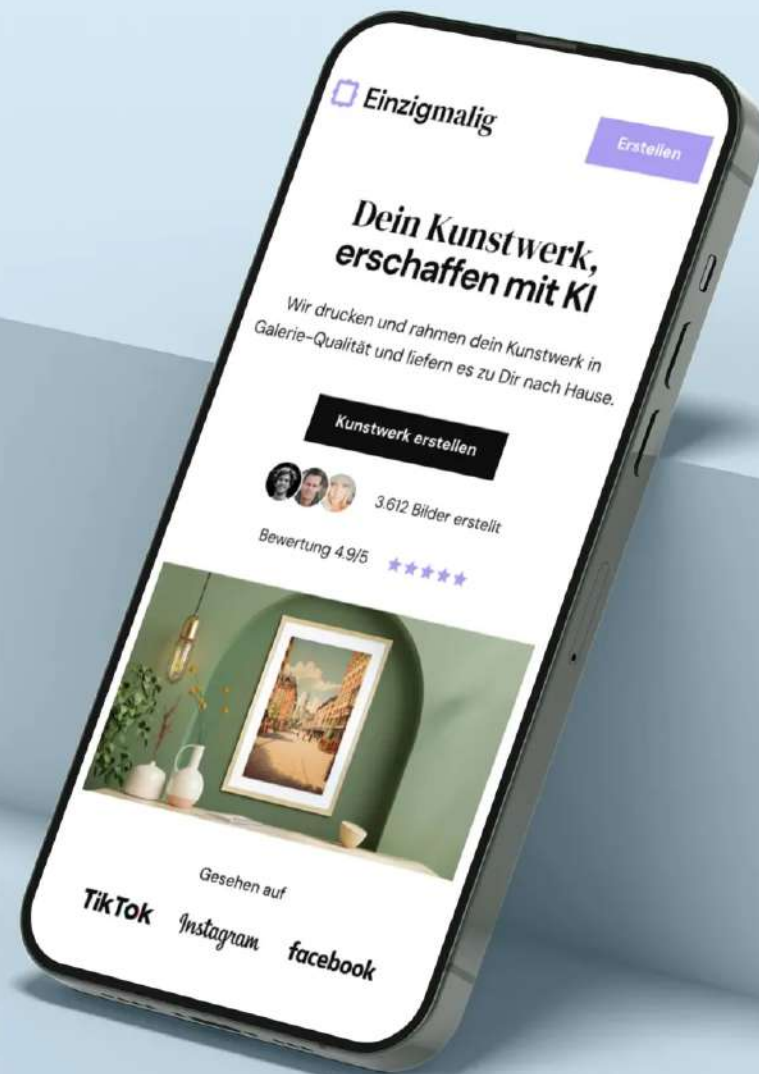


 Einzigmalig



**Personal art.
Created with AI.
For everyone.**

July 2024

01

Status quo

02

The vision

03

The Einzigmalig App

04

Metrics

01

Status quo

**The art market
is facing a radical
change.**

**Everyone buys the same,
there's no diversity in
today's art prints.**



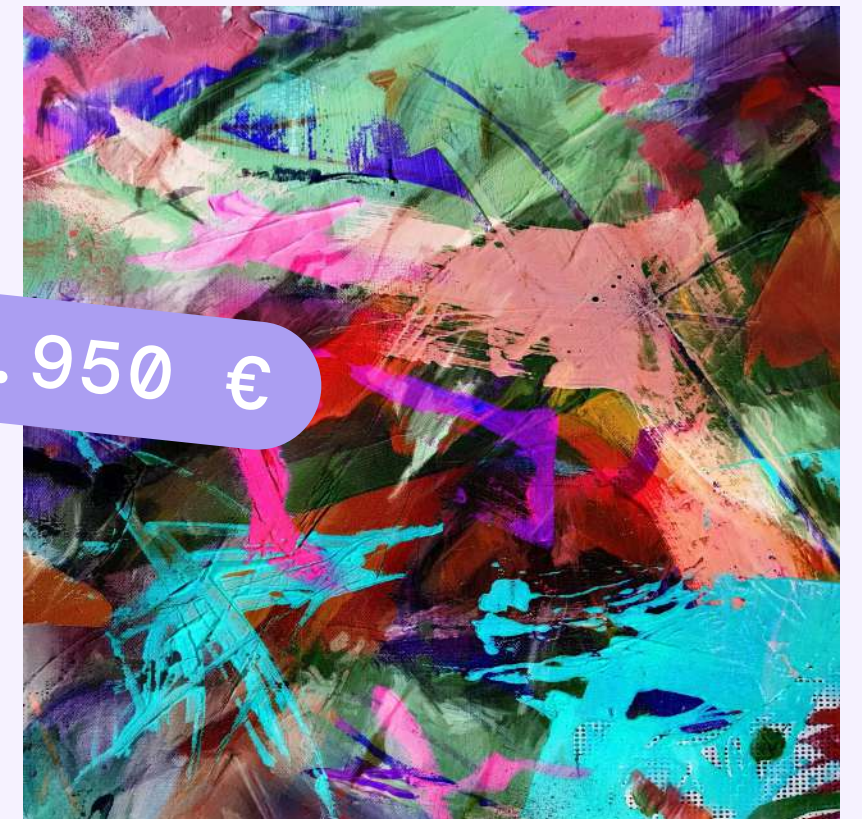
And genuine, hand-painted art is unaffordable for many.

It is also very impersonal.

2.200 €



3.950 €



1.120 €



02

The vision

THE VISION

A personal work of art, created with AI.

Let's take a look at some samples.



AI PROMPT

'Raw figure painting that combines Bacon's expressionist visual language with minimalist aesthetics.'

AI PROMPT

'Contemporary art, abstract oil painting, calming colours, inspired by Karel Appel and Banksy.'



AI PROMPT

'Van Gogh's Starry Night, which shows the skyline of New York.'

Using text prompts, AI can generate aesthetic and personalised art, but ...

- Most users have no experience with text-to-image prompts.
- Many would not even know where to begin.
- The journey from initial prompt to final art piece is a complicated, labour-intensive, multi-step process.

03

The Einzigmalig app

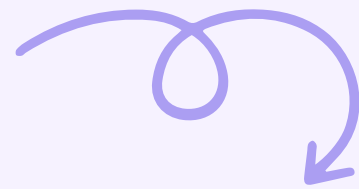
**We empower individuals
to create personal art
at the cost of a
mass-produced print.**

It's super simple.

1

User input

Users pick an art style from a pre-defined set. Next, they'll enter – or randomly generate – a prompt to start the image generation.



2

The app goes to work

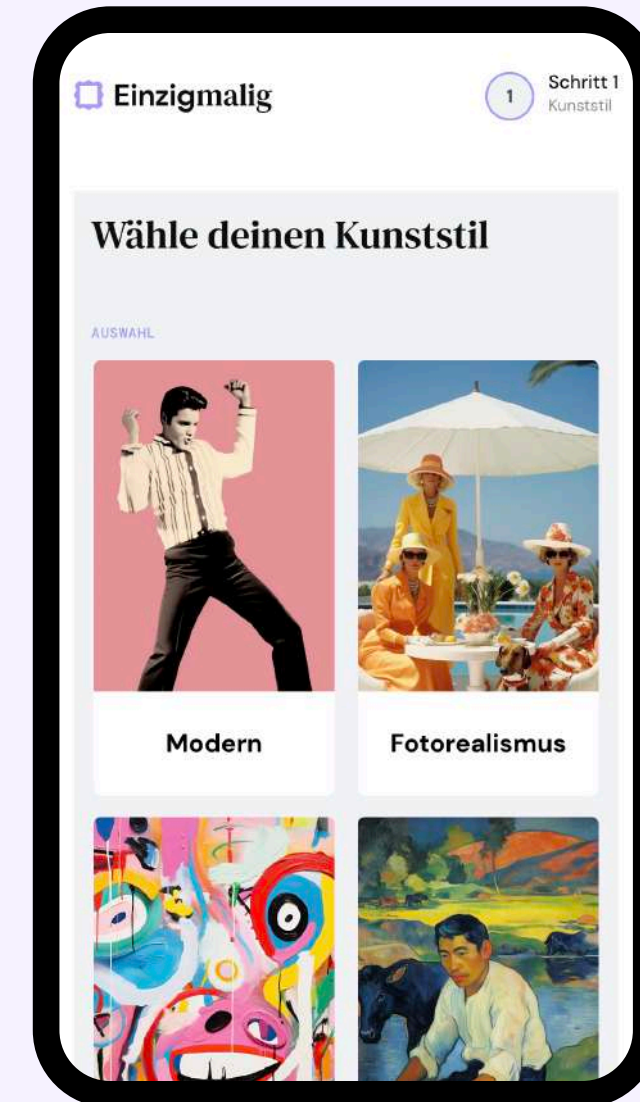
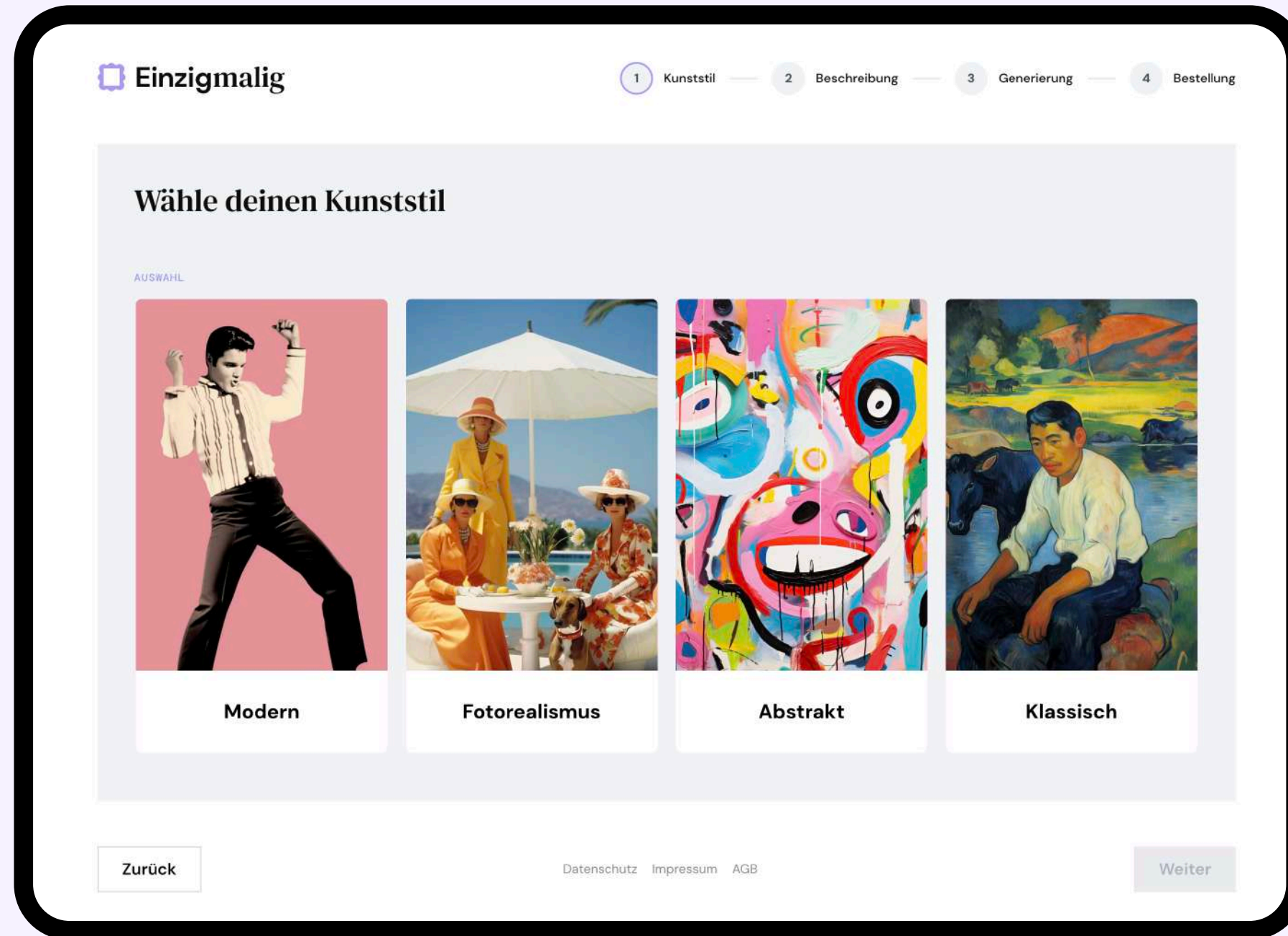
An image is being generated in the background. Afterwards, it's being upscaled to be print-ready.

3

Configure and buy

Users see a preview of their personalised image in a frame of their choice. They can also select a size – and then buy. The framed image is delivered to their doorstep, ready to hang.





Try it yourself at einzigmilig.com

The heavy lifting.

We're using a combination of digital and manual services to achieve the desired result.

PROMPT TRANSLATION

TEXT-TO-IMAGE GEN

PRINTING

PAYMENT PROCESS

TEXT CONTENT FILTER

FRAMING

IMAGE UPSCALING

PRODUCT CUSTOMIZATION

DELIVERY

PROMPT RANDOMIZATION

04

Metrics

Unit Economics & Reach

174,258

People reached
through Social Media

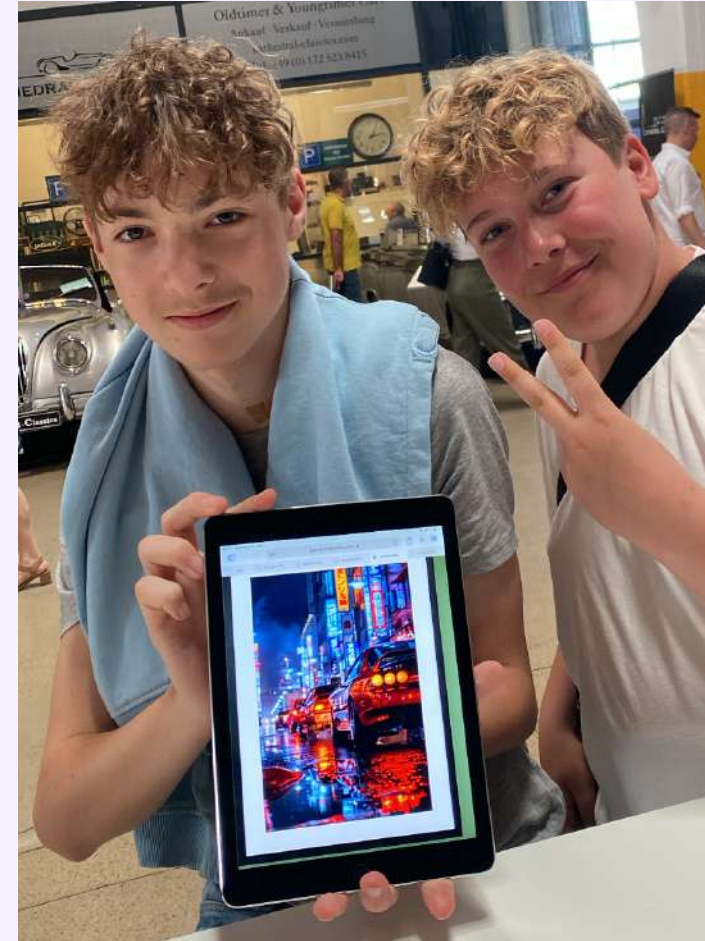
20,56 €

Customer Acquisition Cost
(CAC)

Current metrics not only showcase our strong market position but also highlight significant opportunities for future expansion and optimization.

- Large reach enables rapid growth
- Competitive CAC demonstrates efficiency of our marketing strategies
- Optimization potential for further reduction of CAC

Meet the vibrant community behind our growth



Want to know more? Get in touch!



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