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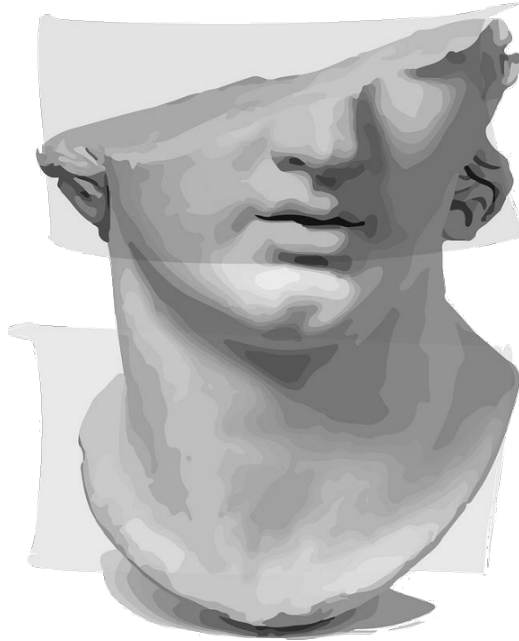
# τυρομένο

Business Plan

Revision A

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τυπωμένο - typoméno (printed)

typoméno is the greek word for printed in 'printed paper'

We provide a means to create value out of knowledge.

We are the paper onto which value is printed.

Art entered the world in a physical form, much of it in the form of paper and print. Since then, it has transformed into multiple different mediums and manners

Staying true to the pure artist and artwork, while revolutionising the nature of how art is traded.

We are here to make a statement and to create more than just an art market, we are here to create an art universe.

## Executive Summary

Typomemo focusses on building the connection between physical art and associated titles using NFT, NFC and blockchain technology to allow for verifiable, traceable, and simplified trade.

Typomemo provides a service that allows artists to easily reach the digital space without incurring huge expenses upfront and concerns that artists are no longer connected to the resale of their art after initial sales are addressed. The service provided makes sale, proof of artwork, verifiability of transactions/ownership, transportation, transparency of transaction and resale that much easier.

Costs for artists and galleries are on a 'per item' basis and depend on the product being sold (more individualized).

Initially this service will be provided in Cape Town and surrounding areas e.g. Hermanus, Franschhoek, Knysna etc. before being expanded to areas such as Johannesburg and Basel. Finally the platform will be decentralized and allow for purchasers and artwork sellers to be located anywhere in the world.

Associated costs of the service are inherently in the hands of the purchaser and seller (artist, collector, and galleries). The costs will go through our platform and service fees will be collected on a profit basis (where resale of the art will continually be through our platform, allowing for continual and guaranteed revenue on resale of the same art). If art is withdrawn from our platform, fees will apply to remove it from the database and blockchain.

Once developed, this technology can be expanded to include other markets such as fashion, vehicles, housing titles, collectibles, and antiques.

Costs for the initial set-up of the service will include: a web development/coding development manager, a front-end coder, two back-end coders, a media employee (graphic design, photography, visuals and marketing), a business and marketing employee (working on smooth operation of business interactions e.g. bonded warehouse dealings, delivery and collection of art, communication between artists, creating marketing solutions and dealing with financials) and some contract jobs as necessary (a lawyer and an accountant notably). Outsourcing platform development and hiring one full-stack developer for maintenance and continued development of the platform initially is another viable option while marketing, media and business operations can be outsourced on a contract/consulting basis.

Operational costs will involve a coding team: notably a coding manager, a full-stack developer, a blockchain/security algorithm backend developer, a marketing team of two to three, a business and finance team of two and an operations team of two.

This business is targeted towards:

- Transparency & accessibility.
- Min-max pricing & availability.
- New monetisation opportunities.
- Repeatable monetisation merging old & new school.
- Growing the art space.
- Building out web 3.0.

# Description of Business and Structure

## Main Products and Services

Typomemo aims to provide a multitude of products and services that go hand in hand with one another. The main products offered are that of physical/digital artworks and digital titles/NFTs that are inherently linked to one another. Main services offered include transportation of artworks, storage of artworks, digital verification and validation of art/titles, a platform for art trade (both purchase and sale) and support for Web 3.0 presence. The company aims to be able to expand the product line to other assets such as exclusive clothing lines and vehicle titles. Ability to integrate into the metaverse and VR/AR is another goal Typomemo wishes to achieve. NFTs are created and minted for artworks that are to be sold, NFC chips are then hardcoded and affixed to the art. The artworks are then packaged and stored, waiting for purchase. Artworks orders are processed through the online platform, after which the NFT is transferred to the purchaser's crypto wallet (Solana based). The artwork is then sent through our delivery partner to the customer who will be able to display, sell and verify their artworks personally.

## Distinctive Qualities

Typomemo provides a service and product combination unlike others on the market. By using a physical NFC chip permanently affixed to the artwork with all NFT metadata (and the digital title) locked on it, the artwork is verifiable and traceable throughout its trade lifetime. The NFT is used as a trade token and the inherent value is in the artwork instead of the NFT, meaning that the artwork value is not subject to changes in the crypto markets. Transportation, packaging, blockchain, web and storage services are all offered by Typomemo, meaning that buying artwork is as simple as clicking 'Buy' and paying for the artwork and selling it is just as simple. The process of art trade 'middle-men' and multiple commissions being taken

from artists will be eliminated and the ability for artists to get commission every time their artwork is traded means that artists are invested in their work and grow in value and stature as their art does.

### Technological capacity, licensing, and patent rights

Typomemo offers an e-commerce platform with incorporated APIs and an inherent stack to provide a custom user experience that is part of Web3.0. Typomemo will provide a full customer to customer e-commerce platform with the support of Typomemo staff to ensure the process runs smoothly. Custom user profiles that cater for all user types are incorporated. A full-stack experience with a simple logic flow is to be developed and upgraded as more services e.g., Metaverse offerings, become available. A custom wallet and blockchain are future goals of the company and keeping the user experience entirely on the Typomemo platform is the goal. Artworks available for sale, user profiles, a means for artists to communicate (creating a sense of community) and an archive of all artworks that have travelled through the Typomemo platform will be available on the site as core services.

### Future potential and Expansion

Typomemo aims to create a community of artists who share artworks, trade artworks and are easily inducted into Web3.0. The ability to integrate into other sites that offer Web3.0 services as well as being part of the ever-growing metaverse are all potentials of expansion. Expanding products to clothing, collectibles, antiques, technological products, patents, estate titles and vehicle titles are all possibilities that Typomemo will be able to offer. Expanding to cities worldwide and eventually making the entire process non-reliant on user location will allow for effective worldwide trade.

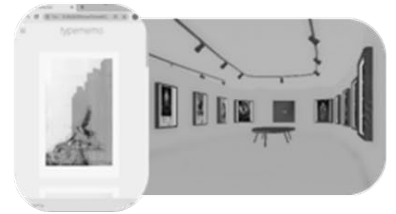
## A Visual Description of Typomeno Services

services  
typoméno  
will provide

→ minting of digital representations  
of the physical and nfts  
token generation for our and others nfts



→ online presence  
digital storage, marketing and metaverse  
services



→ secure and transparent  
marketplace and transactions  
using blockchain technology and security  
algorithms and a transaction history visible to all  
users enabling secure buying and selling

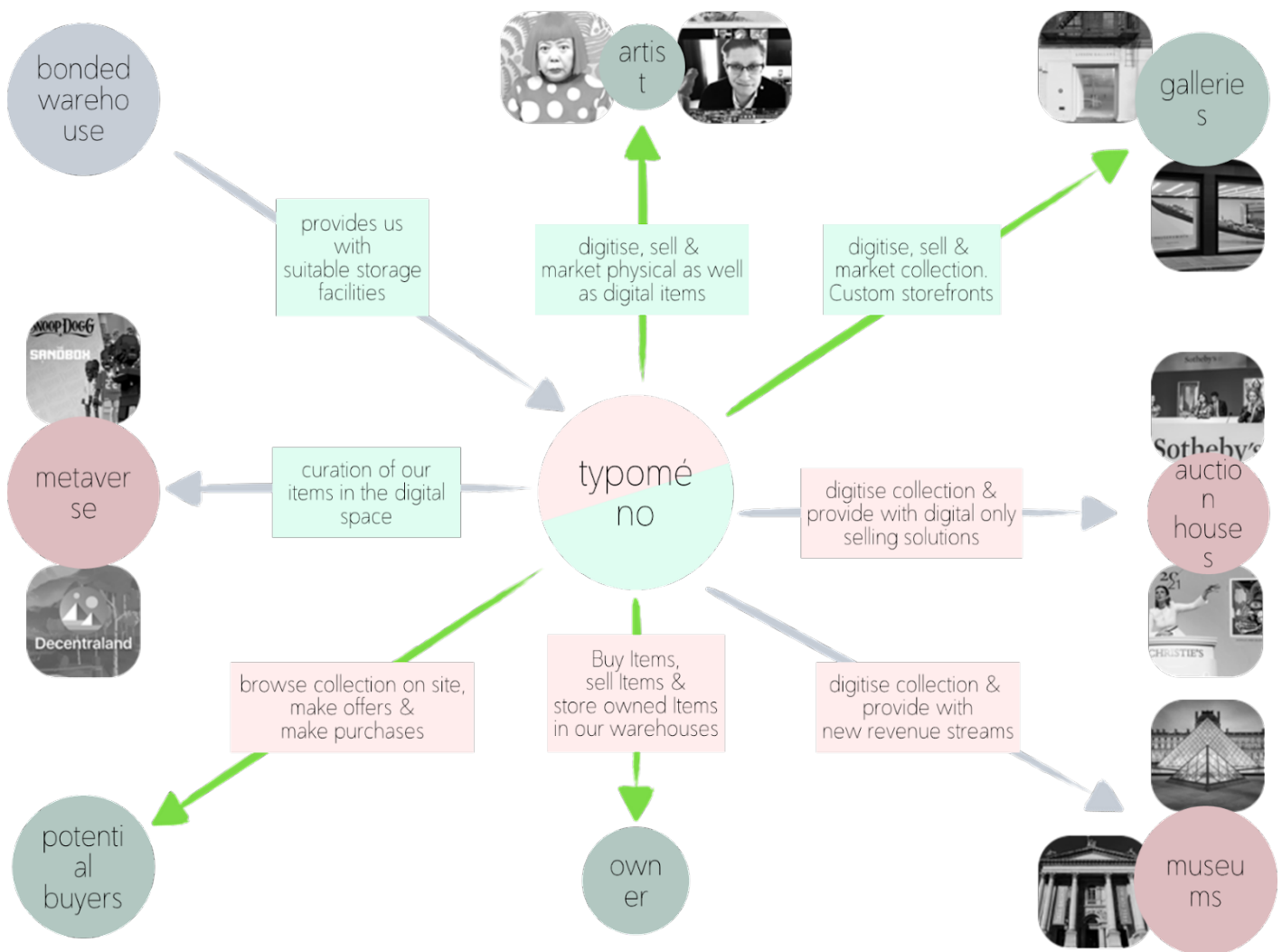


→ transportation and storage of  
physical artworks  
with trusted bonded warehousing and courier  
services that understand how to safely move art  
from one point to another

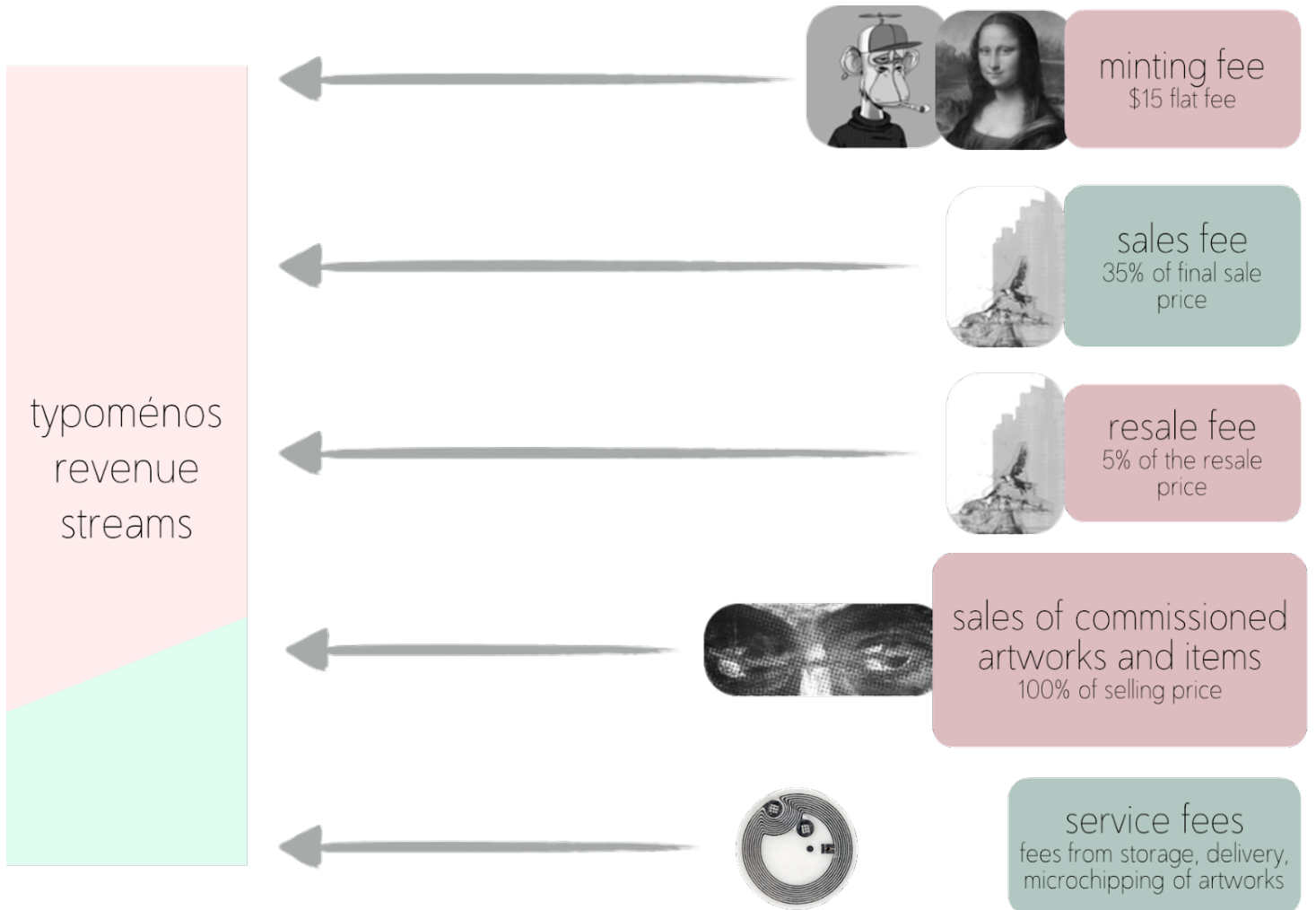




## Links Between Typomemo and Users/Providers



## Typomeno Revenue Streams



# Market Research and Strategies

## Target market

Typomemo is unique in nature in that the offering of products is provided by the artists/user while services are offered by the company. Typomemo aims to be an inclusive space for all artists with the only limitation being on minimum artwork listing values (to cover transportation, storage, commission, and service costs). Minimal cost is to be incurred by the artists (particularly before sale) and this aims to allow artists of any financial standing to be involved in trade.

Initial purchaser market is aimed more towards those that are interested and part of Web3.0. This will then quickly be expanded to art collectors, galleries, art enthusiasts, typical consumers, and investors. No limiting factors on age are identified and the Typomemo platform will be marketed towards full inclusivity and involvement, notably aimed at the upliftment of previously disadvantaged communities and individuals.

## Market history

NFTs and blockchain technology have undoubtedly grown in the past five years and the trade of art online has also grown since the outbreak of COVID-19. Online trade is more convenient and available than ever before with customers able to purchase at the simple click of a button. Art however, is limited in that most artwork is still only available through physical means (purchasing from a gallery or individual artist) with marketing happening sparsely and without a sense of community.

Artsy is a good example of a successful physical art trading website and maps relationships between artworks utilizing databases and search engines. Artsy is incredibly expensive to be involved in and is exclusive in nature. Opensea on the other hand is a good example of NFT trade (purely digital) but does not allow physical art to be traded.

Many other examples are apparent but many fail to link the connection between physical artwork and NFT while offering a community platform and means of transporting and trading art (with commission feasible for the artist).

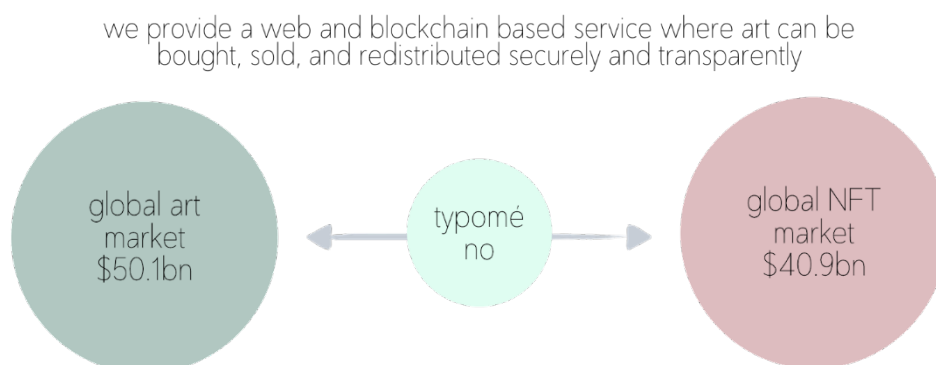
Many start-ups are using blockchain technology to store artwork information permanently, but this often implies the artwork value is linked to the heavy fluctuations of the crypto market.

Many countries and areas which don't have access to gallerists, traders or curators have to sell their art for a fraction of the price and are not in control of what happens to their art. Typomemo aims to solve all the problems listed above and create a platform that becomes as large and easy to use as Instagram and Facebook.

### Market Size, Geographic Spread and Possibilities for Growth

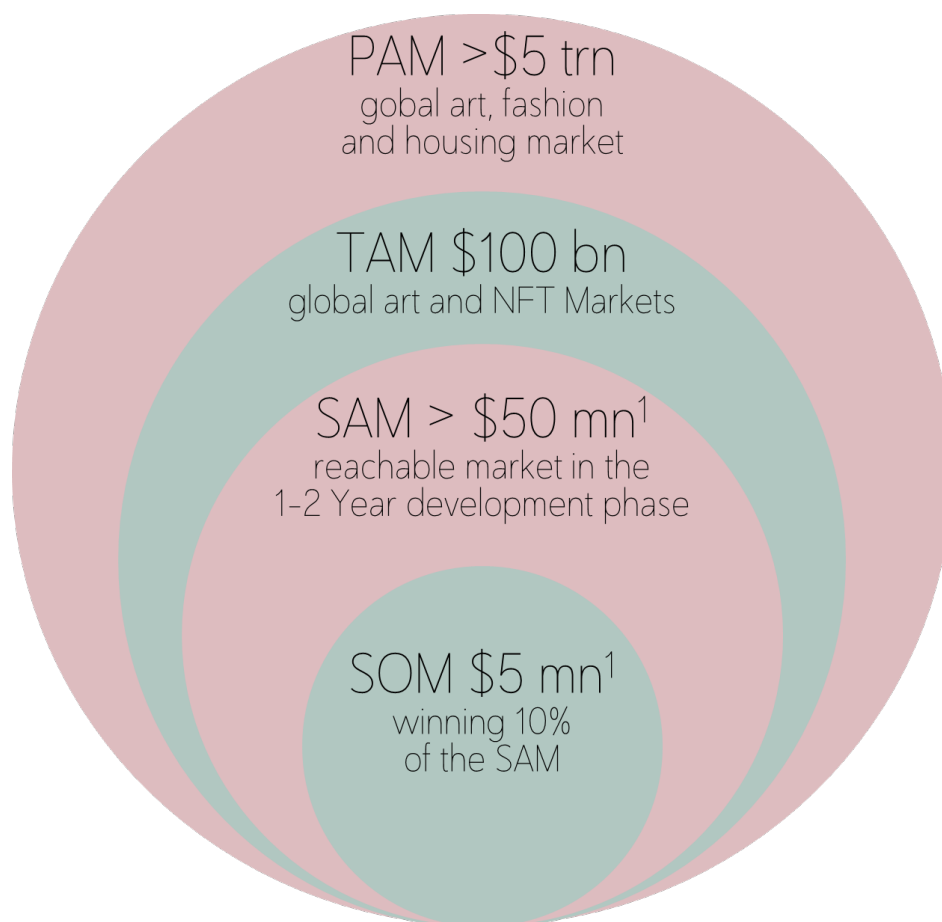
The art market is growing internationally year by year and NFT transactions are growing to keep up with it. Linking the NFT and physical art market will inevitably lead to greater market reach and spread. Allowing the market to be online will also increase geographical spread to be almost limitless.

in 2021 the global art market was worth  
\$100 bn.  
\$ 50.1 bn in traditional art and \$ 40.9 bn  
in NFT sales.



## Expected market share

In 2018 the global art market was valued at \$67.4 bn with 1.1% of that from the African continent. 50% of all galleries on the continent reside in South Africa and 20.5% of visual arts infrastructure in South Africa is in Cape Town. Typomemo infers that in 2018 the art market around Cape Town was worth at least \$75 mn with around 70% of sales in the City of Cape Town going to foreign visitors. Targeting that lost sector of the market will be our entry into the industry, meaning our SAM will be around \$53 mn. Winning 10% of this gives us a SOM of \$5.3 mn. Expanding to Johannesburg opens up a SOM of \$5.3 mn as the visual arts infrastructure is of the same size as it is in Cape Town. Further expansion into Switzerland represents a SAM of \$1 bn and winning 1% of that represents a SOM of \$10 mn.



## Competitor Analysis

Analysis Points	Artsy	Opensea	Binance
Strengths	<ul style="list-style-type: none"> <li>Established market share</li> <li>Well-known artists and artworks</li> </ul>	<ul style="list-style-type: none"> <li>Easy to use NFT trade platform</li> <li>All transactions verifiable</li> <li>Cost of entry is low</li> </ul>	<ul style="list-style-type: none"> <li>Inherently linked to crypto wallet</li> <li>Low cost of entry and verifiable transactions</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>High cost of entry</li> <li>Artwork purchase cost is high</li> <li>Service provision is lacking</li> <li>Post purchase verification/support and resale</li> </ul>	<ul style="list-style-type: none"> <li>Physical artwork is not sold</li> <li>Quality of NFTs can be low</li> <li>Value of art linked to crypto fluctuations</li> </ul>	<ul style="list-style-type: none"> <li>Focussed on crypto exchange and not art/NFT trade</li> <li>New to the market</li> </ul>
Product Information	Hosting platform for numerous galleries and selling art for them.	NFT marketplace for trading crypto collectibles	Cryptocurrency trading platform
Global Reach	2.3 mn unique visitors per month	25.9 mn unique visitors per month	91.6mn total
Users	2.4 mn total	1.5 mn ACTIVE users	30mn total
Estimated Market Share	\$500mn to \$1bn	\$17 bn	\$200mn to \$1bn

## Competitive Advantage

Typomeno holds unique competitive advantages ranging from additional service provision to easy use of advanced technology. The unique advantages Typomeno offers are:

- Full storage, transportation, insurance, and logistics for art trade.

- Inclusivity of all artists no matter their background or financial standing
- Merging Web3.0 technologies (blockchain and NFT) with physical art trade and physical identification of art allow for complete verification and transparency of transactions.
- Commission to artists at resale is provided and this encourages artists to stay connect to their art, the Typomemo platform, art community and the purchaser.
- Decentralised and accessible platform with an easy to use selling and buying platform.
- Building a community of artists, enthusiasts, and collectors to make a new 'social media'/'Web3.0' platform.

### Market segmentation

Typomemo plans to tailor the experience to specific users (purchasers, galleries, investors, single sale artists, single visitors, community only members) and will adapt to a very user central experience while the company grows.

# Marketing

Due to the global market that Typomemo intends to be involved in, an online and internet based coordinated marketing strategy will be implemented for the launch and operation of the Typomemo platform. Targeting widely used social media platforms (most notably: Instagram, Facebook, Twitter, LinkedIn and TikTok) as well as exclusive social media platforms (such as EQ Community) is the initial strategy intended. SEO and Google Ads will follow this and a heavy focus on bringing artists and purchasers to the site will be implemented. Self-promotion on social media platforms and collaborations between galleries and artists as a means of advertising is another strategy, we intend to take (for both statistical confirmation and marketing reasons).

Social media content will include featured artists and artworks as well as upcoming releases/drops and guides to use. Artist backgrounds and stories as well as promotional content and short videos will engage users and draw them to the Typomemo platform.

During the initial alpha release, non-paid and paid-advertising schemes will be implemented, and this will ramp up heavily to the beta and eventually the full release. Intermittent advertising in the form of brand collaborations and promotional videos will be a part of the marketing strategy to build a sense of 'exclusivity' while still allowing anyone to be included.

Outsourcing content creation and/or hiring a media professional will be part of the Typomemo business strategy. The initial marketing budget at beta launch is \$200/month for SEO, \$1000/month for Google Ads, Instagram Ads and Facebook Ads combined and \$1500/month for media, content, and promotional content. This is likely to increase at full launch (peaking three-six months after full launch) and then decreasing again afterwards to a state where paid-advertising is kept to a minimum (due to the high number of active users).



<b>Marketing Strategy</b>	<b>Time/Duration</b>	<b>Function</b>
Non-paid Advertising: Self-promotion on social media, acquisition of well-known artists	Begins at alpha launch and continues indefinitely with three to ten posts a week.	Builds community and aids in collecting statistical evidence of advertising effectiveness. Allows for the establishment of marketing strategy. Aids content creation.
Paid Advertising: Google Ads Program, SEO, Facebook and Instagram Advertisements, physical and virtual advertisements (at art fairs and on streaming services)	Campaign begins two weeks before beta launch and continues consistently (growing in size) until platform has sufficient active users at which point the campaign will be minimized in favour of non-paid advertising.	Draw users to the platform and create a desire to purchase and be part of the community.
Intermittent Advertising: brand collaborations, promotional videos	During operations and for events and special launches.	Promotion of new features and collaborations. To build brand exclusivity.

The simple user experience and inviting interface is another form of marketing in and of itself and the intention is that a platform will be built that draws the user back due to the simplicity and efficiency of trading art and being part of the community.

# Management and Personnel

## Business owners and directors



Co-Founder and CEO – Quintin de Jongh

Quintin has a MSc in Mechanical Engineering from the University of Cape Town and specialised in Advanced Manufacturing. He is experienced in development and is passionate about art. He will oversee technology development and platform additions as well as business operations. Experience in independent consulting



Co-Founder and COO – Nivashan Naicker

Nivashan is a screen printer, photographer, and crypto enthusiast. He will oversee marketing, transportation, and storage and most importantly, acquisition of art and gathering of artists to the platform.

## Non-Executive Directors

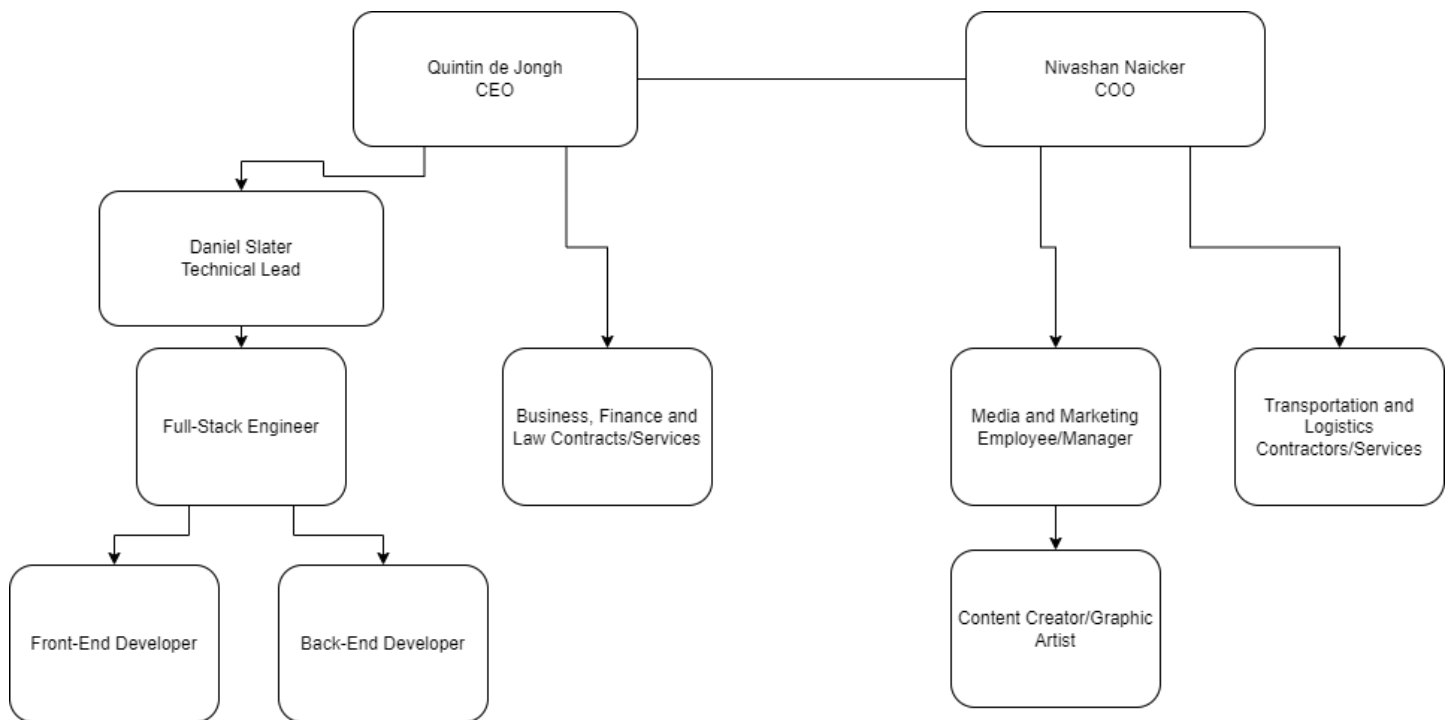
Technical Lead – Daniel Slater

Daniel is currently finishing his MSc in Mechanical Engineering at the University of Cape Town currently focussing on computational mechanics and simulation. Daniel brings a vast knowledge of backend coding, simulation coding and systems to the team. Daniel will aid in application development and management.

## Planned Staff

- Full-stack developer/manager
- Front-end developer
- Back-end developer
- Media and marketing manager
- Graphic artist/content creator
- Contracts for accounting, business development and law

## Operational Structure



## Recruitment, Development, Retention

Typomemo will hire POCs whenever possible and build a diverse and inclusive company that will not tolerate discrimination of any kind.

Area of Work	Actions
Preparation	<ul style="list-style-type: none"><li>• Recruitment plan</li><li>• Create an 'induction' pack/plan</li><li>• Budget consolidation and recruitment package preparation</li></ul>
Job Advertisement	<ul style="list-style-type: none"><li>• Online advertisements, headhunting, and word of mouth</li><li>• Create programmatic job advertising</li><li>• Build a talent pool</li></ul>
Recruitment	<ul style="list-style-type: none"><li>• Collect applicant information</li><li>• Set up recruitment team</li></ul>
Contact with Prospective Candidates	<ul style="list-style-type: none"><li>• Select best applicants/candidates</li><li>• Organise interviews</li></ul>
Selection Process	<ul style="list-style-type: none"><li>• Interview candidates</li><li>• Select potential candidates</li><li>• Send information and contract to candidates</li></ul>
Induction Process	<ul style="list-style-type: none"><li>• Send induction pack</li><li>• Plan for necessary training</li><li>• Hire candidates</li></ul>

# Finance

A separate set of financial documents are provided, and the following is a summary of those.

## Financial Requirements

So far, we have personally invested \$4000 into Typomemo to set up a first level website, to acquire a screen-press and associated equipment to print art, acquire packaging and NFC chips and to secure business documents, a delivery partner, bank accounts and legal documentation.

Typomemo now seeks to expand the platform to a C2C model and allow for custom user experiences where users can sell their own art

App development is likely to be the source that requires the most funding. The transition of e-commerce platform from B2C to C2C model is when the greatest development will occur and thus development costs will be highest then. Typomemo has the option of either outsourcing application development or hiring developers and developing in house. Outsourcing is chosen as the method of development due to the low lead time and lower overall costs.

For the initial stage (up until beta launch (at 6-12 months after alpha launch), the following budget is required to build an MVP for a C2C model:

Full-Stack Development (mobile and web) <ul style="list-style-type: none"><li>• Front-end</li><li>• Back-end</li><li>• API links</li></ul>	\$50 000
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<p>Office Space</p> <ul style="list-style-type: none"> <li>• Office (\$1000/month)</li> <li>• Electricity (\$200/month)</li> <li>• Internet (\$100/month)</li> <li>• Office Equipment and Expenses (\$200/month)</li> </ul>	<p>\$1500/month</p>
<p>Base Employee Salaries</p> <ul style="list-style-type: none"> <li>• Nivashan</li> <li>• Quintin</li> <li>• Daniel</li> <li>• One developer</li> <li>• One media employee</li> </ul>	<p>\$7000/month</p>
<p>Technology Equipment</p> <ul style="list-style-type: none"> <li>• NFC Tags (2000 x \$1)</li> <li>• Camera Equipment <ul style="list-style-type: none"> <li>◦ Fujifilm GFX 100s (\$7000)</li> <li>◦ Lenses (\$5000)</li> <li>◦ Lighting (\$1000)</li> <li>◦ Accessories (\$1000)</li> </ul> </li> <li>• Work Computer (\$1500)</li> </ul>	<p>\$17 500</p>
<p>Marketing</p> <ul style="list-style-type: none"> <li>• Google Ads (\$500/month)</li> <li>• Instagram and Facebook Ads (\$500/month)</li> </ul>	<p>\$1000/month</p>
<p>Hosting and Subscriptions</p> <ul style="list-style-type: none"> <li>• Banking (\$80/month)</li> <li>• Insurance (\$300/month)</li> <li>• Software Subscriptions and hosting (\$500/month)</li> </ul>	<p>\$880/month</p>

Contracting <ul style="list-style-type: none"> <li>• Lawyer (\$200/month)</li> <li>• Accounts/Finance (\$300/month)</li> </ul>	\$500/month
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Total Fixed Initial Costs: \$67 500

Total Recurring Costs: \$10 880/month

### Estimated Sales/Income and Expenses over Time

For the first 6 months after beta launch, we aim to sell 30 artworks a month at \$300 a piece with 10% going to shipping and processing fees, 56.66% going to the artist and 33.33% going to Typomemo (commission from Typomemo will substantially decrease after beta launch).

Thus, per sale, Typomemo will make \$100 a sale and \$3000 a month.

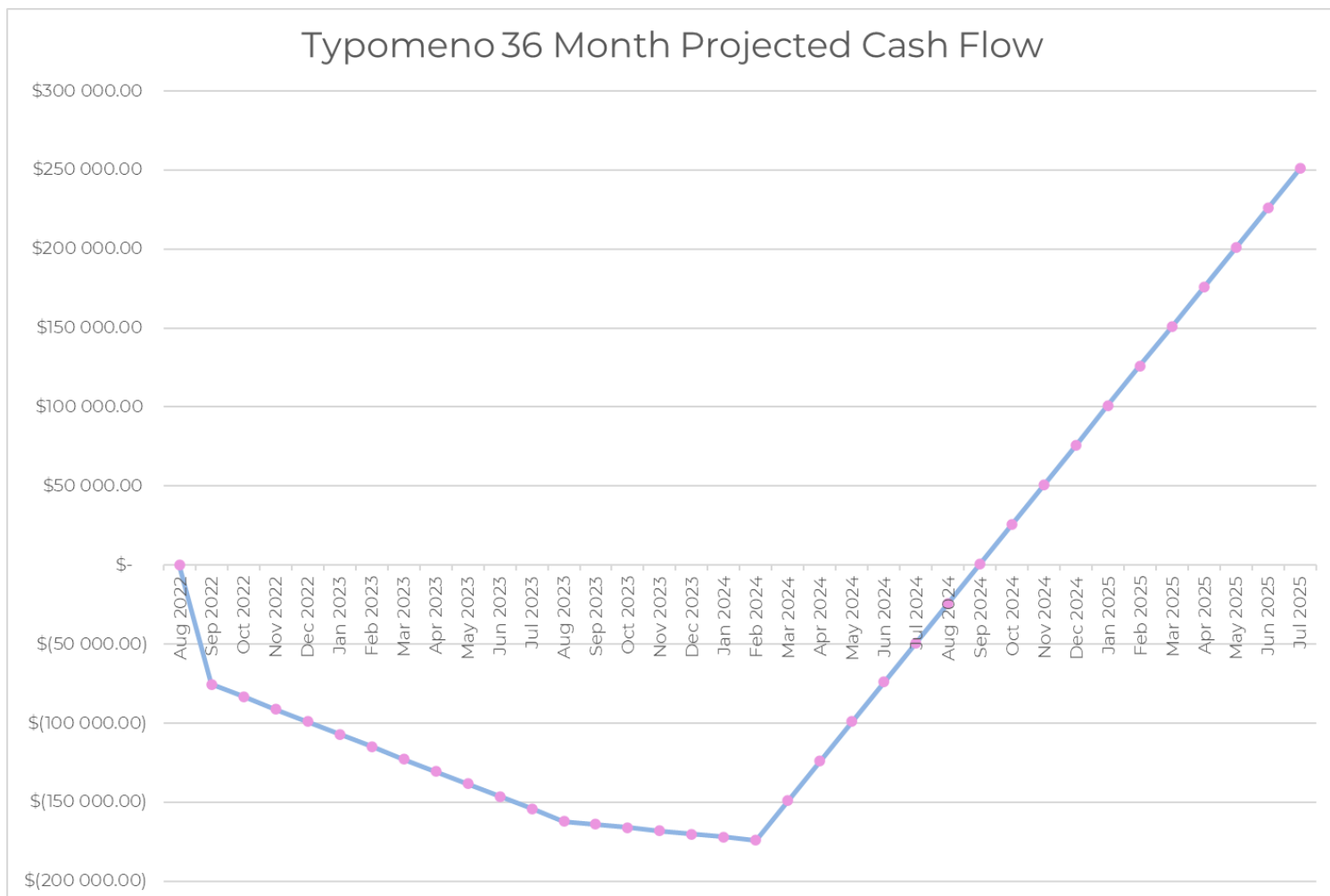
Over 12 months this would amount to \$36000.

After beta launch Typomemo aims on selling 300 artworks a month at \$300 each (with Typomemo share dropping to 20%, artist share to 70% and shipping/processing still at 10%). Typomemo after beta launch (6 months) will then make \$60 a sale and \$18 000 a month). Recurring costs are expected to rise by 100% to \$20000 at this stage.

At final launch Typomemo aims on selling 1000 artworks a month at \$300 each (with Typomemo share becoming 15%, artist share becoming 75%, and processing/shipping still at 10%). This means Typomemo will be making \$45 an artwork and \$45 000 a month. The annual income of Typomemo at this stage would be \$540 000.

## Projected Cash Flow

The Cash Flow Diagram below (based on the information discussed in the previous page) shows Typomeno reaching a BEP in September 2024 (25 months after initial investment).



Typomeno thus seeks a **\$180 000** investment in pre-seed funding for a **10% stake** (minimum ticket of \$15 000).



# Business Documentation

**COR9.4**



Companies and Intellectual  
Property Commission  
a member of the dti group

Date: 02/02/2022

Our Reference: 9359668037

QUINTIN OLIVER DE JONGH  
E-mail: ADMIN@COMPANYPARTNERS.CO.ZA

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## Confirmation Notice of Name Reservation

We have received a COR9.1 from you dated 02/02/2022.

The names proposed on the form were compared to our database and the results of the comparison are listed below:

1 TYPOMENO	Clear
2 TIPOMENO	Test
3 TIPOMEMO	Test
4 TYPOMEMO	Test

**This notice confirms that the name 'TYPOMENO' has been reserved in the name of the applicant from 02/02/2022 to 04/08/2022 under reservation number 9359668037.**

### Notice:

This notice is issued in terms of Regulation 9, 10 or 11 of the Companies Regulations, 2011.

In terms of sections 12 (3) (b), and 160 of the Companies Act, 2008, any person with an interest in the use of the reserved name, or registered defensive name, as set out in this Notice, may apply to the Companies Tribunal for an order confirming or varying this Notice in whole or in part, or setting aside this Notice and directing the Commission to cancel the reservation, or defensive registration, of the name.

An application to the Companies Tribunal as discussed above may be made in Form CTR 142 any time within 3 months after the date on which that person received a copy of this Notice, or later with leave of the Tribunal for good cause.

Yours truly

**Commissioner**

AON AON



The Companies and Intellectual Property Commission  
of South Africa  
P.O. BOX 429, PRETORIA, 0001, Republic of South Africa. Docew 256, PRETORIA.  
Call Centre Tel 086 100 2472, Website www.cipc.co.za

1

**INCOME TAX**  
**Notice of Registration**

TYPOMENO  
50 SOLAN STREET  
29 A ROELAND SQUARE  
CAPE TOWN  
WESTERN CAPE  
8001

**Enquiries should be addressed to SARS**

**Contact Detail**

SARS 0800 00 7277  
Alberton Website: www.sars.gov.za  
1528

**Details**

Taxpayer Reference No: 9834170186

Always quote this reference number when contacting SARS

Date: 2022-02-02



Dear Taxpayer

**NOTICE OF REGISTRATION**

The South African Revenue Service (SARS) confirms registration of the following taxpayer:

Registered name: TYPOMENO  
Taxpayer registration number: 2022/269539/07  
Taxpayer reference number: 9834170186

**Your tax obligation**

Every Company/Close Corporation which conducts business or has an office in South Africa must, within one month thereof appoint a representative as the Public Officer of the Company. The relevant particulars of the representative must be furnished to a SARS branch.

Every company is regarded as a provisional taxpayer. The Company/Close Corporation is required to make provisional tax payments as from the 2023 tax period.

Date of liability for provisional tax : 202203

Provisional payments must be made twice a year on or before the following dates: August and February

Your attention is drawn to the provisions of section 89bis of the Income Tax Act and paragraph 27 of the Fourth Schedule to the Income Tax Act, in terms of which interest at the prescribed rate and a penalty of ten percent will be charged on any amount not paid on or before the date on which payment for the relevant period is due.

Kindly notify SARS of any change to your registered particulars within 21 business days of such change.

Should you have any queries please call the SARS Contact Centre on 0800 00 7277. Remember to have your taxpayer reference number at hand when you call to enable us to assist you promptly.

Sincerely

**ISSUED ON BEHALF OF THE COMMISSIONER OF THE SOUTH AFRICAN REVENUE SERVICE**



TYPOMENO  
9834170186  
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2831519  
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