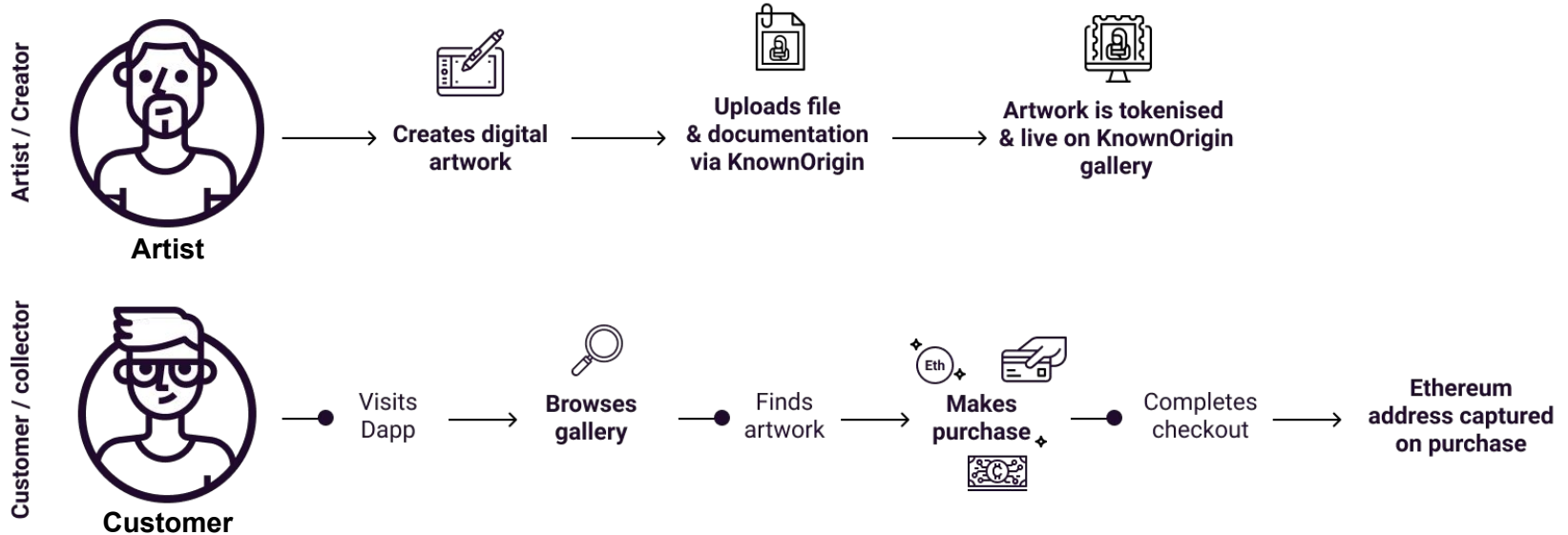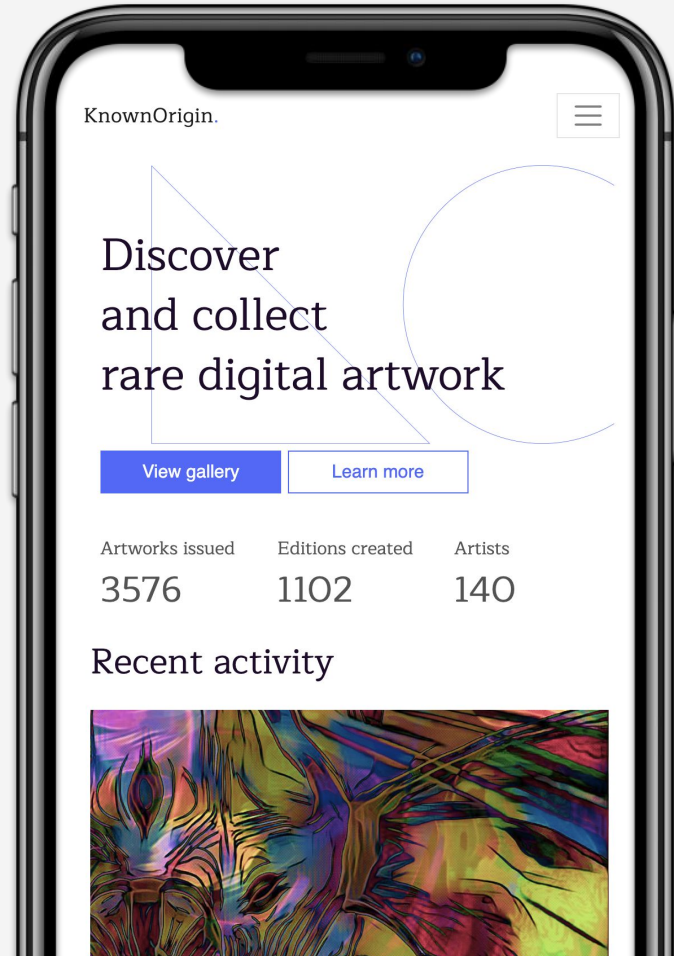KnownOrigin.

Executive summary

Value Proposition
KnownOrigin is an artist-driven platform that makes it easy for digital creators to authenticate, showcase and sell the artwork & collections they produce.

The flow
User journey for artist / creator and customer / collector for KnownOrigin.io

Artist / Creator

Artist

→ Creates digital artwork → Uploads file & documentation via KnownOrigin → Artwork is tokenised & live on KnownOrigin gallery

Customer / collector

Customer

Visits Dapp → Browses gallery → Finds artwork → Makes purchase → Completes checkout → Ethereum address captured on purchase
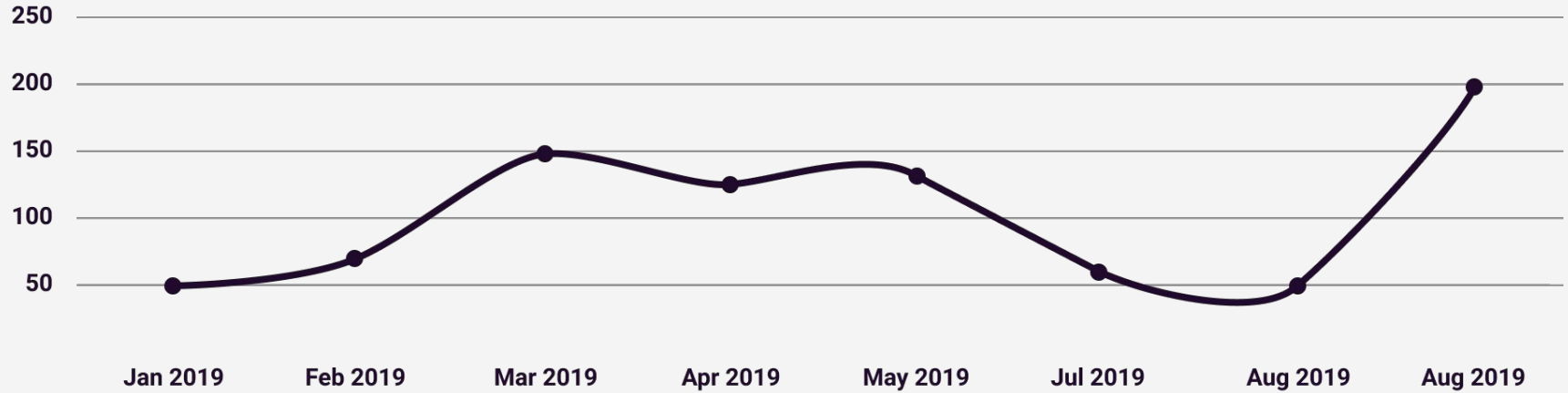
Dapp overview
These statistics are from 2018 Q1 — 2019 Q3.

- Total number of artworks sold: 1410

- Total volume in (ETH): 136.2524 Eth

- Total volume in (USD) $26,043

- Avg sale (sold) price: 0.07829396992907801 ETH

- Total commission (USD) $3900 (@ 15%)

- Total number of available artworks 11786

Consistently gaining value
Monthly transactions since 01/01/2019 and sales from the primary market.

Sales volume

	250							
	200							
	150							
	100							
	50							

Jan 2019   Feb 2019   Mar 2019   Apr 2019   May 2019   Jul 2019   Aug 2019   Aug 2019

Source;

Third 'most active' Ethereum arts platform Globally
Week-on-Week growth for active users

Weekly active Eth addresses

1600	
1400	1492
1200	1127
1000	902
800	
600	
400	
200	
0	

KnownOrigin.io

Source; Nonfungible.com

No.1 rated Dapp
Consistently charting in the top ten performing Dapps on MainNet
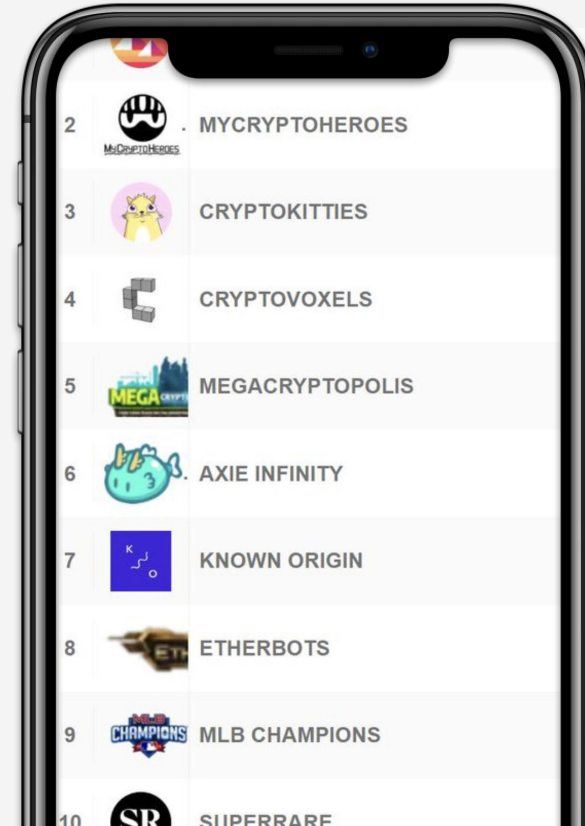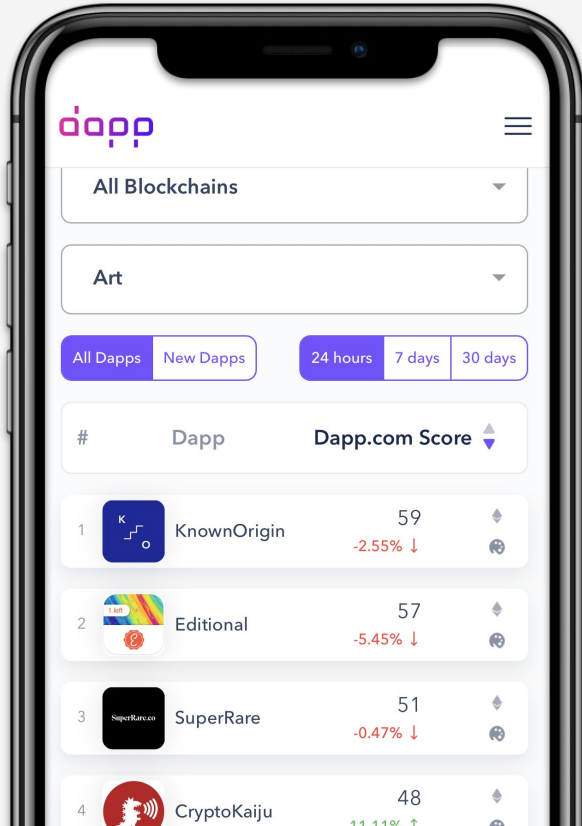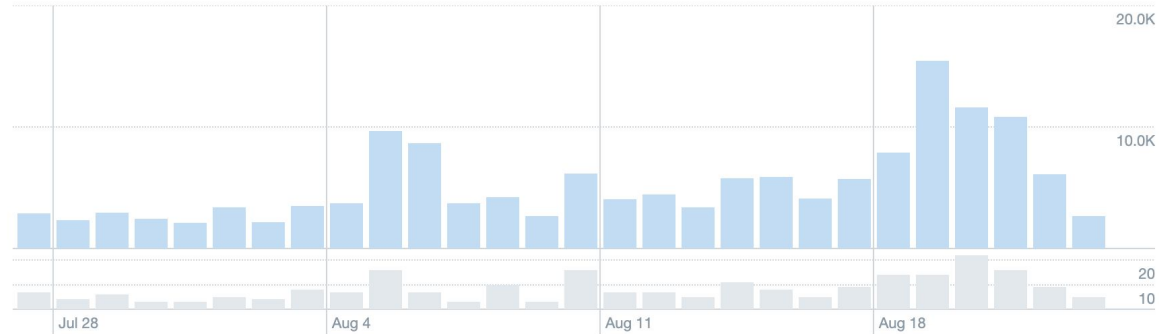
With over 140 of the world's most respected digital artists
Artist engagement currently at all time high since launch

HODL VII
By Tom Badley

Social engagement (Twitter)

@KnownOrigin_io performance for Aug 2019.

Your Tweets earned **148.2K impressions** over this **28 day** period

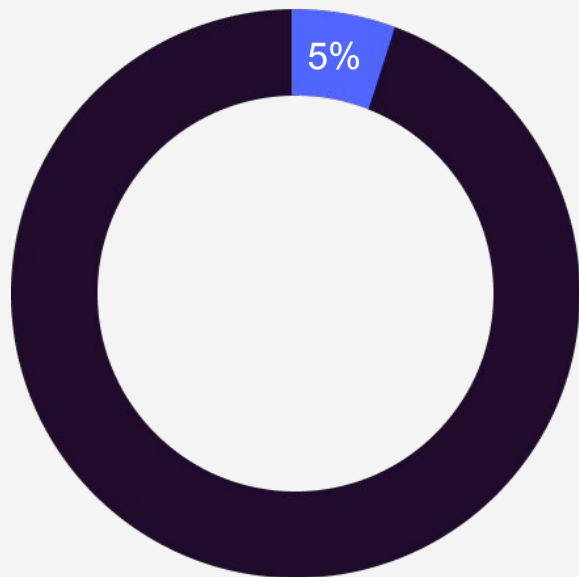|		
Tweet impressions	Mentions	Profile visits
148K ↑161.2%	436 ↑80.9%	1,531 ↑145.4%

5%

● Global TX

● Art TX

Market opportunity
Ethereum volume in (USD) Aug 2019..

- Total volume $804,362,687.05

- 18% from marketplaces / Exchanges

- 5% from digital art transactions

**The potential for growth is massive
and there are clear signals for appetite,
investment and scalability for blockchain art
platforms.**

Source; Dapp.com

Strategic partners and associates
KnownOrigin has established strong relationships with acclaimed galleries, Universities and technology specialists since launching in 2018.

MoCDA Gallery (London)
Digital artwork in physical galleries

Rendar
VR / AR & Immersive content Studio

Academy Of Design and Art (Basel)
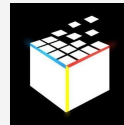Arts Innovation Labs

SODA School of Digital
University of Manchester

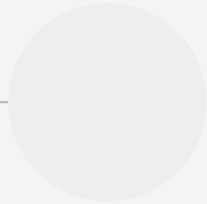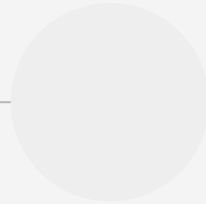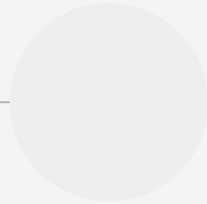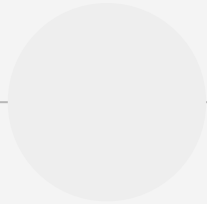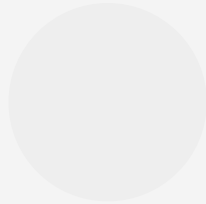**iDAF International Digital arts Festival**
Exhibitions and events

Somnium Space VR studio
VR and Blockchain Studio

Roadmap
This is a high level vision for KnownOrigin

5%

November 2019

Grow the community

Expand and grow the community by on-boarding and authenticating more talented artists. Gain a deeper understanding of what drives the collectors by researching the trends, growth tendency and market data.

December 2019

Empower the collectors

Provide a seamless ways for collectors to monetise private art assets, validate origin artwork(s) and to create digital collections to match their personal taste. We can change the landscape of how people buy, own and display art.

Q1 2020

Build partnerships

Find and build strategic partnerships with galleries, influencers, collectors and creative studios. Evaluate the innovation and art space and develop features to capture the needs of this new digital art movement.

Q2 2020

Connected innovation

A decentalized platform to discover all types of digital content. Provide artists with the ability to showcase & sell VR, AR and digital artworks that they produce.

Q3 2020

An immersive marketplace

Combines VR experiences with immersive artworks. Empower artists with a frictionless way to create, showcase and sell digital art to users with in VR worlds or via our online gallery.

Team approach

We are a successful team that understands what it takes to drive early adoption and how to deliver products to market.

We have been working in the Blockchain space since early 2017 and have built a solid reputation within the Ethereum development and crypto-art communities.

Meet the team

David Moore

CEO & co-founder

James Morgan

Blockchain specialist & co-founder

Andy Gray

Blockchain specialist & co-founder

Franky Aguilar

Artist & adviser

Thank you.
Please contact us to finalise this partnership.

Contact

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