


# PROJECT MEMO

PROJECT		
<b>Name</b> LiveArt	<b>Vertical</b> RWA, ArtFi	<b>Links</b> <a href="#">Deck</a>
<b>Main Social Channel</b>	 <b>451k</b> followers	<a href="#">Tokenomics</a> <a href="#">Website</a>

COMMUNITY ROUND DETAILS	
Ticker	\$ART
Price	\$0.06
FDV	\$60,000,000
Raise	\$200,000
Terms	15% TGE unlock, 12 months vesting

## What they are building

The World's #1 ArtFi Ecosystem. LiveArt brings the \$2-trillion-dollar art asset class to global crypto audiences.

## Core Team



**Boris Pevzner**  
Co-Founder, CEO



**Adam Chinn**  
Co-Founder & Chairman

LiveArt is guided by a team of accomplished professionals with backgrounds in prestigious institutions across art, technology, and business. Boris, a serial entrepreneur with five successful startups—including Collectrium (acquired by Christie's) and Xfire (acquired by Viacom)—brings extensive technical expertise as an MIT graduate and visionary leadership to the company. Adam, formerly the COO of Sotheby's and co-founder of Art Agency, leverages his legal and financial expertise from Wachtell, Lipton, Rosen & Katz and Centerview Partners, alongside deep knowledge of the art market. The LiveArt team, consisting of 25 professionals, blends expertise in technology, art, and business to drive innovation and seamlessly bridge traditional and digital art markets.

## Problem & Solution

### Problems

The traditional art investment landscape has been largely exclusive to the wealthy, creating significant barriers for a wider audience. Key challenges include:

- **High Entry Costs:** Investing in valuable art requires substantial capital, making it inaccessible to most individuals.
- **Limited Transparency:** Art pricing is often subjective, influenced by private sales and insider networks.
- **Illiquidity:** Selling art can be time-consuming and costly, with high transaction fees and complex processes.
- **Restricted Access:** Blue-chip artworks are typically held by elite collectors and institutions.

### Solutions

LiveArt is set to revolutionize the traditional art investment landscape by leveraging blockchain technology to break down longstanding barriers. LiveArt offers access to a previously unavailable market to the public.

- **AI-Driven Market Analytics:** LiveArt integrates AI-powered valuation tools, trend forecasting, and real-time insights, providing data-driven decision-making capabilities. These advanced analytics, previously available only to industry insiders, empower investors with greater market understanding.
- **Fractional Ownership of Prestigious Artworks:** By tokenizing physical art pieces, LiveArt allows investors to own fractions of esteemed artworks rather than purchasing entire pieces outright. This significantly lowers the financial threshold, enabling broader participation in the art market.

## Token Utility

- **Rewards and Staking:** \$ART token is used to incentivize participation and investment within LiveArt through a rewards and staking system, rewarding users for their active involvement in the ecosystem.
- **Launchpad Allocations:** Users can delegate their \$ART tokens to receive allocations for NFT and Fractionalization launches on the LiveArt platform.
- **DeFi Products:** \$ART provides access to a plethora of advanced DeFi products; art indices and loans, liquidity provision, lending & borrowing, farm boosting and more.
- **Governance Participation:** \$ART token holders have the power to participate in governance decisions.
- **Referral Incentives:** Live Art implements a referral program where existing users earn by referring participants.
- **Exclusive Community Access:** \$ART token holders gain access to an exclusive LiveArt community.

## Traction

- 10M+ connected wallets, 45k+ daily transactions
- \$40M+ in iconic art sales
- \$50M+ RWA drops in the pipeline (Warhol, Kusama, Picasso)
- \$200M+ project pipeline
- #1 globally in art market data & AI analytics

## Backers/Partners

Investors include Binance Labs, Hashkey Capital, Animoca Brands, Samsung Ventures, OKX Ventures, KuCoin Labs, Gate Labs and more.

## Alphamind Analysis

LiveArt has clearly established itself as a leader in the digital and physical art markets, indicated by its strong backing and product traction. With over 13 million unique wallets, 1 million+ weekly active users, and \$43 million in art and luxury sales, it has strong signs of real product-market-fit.

LiveArt has held two funding rounds, the first, a private round, securing \$5.7 million at a \$60 million valuation, followed by a second private round that raised \$1.9 million at a \$100 million valuation. Our community has the opportunity to invest at the same valuation as tier-1 VCs on the first round and with even better terms.

LiveArt's Art Price Database is an extensive resource containing over 10 million sales records from 1986 onward, sourced from 25+ major auction houses worldwide. It enables users to access real-time market data and pricing trends, conduct deep historical research into artworks and artists and leverage AI-driven pricing estimates to make informed decisions.

Additionally, LiveArt operates a marketplace for high-value physical artworks, allowing verified users to seamlessly buy and sell pieces. To support these transactions, LiveArt offers services, including escrow management, secure transportation and logistics, and safe storage solutions.

Overall, the project opens new opportunities for collectors, investors, and artists, transforming art into a more accessible and liquid asset class. Ahead of its competition LiveArt is already making waves on the ArtFi scene.