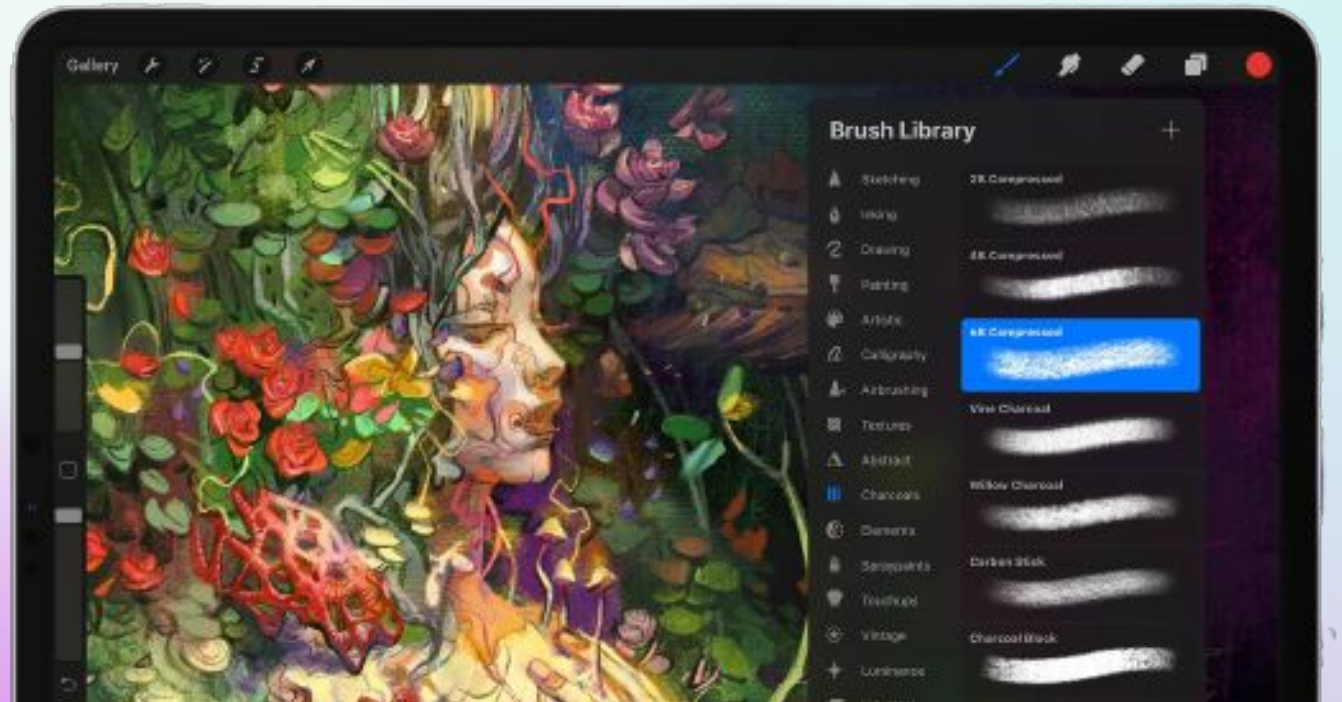
Brush Galaxy

Providing digital artists with tools they need to become successful.

Welcome

Meet **Procreate**, the most popular software for digital drawing in the world.
It's used on **iPads** and **iPhones** by more than 10 million artists, and it's really powerful.
Artists use it to draw all kind of cool stuff like **portraits**, **cartoon characters** and even **tattoos**.

Procreate®

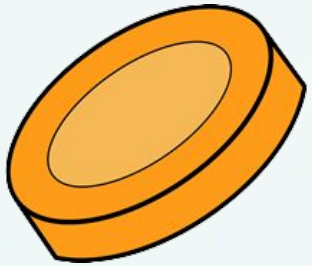


Brushes

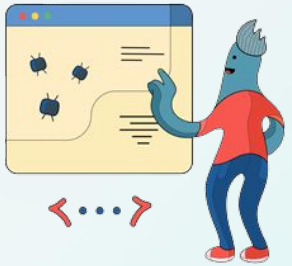
Procreate artists like to use brushes. Brushes are plug-ins that you can download and install on Procreate, and they enable you to draw your project **more easily** and **faster**.
Brushes help you draw certain elements in **a couple of clicks**. Like these trees for example.

Want to draw a tree in one click? No problem, just use premade tree brushes

Problem with brushes



They are
Expensive



They have
Limited License

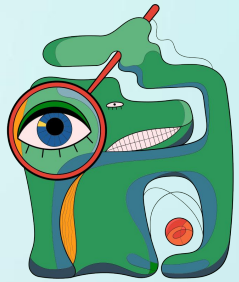
They have
Bad Quality

Solution

Meet **Brush Galaxy Subscription**, a toolbox that makes digital artists superior.
One subscription unlocks these amazing benefits.

ACCESS TO OVER 50.000 BRUSHES

90% IN MONEY SAVINGS



UNLIMITED LICENSE

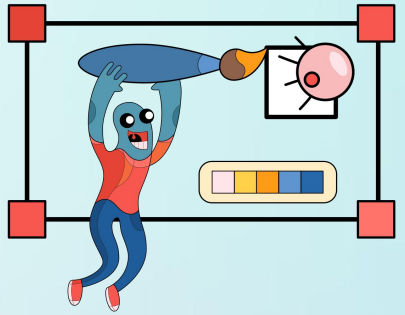
Marketplace Business Model

Brush Galaxy is a one-stop-shop **marketplace** for free and paid Procreate brushes.
We connect **creators** and **buyers** of Procreate brushes.
We offer **subscriptions** and charge **50% commission** on all purchases.

VENDORS

Brush Galaxy

COMMISSION
50%



BUYERS

Market

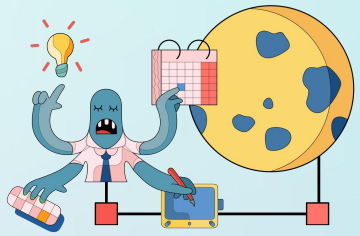
Procreate
Brushes

TAM Total Addressable Market $1.5B

SAM Service Addressable Market $1.125B

SOM Service Obtainable Market $730M

Our customers are: **digital artists,cartoon makers, tattoo artists, illustrators, freelance artists**.



80% of the customers comes from **USA** and European countries like **Germany**, **Switzerland**, and **UK**.

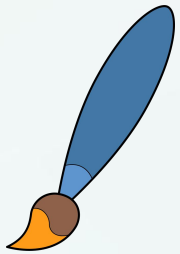
Competition

Until recently, you could only buy Procreate brushes as single products for a high price.
With Brush Galaxy, you can access thousands of brushes with **one subscription** for the **same or lower price**.
So it's like transition from **iTunes** to **Spotify**.

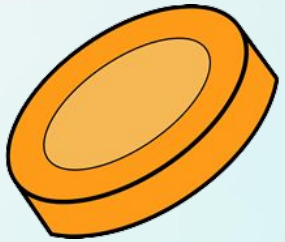
Business Metrics

We started in May 2021. So far we achieved:

206
Vendors

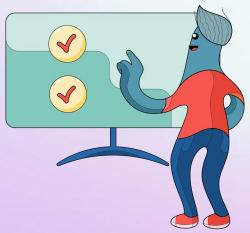


1872
Products

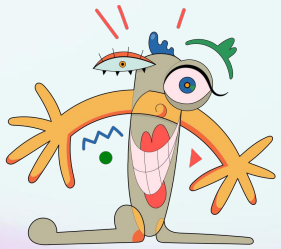


19000$
Revenue

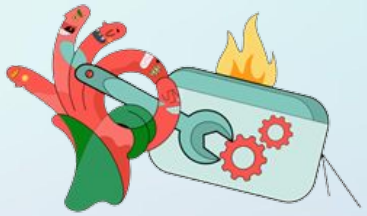
~70$
LTV



15978
Downloads



6110
Registered Users



~2$
CAC

~25%
AVG MOM
Revenue Growth

But wait, there’s more!

Did you know there are more than **600 million** digital creators in the world today?

Digital creators use computer softwares such as **Procreate**, **Photoshop**, **Lightroom, Figma and PowerPoint,** to bring their project to life.

Each of these softwares have their own unique set of tools that enable their users to ship their project faster. These tools can be **templates**, **plugins**, **brushes** or **presets**.

We started with Procreate, but our vision is much bigger.
We want to create marketplace for each of these verticals and become a leader in digital assets market.

Combined market value

Procreate Brushes + **Photoshop** Brushes + **Lightroom** Presets + **PowerPoint** Templates + **UI Design** Assets

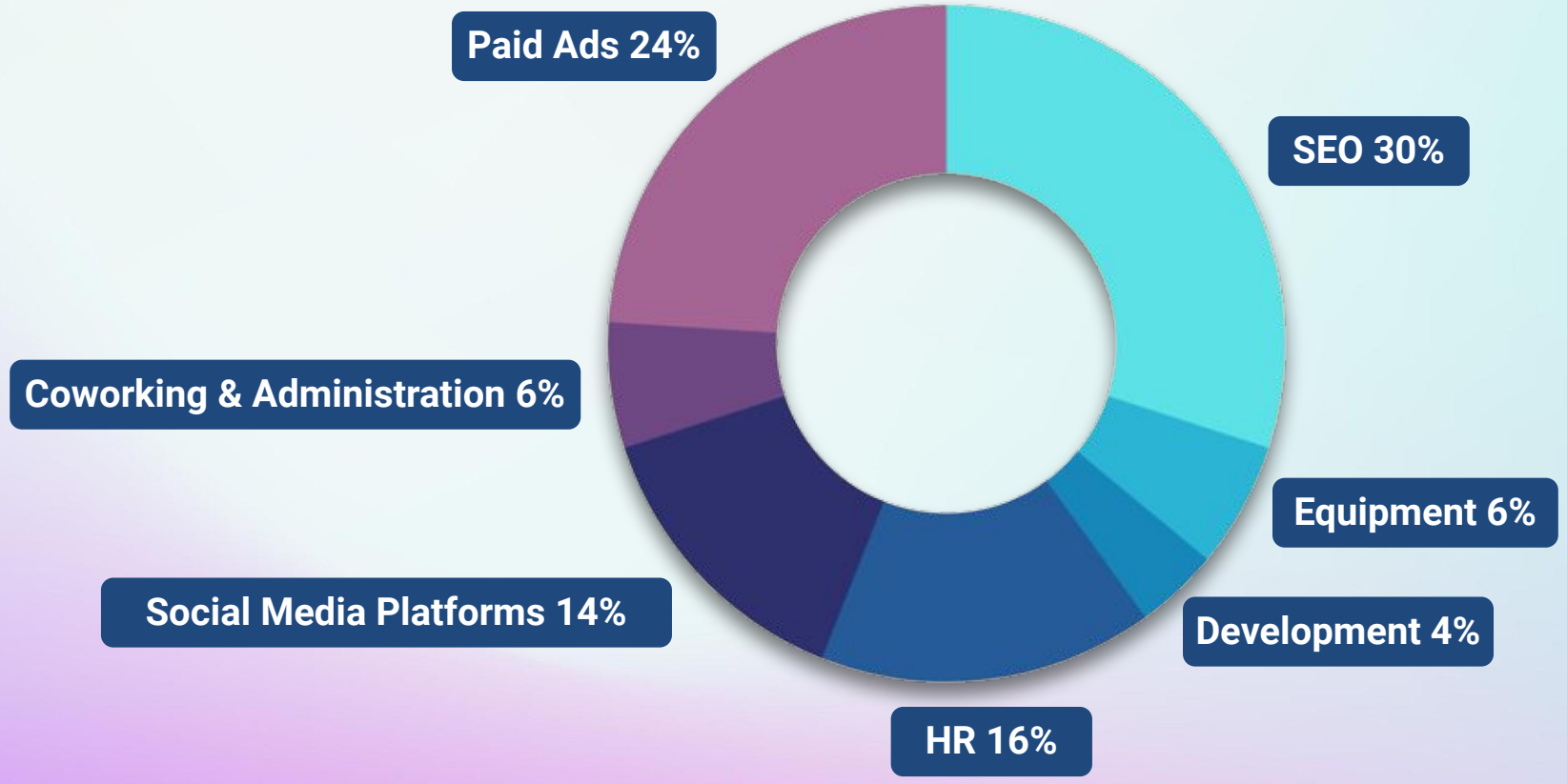
TAM Total Addressable Market $44.2B

SAM Service Addressable Market $11.8B

SOM Service Obtainable Market $5.44B

Investment

We seek for 50.000 EUR that would be spent mostly on marketing. We re-invested all of our profit in the product development, hence there is no reason for further investment in this area at the moment.



Roadmap

Roadmap without investment

Current State

March 2022
2.500$ MRR
204 vendors
1870 Products

July 2022
5.400$ MRR
215 vendors
1980 Products

Nov 2022
14.000$ MRR
250 vendors
2250 Products

March 2023
20.000$ MRR
280 vendors
2500 Products

Roadmap with investment

Current State

March 2022
2.500$ MRR
204 vendors
1870 Products

July 2022
8.000$ MRR
240 vendors
2000 Products

Nov 2022
32.000$ MRR
290 vendors
2700 Products
Launched new marketplace

March 2023
45.000$ MRR
350 vendors
3500 Products
Launched another marketplace

Meet the team

Miodrag Nenadović
Product Owner

Marketplace development and UX
Marketing
2 year experience in building a digital product marketplace.
4 year experience in building various online businesses.

Petar Kostić
Business Developer

Vendor headhunting
Client relationships
2 year experience in building a digital product marketplace
3 year experience in business development

So far we:

- Partnered with Science Technology Park in Belgrade
- Raised non-equity grant of 10.000 CHF
- Got mentorship from successful entrepreneur Gilad Uziely

Thank you

Visit us at:
www.brushgalaxy.com