



OTTERKIN

COMMISSION FINE-ARTISTS TO
BRING YOUR IDEAS TO LIFE

SEIS ADVANCE ASSURANCE OBTAINED SEPTEMBER 2024

Roo Birch - Founder - abirch@otterkin.co.uk

Andrew White - Founder - awhite@otterkin.co.uk

Francis Stanford - Founder - fstanford@otterkin.co.uk

SPRING 2025

THE PROBLEM

NO EASY WAY EXISTS TO COMMISSION ARTISTS TO BRING YOUR IDEAS TO REALITY

FOR PATRONS

- I. Difficult to **find an artist** to commission who works within the subject, style and price point.
- II. Therefore, **many don't regularly buy art** and settle for filling their walls with art prints.
- III. Furthermore, consumers increasingly want to purchase in a **sustainable and meaningful way**, but fast, mass-produced products dominate the marketplace.

FOR ARTISTS

- I. Struggle to **find buyers** and generate consistent income- often have little assurance/insurance of prospective buyers' legitimacy
- II. Forced to sell/commission works through galleries that charge ~50% commission **OR** are turned down because their style doesn't **correspond to current trends**
- III. Forced to build and maintain an **online presence** to generate sales of their works. Artists are forced to be content-creators at the mercy of algorithms.

THEREFORE, FOR BOTH ARTISTS AND PATRONS, FRICTION AND UNCERTAINTY STOP POTENTIAL COMMISSIONS

THE SOLUTION

CONNECTING ARTISTS AND PATRONS THROUGH AN ONLINE MARKETPLACE

Smart Artist Matching & Streamlined Commissioning

Otterkin removes the biggest barrier to commissioning artwork, leveraging a modern platform to make it easier than ever before.

Clients are matched with artists based on subject, style, and budget, unlocking a massive untapped market of potential buyers who would otherwise settle for mass-produced decor.

Fairer, More Inclusive Marketplace

Unlike traditional galleries that take up to 50% commission or reject artists based on trends, Otterkin provides a lower-cost, commission-friendly platform.

Artists retain more earnings and have the freedom to work in their preferred style without needing gallery approval.

Sustainable & Meaningful Art Buying

As consumers shift toward ethical and personalised purchasing, Otterkin positions itself as the go-to marketplace for unique, made-to-order artwork.

By directly connecting buyers with artists, Otterkin taps into the growing demand for sustainable alternatives to mass-produced goods.

MARKET VALIDATION



TAM

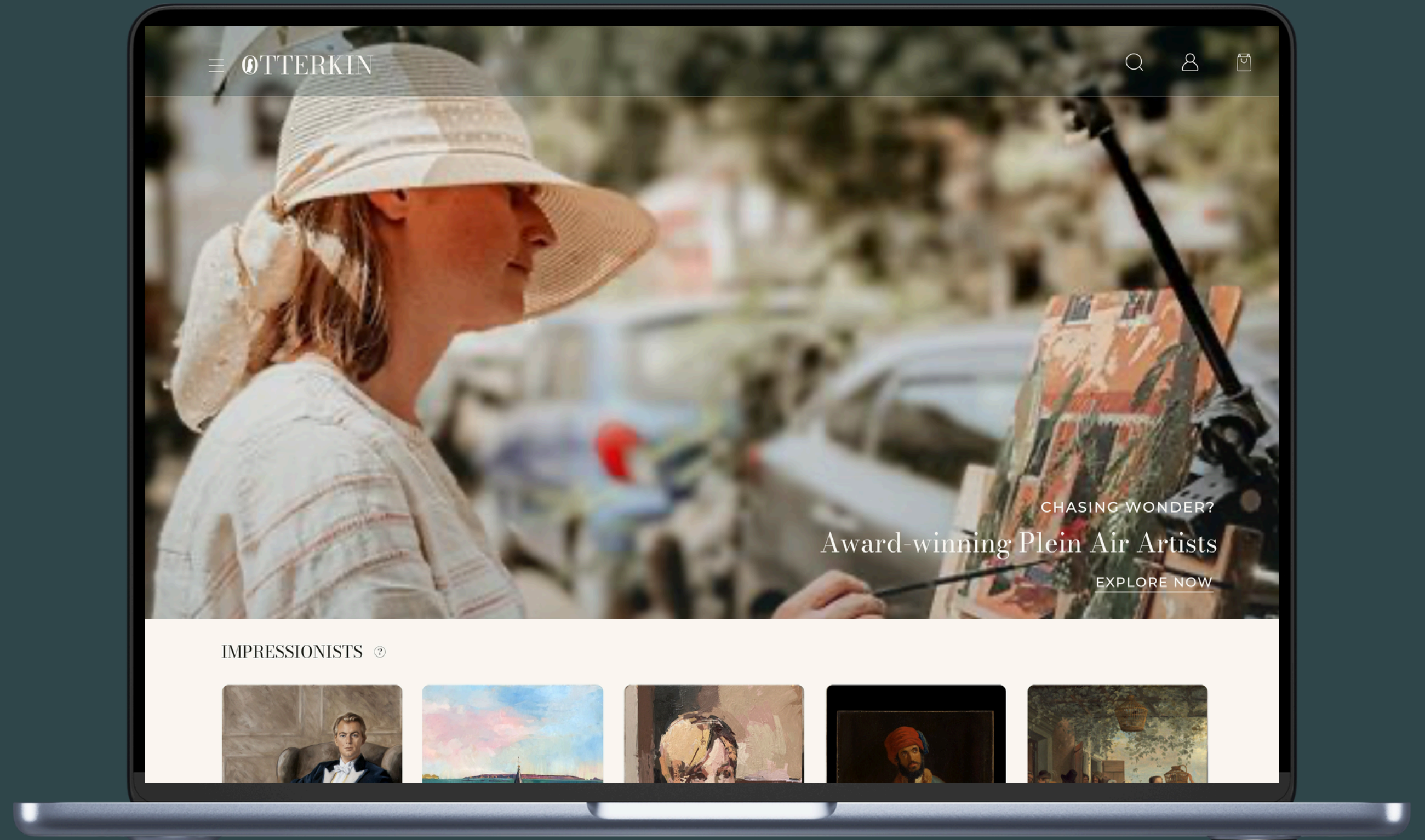


SAM



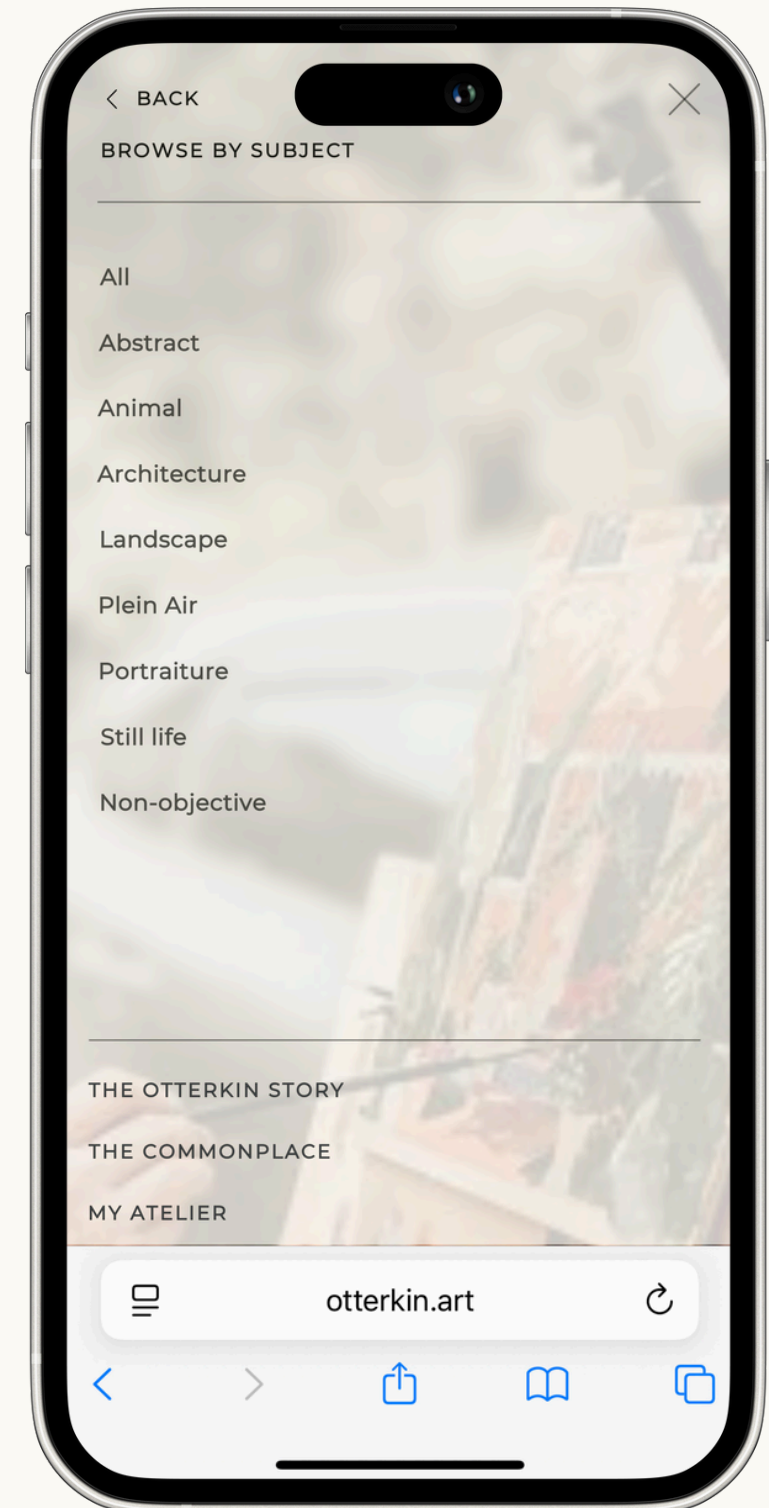
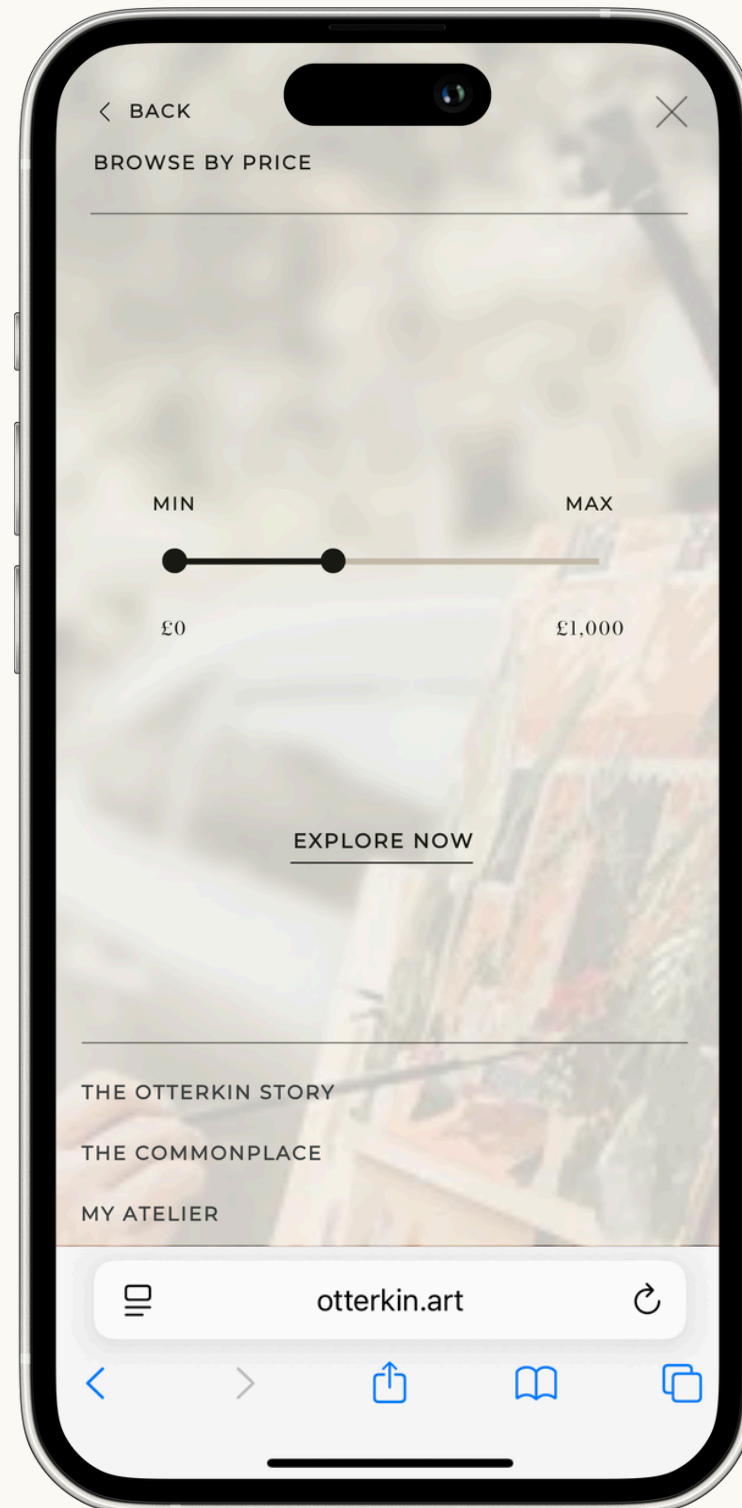
SOM

THE PRODUCT



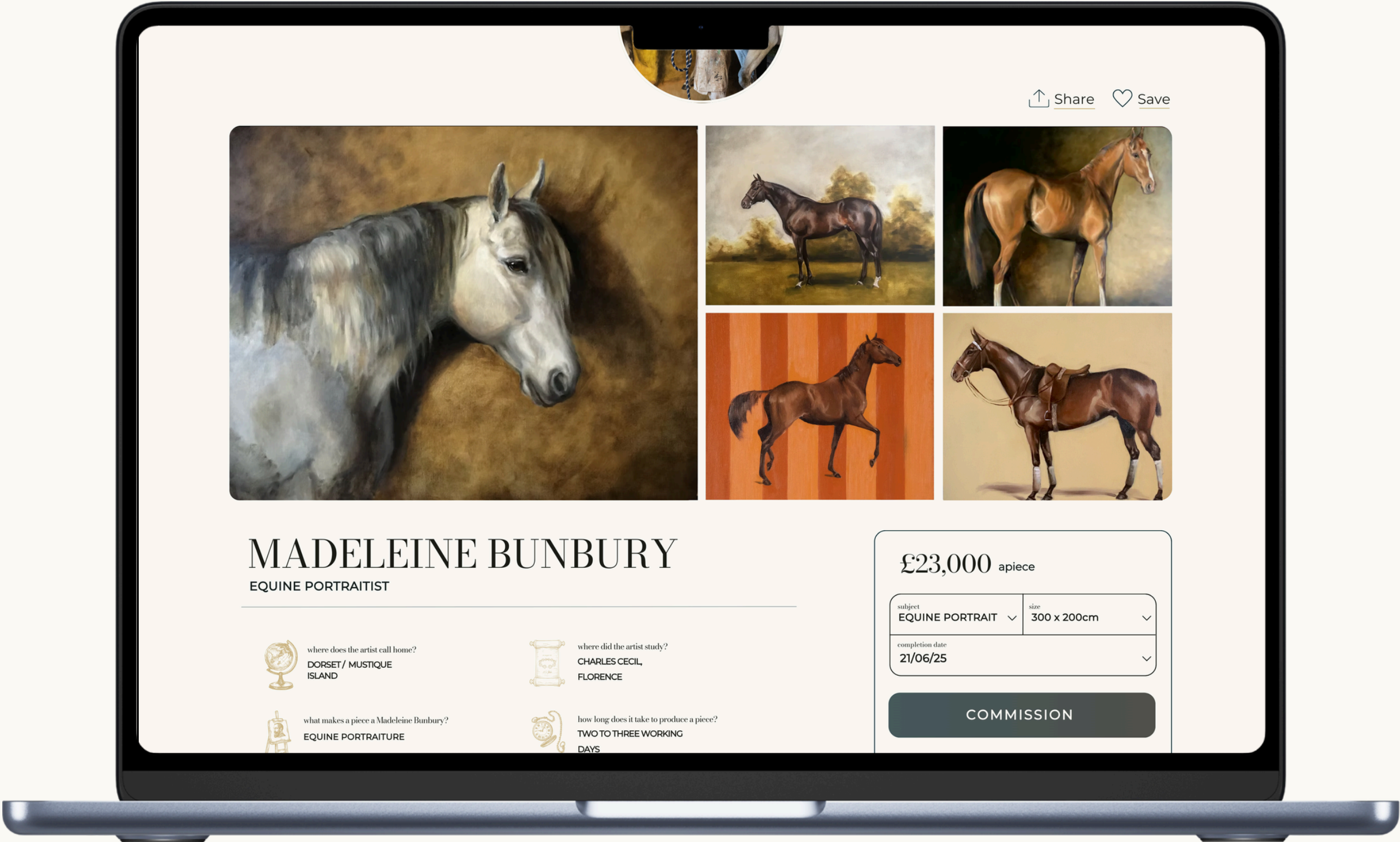
THE PRODUCT

BROWSE ARTISTS BASED
ON DESIRED SUBJECT,
MEDIUM AND PRICE
POINT



THE PRODUCT

BROWSE ARTIST
PORTFOLIOS



↑ Share ♥ Save



MADELEINE BUNBURY
EQUINE PORTRAITIST



where does the artist call home?
DORSET / MUSTIQUE
ISLAND



where did the artist study?
CHARLES CECIL,
FLORENCE



what makes a piece a Madeleine Bunbury?
EQUINE PORTRAITURE



how long does it take to produce a piece?
TWO TO THREE WORKING
DAYS

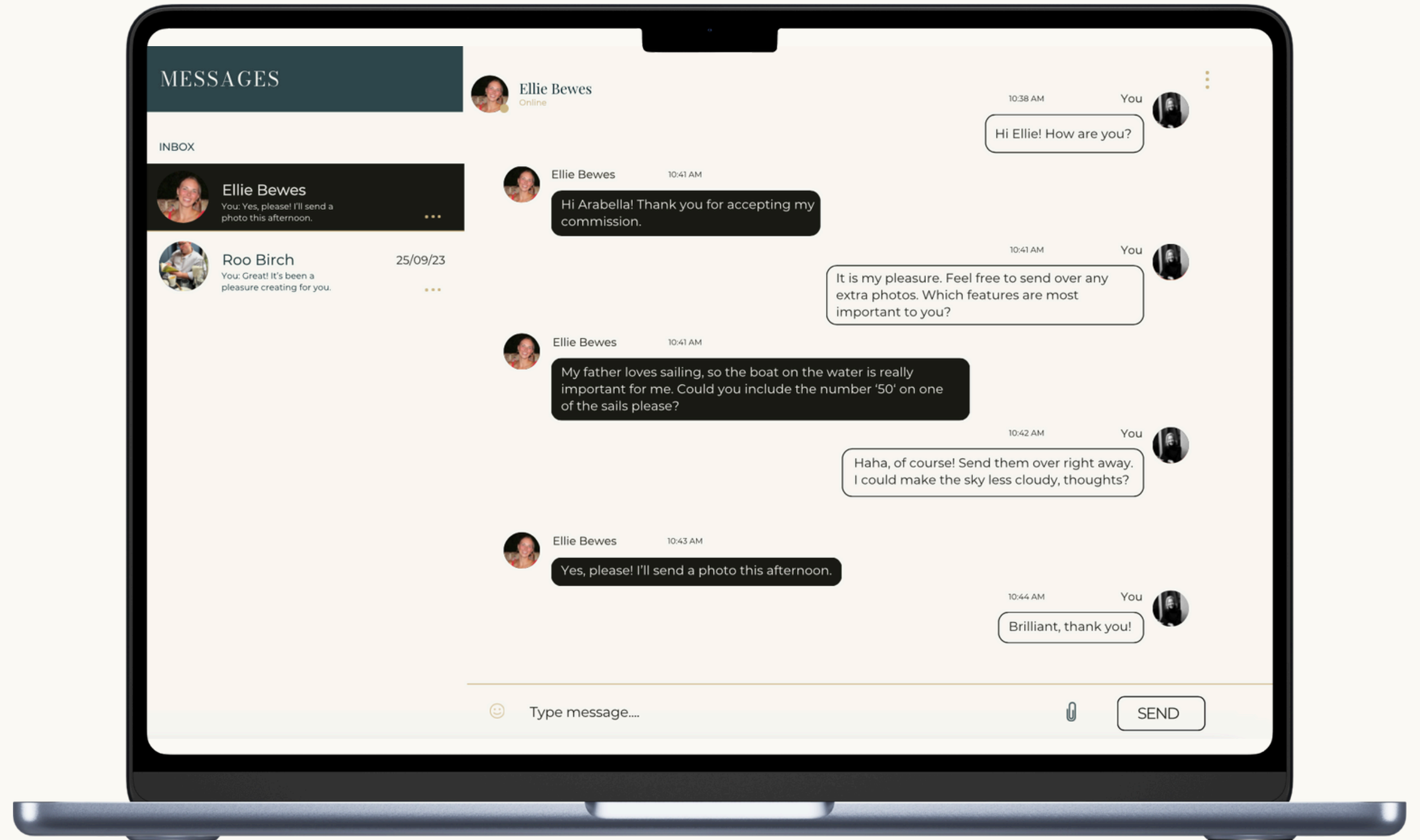
£23,000 apiece

subject EQUINE PORTRAIT	size 300 x 200cm
completion date 21/06/25	

COMMISSION

THE PRODUCT

PROVIDE ARTISTIC
DIRECTION THROUGH
INTEGRATED
MESSAGING SYSTEM



THE GUARANTEE

- ✓ ARTIST VALIDATION PROCESS
- ✓ INTEGRATED AML DUE DILIGENCE ON EVERY TRANSACTION
- ✓ CERTIFICATION OF AUTHENTICITY ON EVERY ARTWORK
- ✓ SECURE CHECKOUT AND PAYMENT
- ✓ INSURED DELIVERY
- ✓ BRITISH-MADE, GLOBAL REACH
- ✓ GDPR-COMPLIANT DATA COLLECTION
- ✓ FOUNDERS TRAINED IN LAW AND FINANCE

FOUNDING ARTISTS

A VERY SMALL SELECTION OF THE CALIBRE AND QUALITY OF OTTERKIN ARTISTS



**ARABELLA
DORMAN**

Award-winning, internationally renowned artist and one of Britain's leading portrait painters. Dorman has painted members of the Royal family, senior military personnel and other high profile individuals.



**SUSANNA
MACINNES**

Boasting countless exhibitions and solo-shows throughout the United Kingdom, MacInnes serves as the official painter for the iconic Henley Royal Regatta and finished 2023 as a Landscape Artist of the Year semi-finalist.



**MADELEINE
BUNBURY**

Equine portraitist with a distinctive, timeless style, she has completed high-profile commissions for private collectors and institutions, including members of the British Royal Family.



**JOSEPH
ANDREW RYAN**

British-born artist who has trained and worked in New York and London. Regularly exhibits with the prestigious New English Art Club and a member of the Contemporary British Portrait Painters.

THE BUSINESS MODEL

We charge a competitively low **17.5% commission** on all artworks sold, and an additional **3.5% fee** to patrons.

£3k

Average Price of
Artwork

OTTERKIN
receives **£630**
commission fee

950 artists leads to ~

£6.7m

in Otterkin
revenue



Artwork: Arabella Dorman (OTTERKIN Artist)

ADVISORY BOARD

STAYING ON THE STRAIGHT AND NARROW



**ARABELLA
DORMAN**

Internationally renowned artist and one of Britain's leading portrait painters, Dorman has joined the advisory board to spearhead the necessary change to the fine art world and champion the cultural renaissance that Otterkin seeks to usher in.

Dorman is a prominent public speaker, and has been listed in BBC's Top 100 Women. Her expertise and vast network will be leveraged to improve the platform and grow Otterkin's artist base to critical mass.



**SUSANNA
MACINNES**

Internationally exhibited artist and celebrated plein air painter, MacInnes brings a bold, expressive voice to Otterkin's advisory board, helping to reshape the future of contemporary art commissioning.

A finalist on Landscape Artist of the Year and artist-in-residence at the Henley Royal Regatta, MacInnes is a dynamic figure in British landscape painting. Her commitment to accessible excellence and her deep roots in the UK's artistic community will be instrumental in growing Otterkin's reach and reinforcing its commitment to artistic integrity.



**RUSSELL
STOLLE**

A highly respected legal strategist with decades of experience in the highest position of corporate law, Stolle joins Otterkin's advisory board to ensure the platform's legal framework is robust, future-proof, and artist-first.

With a background in intellectual property, digital contracts, and international regulation, Stolle brings clarity and confidence to Otterkin's legal foundations. His insight will help navigate complex legal challenges as the platform scales, safeguarding artists' rights and reinforcing Otterkin's commitment to ethical innovation.

COMPETITIVE ADVANTAGE

COMMISSION-FOCUSED

Purpose-built platform for bespoke commissions

Tools and structure designed for dialogue, not just sales

Clear and fair pricing model for all parties

EFFICIENCY OF USE

Browse artist profiles to commission artwork in minutes

Simple, streamlined commissioning journey for both patrons and artists

No need to chase artists via email or DMs

Otterkin handles contracts, payments, and project flow

ARTIST INCENTIVE

Competitive commission rates and simple access to a large clientele.

Attracts and retains the best by treating artists as partners

Opportunities for exposure, education, and community

CURATED QUALITY

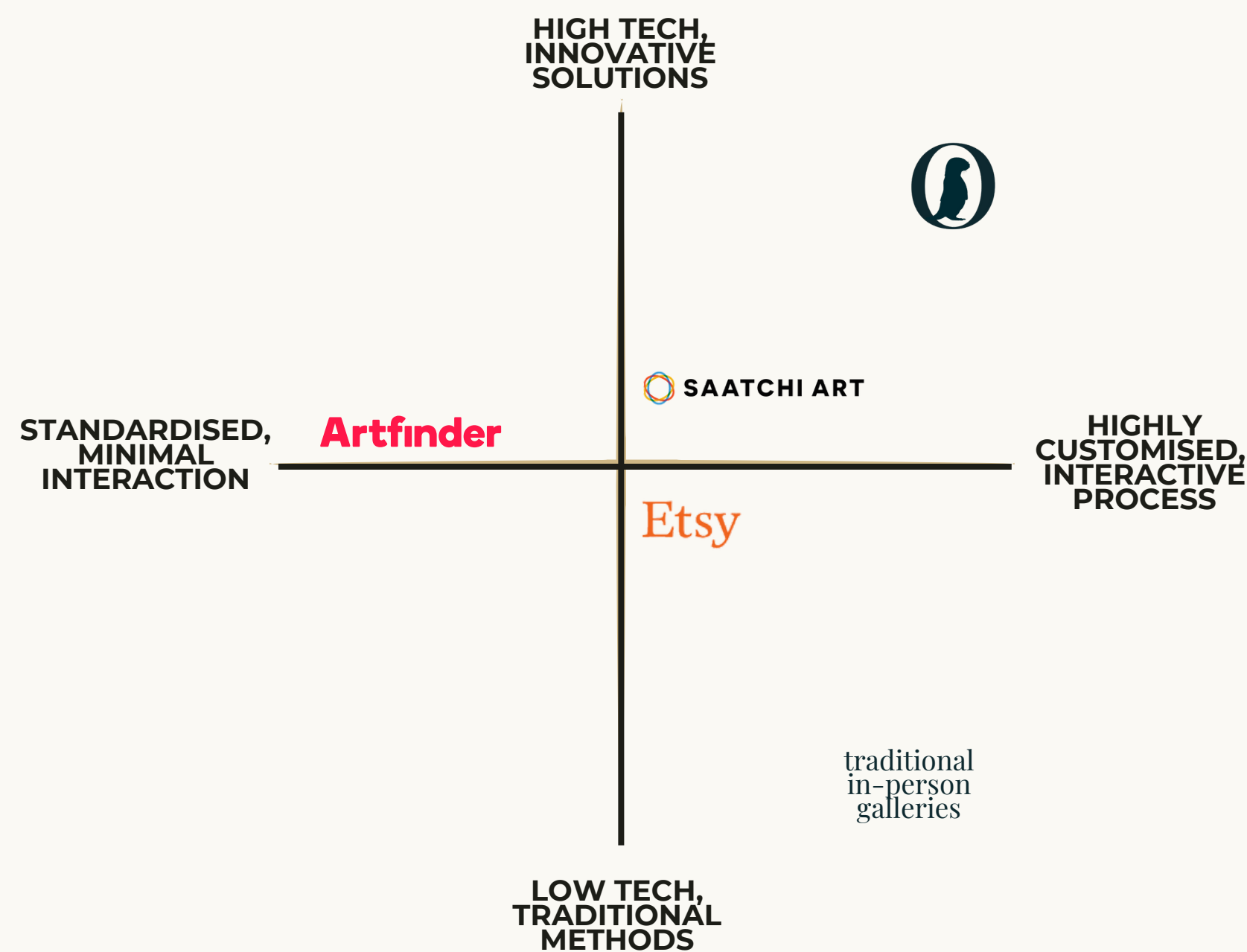
Not a free-for-all marketplace - Otterkin is a curated platform

Artists are vetted for quality, reliability, and communication

Patrons trust the platform's standards

Enables meaningful, high-trust artistic exchanges

COMPETITION & ADJACENT MARKETPLACES



THOUGH NOT IN THE ART-COMMISSIONING NICHE, SERVICES SUCH AS UPWORK AND FIVERR DEMONSTRATE THE POWER AND POTENTIAL OF AN EFFICIENT SERVICE-AS-A-PRODUCT (SAAP) MODEL.



\$689m

ARR (2023)

[upwork.com](https://www.upwork.com)



\$361m

ARR (2023)

[fiverr.com](https://www.fiverr.com)

Upwork and Fiverr allow individuals and companies to find digital services and talented freelancers.

OTTERKIN replicates this in the **art-commissioning niche**.

VALUATION & ASK

We are looking for 18 months of financing for 960 transactions on OTTERKIN. That translates to £164,000 in revenue.

£1,400,000

PRE-MONEY VALUATION

£175,000

INITIAL INVESTMENT (1ST FUNDING ROUND)

AS OF SEPTEMBER 2024, OTTERKIN HAS
OBTAINED SEIS ADVANCE ASSURANCE

