



ArtCat

Kultur uden grænser

“We have build the first platform for digital culture”

Hvad er udfordringen?



"Virksomhederne har en reel interesse i at engagere sig i det lokale byliv. Lige nu er der ikke en platform (udover vores egen) hvor vi kan det."

- Troels Berranger, CEO Autoparts24



"I min hverdag savner jeg virkelig muligheden for at opdage hvilken kultur og fortællinger min by har. Jeg ville ønske jeg kunne tage min familie med ud og gå på opdagelse og på en overskuelig og spændende måde finde alle de glemte skatte byen har."

- Morten Skytt, lærer, familiefar og kulturbruger



"Jeg synes det kan være rigtig svært at leve sig ind i de ting læreren fortæller, når man ikke kan opleve det på egen hånd. Med ArtCat var det som at være der selv og jeg kunne bedre relatere til de personer der var der."

- Ann-Sofie, 9. klasse elev



Which problems do we solve and for who?



Municipalities

- Enable to communicate cultural experiences and sights exclusively.
- No user friendly platform that collects and communicates all cultural experiences.
- How do we tell the local story that is not a part of the cultural institutions?



Citizens and visitors

- Lack of cultural knowledge.
- Limiting factors to gain the above (economy, geographical & socio-economic).
- Citizens and visitors have to navigate on multiple platforms find cultural experiences.



Subscribers (cultural institutions, educational institutions & corporations)

- 5 mil. less visitors in cultural institution from 2019 to 2020: need for new ways to perform outreach.
- No platform where educational institutions can reach out to the society in order to inform and inspire.
- Need for the companies and corporations to be a part of the local culture and reach out to its stakeholders.



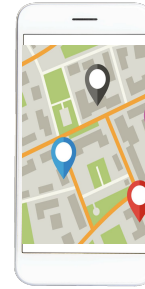
The Solution

Democratizing culture

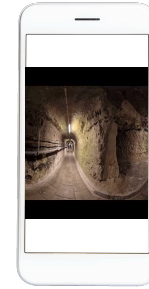
- ArtCat is a digital platform that collects and produces cultural video content and makes it available so everybody can have digital cultural experiences and achieve knowledge of the surrounding culture.
- By collecting quality content on a common platform, the culture will not only be spread regionally but also nationally and in the longer term internationally.



The ArtCat app. Whether you are a private person or have a professional profile this is the first thing you'll see.



Pins show cultural institutions and other places where content is available.



The type of cultural experiences spans wide and you will find both VR, AR and other visual media in the app.

- Through the ArtCat platform users become an active part of cultural life.



ACTIONS

2022

December – February

- Finishing ongoing projects with Ballerup and Lyngby Taarvæk municipality.
- Starting projects with Helsingør, Copenhagen, Frederiksberg and Stevns Municipality.

March – May

- Finishing ongoing projects with Helsingør, Copenhagen, Frederiksberg and Stevns Municipality.
- Launching platform (multi-platform 1.0)

June – August

- Finishing ongoing projects with Helsingør, Copenhagen, Frederiksberg and Stevns.

September – December

- Starting projects with Aarhus, Odense and Aalborg.
- APP development
- Launching marketingplan

2023

January – March

- Finishing and launching of platform 2.0 (app).
- Finishing projects with Aarhus, Odense and Aalborg.

April – June

- Preparation of collecting and production of local culture.

July – September

- Marketing focus.
- Collecting and production of local culture in DK.

October – December

- Establishing collaboration with cultural institutions in the Nordic region.

2024

January – March

- Launching ArtCat Nordic

April – June

- Collecting and producing of nordic culture

July – September

- Finishing nordic projects
- Developing ArtCat business

October – December

- Launching of “ArtCat business”

How does the process work?

Roskilde municipality:

Wants to expose their local culture and get own citizens, visitors and tourist to engage in and support all the area has to offer. Together with Artcat they collect all three parts (see below) and facilitate the project with co-financing of their choosing.

The parts:

- Educational institutions
- Cultural institutions
- Corporations



Roskilde cathedral

Signs up on the Artcat platform as a cultural institution paying a yearly fee and choose a template that fits their needs. Finally they upload the video-production.

The templates:

1. DIY (low fee)
2. Personal consultant (low fee)
3. ArtCat production (high fee)



Citizens, visitors & tourists

Can now for free access the platform and enjoy the video-content from Roskilde Cathedral. Through the video the user can gain knowledge, use the content in educational context and get a preview of what the place has to offer.



User case

- 3 content examples



Cultural institutions

CASE: History (Cold War -museum Stevnsfort)

Experience a time travel in 360° to The Cold War-museum Stevnsfort and learn about a soldier's life during the cold war i DK.



Educational institutions

CASE: Climate changes (Danish Technical University)

Come on a virtual tour inside one of the labs of DTU and experience firsthand how some students are working to solve some of the biggest challenges we are facing.



Corporations

CASE: Onboarding/visibility

Have you ever considered how it looks like at the robotics lab in Microsoft headquarters in Lyngby? Come inside one of the biggest tech-companies and learn more about technique, production and company culture.



ArtCat production

- *"Experience life as a soldier in the danish fort Stevnsfort during the cold war"*



Value proposition

Municipalities



- More visitors
- Higher public engagement in local culture
- Exchange of culture worldwide
- Quality education
- Visibility

Companies, educational inst., cultural inst.



- Branding
- Onboarding of new employees - way to ensure the best applicants
- Inspiration channel for visitors
- Visibility

Citizens and visitors



- Access to unlimited culture
- Cultural habitus
- Easy and user-friendly platform
- Overview over cultural experiences in the area



Founder team



Pil Anna Roar Meier

School teacher, Historian (MA. history & cultural formation), Founder & CEO

Pil is an educated historian and has more than eight years of experience as a teacher. Besides being head of cultural communication and an expert in history, dissemination and content development, Pil is also the spokeswoman in ArtCat.



Natascha Sidsel Schack Petersen

School teacher, Musician (BA. music), Founder & CTO

Natascha Sidsel Schack Petersen has a BA degree in music and furthermore she is an educated school teacher. She has 3 years of experience teaching. Besides being head of educational communication, she is also responsible for media and content-development.



Michelle Fyrstenberg

Art teacher, Dramaturge (BA. theater and performance), Founder & CFO

Michelle Fyrstenberg has a BA degree in theatre – and performance studies and a master in visual culture. Michelle has many years of experience from association work where she has been in both production teams and boards. Michelle is head of Public Relations and administration



Business model



B2B/B2G

(Corporations at all sizes, cultural and educational institutions)

Production fee

50.000 – 100.000 dkk // Video

Consultant fee



1.000 dkk // Hours

Subscription

20.000 dkk // year



Competition

		
User-friendly	X	X
B2G	X	X
B2B	X	
Unique customer brand creation	X	
Customized storytelling	X	



Unique selling propositions



The team

With our unique team skills we have an insider knowledge about the market when it comes to municipalities. Furthermore our differentiated team makes us competent to act on relevant tasks



Timing

The market is ready for digital cultural experiences. Both do to the scale of our competitors and also on people's use of digital cultural experiences after COVID-19



Self-generating platform

We educate our users in producing and uploading material on their own so that we minimize uploading processes



Narrative & storytelling

Compared to other companies, ArtCat have the skills to create a storytelling and a narrative that makes the video productions interesting and relevant for the audience

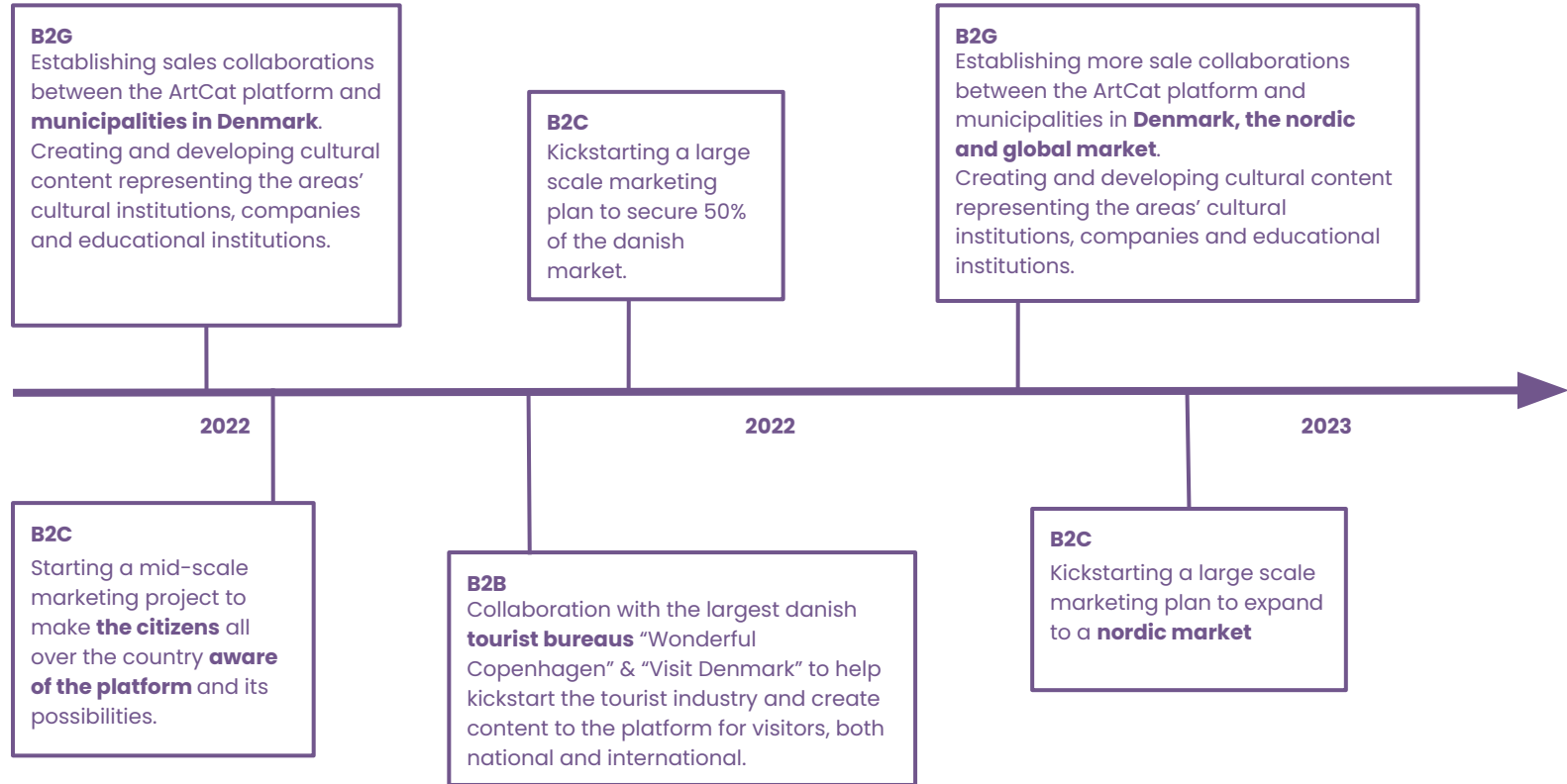


Easy scalable platform

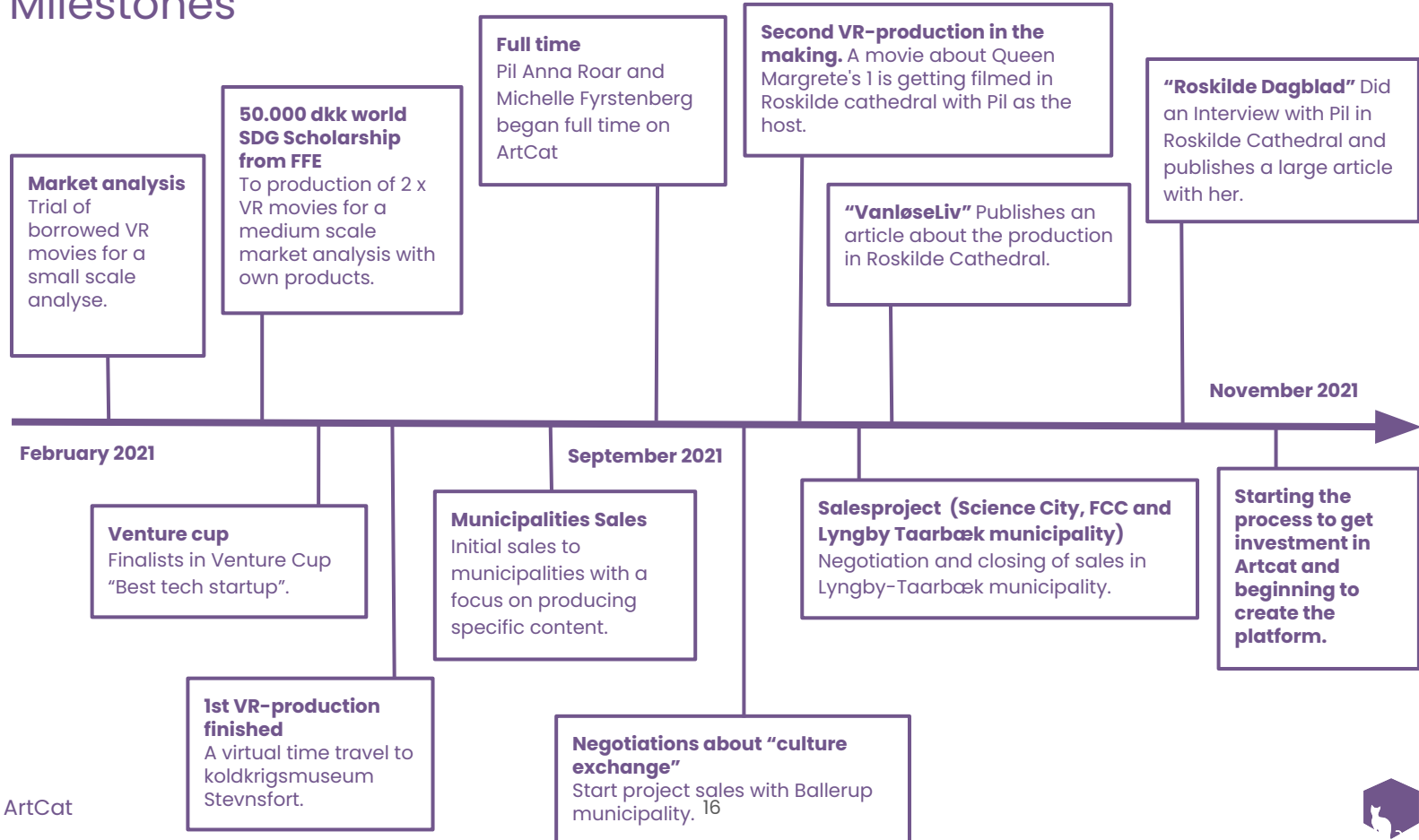
The platform is easy to integrate to other countries do to the pre-generated translation possibilities and adaptable settings



Go to market strategy

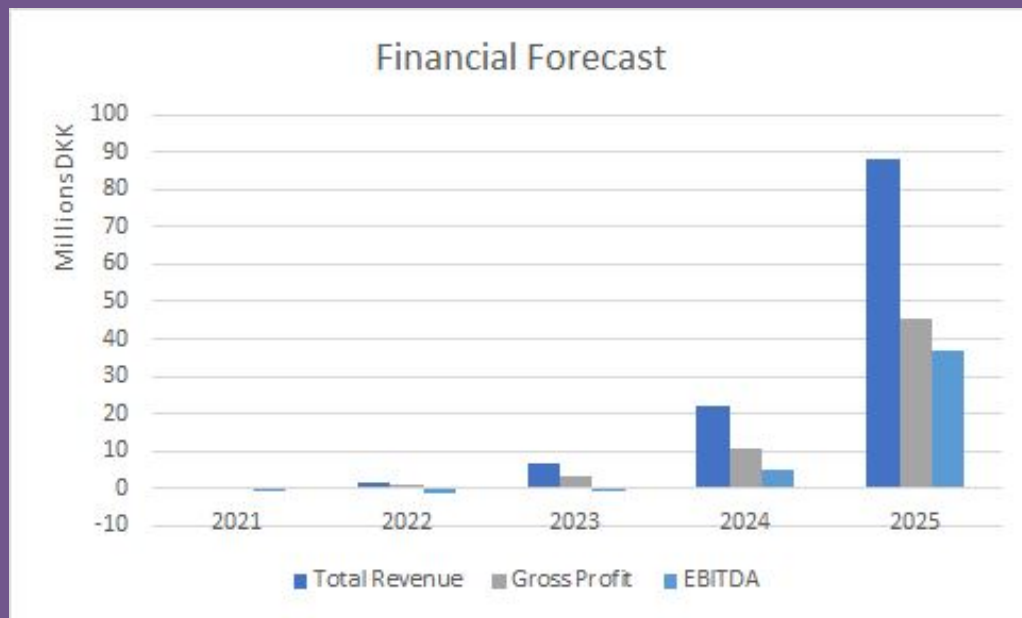


Milestones



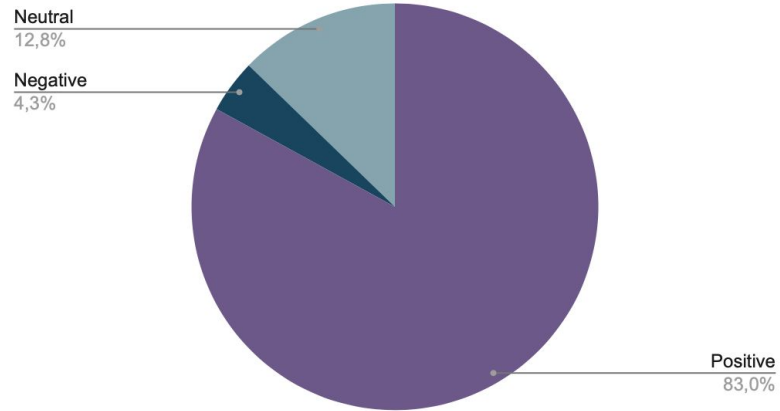
ArtCat

Financial forecast



Market traction

Respos VR video (283 citizens and students)



Advisory board



Anette Nørgaard

Network consultant,
Partnership &
sponsorship
Startup Ecosystem



Morten Mark

Ecommerce, Digital
& Omnichannel
Advisor
Investor
Boardmember



Anne Sørensen

Innovation consultant
& head of Human &
Legal Innovation Hub
at University of
Copenhagen



Nicklas Jarnel

Director Of Business
Development at
TracInnovations



**Bjarke
Brændgaard**

Major Account
Manager hos Fortinet
Partner



Thank you!



Pil Anna Roar Meier

pilanna@artcat.dk

Tlf.nr.: + 45 61663860

[linkedin](#)



Natascha Sidsel

Schack Petersen

nataschasidsel@artcat.dk

Tlf.nr.: +45 42424761

[linkedin](#)



Michelle Fyrstenberg

michelle@artcat.dk

Tlf.nr.: +45 22388476

[linkedin](#)

