

01 November 2018

MONART

STO Research Report

The Project

Monart aims to disrupt the art market by providing a simpler, modernized way to invest. The 63-billion-dollar art market has been growing exponentially over the past 20 years. Monart aims to bring transparency and accessibility to a world that is often opaque and inaccessible to ordinary investors. Monart aims to acquire a large contemporary art collection. The platform will use smart contracts to streamline the payment process for both artists and investors. Blockchain will democratize art ownership – allowing for the ability to own a share of an artwork, or a share of a collection.

The Team

Co-founders Malo Girod De l'Ain and Pauline Houll have each spent over 20 years in the art business. Based in France, Malo has founded several tech and multimedia companies such as Digialarti. Pauline is based in China where she runs several major art installations, such as the Art Space within the Beijing 798 Art Zone, the largest Chinese Art district. Also on the team is Christian Brugeron, a cryptography expert with experience building out major digital security platforms. His previous clients include Banque de France.

Noteworthy Partnerships

The project is partnering with several prominent auction houses such as Cornette de Saint-Cyr in France. Project advisors include leading artists from China and Europe such as Bernard Garo

Transaction Details

1 billion tokens total will be issued at \$0.04 / \$20 million STO. *terms TBD*
The STO structure will allow token-holders to participate in the revenues of the project. Owners also receive a percentage of transaction fees from any art sales on the platform.

Enigma Rating: BUY

We think this is a clever project in a market that could benefit from appealing more to a younger demographic. The ability of investors to hold part-ownership in an artwork could appeal more to millennials who invest more in experiences, rather than things. The Monart model means less hassle for owners and also allows for further monetization opportunities. For example, an investors can own a share of a famous installation, while Monart can manage the work of insuring and keeping the art secure. Monart can further monetizing the work by putting on exhibitions etc. The technology is well underway with a beta version set to launch by year-end. The STO has already won several high-profile awards including 1st prize at the 2018 Blockchain Day ICO Awards in Paris.

ENIGMA RATING

BUY

QUICK FACTS

TICKER: *To be Determined*

TOKEN PRICE: \$0.04

TARGETS: \$20m

CURRENCIES ACCEPTED: ETH

SECTOR: Art

REGION: Europe, China, U.S.

ROAD MAP

Oct-Nov 2018: Roadshow

Nov 2018: Private Sale

Dec 2018: Launch of Beta-Version

RESOURCES

WEBSITE: [click here](#)

WHITE PAPER: Let us know if you would like a copy of the PDF

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