TANIA
FINE ART SOLUTIONS

The operating platform for fine art.

Galleries juggle collection records, paperwork and service providers. TANIA pairs collection software with physical art services, starting in Brooklyn and designed to expand through qualified partners.

~$500K
Projected year-one revenue
Services / founder forecast

$0
Outside capital & paid advertising
Bootstrapped / word-of-mouth clients

ONE RELATIONSHIP / THREE CONNECTED PRODUCTS

FAS storage & handling
OPERATING SERVICE BUSINESS

Brooklyn warehouse, trucks and handling crews. Climate-controlled storage, custom crating, transport, installation, photography and private viewings. Intake, location, condition and movement records; dedicated fabrication capacity planned.

The client portal
SOFTWARE / IN DEVELOPMENT

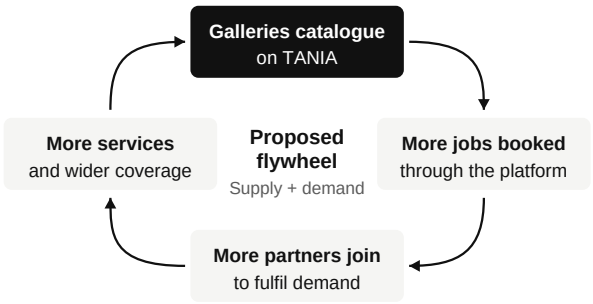
Inventory, retrievals and service requests; quotes, invoices, storage allocation and team access. Warehouse tools connect QR-linked artwork and packaging records, condition reports and delivery sign-off.

Gallery & registrar
TANIA-GALLERY / IN DEVELOPMENT

Manage collection records and sales availability; create shareable catalogues and inventory, release and receival documents from the same artwork details.

PLATFORM MODEL: Gallery + portal create demand / FAS anchors supply / Qualified partners extend coverage

GROWTH / PROPOSED PARTNER FLYWHEEL



THE MODEL / SERVICES FIRST, PARTNER MARKETPLACE NEXT

Build the network. Expand beyond the flagship.

Now. FAS brings existing gallery and collector relationships, Brooklyn fulfilment and the service standard.

Next. TANIA Web connects daily collection workflows to service requests; qualified partners list services and fulfil jobs.

Then. Enter new cities through partner capacity, limiting the need for additional TANIA warehouses and trucks.

Collection records and physical care deepen customer relationships. Shared catalogues and shipment handoffs create opportunities to introduce TANIA to the next gallery.

MARKET CONTEXT / SMALLER DEALERS, DIGITAL WORKFLOWS AND COST PRESSURE

+17%
Sales growth, dealers under $250K
2024 / second consecutive year of growth

16%
Dealer sales online, 2025
22% in 2024

+5%
Dealer operating costs, 2025
Versus +2% dealer sales

6,000+
Artlogic + ArtCloud clients
Galleries, artists, collectors / 2025

Dealers below $500K turnover saw double-digit average sales growth in 2025. TANIA's focus: connecting their collection records, storage and movement in one relationship.

Sources: Art Basel/UBS 2025 report / Art Basel/UBS 2026 report / 2025 dealer findings / Artlogic merger, July 2025

BUSINESS MODEL / THREE COMPLEMENTARY REVENUE STREAMS

TANIA services
Project fees plus recurring storage. June storage profit: $1.3K/month, founder-reported. Added capacity supports larger works and fabrication.

Software subscriptions
Planned recurring SaaS for gallery and registrar workflows. Daily collection use creates repeat service opportunities; pricing and margins to validate.

Partner income
Initial stretcher-bar model: rent + 5%+ of partner gross. Founder expansion forecast: $250K+ annual partner gross at 3-4 orders/week.

Partner figures describe the initial proposed arrangement and the partner's forecast turnover; broader network fees will be tested through pilots.

PROPOSED PLATFORM RAISE

$5M

Launch the core platform. Prove repeat service and software use. Validate partner onboarding and job economics.

PROPOSED USE OF FUNDS

Product & engineering	**$1.0M**	Partner network & sales	**$1.5M**
Flagship warehouse capacity	**$1.1M**	Operations staffing	**$800K**
Working capital & insurance	**$600K**		

50% to product and network development; 22% to the flagship warehouse.

Indicative framework: 56% founders / 30% investor pool / 14% ESOP. Investor and ESOP pools reserved; financing terms to be agreed.

TEAM / SEVEN PRINCIPALS ACROSS TECHNOLOGY AND PHYSICAL OPERATIONS

LEADERSHIP
Steven Vainberg
Chief Executive Officer

TECHNOLOGY
Alexander DeWahl / Franklin Wallace / Christian Vartanian
Inventory, portal, Gallery and registrar software

OPERATIONS
Noah Towne / Will Rubenstein / Jonah Dillon
Warehouse, transport and installation crews

Explore the product. Discuss the platform raise.