

"Culture without limits"

ArtCat is a digital platform that collects and produces cultural video-content so every citizen, tourist and child kan experience and gain cultural and historical knowledge.

Begin to experience the adventures your city has to offer.



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

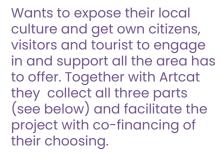
- Finishing nordic projects
- Developing ArtCat business

October - December

Launching of "ArtCat business"

How does the process work?

Roskilde municipality:



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)
- 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





Competition

		ART L J
User-friendly	Х	Х
B2G	Х	Х
B2B	Х	
Unique customer brand creation	Х	
Customized storytelling	Х	



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

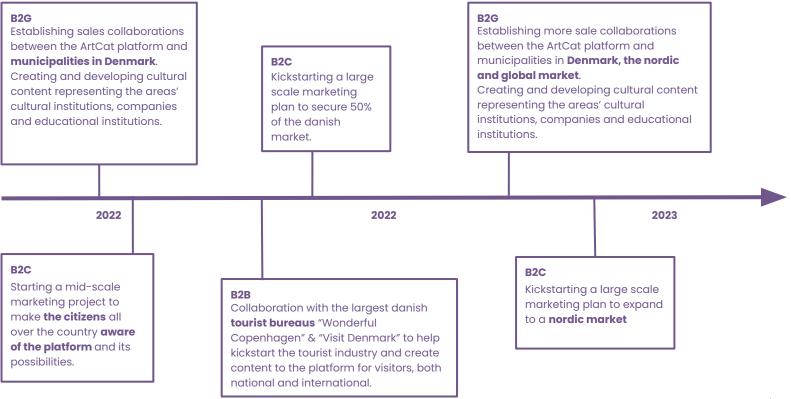


Easy scalable platform

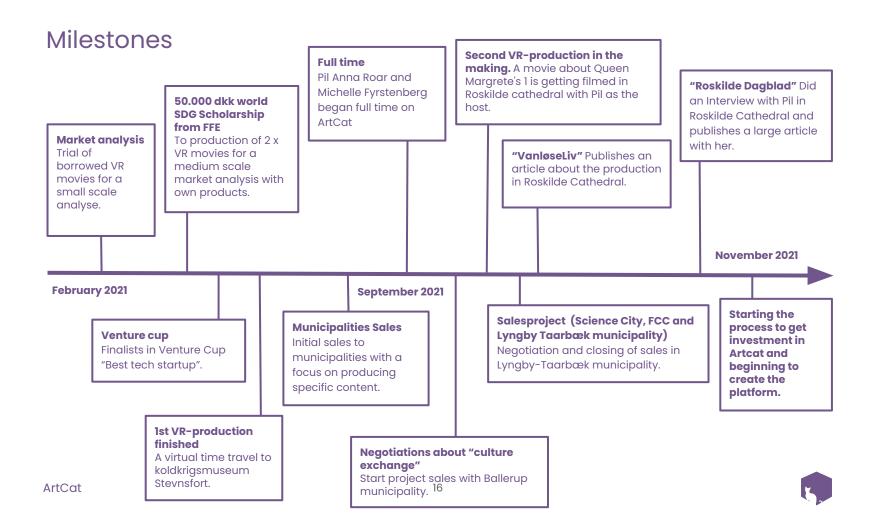
The platform is easy to integrate to other countries do to the pre-generated translation possibilities and adaptable settings



Go to market strategy







Publicity

14 VANLOSELIV

ONSDAG 29. SEPTEMBER 2021

Pil producerer VR-film om Margrethe den første ukendte affære

Pil Meier har dykket ned i Margrete den første og hendes affære til den svenske adelsmand Abraham Brodersen. Det kommer der nu en VR-realityfilm ud af. Og det er en ud af mange i appen, ArtCat.

Chili Djurhuus chidj@fmediecki

Onsdag 29. september besø- med til at videre formidle de opført af dronningen ger historiker og CEO af virk-somheden ArtCat, Pil Meier, ske oplevelser der er at finde Roskilde Domkirke for at lave i Danmark i områder som ek-en virtual realityfilm om sempelvis Vanløse. Margrete den første og hen- Passionen og interessen for des forhold til den svenske Margrete den første opstod adelsmand Abraham Broder- for den passionerede histori-

geografisk placering eller so- dr? cioøkonomi, fortæller Pil Meier, der er en ud af tre fo- blevet fortalt. Fordi der ikke Fortællingen rummer det he- havns Universitet og Fonden unders af ArtCat.

En interessant henrettelse Pil Meier har boet i Vanlese hele sit liv og fortæller i for- adelsmandens længelse heraf, hvor fantas-tisk det ville være, at være

ker, under hendes bachel- den 1951. Og fordi seksual- kvinde har derfor, i mange år, Filmen kommer til at være
orafhandling om Margaret
moralen siden hændelsen
den første som analyseobjekt
den første som analyseobjekt
skete og helt frem til 1950 bedigitale kulturoplevelser, der inden længe vil være tilgen- storisk set. for fremstilling af kvinder hi- tød, at hvis man som histori- stor betydning at fortælle hi- ker ikke afviste en mulig kær- storien om en af Danmarks gelig for resten af befolknin- Hvorfor er en henrettelse af lighedsrelation, risikerede mest magtfulde kvinder og

demokratisere kulturen og girygte om hans relation til
den første var uomtvisteligt
ve alle lige muligheder for at
dronningen, så et interessant
en af de stærkeste og mest opleve upåagtet økonomi, emne at belyse efter så mange magtfulde regenter, om end til, at visse ting bliver udeladt - Fordi historien ikke er i Danmark, i vores historie. ArtCat er støttet af Køben-

er blevet lavet en grundig le. En mystisk forbrydelse. For Entreprenørskab og lanforskning i kildematerialet si- henrettelse uden rettergang ceres i 2022.

III Fortællingen rummer det hele. En mystisk forbrydelse. henrettelse uden rettergang og en efterfølgende

aenreisnina af eftermæle, betalt og

gen via ArtCat app'en.

- Med ArtCat ønsker vi at

- man di 1400 grønlangkål og et

der igennem vise, hvilke hi
der igennem vise, hvilke hi
der igennem vise, hvilke hi
storiografiske problematikhun ikke officielt havde titlen eller omskrevet,

og en efterfølgende genrejs-ning af adelsmandens eftermæle, betalt og opført af dronningen selv, forklarer Pil

historieskrivning Pil Meier beskriver desuden Margrete den første som et magtmenneske og en ben-- Hun formåede at samle

Danmark, Sverige og Norge i én union, Kalmarunionen og var ikke bange for at udnytte alle muligheder for at gøre norden til europas rigeste og mægtigste magt centrum. Tanken om, at hun muligvis har haft en elsker og dermed

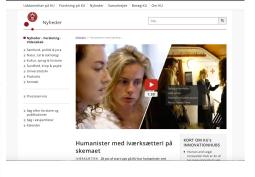




Kærlighed, henrettelse og henlagt historie

GLEMT: Historien det opver, der i sichte ende at tage, när det kommer til Abraham Brodernen stär sperger Pill om Margrette L's gisele, at Kalmarunionen at gendertelle historiense i historiebageren berekennet er unte.

les ud i ny VR-film optaget i Roskilde Domkirke.	PU Anns Boer Meier, der er CDO1.ArtCol. Genet vach Noberten Margeete 1. er disse dage på manges Lefter grundet den stort axilagte spådelfin om honde, der for relite books	Melor pispiger, at der dog seing han sære brug for et aut fridak upto-på sagon. Nier mans behandler hi- storie og historinskritnings, ak har man en kle om, at den er histori skonent fra pang, og ak er det virstet Men svan	sis hars harde derigrensens et navet, arhejderelatevet forbild till Margyrite 1. Det forbild kun no altsis hare ud- viklett sig, og Pil Arms Bisser Meier sager smel filmens at länger op 12, att man som nove også stiller unsergenski til hi-	Historisk eventyvland I den losensende VR film fra Bocktide Domikities er der bisselt andet brugt druns- splageliser, mens Pil Arma- linar bleise agerer navel up fortsiller på rejeen. Pilmila- nen skene her mellehad for	Domkirko fideli opsiki i hali for historiker sahvan Margotto i li graneti foru, fungero kirkena rammer stad de heli rette for filmo forventes at bitto la nakdenika i men
BOSGUES Over på rormen en bliver fåre og fare kul- tartilled agså ndbrædle gråret tilgemgelage virtuel, og netsp den farm dassær rannen om en gråtin, som bråden blev ognaget i for- helde Demkirle. Ført se af historie og kulturformidlingsstolerede fril årens fler ende fil årens flere Mele- rende fril årens flere Mele-	premiere i hingvalerne. VEditiones or en fughisha- risk produktion, hvar naket er at manacere dronningens lin yderligere vod at hereite um en pensuelig relation, sam sillern als det lid at tuno påvejlighenmelsegen. Den her tilen gite valt på at fintunde om en historie. der er Montert some lidt valt i	behandler jn kilderse tol fra sin samthl. Og det likhe er insjen, der har behandlet den ber problemerfälling si- den 1960. Der er altnå geval- dig hevshel på det samtinat, vi hevshel i der, og der, vi er i ne, siger Pil Anna Foor blei- er. Nedsbasset afmannel.	storium bondelser. **Elatile en sungel magi- **Elatile en sungel magi- **Elatile en sungel magi- **Elatile en sungel sungel- **Elatile en sungel, **Sungel magie, i de restoriumle **De Elatile have en relation til en mand? Hus hor verre **All maligit andel, mee hour ture er chances for demonster er	en stalle opdevelse. Mediad er sämpelibere et at die fieldeids rodikkaber til at skabe en vinsel menne, der gae, at da amerien er der selt. Det er dybest set om at la kirken og fit fortellingen fortall at en der bestelle fire der der selt. Det er dybest et om at la kirken og fit fortellingen fortall at en der bestelle for belterlen, siger FII Awas Doze bleier der hilber er fren	Når man treefer rammet, så er det i træde tad i et hå crosstyrkand, årg syn har noget flakkrimedi og stærsket, tiger PU Ruar Melor.
of the control of the	Pil. Attens Rose Beleier blev den den general den gene	Cordinates general Mil yearles A	A man skel garage on W	a.	



Humanister med iværksætteri på skemaet - Københavns Universitet

Vanløse Liv

Roskilde Daablad



Financial forecast

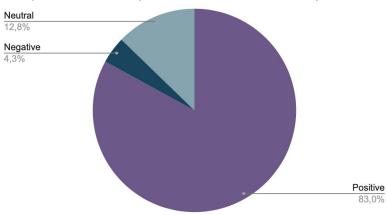


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Market traction

Respons 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!



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