PITCH DECK · TEIA.CAFE INC. · PRE-SEED ROUND

teia.cafe

Blockchain analytics for the art world.

The immutable ledger, translated for creatives – at prices they can afford.

Do Your Own Research, made possible.

Ryan Tanaka, CEO · Johannes Simon, CTO

♫ Recommended listening

The Lost Album for teia.cafe by stereohopper (TEIA Member)

“Aiming For the Sky” by Christina Savvatianou (TEIA Core Team)

THE PROBLEM

The blockchain is public. But almost nobody can read it.

Artists	See their work copyminted and sold by strangers, but can’t read the ledger that would prove it, so the public record gives them little protection and few of its benefits.
Collectors	Buy into wash-traded or rugged projects with no way to see it coming, and no way to measure how a portfolio performs over time or against others.
The industry	Confusion breeds accusations, lawsuits and fraud: 38% of NFT trades on major marketplaces show wash trading[1], and four in five free mints were plagiarized, fake or spam[2], eroding trust in the industry as a whole.

The core issue: the ledger records everything, but reading it takes expertise almost nobody has. Without translation, the record holds no one accountable.

“time-lock” by obscure nonspecifics (TEIA Member)

THE SOLUTION

We turn immutable records into analytics people can use.

Trustworthy by design

Every finding links to the public ledger record behind it, so anyone can check it.

Explained, not dumped

Each number comes with why it matters, backed by research, in plain language.

Priced for creatives

Pay per report. No subscriptions or high fees.

Our edge: rare expertise, scaled by AI. A team that has spent five years on Tezos building decentralized systems from scratch, with expertise in art, data analysis, systems architecture and academic research. This unique blend of blockchain, AI, art and traditional methods is what lets our reports offer insights that no one else can replicate.

“comprador intellectuals didactically demarcating the boundaries of visionary insight” by scottxphotography (TEIA Core Team)

THE PRODUCT

One engine, five report types.

Five analytics tools; one tez per report. We provide a unique blend of blockchain data, AI analysis, and traditional research methods to bring research-grade reports to artists and creatives at low costs - presented in plain language for better understanding.

Portfolio dashboard	Wash-trading analysis	Token project audit	Copyright protection	Baker inspector
dashboard.teia.cafe	washing.teia.cafe	audit.teia.cafe	copyright.teia.cafe	baking.teia.cafe

Pick a voice: **The Mentor** | Pros and Cons | Roboto | The Critic | The Creative

“Paper Lanterns” is the vein to work

Sample report · The Mentor

WHAT I SEE	Of nine drops, “Paper Lanterns” did best: 73% of its editions sold; a typical drop sold 63%.
WHY IT MATTERS	Artists do their best work once they focus; what sold best is the clearest line you have.
TRY THIS	**Treat it as the start of a series: keep subject, medium and price, change just one thing.**
HOW YOU’LL KNOW	It’s working if the next piece sells more than 46% in its first month.

Liu et al. 2021 · Hsu 2006

WHY NOW

The need for ledger-based data is rising.

73%

of institutions raising crypto allocations[1]

Capital is moving on-chain

$87B into crypto ETPs since 2024[2]; tokenized assets heading past $2T by 2030, from $60B today[3]. For us: every newcomer needs the ledger explained in plain terms.

55%

of tokenized assets sit dormant and untracked[4]

Regulation now requires the ledger be read

GENIUS Act and MiCA arrived in 2025[2]; compliance analytics: $2.9B today, $14.6B by 2032[5]. For us: those tools serve compliance desks; we sell the same reading at $2.

60%

of AI projects fail without AI-ready data[6]

AI runs on validated, provenanced data

The EU AI Act requires training-data summaries[7]; licensed-data deals top $250M[8]. For us: ledgers are the cheapest proof of origin; copyright is what artists ask for first.

“Boombah Prophets” by Marc Fendel
(Music, TEIA Core Team)

[1] EY/Coinbase · [2] Grayscale, The Block · [3] [4] Forbes · [5] 360iResearch · [6] Gartner · [7] EU AI Act · [8] Troveo

OUR FOUNDATION

Five years in the Tezos art community.

The cards are TEIA's numbers, not ours: the community-owned DAO that took over hic et nunc in 2022, which our founders helped build (since 2021; dollars at sale-day prices). teia.cafe Inc. is our own company.

880K works minted	**3.6M** sales on-chain	**$62M** traded (14M XTZ)	**5 yrs** online, no downtime	**15+** features we shipped
2.6K TEIA token holders	**1–2K** daily active users	**11K** radio visitors/month	**60+** media interviews	**$30K** raised for TEIA DAO

10 DAO-funded art events in 4 months, 3 continents. 10 more on the way.

- g0v Summit, Taiwan #36
- #MidsummerParty2026 #32
- #BYOBxTeia, Mexico City #31
- Teia Women in Serbia #43
- #TezosPride mint #38
- #VoicesOfIran, TezCon #34
- #Art4LifeTez blood drive #33
- Cycles, NFC Lisbon #39
- #CINDTezos mint #38
- Jewelry workshop, Beijing #37

teia.cafe, our product: five tools on mainnet now, public launch Oct 1, 2026; month-one goal: 100 paid reports.

WHY TEZOS

Why we start on Tezos.

-96%
vs its 2021 high[1]

20
upgrades, 0 forks[2]

6K tez
to run a validator[3]

7.2M
one-of-one works[3]

1
enshrined rollup[4]

Undervalued

About $370M market cap at $0.33 a tez[1], while shipping a major upgrade every few months.

Sophisticated, verifiable governance

Upgrades are proposed and voted on-chain by validators: 196 active bakers, 30% of supply staked[3].

Low barriers to entry

A typical transaction costs under $0.001[3]; validating takes 6,000 tez (~$2K), not 32 ETH.

An active art community

Home of hic et nunc, TEIA, objkt and fxhash: grassroots and artist-run, 9.5M NFTs and counting[3].

Scaling without fragmenting

Rollups are built into the protocol and share its security[4]: no splinter L2s, no contentious forks.

20 upgrades on-chain, Athens (2019) to Tallinn (2026)[2]

Athens	Babylon	Carthage
Delphi	Edo	Florence
Granada	Hangzhou	Ithaca
Jakarta	Kathmandu	Lima
Mumbai	Nairobi	Oxford
Paris	Quebec	Rio
Seoul	Tallinn	

[1] CoinGecko (high $9.12, 4 Oct 2021) · [2] Tezos, Tallinn · [3] TzKT, Oct 2026 · [4] Tezos X

MARKET

Every transaction, multiple reports.

$250K	$26M	$140M	$1B
SOM: Q4 2027 run rate	**Tezos**: wallets[1] + 1/1 works[1]	**SAM**: 2.1M NFT wallets[3] × $68	**TAM**: ~500M reports a year × $2

Blockchain data allows for multiple reports to be generated per action, while still being validated and verifiable, indefinitely. (i.e. No more “data slop”)

Now	**Tezos art, our start.** 500K+ wallets[1] × $24 a year = $12M; a yearly $2 scan of 7.2M one-of-one works[1] = $14M.
Next	**Every chain.** 2.1M wallets trade 18M NFTs a quarter[3], ~34 a year each: a $2 report per trade is $68 a year.
Later	**The mainstream art market.** 41.5M art sales[4] and 268M new NFTs[2] a year; via our API, $14.6B of on-chain analytics by 2032[5].

“failure_[success]” by Merchant Coppola (TEIA Core Team)

[1] TzKT, Sep 2026 · [2] CryptoSlam · [3] DappRadar · [4] Art Basel/UBS · [5] 360iResearch

COMPETITORS

Analytics are everywhere.
Few for real people.

	Art services (Verisart, Pixsy)	Enterprise analytics (Nansen, Dune, Chainalysis)	Free scanners (RugCheck, Bubblemaps, TzKT)	teia.cafe
Public access	Yes, per work	Paid, gated	Yes, token-focused	Open to anyone
Pricing	$1 a certificate; 50% of recoveries	$65–750 a month	Free, ad- or token-funded	$0.35 → $2 per report
Built for	Artists and galleries	Traders and institutions	Token traders	Artists, collectors, art industry workers
How it reads	A certificate or a claim, no analysis	Data dumps, little explanation	One score, no context	Plain-language explanations, research-backed
Art-specific	Private registry	No	No	Yes, from day one

Our approach: art-specific reports at a per-report price, between free scanners that give one score and $65–750-a-month tools built for traders, on public records anyone can verify.

BUSINESS MODEL

Pay per report: $0.35 now, $2 within a year.

WHO PAYS

Artists and collectors first; marketplaces and platforms through the API (~$300 a month).

HOW MUCH

1 tez at launch to earn trust, rising to $2 basic / $10 premium within a year (anchors below).

HOW OFTEN

Every mint, sale and transfer is a reason for a fresh report; demand is ongoing.

Quarter	Basic report	Premium report	Reports / month	API clients	Revenue / month
Q4 2026	1 tez (~$0.35)	—	first 100	0	<$0.1K
Q1 2027	1 tez (~$0.35)	—	100 → 1,000	0	~$0.3K
Q2 2027	$1	$5	2,000	0	~$3K
Q3 2027	$2	$10	4,000	2	~$12K
Q4 2027	$2	$10	6,000	5	~$21K

“TheLionKitty” by Yoeshi (TEIA Member, Tezos Commons)

Break-even by the end of Q3 2027, then profitable. Costs ≈ $13K a month: two founders at $75K (the whole engineering team, no hires) plus infrastructure. How those costs scale is on the next slide.

COST STRUCTURE

Lean by design: costs grow only with demand.

No AI tokens per report: AI is used sparingly, a few times a year, to update our trend data.

Costs move with demand: an image search is ~$0.0035[1], a query less; ~90% gross margin at $2 (est.).

Minimal account upkeep: wallet sign-in, so no passwords or personal data to store, reset or secure.

Progress anyone can verify: every paid report settles on-chain to the tool's public treasury wallet.

Data outlives its platform: hic et nunc closed in 2021; TEIA relaunched it within 24 h, every work intact.

The indexing ladder. An indexer turns raw blocks into a searchable database; we climb a step as revenue allows.

1 · today	2 · next	3 · $26M	4 · SAM $140M	5 · TAM $1B
TEIA	**objkt.com**	**All of Tezos**	**Ethereum**	**The web**
880K works	190K users	9.5M NFTs	2.1M NFT wallets	Every art sale
Shared server	Small indexer	Full indexer, ~1 TB	Archive node, ~3 TB	Data-centre scale
~$50/mo	**~$200/mo**	**~$1K/mo**	**~$5K/mo**	**$10K+/mo**

[1] Google Cloud Vision pricing · infrastructure per month, est.

TEAM

Two founders who helped build the platform this data comes from.

Ryan Tanaka

CEO / COO · @ryangtanaka

- Founding member, TEIA DAO; raised $30K for its treasury; TezCon Seattle host
- Runs growth: radio.teia.cafe (11K monthly visitors), 60+ media interviews, events on 3 continents
- Composer; former PhD researcher in art history
- Active in crypto since 2013: Ethereum ICO participant, former owner of CryptoPunk 8973

Music: “Cloud of Abundance” ▶
teia.cafe/curations/5

Johannes Simon

CTO · @jorion

- Systems architect; smart contracts
- CTO and European lead, TEIA
- Wrote ~90% of teia.art updates since 2023
- Built 8scribo (2022); co-founder, Tesserart (2024)
- Tech Director, Escape Events Frankfurt 2016-19

In the art world

ratata gallery shows 2021-23; NFT booth, Positions Berlin Art Fair 2022-24; The Frame, Digital ArtMile, Art Basel 2024

THE ASK

Raising $200K to prove the model on Tezos, then scale.

$200K Post-money SAFE · valuations negotiable	**Q1 2027** target close
12 months of runway	

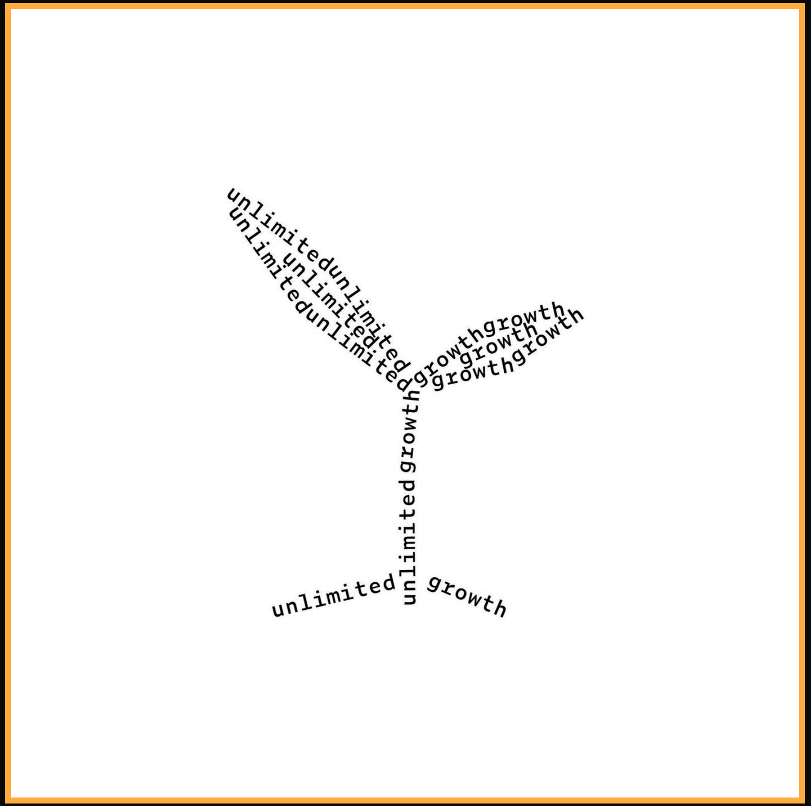
Use of funds

Founders & development	75%
Infra, AI & APIs	10%
Events and outreach	15%

Roadmap

- Q1 2027: Google Lens and other image-ID APIs for copyright; 1,000 reports a month
- Q2 2027: market pricing, first API client
- Q3 2027: operating break-even (~$13K a month)
- Q4 2027: 6,000 reports a month; our own image model and a second chain scoped

Backed by: the TEIA community and the Tezos Foundation, past funders of our projects.



“e.c.o.” (animated) by Merchant Coppola (TEIA Core Team)

TEIA.CAFE INC. · DELAWARE C-CORP · SINCE 2023

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Do Your Own Research, made possible.

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Live demos

teia.cafe (tools, radio, art gallery)
github.com/teia-cafe
teia.art (TEIA DAO)

Verify us on-chain

ryangtanaka.eth
0x006b082e8a781fDBaF499FD11AACFCeBaF83D382
ryangtanaka.tez · tecca.tez
teia-multisig.teia.art

“The Bird is the Word” by matnova
(TEIA Member)