

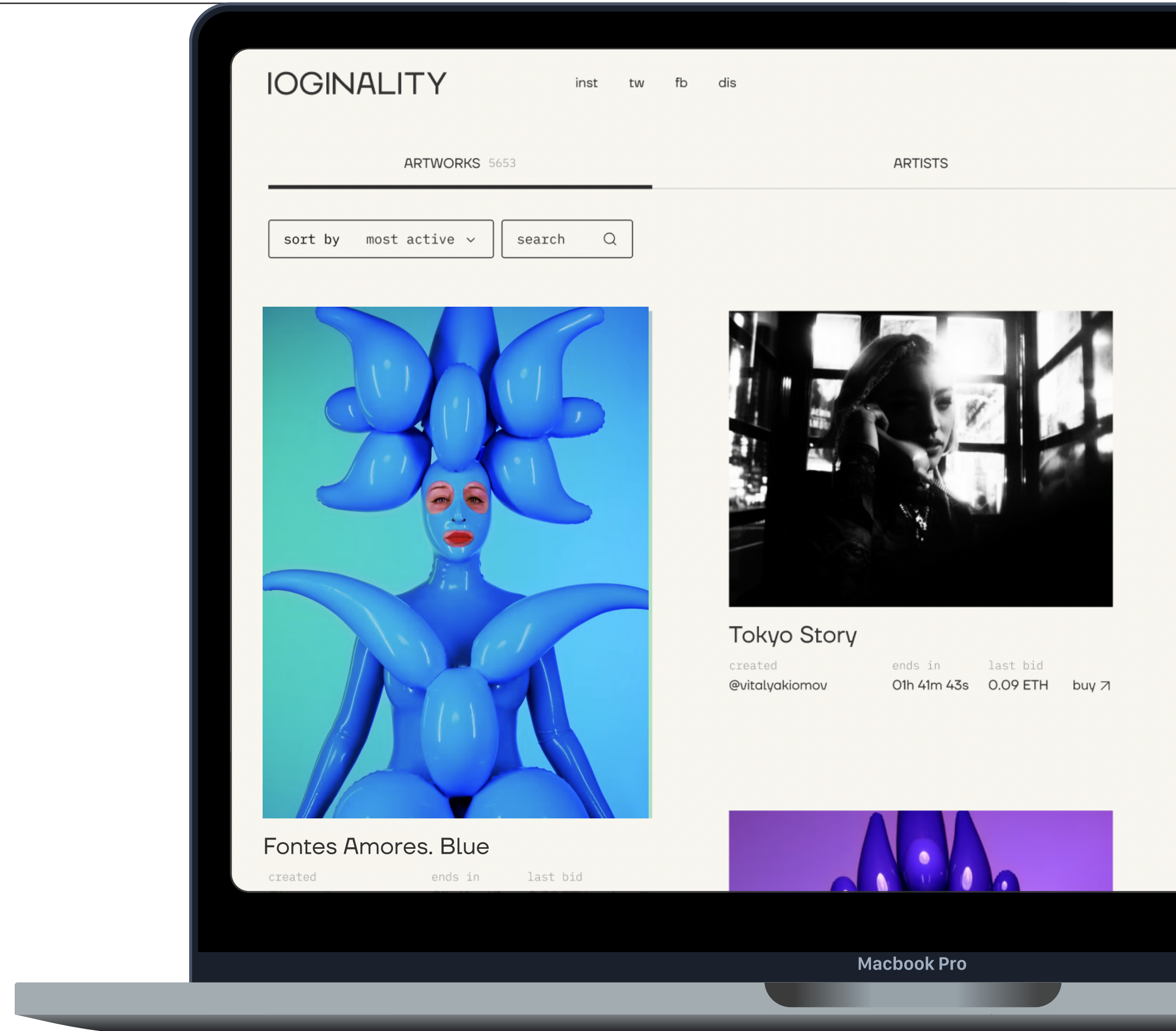
ORIGINALITY

*Open your digital embassy*

# Who we are

**IOGINALITY** is a digital platform for professionals allowing established and emerging galleries to create their digital embassy with exhibition and sales capabilities.

Reach a new generation of art connoisseurs and Web3 collectors by exhibiting and selling on IOGINALITY.

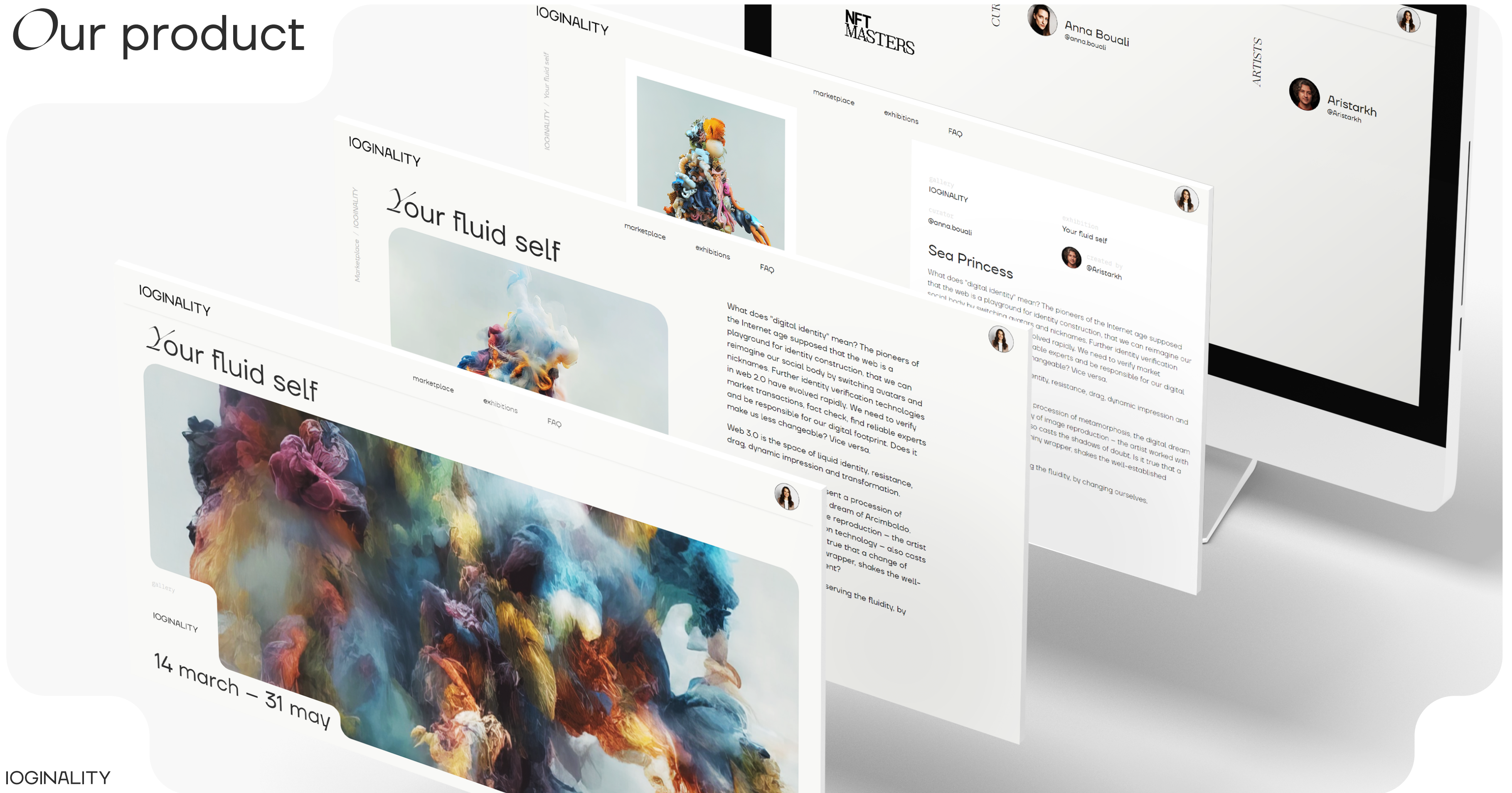


## Our vision

In IOGINALITY, *we believe* that *blockchain's* accessibility must not devalue *professionals'* expertise.

That is why we ensure an ecosystem approach providing galleries with online sales, marketing, exhibition functions based on technological, legal and financial tools to launch authentic projects as seamlessly and creatively as you used to in real spaces.

# Our product



# Expand your gallery to a new worldwide audience of NFT buyers

## Who are the art buyers in the Web3 era?

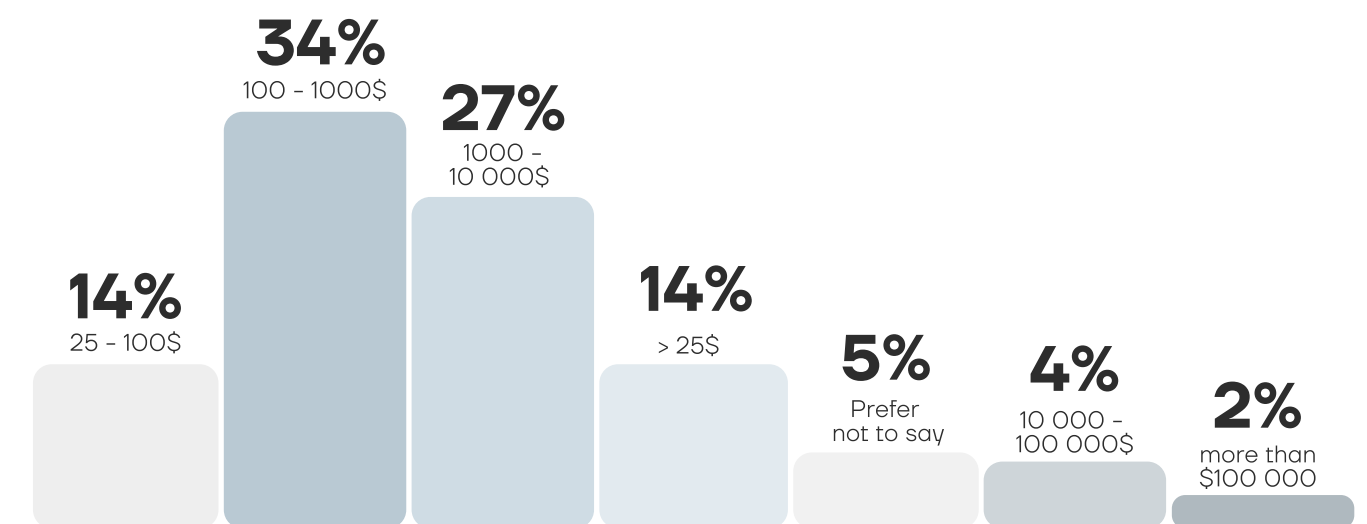
- 1 Collectors. They supplement their collections, buy from rare art NFTs to random NFT collectibles
- 2 Resale investors. They are focused on reselling purchased items at a higher price
- 3 Impulse buyers. Usually crypto-enthusiasts who purchase different items because of the popularity of the NFT market
- 4 Companies and institutions. Different types of legal entities who collect or invest in NFTs

**73%** Own art from the traditional market

**53%** Own both traditional and NFT art

**50%** Specifically buy and own NFT-art

## What type of art NFT buyers collect



## Average price collectors spent per art NFT in USD

# IOGINALITY provides intuitive tools for art institutions to launch digital exhibitions and create NFT collections for a global audience

We offer:

## *Professionalism*

- Only galleries are authorized to mint NFTs on our platform
- Access to verified, new digital collectors from all over the world, who build up a collection of authentic and professionally selected NFT art
- Personal accounts and referral programs to galleries, artists, art curators, and art dealers, ensuring that everyone involved has the tools to succeed
- By implementing KYB and KYC procedures for all customers, galleries can ensure that transactions are secure and meet legal requirements

## *Creative flow*

- Build your gallery's digital space through the intuitive Exhibition Builder
- Find partners, create sponsored exhibitions, collaborate with brands, and embark on exciting special projects
- Hold private previews and special events before launching open exhibitions
- Customize Media and Press Hub and dive into other marketing tools

# IOGINALITY provides intuitive tools for art institutions to launch digital exhibitions and create NFT collections for a global audience

We offer:

## *Legal* basis

- Pre-drafted agreements for hassle-free and secure negotiations with artists and art dealer
- Tailor-made licenses with specific artwork usage rights from personal to commercial use
- Internal arbitration for the settlement of any NFT-related disputes sold on IOGINALITY

## *Tech & Financial* basis

- Our smart contract allows for initial fee-setting and immediate distribution of sale profits without intermediary transactional costs or delays, making the process faster and more efficient
- Lifetime royalties on second and subsequent resales, with the flexibility to specify recipients such as galleries, artists, curators, or art dealers
- Transparent referral program for all art market stakeholders ensures expansion of the secondary market

*Early* bird offer till

April 2023

Be **one of the first** galleries to launch your digital art projects on IOGINALITY and take advantage of our **Early Bird** package special terms:

If you are interested to join, please get in touch with us:  
[a.bouali@ioginality.io](mailto:a.bouali@ioginality.io)

Personal Manager support at every step: account set up, artwork uploading and exhibition building

*01*

The marketplace fee will be reduced from 10% to 5% until July 2023 if you join us by 30 of April 2023

*02*

Get exclusive IOGONALITY quarterly digest with market analysis and trend reports for your strategic planning and business advancement

*03*



*Are you still*

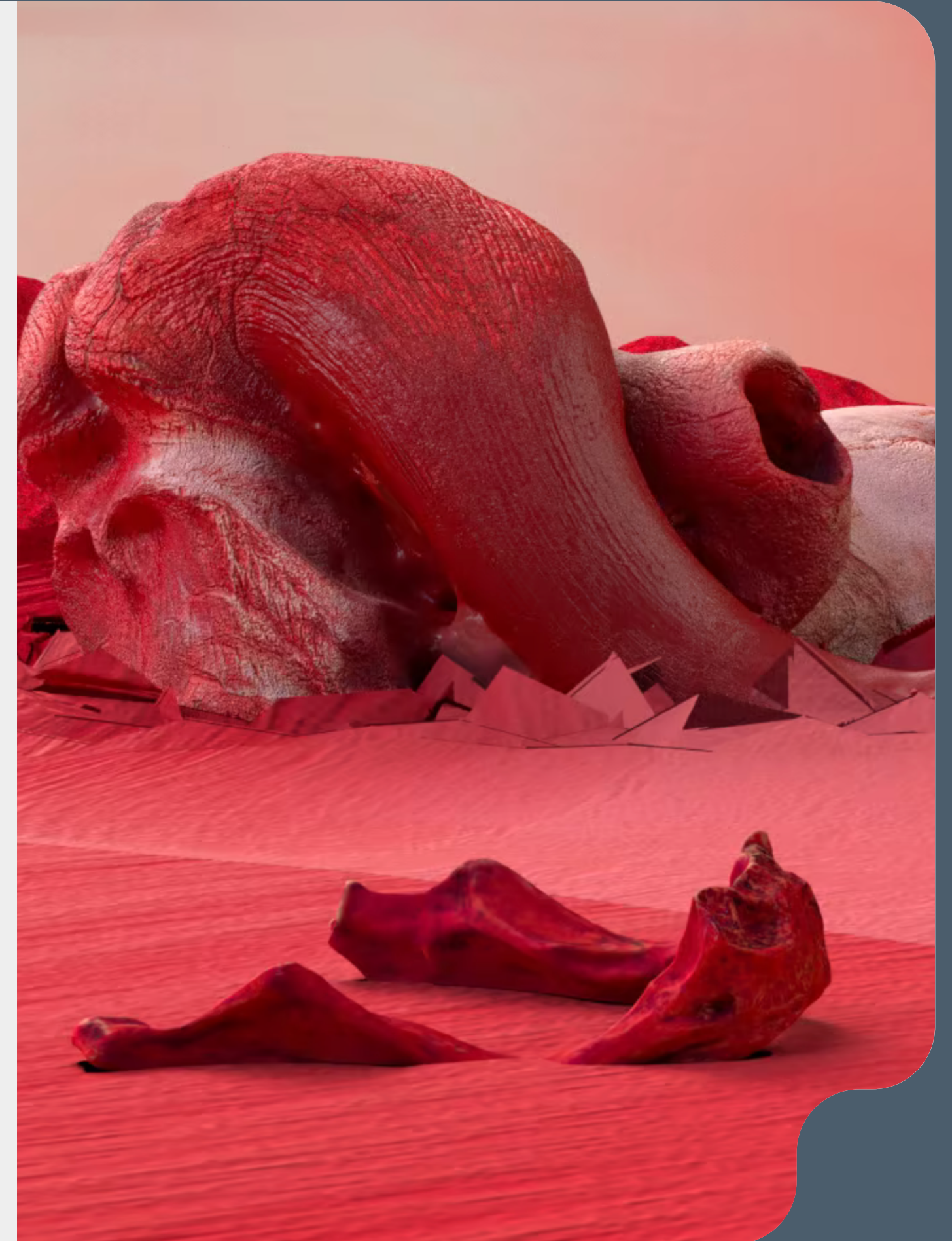


*Hesitating?*

# The time is now

The hype surrounding NFTs appears to be fading, pushing out speculators and non-professionals from the market. However, the recent crisis has brought expertise and technological advancements to the forefront. This has stabilized the market and reinforced the Web3 philosophy, which continues to attract new adopters.

In addition, big brands are still discovering the potential of NFTs, with luxury lifestyle brands like **Prada** and **Porsche** among the growing list of strong names in various industries who have joined the scene.



# Crypto winter is over

## \$4.7 billion

NFTs had a strong Q1 2023, with a 137.04% increase in trading volume to \$4.7 billion, the highest since Q2 2022

## 19.4 million

Q1 2023 had a total of 19.4 million NFT sales, which is an increase of 8.56% from the last quarter of 2022

## \$23 billion

The total amount of money invested in Web3 in 2022 reached.

And Web3 is still among the most interesting areas for VCs.

\*According to Crunchbase data

Join the market now

Art market participants who experiment with NFTs today will have the opportunity to build a *wider audience* and gain experience, which will provide them with a competitive advantage in the future of the internet.

*Before it's too late*

*Thank you*

Contact us:  
[hello@ioginality.io](mailto:hello@ioginality.io)