Tourism and Leisure Management Final Project

Tesserart PTE. LTD.

Ibon Escalada Ruiz de Loizaga
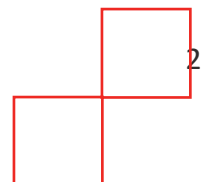
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Abstract

Tesserart is a pioneering portal offering a tool-based web3 infrastructure designed to evolve with rapid technological advancements in the digital art space. Its goal is to simplify the processes of creation, curation, and collection of digital art and events, providing community-driven tools and innovations. Committed to enhancing accessibility and versatility, we aim to be the Swiss Army knife of the digital art ecosystem.

Tesserart facilitates the digitalization and accessibility of digital artworks through blockchain technology, extending global reach and opening new revenue streams. It provides comprehensive tools for digital and physical event experiences, including live artwork minting and selling, ticketing, curation, and the use of community tokens for engagement and rewards. Our business model capitalizes on transaction fees and royalties from art sales, along with partnerships with digital art marketplaces and cultural organizations.

Tesserart aims to redefine digital art engagement and collectability, making it more accessible, innovative, and experience-based.
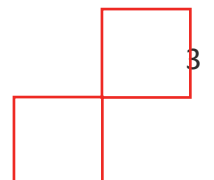
Keywords: Web3 infrastructure, Digital art, Blockchain technology, Community-driven tools, Digitalization, Minting, Live minting.

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1. Introduction

The purpose of this business plan is to articulate the comprehensive strategies and multifaceted objectives of Tesserart as it seeks to establish itself as a preeminent leader in the rapidly evolving digital art space and cultural event industry, leveraging the transformative potential of blockchain technology and cutting-edge software development. This document meticulously outlines Tesserart's operational strategies, providing an in-depth market analysis, detailing competitive positioning, and outlining robust risk management frameworks. Additionally, it includes comprehensive financial projections to ensure a clear understanding of the economic viability and growth potential of the enterprise.

The plan serves not only as a strategic roadmap for the company's future expansion and sustained growth but also as a persuasive proposal aimed at potential investors and strategic partners. It emphasizes the innovative integration of technology and art, showcasing how Tesserart's portal is uniquely positioned to revolutionize the digital art ecosystem. By merging state-of-the-art technological infrastructure with creative artistic expression, Tesserart aims to enhance accessibility, foster community engagement, and unlock new revenue streams, thus setting a new standard in the digital art and cultural event landscape.

In the context of the burgeoning digital art market, Tesserart identifies and capitalizes on key trends and opportunities that distinguish it from competitors. By integrating blockchain technology, Tesserart ensures the authenticity, provenance, and ownership of digital artworks, addressing critical issues in the digital art market. This strategic approach not only enhances the value and trust in digital artworks but also opens new avenues for artists and collectors to engage with art in a decentralized and transparent manner.

Furthermore, Tesserart's platform is designed to support a wide range of stakeholders, including artists, curators, collectors, marketplaces and cultural institutions. Through advanced features such as live artwork minting, seamless art selling, token-based community engagement, and event ticketing, Tesserart fosters a vibrant ecosystem where creativity and technology converge. The business model, which capitalizes on transaction fees, royalties, and strategic partnerships, is robust and scalable, ensuring sustainable revenue streams and long-term growth.

This business plan encapsulates Tesserart's vision of transforming the digital art landscape through innovative technology and strategic initiatives. It presents a compelling case for investment and partnership, underscoring the company's potential to lead the digital art revolution and redefine how art is created, shared, and experienced in the digital age.

1.1 Objectives.

In the current digital age, the intersection of technology and art has given rise to unprecedented opportunities for innovation and growth. Digital art, powered by advancements in blockchain technology, has redefined the creation, ownership, and distribution of art. Tesserart is at the forefront of this transformation, leveraging cutting-edge technologies to revolutionize the digital art ecosystem. Tesserart is uniquely positioned to address the evolving needs of artists, collectors, marketplaces and cultural institutions. This business plan outlines the strategic vision and operational framework that will guide Tesserart in its mission to become a leader in the digital art space.

O1: Feasibility and Innovativeness: Highlight Tesserart's unique position in leveraging blockchain technology to offer live art minting and collection through immersive experiences, which stands out in the rapidly evolving

digital art market. This section will delve into how Tesserart's innovative approach not only enhances the value proposition for artists and collectors but also sets a new benchmark in the digital art industry. Furthermore, democratizing the access for creators and cultural institutions to have access to the on-site distribution, selling and minting of digital art within online and physical spaces.

O2: Outline Strategic Initiatives: Detail the strategic initiatives including market entry, competitive analysis, risk management, and partnership strategies that will enable Tesserart to effectively capture and grow its market share. This will include a thorough examination of the steps Tesserart will take to establish a strong foothold in the market, counteract competitive pressures, and forge valuable alliances that will enhance its market presence and operational capabilities.

O3: Detail Financial Projections and Needs: Present comprehensive financial forecasts that outline the expected revenue streams, funding requirements, and profitability timelines to assure potential investors of the project's financial viability. This section will provide a meticulous breakdown of financial assumptions, projected income statements, cash flow analyses, and funding strategies, demonstrating a clear path to profitability and sustainable growth.

O5: Showcase Market Research: Provide in-depth analysis of the digital art market, including current trends and future opportunities that Tesserart is poised to capitalize on. This will encompass a detailed study of market dynamics, consumer behavior, technological advancements, and potential growth sectors within the digital art ecosystem, highlighting how Tesserart is strategically positioned to leverage these insights.

O6: Discuss Operational Strategies: Explain the operational framework and logistical setup of Tesserart, emphasizing the scalability and efficiency of its portal. This section will cover the intricacies of Tesserart's operational model, including its technological infrastructure, workflow processes, resource allocation, and scalability plans to ensure seamless execution and delivery of services.

By accomplishing these objectives, the paper will substantiate Tesserart's business strategy and operational plans to stakeholders and provide a clear vision of its future direction at the intersection of art and technology. This comprehensive articulation will not only reinforce Tesserart's commitment to innovation and excellence but also serve as a compelling narrative to attract investment and strategic partnerships.

2. Company History

The inception of Tesserart, originally known as NFTista, marks a significant attempt to revolutionize the field of digital art and cultural events. Founded by Ibon Escalada and later co-founded by his business partners and rebranded to Tesserart, the journey began with a singular vision: to educate and incentivize people about blockchain technology and encourage global travel to collect unique art and experiences. This vision took a practical shape following the successful execution of NFT Show Europe, an event that not only showcased digital art but also pioneered the integration of utilities providing incentives for collectors.

The event was a turning point, highlighting the potential for a broader platform that could address the challenges and opportunities in the digital art space. It was during NFT Show Europe that the foundational utilities for collector incentives, including a validator and authenticator infrastructure, and a uniquely minted
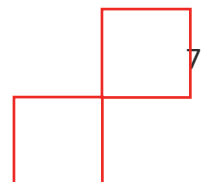
main art project with charity incentives were developed. This infrastructure, crafted by the collaborative efforts of current business partners Kiki Yuen Chi Teng, Philipp Adolf Coufal, and Johannes Christopher Friedemann Simon via Ratata.gallery (their developer agency) alongside the NFT Show Europe staff members at the time, which proved instrumental in enhancing the event experience for artists and collectors alike.

Recognizing the impact and potential of these innovations, Ibon and the Ratata team decided to scale the initiative into a full-fledged portal. This portal would host a comprehensive suite of services and tools aimed at solving the various challenges encountered during the management of NFT Show Europe, drawing on the professional experience and market knowledge of the business partners in a mission to deviate the market's centralized tech for everyone to access though this portal. Kiki's expertise in solidity and blockchain development with past companies from the sector, coupled with Philipp and Johannes's (Joe) experience in organizing real life digital art exhibitions and developing essential tools alongside Ibon front end design and development, formed the bedrock of this new venture.

The synergy between the team members, each bringing their unique skills and experiences to the table, was the catalyst for the transformation of Tesserart into a practical and user-friendly platform. Tesserart signified a leap forward, embodying a collective ambition to create a platform that seamlessly blends art, technology, and cultural experiences on a global scale.

As Tesserart continues to grow and evolve, it remains rooted in its founding principles: ease of use, seamless distribution, and accessibility to the global community through the power of digital art and cultural events. With a dedicated team and a clear vision, Tesserart is poised to redefine the landscape of digital art and culture,

making it more accessible, fun, and rewarding for everyone involved to create, celebrate, distribute, sell and host digital art projects, easily translated into the physical world.

3. Mission, Vision and Values of the company

Mission

Our mission is to profoundly transform the cultural landscape by enabling the creation, connection, and experience of immersive and purposeful digital and physical art events. Tesserart seamlessly integrates cutting-edge technology with a sophisticated web3 infrastructure to offer a comprehensive, user-friendly environment. This empowers artists and communities to curate, create, and collect meaningful cultural expressions, thereby fostering a vibrant ecosystem of creativity and innovation.

Vision

Tesserart envisions a world where art transcends traditional boundaries to foster a global exchange of cultural and artistic narratives. By leveraging the transformative potential of blockchain technology, we aim to create a universally accessible and infinitely expandable portal. This portal aspires to promote understanding, appreciation, and engagement across diverse communities, thereby enriching global cultural discourse and artistic expression.

Values

Tesserart is committed to continuous improvement and adaptation, ensuring that we remain at the forefront of the digital art space. Equally important is our focus on accessibility. Our goal is to make digital art and cultural experiences accessible to a global audience, breaking down barriers to entry and fostering inclusive

participation merging both online and in-real life participance.

Upholding the highest standards of trust and transparency, we ensure the authenticity and provenance of digital artworks through blockchain technology, reflecting our core value of integrity. Community plays a pivotal role in our ethos. We believe in the power of community and collaboration, fostering a vibrant ecosystem where artists, collectors, and cultural institutions can connect, share, and grow together. Lastly, we strive for excellence in all we do. We are committed to delivering exceptional quality in every aspect of our platform, from technological infrastructure to user experience, setting a benchmark for the digital art industry.

At the heart of Tesserart lies a vibrant and engaged community of artists, creators, and enthusiasts who play a crucial role in shaping the overall creative economy and the portal's future.

We prioritize collaborative efforts and community-driven initiatives to enhance the cultural and artistic landscape, fostering a sense of collective creativity and innovation. Inclusivity is a cornerstone of our platform; we strive to make art accessible to everyone by breaking down geographic, economic, and social barriers. Our goal is to democratize access to digital art and their cultural experiences, ensuring that anyone, regardless of their background or location, can participate fully and freely in the artistic discourse.

Tesserart champions authenticity by curating true and meaningful cultural expressions. We ensure that every creation, event, and interaction is not only genuine but also deeply resonates with its audience, preserving the integrity of artistic expression.

Strategically, Tesserart facilitates the organization, management, and dissemination of cultural events and artistic showcases, expanding their reach and impact globally.

This includes providing comprehensive tools for live artwork minting and selling, with scaling opportunities including ticketing, open calls and community driven rewards and incentive though community tokens, thereby enhancing the visibility and accessibility of art and its experiences. We provide a secure and efficient platform for artists to mint, display, and trade digital artworks, with our blockchain infrastructure ensuring the authenticity and provenance of digital pieces. This fosters trust and transparency within the marketplace, encouraging more artists and collectors to engage with digital art.

Utilizing community tokens, Tesserart enhances user engagement through a decentralized voting system, rewards, and personalized interactions, promoting an active and participatory community. By integrating advanced technologies, Tesserart ensures that digital artworks and cultural experiences are easily accessible to a global audience, providing a seamless, user-friendly experience across all devices.

Additionally, our innovative revenue models capitalize on transaction fees, subscriptions for advanced features, and strategic partnerships, supporting the economic sustainability of artists and creators while introducing new revenue streams though the digital art market.

4. Market Analysis

The following market analysis delves into the industry landscape where Tesserart operates, outlining the sector's characteristics, the diverse target market, and the promising growth potential within the digital art and

NFT markets, as well as the global events industry. This analysis underscores the strategic position of Tesserart, emphasizing its innovative integration of technology and art to cater to a broad audience, ranging from artists and collectors to cultural institutions and tech enthusiasts.

4.1 Industry Description

The digital art and cultural experiences sector are at the forefront of creating, distributing, and subsequently monetizing art through digital channels. This industry leverages cutting-edge technologies such as blockchain and web3 to facilitate the seamless collection of digital art and enhance physical experiences through cultural events. It is distinguished by its swift embrace of technological advancements, empowering artists to connect with global audiences, protect intellectual property, and pioneer new economic models with digital assets such as Non-Fungible Tokens (NFTs).

Blockchain technology is critical within this domain, ensuring the authenticity, ownership, and history of digital artworks, thereby enhancing market trust and transparency (Giannoni, Medda, & Bartolucci, 2023). Web3 technologies promote a decentralized and collaborative framework, enabling direct interaction between communities and creators. This fosters a more democratic curation process through voting and rewards mechanisms, and facilitates the seamless distribution and collection of digital art.

The attraction to digital art and cultural experiences is driven by the increasing recognition of digital innovation, the burgeoning global NFT market, and a shift towards digital consumption, particularly among younger demographics (Valera, Valdés, & Viñas, 2021). The market adoption of digital art and NFT technology, along

with the increasing number of cultural organizations and galleries digitizing their offerings, helps engage broader audiences. This technological utilization creates more captivating, interactive, and accessible visitor experiences and collectorship (Mezei & Lapatoura, 2023).

The industry is witnessing a boom in online art transactions, digital and physical events, and exhibitions, driven by consumer demand for distinct, impactful content that is readily accessible. The growth of this sector is further propelled by social media and digital platforms, which serve as essential avenues for the experience, discovery, display, and sale of digital art, thereby cementing its role in the expansive creative economy (Art Basel & UBS, 2022).

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4.2 Target Market Analysis

The target market for the digital art and cultural experiences sector is diverse, reflecting the wide-ranging appeal of digital creativity and the immersive experiences it offers. Market segmentation allows for a focused approach to addressing the needs and preferences of different consumer groups within this broad market.

4.2.1 Digital Art Collectors

This segment comprises individuals and institutions with a keen interest in acquiring digital art pieces for personal enjoyment or investment purposes. They are typically tech-savvy, value the uniqueness, authenticity, and provenance provided by blockchain technology, and are willing to spend and consume NFTs and other digital assets. Digital art collectors look for exclusive content, provenance, and potential appreciation in value (Luzan, 2023).

4.2.2 Artists and Creators

Artists seeking to explore new mediums and digital platforms represent another significant segment. These individuals are interested in leveraging technology to create, display, and monetize their work. They benefit from platforms that offer tools for digitalization, minting, and direct engagement with their audience. This segment values platforms that provide visibility, copyright protection, and new revenue streams (McConaghy, 2021).

4.2.3 Cultural Institutions and Galleries

This segment includes museums, galleries, festivals, and cultural organizations looking to expand their reach by digitizing collections, commissioned pieces, and exhibitions. They aim to attract wider audiences, including younger demographics, by integrating technology into their offerings. These institutions seek platforms that

facilitate virtual exhibitions, digital archives, and enhanced visitor experiences through immersive and interactive installations.

4.2.4 Tech Enthusiasts and Early Adopters

Individuals who are early adopters of new technologies and enthusiastic about the intersection of art and tech form another key segment. They are attracted to innovative uses of blockchain, web3, and immersive experiences. This group is often among the first to participate in new digital events, purchase NFTs, and engage with interactive content and communities.

4.2.5 Educational and Research Entities

Academic institutions and research organizations interested in the study and documentation of digital art and cultural phenomena represent a niche but important segment. They look for platforms that offer access to a wide range of digital content for educational purposes and scholarly research.

4.3 Digital Art and NFT Market

The NFT market has shown rapid growth, reaching a valuation of approximately $41 billion by the end of 2021. It is projected that the market cap will surpass $35 billion in 2022, with an expectation to exceed $80 billion by 2025 (Statista, 2023). On blockchains like Ethereum, the daily market size for NFTs includes millions of dollars in transactions, highlighting the vibrant trading activity and consumer interest in digital assets.

Predominantly focusing on art and collectibles, this segment has seen significant transactions, including record sales such as Beeple's "First 5000 Days" sold at $69 million (Christie's, 2021). The NFT market is expected to

grow at a CAGR of 9.10% from 2024 to 2028, reaching a market volume of $3,369.0 million by 2028 (Statista, 2023).

4.4 Global Events Industry

Global Events Industry The broader events industry was valued at approximately $1,406.0 billion in 2023, with a projected growth to reach around $2,230.8 billion by 2032, at a CAGR of 5.1%. Reflecting the shift towards hybrid models that blend in-person experiences with digital engagement, expanding the industry's reach and versatility.

The adoption of advanced technologies for event management and security is enhancing the attendee experience and opening new avenues for engagement and monetization (Claight Corporation, 2023).

4.5 Tesserart's Market Size

Combining the expansive potential of the NFT market with the global events industry's growth trajectory positions Tesserart in a market with significant economic activity and growth potential. Tesserart's focus on integrating digital art creation and sales with blockchain technology for cultural events uniquely situates it to capitalize on the burgeoning interest in and economic activity around NFTs, especially within the art and collectibles segment (Statista, 2023; Christie's, 2021).

Additionally, the dynamic evolution and digital transformation of the global events industry, particularly through hybrid events and technological innovation (Claight Corporation, 2023; EventMB, 2021), underscore Tesserart's strategic positioning.

Given these parameters, Tesserart is navigating a multi-million-dollar market landscape, with its value proposition extending across both the digital art/NFT space and the broader cultural events sector. As these

markets continue to evolve and expand, Tesserart's strategic positioning and technological foundation enable it to capture and influence a significant portion of the market, driving forward the convergence of art, technology, and cultural experiences.

5. Competition Analysis

5.1 Direct Competitors

Digital Art Platforms:

Foundation is a platform that bridges digital artists and collectors through a curated marketplace. Its emphasis on exclusivity and high-quality art positions it as a direct competitor in the premium digital art segment. Recently, Foundation has expanded its offerings to include exhibitions where digital art is presented and distributed online.

Manifold is a platform that enables artists to easily create and mint their own NFTs (non-fungible tokens). It allows creators to retain full ownership and control of the smart contract that defines the NFT, effectively tapping into creator tools and custom minting mechanics similar to those offered by Tesserart.

OBJKT (objkt.com) is the largest NFT marketplace on the Tezos blockchain, offering art, music, collectibles, gaming items, and other virtual goods. With its hosting of online and physical events, along with a massive digital art distribution network, OBJKT has the potential to overshadow Tesserart's offerings.

5.2 Indirect Competitors

Further Digital Art Platforms:

Fxhash is an open platform where artists can publish Generative Tokens, which are stored on the Tezos blockchain. Generative Tokens are programs designed to produce random outputs, frequently offered and experienced in physical spaces.

Verse is a internally curated platform to collect digital artworks minted as NFTs. Artworks are offered directly from the artists through exhibitions. Collectors can also buy and sell works through a secondary marketplace.

Bright Moments is a digital art gallery that started in Venice Beach and has gone on to establish art communities around the world through the creation of unique in-person experiences and CryptoCitizens. They work with generative and AI artists to help produce iconic real-world experiences of their art.

5.3 Competitive Analysis Summary

Tesserart's direct competitors include NFT marketplaces and digital art platforms that emphasize blockchain technology and digital collectibles. These competitors offer similar functionalities in terms of creating, selling, and collecting digital art, as well as hosting events around them, making the market highly competitive. However, Tesserart's unique integration and open-ended approach to cultural events and experiences leveraging a multi-marketplace integration offer a differentiated value proposition that may appeal to a broader audience beyond traditional NFT collectors, including experience seekers and digital art enthusiasts.

Tesserart's challenge and opportunity lie in leveraging its unique position at the confluence of digital art, NFTs, and cultural events to offer distinctive experiences that resonate with users. By focusing on user engagement, effective art distribution, strategic partnerships, technological innovation, and seamless adoption, Tesserart can navigate the competitive landscape effectively, carving out a niche that capitalizes on the growing interest in digital art and cultural experiences.

5.3.1 Porter's Five Forces Analysis.

A Porter's Five Forces analysis provides a framework for understanding the competitive forces at play in the environment in which Tesserart operates. This model evaluates the intensity of competition and the potential profitability within the digital art, NFT, and cultural events sectors.

Through this methodology, the following key aspects will be examined: the threat of new entrants, the bargaining power of suppliers, the bargaining power of customers, the threat of substitute products or services, and the rivalry among existing competitors. This analysis will enable us to identify the strategic strengths and weaknesses of Tesserart within its industry, as well as the external opportunities and threats that could impact its market position.

Figure 1. Porter's Five Forces Analysis graph

Threat of New Entry

Moderate (3) - Low entry barriers but significant challenges in brand building and technological infrastructure.

Supplier Power

High (4) - High-quality and exclusive digital art commands substantial value.

Competitive Rivalry

High (4) - The market is highly competitive with numerous players offering similar functionalities.

Buyer Power

Moderate (3) - Many platforms offer similar services, but Tesserart's unique value proposition reduces buyer power.

Threat of Substitution

Moderate (3) - Traditional art forms and other digital content are substitutes, but Tesserart's unique experiences provide differentiation.

The chart illustrates the intensity of each force, providing a clear overview of the competitive environment in which Tesserart operates (Source: Own elaboration).

6. Market Trends

6.1 Rising Popularity of NFTs.

The transition of NFTs from niche to mainstream has profoundly impacted the digital art and cultural sectors. With a market value that reached approximately $41 billion by the end of 2021 and projected to grow over $80 billion by 2025, NFTs symbolize a major shift towards blockchain-based ownership and provenance in digital assets (Statista, 2023). This trend underscores the increasing acceptance of blockchain technology, highlighting a paradigm shift in how digital content is valued and traded. For Tesserart, this expanding market offers

significant opportunities to attract a diverse array of artists and collectors, leveraging the intrinsic benefits of blockchain technology to provide a secure, transparent, and scalable platform for digital art transactions.

6.2 Hybrid Cultural Events

The adoption of virtual and hybrid event formats, significantly accelerated by the COVID-19 pandemic, continues to reshape the cultural landscape.

These events, which seamlessly merge physical presence with digital interaction, have broadened global participation by transcending geographical barriers. They are expected to become even more immersive with advancements in augmented reality (AR), virtual reality (VR), and live streaming technologies (EventMB, 2021).

Tesserart's platform is well-positioned to capitalize on these trends by offering enhanced engagement tools and a broader reach for cultural events, thus providing an enriched experience for both creators and audiences. This capability not only diversifies revenue streams but also solidifies Tesserart's role as a pioneer in the evolving cultural event space.

6.3 Decentralization and Web3 Adoption

The movement towards decentralized platforms and the adoption of Web3 technologies is fundamentally transforming content creation, art distribution, and monetization.

Decentralization facilitates peer-to-peer interactions and enhances transparency, providing Tesserart with significant opportunities to democratize art collectorship and event participation. This shift allows for the elimination of intermediaries, thereby empowering artists and collectors to interact directly and more equitably. Tesserart's integration of these technologies can drive substantial engagement and innovation in

the digital art space, fostering a community-centric ecosystem where artistic expression and economic incentives are aligned (McConaghy, 2021).

6.4 Demand for Authentic and Immersive Experiences

There is a growing appetite for experiences that are both authentic and immersive. This includes digital art installations, performances at festivals, and digital exhibitions leveraging technology to create unique, engaging experiences (Anderson, 2021).

The demand is driven by a desire for meaningful and memorable cultural interactions that can transcend the limitations of traditional art forms. Tesserart's portal is ideally positioned to cater to this demand by integrating digital art with cultural events, thereby offering unparalleled immersive experiences that resonate deeply with global audiences. This strategic positioning not only enhances user engagement but also establishes Tesserart as a leader in the provision of cutting-edge digital and cultural experiences.

6.5 Expansion of Digital Art and Performances

The inclusion of digital art, performances, and exhibitions in festivals highlights a trend towards innovative cultural expressions (Smith, 2022). This expansion reflects the evolving nature of artistic practices and the increasing acceptance of digital mediums as legitimate forms of cultural production.

Tesserart can serve as a pivotal portal for these digital creations, granting access to global audiences and enriching the cultural landscape with diverse digital artistic endeavors. By facilitating the convergence of digital and physical art forms, Tesserart enhances the visibility and reach of artists, creating new opportunities for cultural engagement and appreciation.

6.6 Community-Driven Experiences and Tokenomics.

The rise of community-driven experiences and the evolving landscape of tokenomics present new avenues for engagement and monetization. Tokenomics, the economic system based on blockchain tokens, allows for innovative models of community participation and reward.

Tesserart's exploration of token-based economies for cultural experiences and digital art distribution can foster a more engaged, participatory community (Zhao, 2022). This approach drives the platform's growth and innovation, ensuring that it remains at the forefront of the digital art and cultural event sectors.

By leveraging community tokens, Tesserart can enhance user engagement through decentralized voting systems, rewards, and personalized interactions, promoting a vibrant and active community.

7. Legal and Organizational Structure

7.1 Legal Structure

Tesserart Pte. Ltd., incorporated in 2024, is a private limited company based in Singapore. The company adheres to Singapore's stringent regulatory and corporate governance framework, ensuring robust legal compliance and operational integrity.
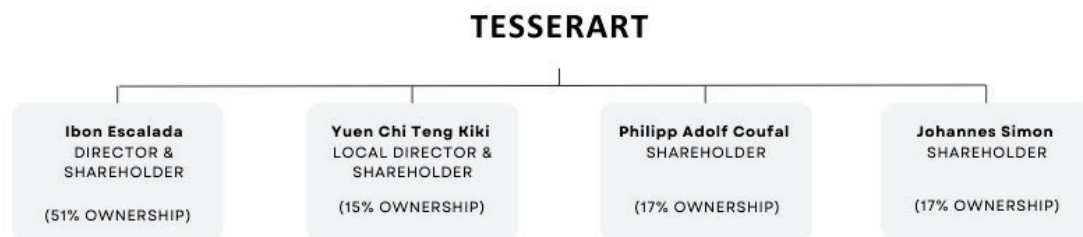
This legal structure provides a solid foundation for Tesserart to operate within a secure and regulated environment, fostering investor confidence and facilitating sustainable growth.

7.2 Share Structure and Paid-Up Capital

The company's initial paid-up capital is structured to facilitate growth and equity distribution among the founders and key team members. Starting with a minimum of S$1 per share, this structure allows flexibility for future capital adjustments as the company scales.

This strategic allocation of capital ensures that Tesserart can effectively leverage financial resources to drive innovation and expansion in the digital art market.

7.3 Management Team and Share Structure

TESSERART

Ibon Escalada	Yuen Chi Teng Kiki	Philipp Adolf Coufal	Johannes Simon
DIRECTOR & SHAREHOLDER	LOCAL DIRECTOR & SHAREHOLDER	SHAREHOLDER	SHAREHOLDER
(51% OWNERSHIP)	(15% OWNERSHIP)	(17% OWNERSHIP)	(17% OWNERSHIP)

Ibon Escalada Ruiz De Loizaga (Director and Shareholder): Holding a majority stake with 51 shares (51% of the company), Ibon is the visionary founder and product lead of Tesserart. His expertise in UI/UX and front-end development, coupled with his strategic leadership, propels the company's mission forward. Ibon's role is critical in steering Tesserart's direction, ensuring the platform remains at the cutting edge of integrating art with technology.

Yuen Chi Teng Kiki (Local Director and Shareholder): Kiki, holding 15 shares (15% of the company), is pivotal in embedding EVM based blockchains (Bigiotti, A. 2024) and Ethereum blockchain technology into Tesserart's foundation. Her profound knowledge in smart contracts and front-end development enriches the platform with

secure, innovative features like multi blockchain offerings. Kiki's technical acumen and stake in the company highlight her essential role in Tesserart's technological evolution and blockchain integration.

Philipp Adolf Coufal (Shareholder): Philipp owns 17 shares, making up 17% of Tesserart. As a curator, designer, communicator, and strategist, he is instrumental in defining the company's brand identity, communication strategy, and overall user experience. Philipp's creative insights and strategic thinking significantly contribute to Tesserart's market presence, community engagement, and the cohesive delivery of its vision.

Johannes Christopher Friedemann Simon (Shareholder): With 17 shares (17% ownership), Johannes's expertise in full stack development, smart contracts and Tezos blockchain development forms the backbone of Tesserart's technical infrastructure. His work ensures the platform's scalability, performance, and the incorporation of unique Tezos-based functionalities. Johannes's shareholding and role are testament to his integral contributions towards Tesserart's ambition to innovate within the digital art and cultural event sectors.

7.4 Company Details and Strategic Outlook.

With its registered office in Singapore, Tesserart Pte. Ltd. aims to leverage the city-state's favorable business environment, strategic location, and vibrant tech ecosystem to drive its mission forward. The company's strategic outlook involves expanding its platform's capabilities, exploring new market opportunities, and establishing Tesserart as a global leader in the fusion of art, culture, and technology.

Tesserart Pte. Ltd.'s share structure and capital allocation reflect a balanced distribution of equity that aligns with the team's contributions and strategic roles within the company. This foundational structure supports

Tesserart's ambition to innovate within the digital cultural space, ensuring a collaborative and equitable path to growth and success.

8. Products and Services

8.1 Live Minting. (Already offered)

Artists and creators can mint their artworks as Non-Fungible Tokens (NFTs) directly on the Tesserart platform, offering a new avenue for digital ownership and collection. The live minting feature allows for the creation of both online and in real life NFTs during events and through digital storefronts like tesserart webapp and digital frames within social media applications, enabling seamless access, sharing, and collection. This adds an interactive and dynamic aspect to art creation and acquisition, making it an engaging experience for both artists and collectors.

8.2 Event Hosting. (Already offered)

Tesserart is designed to be the comprehensive web page required for cultural events. The platform provides all the necessary information and design elements to reach a mass audience, with scalability plans of ticketing solutions either as a plugin or by utilizing Tesserart's own ticketing infrastructure. The event pages host descriptions, participating artists, debuting pieces, and venue details, ensuring that all needed information for attendees is easily accessible.

8.3 Curation Tool. (Already offered)

Tesserart's curation tool offers a straightforward and beneficial feature: creators add participating artists backed by blockchain security, making sure the functions are immutable, furthermore every time a collection token is sold, both the artists and creator of the collection earn a royalty.

This creates a mutually advantageous situation for both artists and event hosts, promoting the artists' work while incentivizing hosts to support the event. The tool is web3 native, ensuring seamless integration with blockchain technology, and requires no coding skills to use, making it accessible to a wide range of users.

8.4 Open Calls. (Future offering)

Tesserart intends to support open calls for artists and creators, providing opportunities for participation in exhibitions and events hosted on the platform. This feature democratizes access to cultural production and exhibition, allowing emerging talents to gain visibility alongside established artists, thereby enriching the cultural landscape.

8.5 Ticketing. (Future offering)

Tesserart integrates a blockchain-based ticketing system that ensures a secure, transparent, and efficient process for event admissions. This system prevents fraud, enables easy transferability of tickets, and offers a streamlined entry process for attendees. Additionally, tickets can serve as memorabilia or souvenirs, providing rewards and discounts for future events.

8.6 Swapping Tool ("Jukebox"). (In development)

Tesserart introduces the "Jukebox," a swapping tool that employs an escrow system, allowing users to access and purchase pre-existing digital art directly through our web app or though social platforms.

This tool aggregates all fa2 tokens from Tezos marketplaces and enhances the ease of collectability by integrating seamlessly into consumers' social media timelines. With the rise of the creator economy, there is a growing trend of consumerism within social networks, as evidenced by platforms like TikTok, which recently enabled influencers and brands to sell products directly within their network. The Jukebox builds on this trend, allowing collectors to acquire newly released artworks by artists directly through their social feeds.

Initially tailored for the social network Warpcast.com, the Jukebox tool will enable a similar mechanic for priced and already created digital artworks from other platforms, reaching a larger consumer audience and enabling our own decentralized primary and secondary marketplace.

9. Product or Service Development Process

Tesserart's development process is strategically structured to enhance functionality and user engagement through phased releases and iterative updates informed by user feedback and technical evaluations.

9.1 Initial Soft Launch and Exhibition

The initial phase featured a soft launch during an art exhibition to test and showcase the live mint tool. This included:

- Social Media Integration: Accessibility via Tesserart's web portal and social media frames enabled real-time minting of artworks.
- Real-Time Minting: Demonstrations of real-time minting for both physical attendees and online viewers, integrating digital and physical interactions.
- User Metrics: Achieving 4,110 mints with the local Valencian generative artist, Victor Doval in the Noox festival, indicating significant user interaction and tool approval.

Feedback Utilization: Enhancing automation processes based on feedback to improve efficiency and user experience.

9.2 Beta Launch

The beta version of the live mint tool was released following the soft launch's success, with key enhancements:

- Automation: Support for automated live minting, allowing independent scheduling and execution by artists.
- Adoption Metrics: Over 2,000 artworks created and collected on the first day, demonstrating robust platform adoption.

9.3 Current Development Focus

Post-beta development emphasizes further enhancements and integration:

- UX/UI Improvements: Enhancing user interface and experience for easier navigation and interaction.

- Social Media Integration: Improving social media channel integration for automated updates and effective sharing.
- Swapping Tool ("Jukebox"): Developing a tool for swapping and selling digital art through multiple storefronts with an aggregated marketplace for all minted fa2 tokens, initially on Warpcast.com using the decentralized Farcaster protocol for the seamless accessibility, selling and distribution of digital art.

9.4 Future Objectives

Tesserart's future objectives focus on scaling platform capabilities and expanding digital collectibles:

1. Scalability: Upgrading infrastructure to support increased user loads and transactions.
2. Swapping tool into the live mint tool: Allowing creators and artists to sell their pieces, escaping the free mint model attached with social media distribution through warpcast.com

These initiatives aim to establish Tesserart as a leading platform in the digital art space, meeting the evolving needs of a global user base.

10. Unique Value Proposition (UVP)

Tesserart's Unique Value Proposition (UVP) is founded by the decentralized creator tool access enhancing digital art distribution, selling and seamless collectability with the added translation into physical spaces. Offering an experience where art is collected, cherished and lived both online and in real life with no upscale technological entry barrier costs for all to curate, create, sell, host and propel the creator/creative economy through digital art.

A key element of Tesserart's UVP is its commitment to accessibility and ease of use, minimizing entry barriers to the web3 ecosystem. By enabling users to onboard this new ecosystem with just their email addresses, Tesserart democratizes access to blockchain technology and NFTs, facilitating broad participation.

Tesserart provides a comprehensive event hosting platform, offering all necessary information and design elements to engage a mass audience with the live minting and distribution capabilities. The platform also supports community engagement through open calls, voting, and rewards, fostering a dynamic ecosystem of cultural exchange.

Ultimately, Tesserart's UVP lies in transforming how digital art and cultural experiences are accessed and lived, aiming to make these experiences easily accessible and universally celebrated across diverse global communities.

11. Intellectual Property Status (Trademarks, etc.)

Trademarks and Domains:

Tesserart.tez

Tesserart.eth

Tesserart.xyz

*.tesserart.xyz

Links and Social Networks:

[tesserart (@tesserart_xyz) / X (twitter.com)](tesserart)

[tesserart.xyz (@tesserart) on Farcaster](tesserart.xyz)

[tesserart (@tesserart.xyz) • Instagram photos and videos](tesserart)

https://www.linkedin.com/company/tesserart-xyz/

Tesserart Pte. Ltd. holds various trademarks and domains, ensuring the protection of its intellectual property and brand identity across multiple platforms.

These legal protections are critical in maintaining the exclusivity and integrity of Tesserart's innovative digital art and cultural event solutions. The comprehensive presence across social networks further reinforces Tesserart's commitment to engaging with a global audience and fostering a vibrant community of artists, creators, and enthusiasts.

12. Sales Strategy

12.1 Introduction to Sales Strategy

Tesserart's sales strategy aims to maximize revenue through innovative tools and diversified product offerings, with the Jukebox tool as the primary sales mechanism. This approach leverages advanced blockchain technology, enhances user experience, and expands market reach.

Jukebox Tool: Serving as the main sales engine, the Jukebox facilitates transactions and generates profit through a fixed fee for each sale.

Fixed Fee Structure: A fixed fee ensures a steady revenue stream for Tesserart.

Sales Channels: The Jukebox operates on Warpcast using the Farcaster protocol and Tesserart's web platform, maximizing visibility and accessibility.

12.2 Product Offerings

While digital art remains the primary focus, Tesserart plans to expand its offerings:

- Digital Art Sales: The Jukebox tool facilitates the sale of digital art, ensuring authenticity and secure transactions via NFT technology.
- Event Ticketing: Offering seamless ticket purchasing for cultural events through the Jukebox tool.
- Trading System: Introducing a system for users to buy, sell, and trade digital art, enhancing platform utility and engagement.
- Currency Conversion: Implementing a mechanism to convert various currencies into Tezos, the native currency for transactions on the Jukebox tool, ensuring a secure and efficient environment.

12.3 Sales Channels

Warpcast Integration: Leveraging Warpcast's social timeline to distribute digital art, allowing users to purchase and collect art directly within their social feed.

Tesserart Web Platform: Providing a comprehensive online marketplace for digital art and related products through the Jukebox tool.

Physical spaces: As already mentioned, exhibition and immersive art experiences in physical spaces are compatible with the live mint tool, with selling capabilities leveraging the jukebox tool.

This structured strategy aims to consolidate Tesserart's position in the digital art market by leveraging technological advancements and expanding its product and service offerings to meet diverse user needs.

13. Distribution Channels

Tesserart employs a comprehensive approach to distributing and selling digital art, utilizing innovative tools and strategic partnerships to reach a broad audience. The distribution strategy leverages advanced blockchain technologies and integrates with popular social platforms to facilitate seamless transactions and enhance user engagement.

13.1 Jukebox Tool

The Jukebox tool is central to Tesserart's distribution strategy, functioning as both an exchange and value storage for digital art. Leveraging NFT technology, the Jukebox enables users to seamlessly collect and purchase art through multiple storefronts.

- Exchange and Value Storage: Users can access and purchase pre-existing digital artworks directly through the Jukebox tool, ensuring secure transactions and reliable value storage.
- Multi-Storefront Integration: The Jukebox tool supports integration with various storefronts, increasing visibility and accessibility for artists and collectors.
- First Release on Warpcast: Initially launched on Warpcast.com using the Farcaster protocol, Warpcast serves as the primary distribution channel, enabling users to collect and buy digital art directly within their social timelines.

13.2 Warpcast and Farcaster Protocol

Warpcast is a social platform leveraging the Farcaster protocol to distribute tokenized digital art to a large-scale audience.

Social Timeline Integration: Warpcast allows users to view, collect, and purchase digital art directly from their social timelines, mimicking the social media browsing experience.

Large-Scale Audience Reach: Distributing digital art through Warpcast significantly increases the potential audience for digital art sales.

Direct Transactions: The platform supports direct transactions within the social timeline, enhancing user experience and promoting higher engagement and sales.

13.3 Additional Distribution Channels

Beyond Warpcast, Tesserart plans to expand its distribution channels to include other platforms and methods:

- Collaborations with Digital Art Marketplaces: Partnering with established platforms like OBJKT.com and Foundation to expand the reach of Tesserart's artworks.

- Integration with Social Media Platforms: Extending the Jukebox tool's functionality to integrate with other social media networks, reaching diverse audiences.

- Event-Based Distribution: Leveraging cultural events and exhibitions to showcase and sell digital art, utilizing live minting and ticketing features for immersive experiences.

13.4 Strategic Benefits

- Increased Visibility: Integration with social platforms and digital art marketplaces enhances the discoverability of digital art.

- Enhanced User Engagement: Seamless integration of transactions within social media timelines encourages user interaction and fosters a vibrant digital art community.

- Secure and Efficient Transactions: Blockchain technology ensures secure, transparent, and efficient transactions, building trust and encouraging frequent purchases and collections.

14. Operational Plan

The operational plan for Tesserart outlines a comprehensive strategy to manage the platform's daily functions and logistical needs efficiently. It includes detailed processes, site considerations, partnership frameworks, and supply chain oversight to ensure streamlined operations.

14.1 Operational Processes

Tesserart's operational processes are critical to platform efficiency and user satisfaction, encompassing:

- Content Creation and Minting: Artists use Tesserart's tools to create and mint digital artworks as NFTs, supporting both scheduled and live minting sessions.
- Distribution via Social Media Frames: Utilizing partners like Warpcast, Tesserart embeds social media frames for direct on-frame collecting and interaction, broadening the reach and engagement of digital artworks.
- Transaction Processing: All sales transactions, including blockchain verifications and transfers, are systematically managed to ensure security and transparency.
- Community Engagement: The platform uses community tokens for voting and rewards, enhancing user interaction and participation in curation and other events.

These processes are supported by robust technical support and customer service systems to resolve issues promptly and maintain seamless operations.

14.2 Operations Location

Although primarily an online platform, Tesserart is legally established in Singapore, leveraging the country's strategic benefits:

- Business-Friendly Environment: Singapore's supportive business climate and strong intellectual property protections are ideal for a tech company.
- Advanced Technological Infrastructure: Essential for supporting extensive blockchain operations and ensuring high platform performance.
- Regulatory Clarity: Singapore's clear regulations on blockchain technologies provide a stable base for operations.

This strategic location supports Tesserart's operational needs while serving a global user base.

15. Suppliers and Partners

Tesserart collaborates with various suppliers and partners to enhance its operational capabilities:

- Blockchain Infrastructure Providers: Such as Tezos, which support secure and efficient minting and transactions.
- Marketplaces: Collaborations with platforms like OBJKT.com to increase the visibility and sales of artworks minted on Tesserart.
- Technology Partners: Farcaster.xyz supports the integration of interactive social media frames for live minting and collection.
- Wallet Integration Partners: These partners ensure seamless transactions of digital assets across the platform and integrated social media channels.

These partnerships are essential for maintaining the efficiency and scalability of Tesserart's operations.

16. Supply Chain Management at Tesserart

The supply chain management at Tesserart is centered on the efficient flow of services and digital assets, ensuring the integrity of digital artworks and their comprehensive lifecycle management, from creation to sale. The primary components are as follows:

- Lifecycle Management of Artworks: This component involves the oversight of the entire lifecycle of digital artworks, from their inception to their sale. It ensures the integrity and rights management of digital assets, guaranteeing appropriate compensation for creators.
- Service Delivery: Ensuring the uninterrupted operation of platform features and the scalability of resources to meet user demand is crucial for maintaining effective service delivery.
- Quality Assurance: Regular system audits, software updates, and meticulous customer service are implemented to uphold the platform's quality standards.

17. Financial Plan

The financial plan for Tesserart provides a comprehensive overview of the company's revenue streams, expense projections, and financial health. It aims to outline the financial strategy and projections necessary to support Tesserart's operations, growth, and long-term sustainability. This plan includes detailed revenue and expense forecasts, a break-even analysis, and projected financial statements, which collectively serve as a roadmap for achieving financial stability and growth. By clearly defining the financial needs and sources of funding, this plan ensures that Tesserart is well-equipped to navigate the dynamic market of digital art and cultural events, ultimately securing profitability and fostering innovation in the digital art space.

Below, you will find the detailed tables illustrating the revenue and expense projections, break-even analysis, and projected financial statements.

Table X Revenue and Expense Projections

Revenue Sources	Details	Annual Revenue
Jukebox Tool Sales	Fixed fee structure per sale	$50,000
Digital Art Sales (NFTs)	Monthly sales volume of 200 NFTs @ $100 each	$240,000
Event Ticketing	20 events/year @ $5,000 per event	$100,000
Trading System Fees	Transaction fees from buying/selling/trading	$30,000
Currency Conversion	Fees from currency conversion to Tezos	$20,000
Physical Event Art Installations	Installation fees ($1,000 - $15,000 per event)	$60,000
Total Revenue		$500,000
Expense Projections	Details	Annual Expense
Platform Development & Maintenance	Regular updates, security, enhancements	$50,000
Customer Support	Robust support services	$20,000
Hosting & Database Services	Hosting and database management	$15,000
Event Management	Organizing physical and virtual events	$30,000

Marketing & Promotion	Advertising and promotional activities	$25,000
Operational Costs	General operational expenses	$35,000
Total Expenses		**$175,000**

Source: Own Elaboration

Table X: Break-even Analysis.

Cost Category	Amount
Fixed Costs	
Platform Maintenance	$50,000
Hosting & Database Services	$1,000
Total Fixed Costs	$51,000
Variable Costs	
Royalty Fees	12% per sale
Event Costs	$20,000 annually

Projected Financial Statements

Table X: Projected Balance Sheet.

Assets	Amount
Current Assets	$50,000
Fixed Assets	$30,000
Total Assets	$80,000

Liabilities	Amount
Current Liabilities	$20,000
Long-term Liabilities	$10,000
Total Liabilities	$30,000
Equity	Amount
Owner's Equity	$50,000

Source: Own Elaboration

Table X :Projected Income Statement.

Category	Amount
Revenue	
Total Revenue	$225,000
Expenses	
Operational Costs	$35,000
Customer Support	$10,000
Event Costs	$20,000
Total Expenses	$65,000
Net Profit	$160,000

Table X :Projected Cash Flow Statement:

Cash Flow Category	Amount
Cash Inflows	

Revenue from Sales	$225,000
Investment	$50,000
Total Cash Inflows	$275,000
Cash Outflows	
Operational Expenses	$35,000
Customer Support	$10,000
Capital Expenditures	$10,000
Total Cash Outflows	$55,000
Net Cash Flow	$220,000

Source: Own Elaboration

Table X : Financing Needs

Financing Needs	Details	Amount
Startup Capital	Initial investment for the first year	$100,000
Expansion Capital	Scaling the platform, new features, market expansion	$150,000
Working Capital	Day-to-day operations and liquidity	$50,000
Total Financing Needed		**$300,000**

Table X : Sources of Financing:

Source	Details	Amount
Equity Financing	Sale of shares	$200,000
Revenue-Based Financing	Repayment based on future revenue	$100,000
Total Financing Sources		**$300,000**

Source: Own Elaboration

18. Risk Analysis

Risk management is critical for ensuring the stability and reliability of Tesserart's operations. This section identifies potential risks that could affect the platform and outlines strategies to mitigate these risks effectively.

18.1 Risk Identification

A significant risk to Tesserart involves the accessibility and distribution of digital art, which may be advanced by other platforms or marketplaces, potentially surpassing Tesserart's offerings in terms of user experience, technological innovation, or market penetration.

Technological Advancements by Competitors: Competing platforms may develop more advanced technological solutions that enhance their usability and artistic offerings, making them more attractive to digital artists and collectors.

Market Penetration: New or existing competitors could capture a larger market share by establishing key partnerships, employing aggressive marketing strategies, or offering lower transaction fees.

User Accessibility: Competitors might create more user-friendly interfaces, adopt superior blockchain technologies, or provide features that better meet the needs of digital artists and collectors.

18.2 Mitigation Strategies

To address these risks and ensure Tesserart maintains a competitive edge, the following mitigation strategies are proposed:

18.2.1 Strategic Partnerships

Developing partnerships with other digital art platforms and marketplaces to integrate Tesserart's minting and distribution tools with their services. This can broaden the user base and make Tesserart's offerings more ubiquitous in the digital art market.

Partnering with emerging blockchain technologies that offer enhanced capabilities or better efficiency than current solutions. This can include adopting new standards for NFTs or utilizing blockchains that reduce transaction costs or carbon footprints.

Onboarding of new artists and events within the web3 ecosystem by leveraging our ease of entry while hosting digital art exhibition within their installations with emerging/non-native web3 artists to welcome into the new digital art space.

18.2.2 Innovation and Development

Regularly update the platform's technology to incorporate the latest developments in blockchain, NFT standards, and digital art presentation. This includes improving the live minting process, enhancing frame integration on social media, and offering more experience-based projects in events and constantly refine the

user interface and user experience based on feedback from artists and collectors. This can involve simplifying the art submission process, enhancing the visual layout of the digital galleries, and creating more interactive and community-driven features.

19. Conclusions

The proposal for Tesserart, as described in the document, represents an innovative and multifaceted approach to the management and promotion of digital art. Through the use of blockchain technology and advanced tools, Tesserart seeks to revolutionize the creation, distribution, and appreciation of digital art, positioning itself as a leader in this emerging field.

1. Innovation and Differentiation

Tesserart distinguishes itself by its ability to integrate blockchain technology with immersive experiences in art creation and collection. This combination not only enhances the value proposition for artists and collectors but also sets a new standard in the digital art industry. The use of blockchain ensures the authenticity, provenance, and ownership of digital artworks, addressing critical market issues and increasing trust and value in these pieces. Additionally, the implementation of tools for live creation and the sale of artworks during live events adds a layer of dynamism and exclusivity that attracts both creators and consumers of digital art.

2. Operational and Market Strategies

The strategies outlined in Tesserart's business plan are robust and detailed, covering everything from market analysis to risk management and the formation of strategic alliances. These strategies are designed to ensure effective market entry, counteract competitive pressures, and forge valuable partnerships that enhance Tesserart's presence and operational capabilities. The scalability and efficiency of Tesserart's operational model are key aspects that guarantee the smooth execution and delivery of its services. The ability to quickly adapt to changing market conditions and the inclusion of emerging technologies in its business model are factors that underscore its leadership potential in the sector.

3. Financial Sustainability

Tesserart's financial plan is comprehensive and projects a clear path towards profitability and sustainable growth. Through revenue from transaction fees, royalties, and strategic partnerships, Tesserart demonstrates a solid and scalable business model. The detailed financial projections reinforce the project's economic viability, providing potential investors with assurance about their return on investment. The financial analyses include projected income statements, cash flow analysis, and financing strategies that demonstrate a deep understanding of the economic dynamics of the digital art market.

4. Market Research and Future Opportunities

Tesserart has conducted in-depth analysis of the digital art market, identifying current trends and future opportunities it can capitalize on. This analysis includes studying market dynamics, consumer behaviors, and technological advancements, strategically positioning Tesserart to leverage these insights and lead the market. The focus on market research also allows Tesserart to anticipate changes in consumer preferences and adapt its services to maintain its relevance and competitiveness.

5. Values and Community

The core values of Tesserart, such as innovation, accessibility, transparency, and community, underpin its operations. The platform not only seeks to make digital art more accessible to a global audience but also fosters a collaborative and participatory ecosystem where artists, collectors, and cultural institutions can connect and grow together. The importance of community in Tesserart is reflected in the use of community tokens that incentivize active participation and reward member contributions, creating a vibrant and dynamic environment.

6. Integrity and authenticity are also central values of Tesserart, ensuring that every creation, event, and interaction on the platform deeply resonates with its audience. Through the authentication and verification of artworks via blockchain, Tesserart sets a standard of trust and transparency that is crucial in the digital art market.

Through its multidimensional approach and commitment to innovation, Tesserart is poised to lead a revolution in the digital art and physical experience realm. Its integration of advanced technology, solid operational strategies, financial sustainability, market research, and community values create a comprehensive proposition that has the potential to transform the landscape of digital and cultural art, making these experiences more accessible, interactive, and rewarding for a global audience.

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21. Annexes

Business Profile (Company) of TESSERART PTE. LTD. (202414854K)

Date: 15 Apr 2024

Name of Company	:	TESSERART PTE. LTD.
Former Name if any	:	
Date of Change of Name	:	
UEN	:	202414854K
Incorporation Date	:	15 APR 2024
Company Type	:	EXEMPT PRIVATE COMPANY LIMITED BY SHARES
Status of Company	:	LIVE COMPANY
Status Date	:	15 APR 2024
Registered Office Address	:	21A ST. PATRICK'S ROAD SINGAPORE (424143)
Date of Address	:	15 APR 2024
Date of Last AGM	:	
Date of Last AR	:	
FYE As At Date of Last AR	:	

Business Activities

Primary Activity	:	OTHER PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES N.E.C.(74909)
Primary User-Described Activity	:	
Secondary Activity	:	DRAMATIC ARTS, MUSIC AND OTHER ARTS PRODUCTION-RELATED ACTIVITIES N.E.C. (EG STAGE, LIGHTING AND SOUND SERVICES)(90009)
Secondary User-Described Activity	:	

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ACCOUNTING AND CORPORATE REGULATORY AUTHORITY
(ACRA)

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Business Profile (Company) of TESSERART PTE. LTD. (202414854K)

Date: 15 Apr 2024

Issued Share Capital

Amount	Number of Shares [1]	Currency	Share Type
100	100	SINGAPORE, DOLLARS	ORDINARY

[1] Number of Shares includes number of Treasury Shares

Paid-Up Capital

Amount	Number of Shares	Currency	Share Type
100	100	SINGAPORE, DOLLARS	ORDINARY

Company has the following Ordinary Shares held as Treasury Shares

Number of Shares	Currency

Audit Firm(s)

Name

Charge(s)

Charge Number	Date Registered	Currency	Amount Secured	Chargee(s)

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ACCOUNTING AND CORPORATE REGULATORY AUTHORITY (ACRA)

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Business Profile (Company) of TESSERART PTE. LTD. (202414854K)

Date: 15 Apr 2024

Officer(s)					
Name Address	Identification Number	Nationality/ Citizenship	Position	Date of Appointment	Source of Address
KIKI YUEN CHI TENG 21B ST. PATRICK'S ROAD SINGAPORE (424143)	S9411915D	SINGAPORE CITIZEN	DIRECTOR	15 APR 2024	ACRA
ESCALADA RUIZ DE LOIZAGA IBON PLZA. AMARICA 2 P06 DR VITORIA-GASTEIZ ARABA ALAVA SPAIN	PAL957508	SPANISH	DIRECTOR	15 APR 2024	ACRA
BU WENLIANG 77 ROBINSON ROAD #33-01 ROBINSON 77 SINGAPORE (068896)	S9274745Z	SINGAPORE CITIZEN	SECRETARY	15 APR 2024	OSCARS
TAN SONG WEI 77 ROBINSON ROAD #33-01 ROBINSON 77 SINGAPORE (068896)	S9186959D	MALAYSIAN	SECRETARY	15 APR 2024	ACRA

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Business Profile (Company) of TESSERART PTE. LTD. (202414854K)

Date: 15 Apr 2024

Shareholder(s)					
Name **Address**	**Identification Number**	**Nationality[2]/ Place of origin[3]**	**Number of Shares**	**Currency**	**Address Changed** **Source of Address**
SIMON JOHANNES CHRISTOPHER FRIEDEMANN KURHESSENSTR. 124 FRANKFURT 60431 GERMANY	C5HF47JKF	GERMAN	17 (ORDINARY)	SINGAPORE, DOLLARS	 ACRA
COUFAL PHILIPP ADOLF AM EICHENLOH 20 60431 FRANKFURT 60431 GERMANY	C5HT44J2H	GERMAN	17 (ORDINARY)	SINGAPORE, DOLLARS	 ACRA
ESCALADA RUIZ DE LOIZAGA IBON PLZA. AMARICA 2 P06 DR VITORIA-GASTEIZ ARABA ALAVA SPAIN	PAL957508	SPANISH	51 (ORDINARY)	SINGAPORE, DOLLARS	 ACRA
KIKI YUEN CHI TENG 21B ST. PATRICK'S ROAD SINGAPORE (424143)	S9411915D	SINGAPORE CITIZEN	15 (ORDINARY)	SINGAPORE, DOLLARS	 ACRA

[2] Includes nationality and citizenship

[3] Includes place of incorporation, place of origin and place of registration

Business Profile (Company) of TESSERART PTE. LTD. (202414854K)

Date: 15 Apr 2024

Abbreviation

UL	:	Local Entity not registered with ACRA
UF	:	Foreign Entity not registered with ACRA
AR	:	Annual Return
AGM	:	Annual General Meeting
FS	:	Financial Statements
FYE	:	Financial Year End
OSCARS	:	One Stop Change of Address Reporting Service by Immigration & Checkpoint Authority.

Notes

1   All the information provided above are extracted from lodgements filed with ACRA and/or from other government sources.

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