

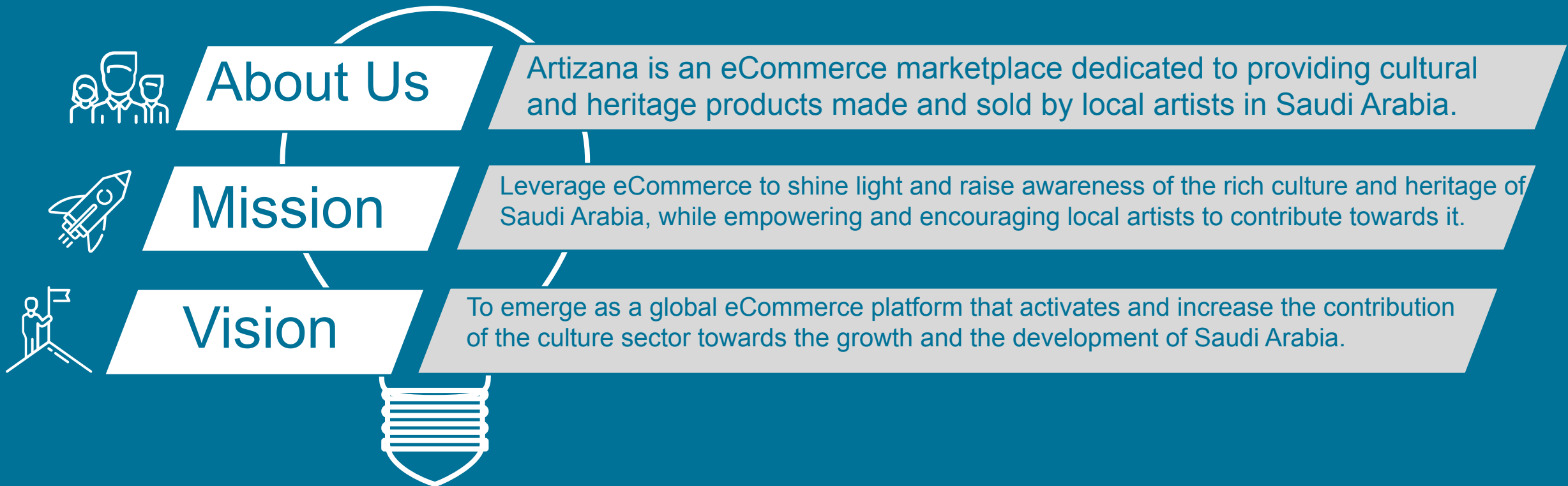


Artizana Market Pitch Deck



About Artizana

What is Artizana



Achievements



Awarded by Monsha'at
as the National
eCommerce Champion
within the Culture Sector
in 2023

MoU with the Ministry of Human
Resources & Social Development



Human Resources and
Social Development

MoU with the Heritage
Commission

هيئة التراث
Heritage Commission



Artizana Leadership Team



Abdullah Almeydaa

Chief Executive Officer

Functional Experience

- 25+ Years of Cross-functional Experience in Leadership Positions.
- Focus Area Includes:
 - Business Process Improvement
 - Growth Strategy Development

Industry Expertise

Lead strategic engagements, including Feasibility Study, Business Process Improvement, Business Process Re-engineering. Deploy effective corporate IT strategies based on vision and definite mission and objectives.

Career Highlights

SABIC. IT Director.
Qatar Foundation. Aerospace IT Director
Oracle Corp, ICT industry manager



Mona Alghamdi

Chief Quality Officer

Functional Experience

- 20+ Years of Experience in Service Quality Delivery & optimization.
- Focus Area Includes:
 - Business Planning
 - Business Insights



Muna Alturki

Chief Heritage Innovation Officer

Functional Experience

20+ years of Developing innovative programs to promote cultural heritage



Sultan Alkanain

Chief Technology Officer

Functional Experience

- Over three years of experience in software development, delivering high-quality solutions and optimizing service efficiency.



Motasem Hasan

Chief Financial Officer

Functional Experience

20 years of experience in accounting and financial, tax services

1. Tax Preparation and Compliance
2. Financial Reporting and Analysis
3. Audit and Assurance
4. Regulatory Compliance



Culture Sector Landscape In Saudi Arabia

How do we define culture sector in Saudi Arabia

The eCommerce products and services categories in the culture sector are aligned to the commissions that are part of the Ministry of Culture

Commission

Products

Services

هيئة فنون الطهي
Culinary Arts Commission



Locally Produced
Packaged Food
Products



Locally Made
Traditional Cooking
Equipment



Chef on Demand
Service



Traditional Food
Catering Service

هيئة الأدب والنشر والترجمة
Literature, Publishing & Translation Commission



Books Written by
Local Authors



Translation
Service on
Demand

هيئة المسرح والفنون الأدائية
Theater and Performing Arts Commission



Traditional Music
Instruments
Locally Made



Performing Arts
Professionals on
Demand

How do we define culture sector in Saudi Arabia

The eCommerce products and services categories in the culture sector are aligned to the commissions that are part of the Ministry of Culture

Commission

Products

Services



 Traditional Clothes & Shoes Locally Made

 Traditional Accessories Locally Made

 Handmade Jewelry

 Traditional Tailoring Services



 Traditional Handmade Home Décor Products

 Traditional & Cultural Experiences



 Paintings & Art Pieces Made by Local Artists

 Artists on Demand

Market trends & drivers accelerating the Saudi Arabia Culture eCommerce market

Consumer trend of supporting local business and experiencing culture by purchasing products and access to cultural activities is driving the growth in this market

Drivers

Description

5 Year Impact

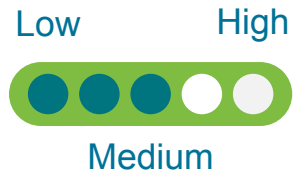


Support for Local Business

Online shoppers in Saudi Arabia are more inclined towards purchasing products as services from local homegrown marketplaces and brands. There is strong sentiment amongst buyers to support local businesses especially artisans providing handmade products.

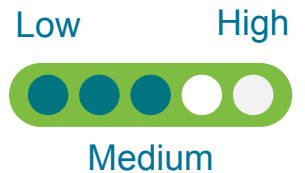
Social Media Penetration and Commerce

Saudi Arabia has a social media penetration of 83% which one of the highest in the world. Artisans and SMEs are leveraging social media to sell their nice handmade products and services. E.g., Artisans are live streaming how they make the product and link to purchase the product is embedded to the live stream.



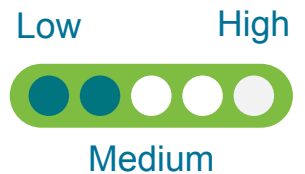
Feeling of Belongingness

Purchasing cultural handmade products, visiting places of heritage and history or experiencing a local activity makes one feel closer a to the culture and heritage of that place. Consumers often purchase cultural products and services to experience this sentiment of belongingness.



Promoting Local Tourism

Tourist often travel to destinations to experience local culture. Saudi Arabia through its initiatives are promoting visiting the country to experience its rich culture and heritage. Official tourism website and marketplace Visit Saudi is attracting tourists from all over the world



How is the Saudi Arabia Culture eCommerce market shaping up

Artists and craftsmen making cultural products are located all over the country and generally find it difficult to sell products due to limited reach. An eCommerce marketplace solves the problem and helps grow business

KSA Culture eCommerce Market Size & Forecast in GMV (\$million), 2020-2027

CAGR:
25.2%



Culture Sector Boosting Economy

- A thriving culture and creative sector contributes towards economic growth in several ways.
- Revenue generated by the sale of cultural products and services and the immense number of job opportunities created by the culture sector is a huge boost to the economy of the country. It also helps SMEs and local artists significantly grow their business.
- The demand for customized handmade products is one of the major factors accelerating the growth in the segment.
- Initiatives by the government to promote culture and heritage is further adding to the growth.
- Niche eCommerce marketplaces are providing products and services in the form of experiences that are being purchased by online shoppers in Saudi Arabia.
- Marketplaces such as Aartizana is great local example of the same.

Global eCommerce marketplaces promoting culture through product and services sales

US, China and UK showcase some of the most unique marketplaces that sell culture related products and services

Prominent Culture eCommerce Marketplaces Globally

Marketplaces like ETSY in UK sell handicrafts, art and cultural products on their platform. Whereas the likes of FLINT have created a marketplaces for selling art & paintings



SANKARA



Culture onShore NOVICA
THE IMPACT MARKETPLACE

The United States has marketplaces like Smithsonian Folklife that organize cultural activities and also online marketplaces like NOVICA for selling cultural products . Whereas CultureShore organizes tours cultural and heritage tours and SANKARA sells food products unique to culture of different countries.

天猫 TMALL.COM



Afilio has created an online marketplaces that sells authentic products from museums in Europe. Afilio has signed agreements and licensed these products with the museums.

exotic india
COLLECTIONS.CULTURE.CREATIONS



India a culture rich country shows the presence of unique marketplaces like exoticindia and culture truck that sell heritage and cultural products online

Global & Local Market Size and Forecast

Driven by Culture products the overall Culture eCommerce market is expected to witness significant growth; additionally, Culture services as a market segment would be the fastest to grow

Culture eCommerce Market Opportunity 2022-2027F

Implications for KSA

- The Culture products market in KSA will be the biggest Culture segment in 2027, growing at CAGR of 25.2%. Although small, it is still at nascent stage and will grow past 2027.
- The Culture services market which is witnessing strong demand all around the world will also have a similar effect on the KSA market. It is forecasted to reach **\$1990.79 Mn** by 2027.

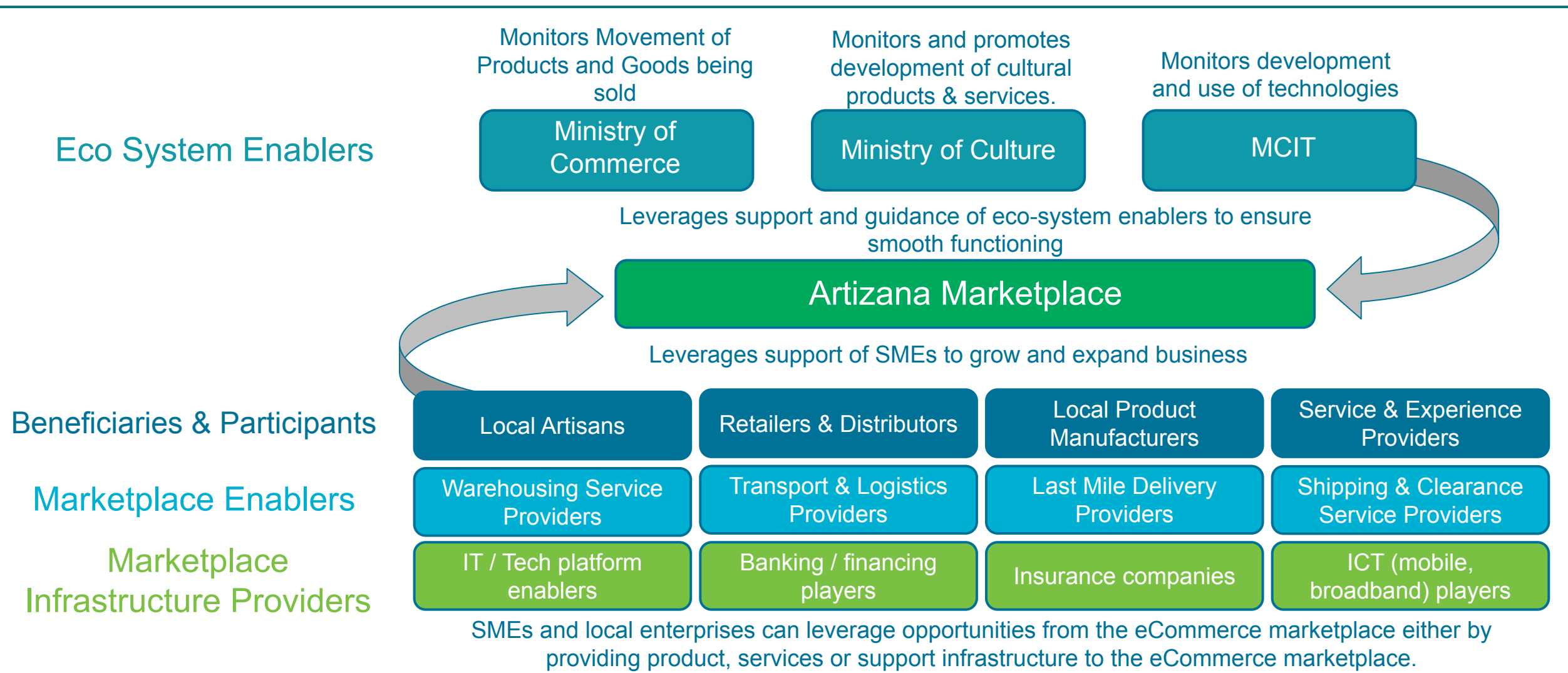
MARKET SEGMENT	YEA R	UNITED STATES			CHINA			UK			KSA		
		US \$ B	% of Total US Mark et	CAG R (202 2-20 27)	US \$ B	% of Total CHIN A Mark et	CAG R (202 2-20 27)	US \$ B	% of Total UK Mark et	CAG R (202 2-20 27)	US \$ M	% of Total KSA Mark et	CAG R (202 2-20 27)
Culture Services	2022	8.53	11%	18.9%	6.8	3%	41.4%	1.67	11%	10%	83.02	11%	32.5%
	2027 F	20.26	17%		38.7	7%		2.69	17%		339.30	17%	
Culture Products	2022	66.50	89%	12.3%	214.4	97%	21.3%	13.01	89%	3.9%	647.56	89%	25.2%
	2027 F	118.90	85%		540.7	93%		15.79	85%		1990.79	85%	
TOTAL	2022	75.03	100%	13.2%	221.3	100%	21.2%	14.68	100%	4.7%	730.57	100%	26.1%
	2027 F	139.16	100%		579.4	100%		18.48	100%		2330.08	100%	



Artizana Growth & Expansion Plans

High level marketplace design and mechanism

Stakeholders are either enablers, or beneficiaries, or both, and along with participants influence the development and success of the healthcare marketplace



Artizana Unique Selling Points

Company Strengths To Capitalize on Market Drivers



Artizana Market is one-of-a-kind eCommerce marketplace that connects local Artists to potential buyers through an online marketplace. Artizana provides artists with virtual galleries to list their work. It also positions catalogue of locally created artwork to enterprises across Saudi Arabia

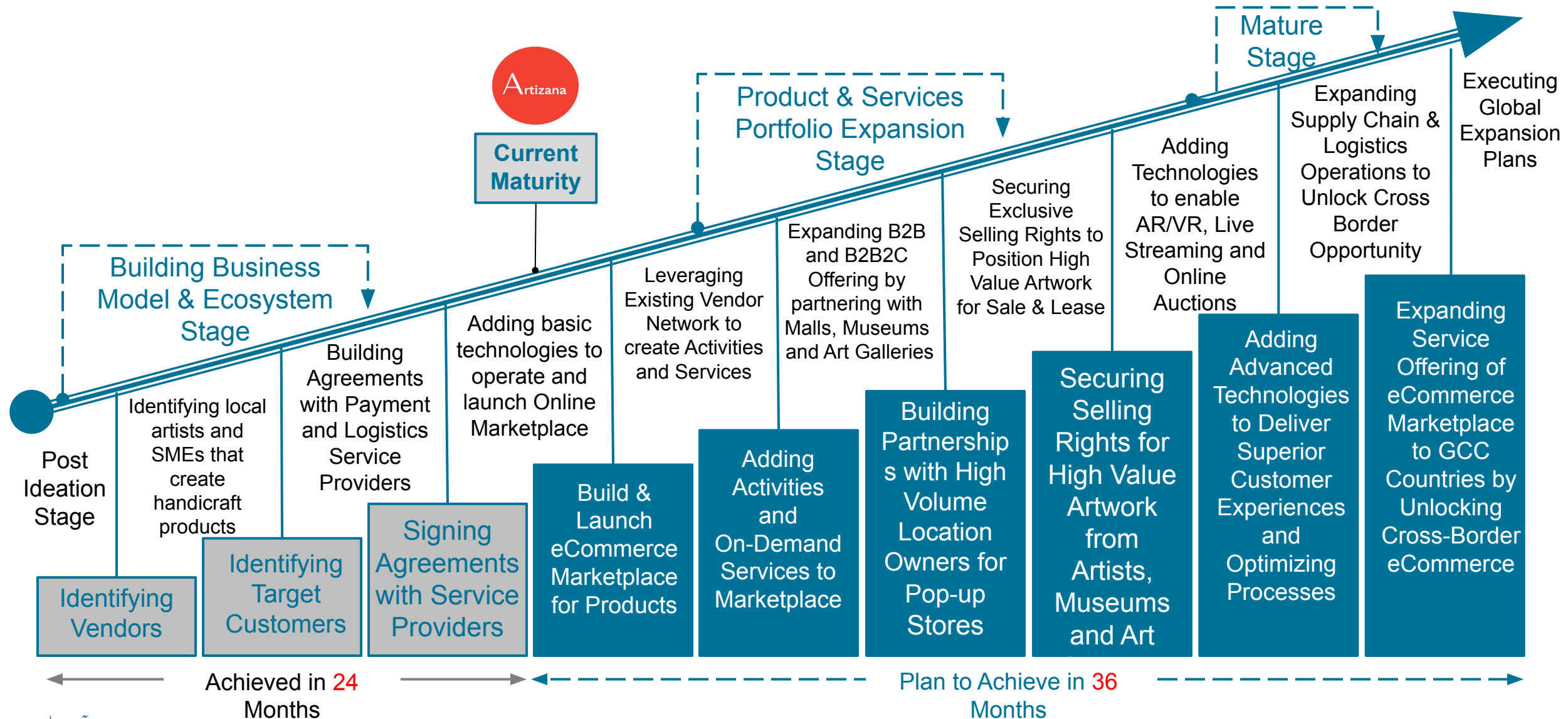


Business Model Structure

Business Model Components and Structure

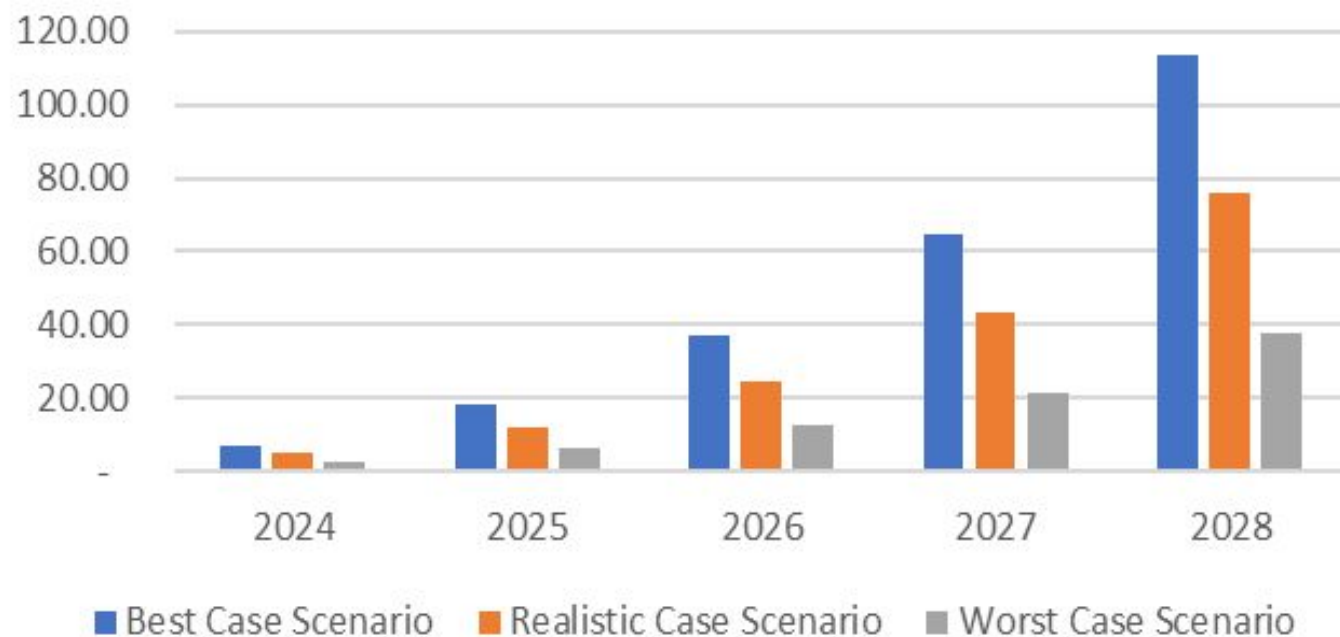
Revenue Type	Revenue Streams	Product Mix	Sources	Sourcing Model	Customer Engagement Model	Pricing Model	Selling Model	Highlights
B2C	Products	Handicraft (Small decorative art pieces)	- Local artisans - Local SMEs	Agree on fair asking price + revenue sharing after taking out service cost.	- Live video streaming to demonstrate how products are made. - Social Selling	Margin depending on complexity of creating product + Service fee to cover sourcing costs	- Artizana marketplace - Pop-up shops in mall and museums,	- Offering transparency on margins is must to ensure robust and loyal supply chain. - Developing revenue sharing models would be key to the success of B2C and B2B2C revenue. - Building robust partnerships especially for delivering activities and on-demand services would be key. - Leveraging technology to deliver engaging customer experiences is important.
		Expensive Artwork (Paintings, Jewelry)	- Renowned Artists - Local Museums - Niche art creators	- Secure selling rights - Agree on finder fee/selling commission rates.	Story based content selling to demonstrate to meaning and value of artwork.	Fixed percentage-based value-added service fee on top of artist asking price	- Omni channel auctions - Pop-up shops/virtual galleries in high volume locations	
	Services	Activities (Painting, Pottery Class)	- Relation with existing local Artists and Creators - Industry Partners	- Commission based model for partners. - Margin + Revenue sharing for direct sale	- Social selling leveraging influencers. - Live streaming of how activities are delivered	- Percentage based margin for reselling. - Artist asking price + Margin for direct sales	Bookings through Artizana marketplaces	
		On-Demand (activity for occasion)	- Relation with existing local Artists and Creators - Industry Partners	- Commission based model for partners. - Margin + Revenue sharing for direct sale	- Social selling leveraging influencers. - Live streaming of how activities are delivered	- Percentage based margin for reselling. - Artist hourly charge + service for direct sales	Bookings through Artizana marketplaces	
		Handicraft		Agree on fair asking price + offer	Position as CSR initiative to	Per product margin for end user		

The Future of Artizana



The Business Plan and Performance: Artizana Revenue Potential

Artizana Revenue Forecast (SAR Mn)



In all of our scenarios, we assumed that we could add 500 artists within the first year.

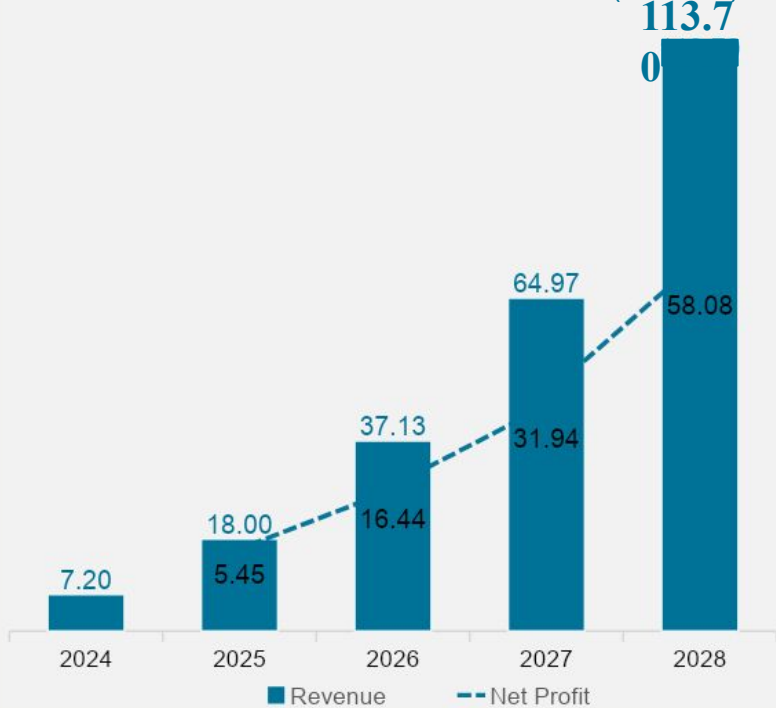
Assuming an average of 3000 SAR in monthly sales per artist, we considered the best-case scenario.

Assuming an average monthly sales of 2000 SAR per artist, we have considered the most likely scenario.

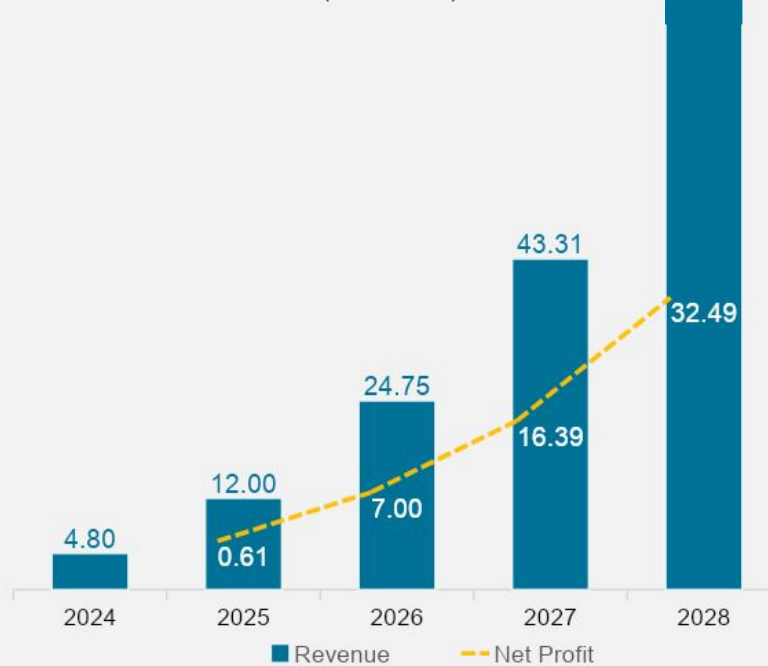
Assuming an average monthly sales of 1000 SAR per artist, we have considered the worst scenario.

The Business Plan and Performance: Artizana Revenue Vs Net Profit

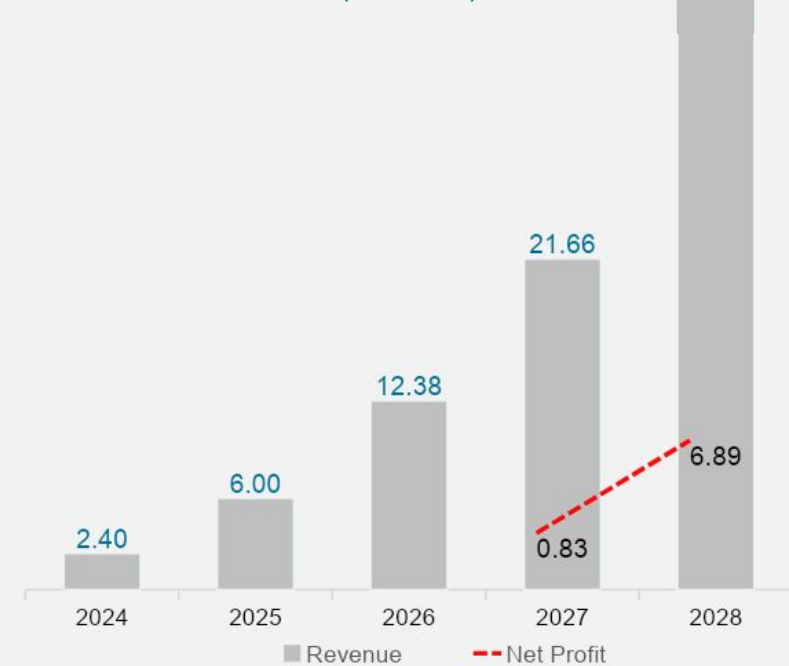
Best Case Scenario Revenue Vs Net Profit (SAR Mn)



Realistic Case Scenario Revenue Vs Net Profit (SAR Mn)



Worst Case Scenario Revenue Vs Net Profit (SAR Mn)



There are 500 artists who make an average monthly sale of 3,000 SAR.

There are 500 artists who make an average monthly sale of 2,000 SAR.

There are 500 artists who make an average monthly sale of 1,000 SAR.



Funding Ask

We are seeking **\$1,065,000** in exchange for **20% equity** in Osrah ICT (JSC)



Use of Funds Over 1.5 Years

Category	% Allocation	Amount (USD)
 Manpower	50%	530,000
 Marketing	20%	213,000
 Initial Stock	15%	160,000
 Furniture & Equipment	8%	87,000
 Rent & Utilities	7%	75,000
Total	100%	1,065,000

Closing

Artizana is a movement empowering Saudi artists and showcasing national heritage.

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Thank You

