIE'S**  
The 250-year old British auction house holds 350 auctions annually

**Sotheby's**  
One of the largest brokers fine and decorative art, headquartered in New York

### AUCTION AND TRADITIONAL SALES

**ART SY**

A leading online gallery and artist network

### SALES ONLINE

 **SAATCHI ART**

A leading online gallery and artist network



An art market where collectors, investors and art lovers meet to trade globally



# COMPETITORS

## LL COMPETITIVE ADVANTAGE

Competitors	Features	Marketplace/ Exchange	Automated Pricing	Provenance	Tagging	Blockchain	Fractionation Artworks	Working Platform/ App Available	Expertise
Look Lateral / <a href="http://www.looklateral.com/">www.looklateral.com/</a>		X	X	X	X	X	X	X	X
Masterwork / <a href="http://www.masterwors.io/">www.masterwors.io/</a>							X	X	
Artory / <a href="http://www.artory.com/">www.artory.com/</a>				X		X		X	
Maecenas / <a href="http://www.maecenas.com/">www.maecenas.com/</a>						X	X	X	
Artstaq / <a href="http://www.artstaq.com/">www.artstaq.com/</a>		X	X					X	



PARTNERS



The leading online resource for the international art market, and the destination to buy, sell, and research art online



A global "people powered" authentication platform puts advanced crowd-sourcing and artificial intelligence technologies at your fingertips



The leading global platform connecting collectors, galleries, and artists, committed to increasing the transparency and accountability of the art market

LOOK LATERAL  
Establish Network

more than 50	best galleries already partner
more than 200	best galleries with privileged contact
more than 200	privileged collectors
more than 100	private dealers and art advisors
more than 100	curators and experts
more than 20	art funds, banks, family offices



## PRESS AND CONFERENCE

Look Lateral has been featured across international media

# Forbes

# The New York Times

# la Repubblica

 ART MARKET GURU

ART + TECH SUMMIT AT CHRISTIE'S IN LONDON



SEATTLE'S FIRST BLOCKCHAIN CONFERENCE / JUNE 2018.





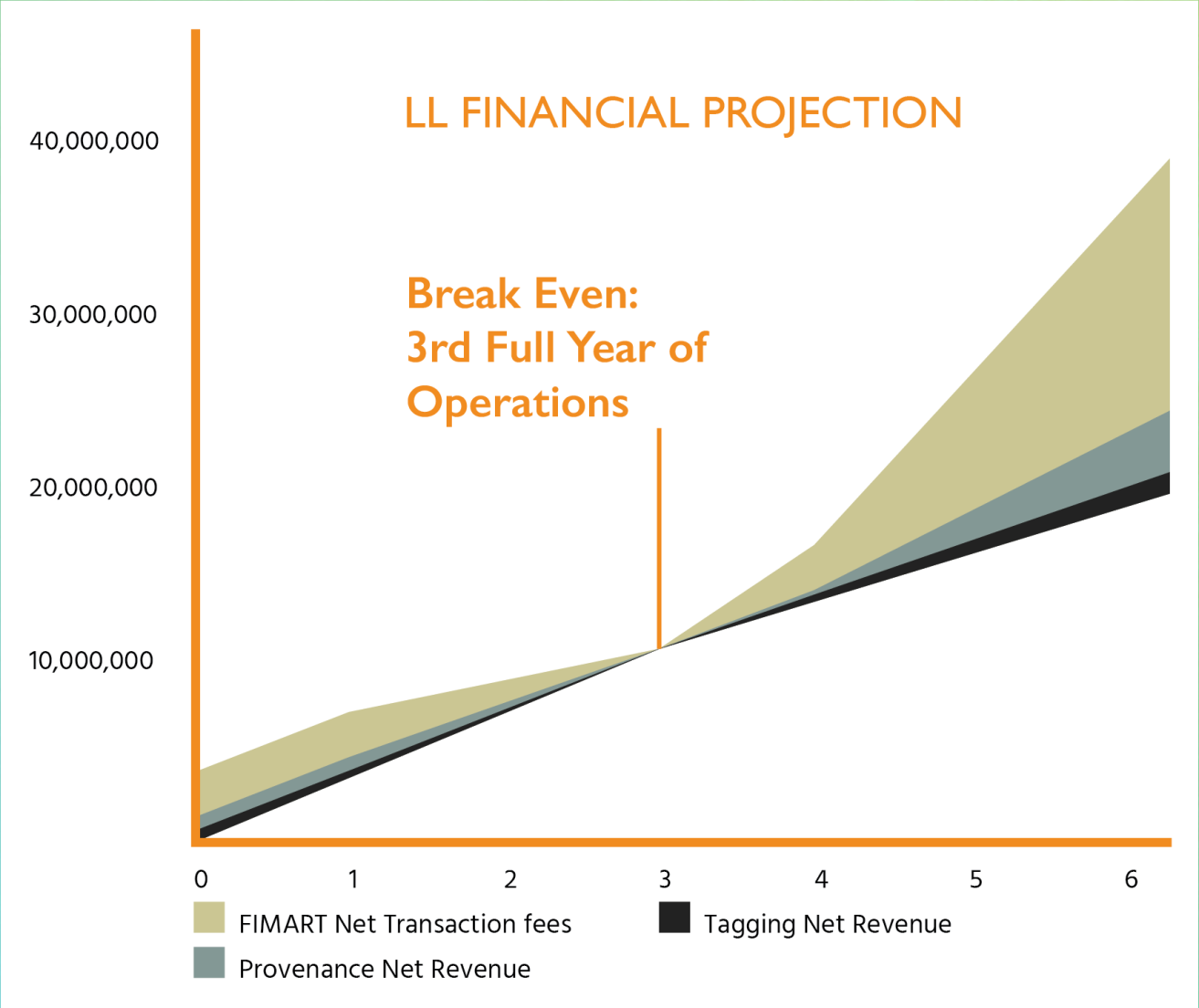
# FUNDS

## USE OF FUNDS

Artstaq acquisition	\$425,000
I.T. Staff and Platform Development	1,134,367
Marketing	567,200
Professional Services	840,850
Sales, General & Admin Staff	2,258,767
Other Operating Expense	349,862
\$5,576,046	



REVENUE MODEL





# FINANCIAL OUTLOOK

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
Transaction Fees	\$3,750,547	\$9,991,119	\$21,075,482	\$38,597,728
Art Tagging	216,800	690,600	1,587,950	3,094,855
Provenance	1,279,159	2,624,483	5,215,024	8,703,029
Indexing	367,000	550,500	825,750	1,238,625
Media Revenue	36,000	50,400	75,600	113,400
Private Tokenization	80,000	400,000	1,200,000	2,100,000
<b>Total Gross Revenues</b>	<b>5,729,505</b>	<b>14,307,102</b>	<b>29,979,805</b>	<b>53,847,637</b>
Discounts	146,555	1,289,422	2,648,425	4,747,687
<b>Net Revenues</b>	<b>5,582,950</b>	<b>13,017,680</b>	<b>27,331,380</b>	<b>49,099,950</b>
Cost of Services Provided	763,288	1,540,540	3,050,466	5,068,923
Gross Margin	4,819,663	11,477,140	24,280,914	44,031,027
Total Operating Expenses	5,704,983	8,847,899	10,317,480	12,345,184
<b>Operating Income (Loss)</b>	<b>(885,321)</b>	<b>2,629,240</b>	<b>13,963,434</b>	<b>31,685,843</b>
Payment to LOOK Holders	76,226	355,470	746,330	1,206,682



## WHO WE ARE



Niccolò Filippo  
Savoia Veneri  
Founder and Chief  
Executive Officer

- ◇ Established Look Lateral in 2011 to continue his family's long-standing patronage of culture and art
- ◇ Practiced at elite law firm, Veneri-Previdi Law in Mantua, where his focus was banking, art and bankruptcy law
- ◇ visionary entrepreneur who always pursues innovation



Imamu Baraka  
Frazier  
Chief Technology  
Officer

- ◇ ICT engineer and blockchain architect with professional experience in smart contract development and chaincode
- ◇ Technical expertise includes programming languages like Solidity and Go, as well as front-end development with frameworks such as React and Angular
- ◇ Veteran of US Army; led cyber security for Marines



Nicola Mafessoni  
Chief Art Officer

- ◇ For over a decade, was Director of the long-established Galleria Massimo Minini, one of Italy's most celebrated art institutions
- ◇ Art historian and co-founder of LOOM Gallery
- ◇ Advised high-net-worth individuals on investment in fine art



John Fiore  
Executive Advisor  
and Operations

- ◇ Launched and grew the loyalty program at Starbucks Coffee Company where he led a customer data science team, comprising 20 partners
- ◇ Part of the team that built a proprietary platform supporting the mobile ordering, payments and loyalty programs for companies including Dunkin, Sonic and Taco Bell.



## WHO WE ARE



Joe Roets  
Blockchain Advisor

- ◇ More than 20 years as a software engineer and developer at companies like The Walt Disney Company, Overstock, and Coinbase
- ◇ Inventor of Dragonchain, a revolutionary blockchain paradigm superior in terms of scalability, interoperability and supported applications
- ◇ Recently concluded \$22 million of fundraising to foster the Dragonchain development



Piers Heaton  
Armstrong  
Business Advisor

- ◇ Vice President, Marketing at Amazon.com, leading a number of engineering, marketing and business teams around the world
- ◇ 20 years of digital marketing experience, encompassing both the start-up and corporate landscapes



Antonio  
Mele, Ph.D.  
Analytics and  
Finance Advisor

- ◇ The co-inventor of fixed income volatility counterparts to the equity VIX, adopted by the Chicago Board Options Exchange and S&P Dow Jones Indexes
- ◇ A Professor of Finance at the Swiss Finance Institute based in Lugano (USI), was Professor of Finance at the London School of Economics



Charles Horne  
Financial Advisor

- ◇ Ex-CFO of Theo Chocolate, the first bean-to-bar, organic and fair-trade certified chocolate maker in the U.S.
- ◇ Previously held executive and management positions in tech companies such as Dell Computers and Silicon Graphics



## HERITAGE & LEGACY



### 15th Century

Look Lateral was born in Mantua, one of the birthplaces of the Italian Renaissance. Declared a UNESCO World Heritage Site in 2008, Mantua was one of Europe's most splendid courts, owing to the largesse of the legendary Gonzaga family. The city has produced some of the seminal works of the Renaissance, including The Sala dei Giganti by Giulio Romano, the Camera degli Sposi, by Andrea Mantegna, and many other artworks of painters like Perugino.

### 2007

In 2007, Look Lateral was founded as magazine by Maria Grazia Savoia in Mantua, Italy. Created to be an art, design and fashion magazine, Look Lateral grew to have a dedicated readership, and was distributed with Marie Claire Maison and later with Finegil Group's La Repubblica. Later, Niccolò Filippo Veneri Savoia—decided to honor the memory of his mother by transforming the former publication into a cutting-edge contemporary art magazine, with an international distribution and a position in the editorial sections of the most influential art fairs.

### 2018

The new american company, based in Seattle, one of the centers of global innovation and the birthplace of Amazon, Microsoft and Starbucks. Like Mantua, Seattle is a compact city, surrounded by lush forests and water. It was here that Niccolo assembled a team of entrepreneurs, profesionists and advisors to realize the global dimensions of the firm's vision.





**"Art is the science of freedom."**

Joseph Beuys





LOOK LATERAL

THANK YOU