Lascaux

A PRICING INFRASTRUCTURE FOR ART

MAKING THE INVISIBLE VISIBLE
GIVING CULTURAL VALUE A
STRUCTURE TO GROW

MELIH DEMIR | FOUNDER

WHY THIS MATTERS TO ME AND MILLIONS LIKE HIM
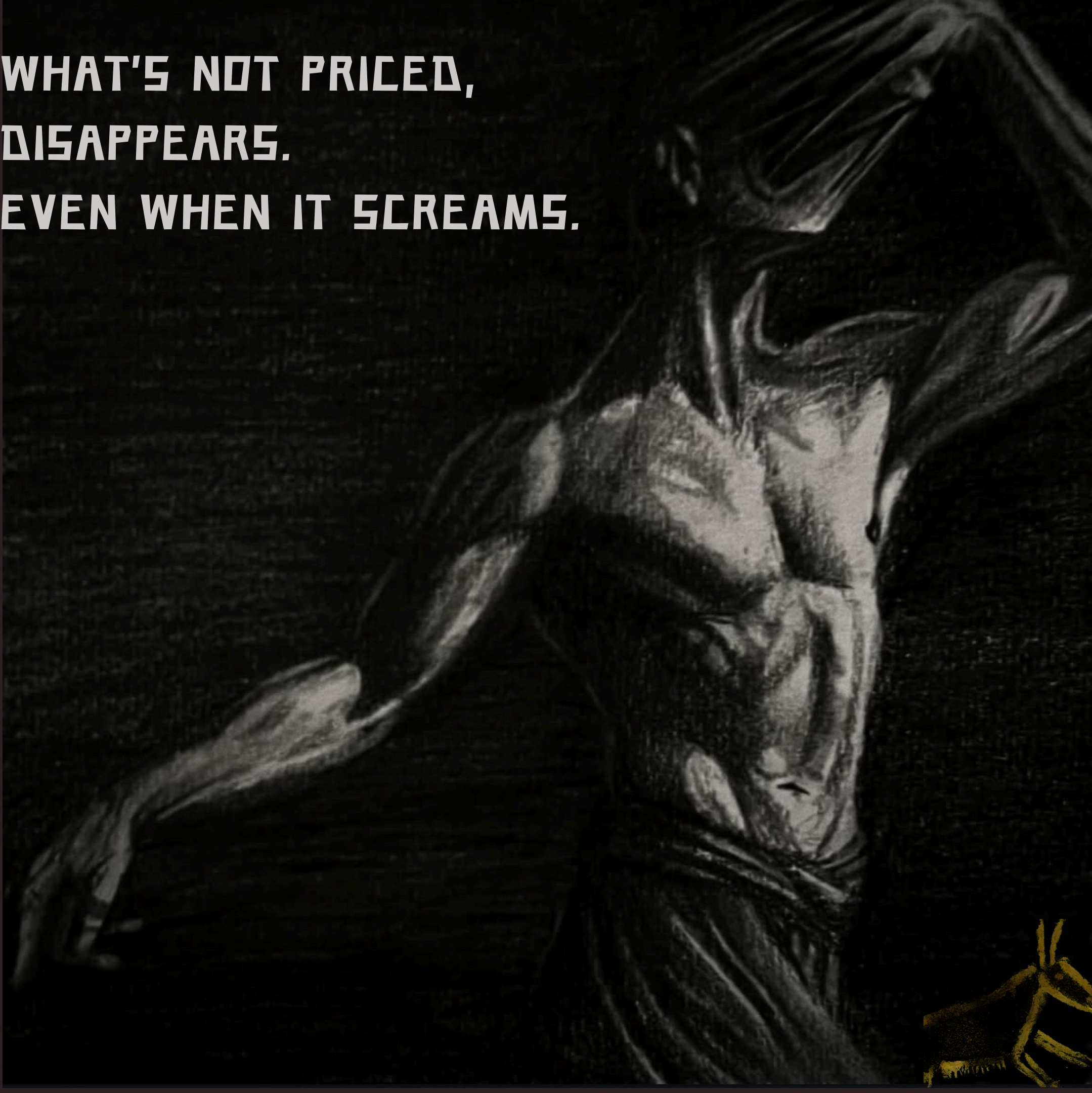
"Some things were too heavy for words.
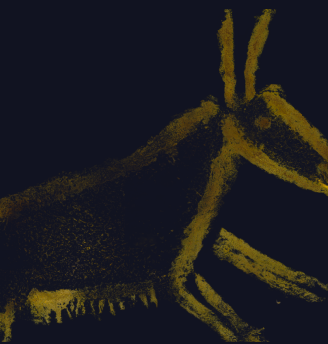So I began to draw them out of me."
— Senih

WHAT'S NOT PRICED,
DISAPPEARS.
EVEN WHEN IT SCREAMS.

TO BE SEEN...
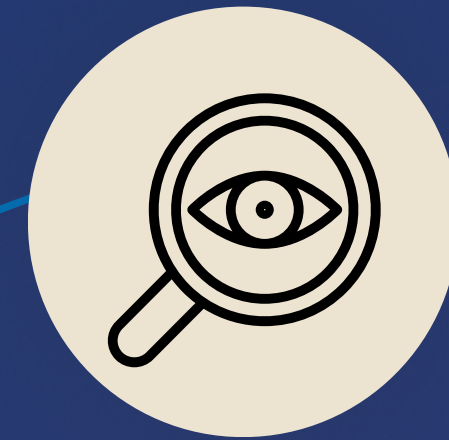CAN CHANGE THE WAY A PERSON CARRIES THEIR FACE.

THE CORE IDEA

A structured system for pricing, trading, and narrating art.

Price Discovery

Continuous Auction

Artist visibility

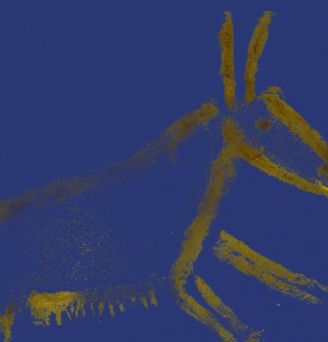| Price Discovery	Continuous Auction	Visibility Engine
Agent-based modeling, simulated demand, collector behavior.	Real-time valuation, resale royalties, liquidity creation.	Narrative layers, smart search indexing, and collector interactions.

🚀 300+ artists pre-registered

Onur Can – CTO

AI systems architect. Specializes in scalable backend infrastructure and algorithmic logic
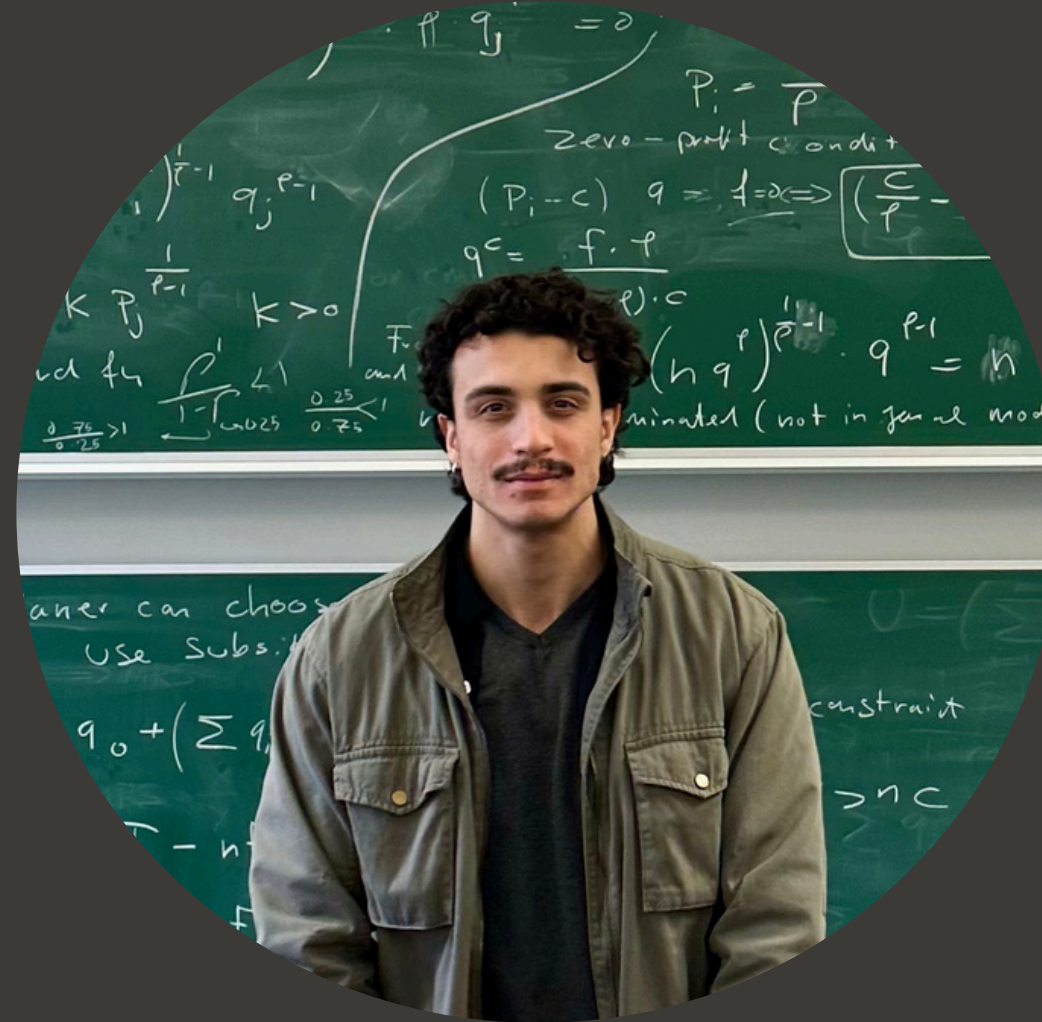
Melih Demir – Founder & Strategy

Economist with a focus on pricing algorithms, game theory, and market design. Leads vision, modeling, and market structure

Talha Şimşek – CMO

Former Meta & Google. Deep ties to creative networks. Leads brand, visibility, and collector community growth
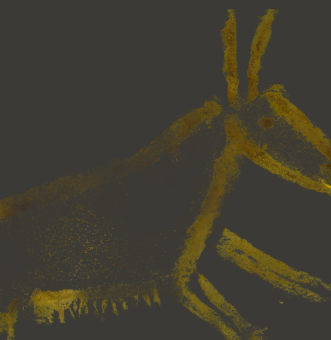
The Journey From Invisible To Investable

Artist submits
artwork and
story,
Selective
onboarding

Simulated
demand +
auction
logic
Valuation
tier is
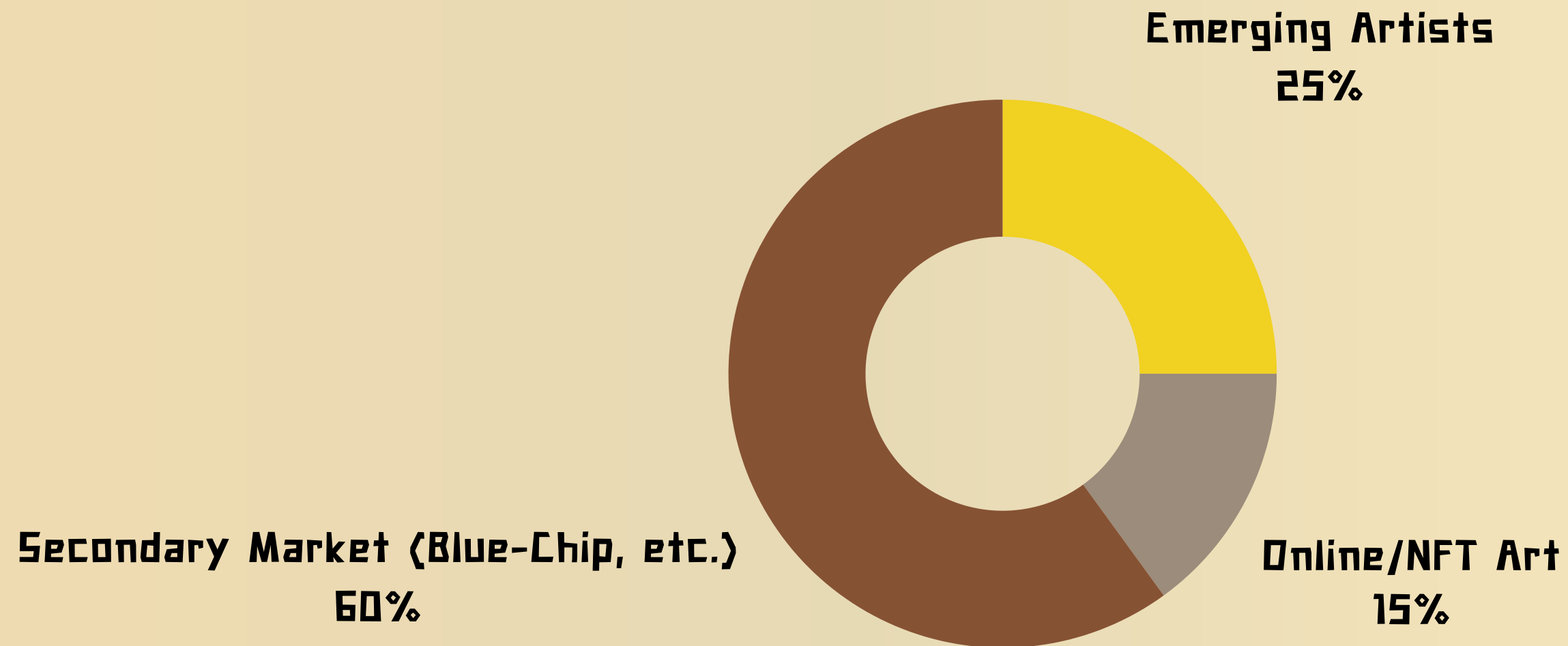assigned

Artwork sold to
collector
85% to artist, 15%
to Lascaux

Collector resells
at higher value
Artist earns 7%,
Lascaux 5%

Ongoing visibility +
royalty income
System grows with
each resale

MARKET AND SCALABILITY

The Invisible Quarter of the Art Market

Emerging Artists
25%

Online/NFT Art
15%

Secondary Market (Blue-Chip, etc.)
60%

The global art market exceeds €63B.
But ~€16B is locked in the emerging
artists.
No resale tools. No pricing infrastructure.
No liquidity.

Comparison and Differentiation

	Online art platforms (Saatchi, Artsy)	NFT Platforms (OpenSea, SuperRare)	Auction Houses	LASCAUX
Pricing Infrastructure	Static ⚠️	❌	✅	✅
Resale Royalties	Weak enforcement ⚠️	✅	❌	✅
Real-Time Valuation	❌	floor-based ⚠️	❌	✅
Emerging Artist Focus	Limited ⚠️	✅	❌	✅

Scalable Monetization in a €63B Market

- ● Primary Sales (15%)
- ● Resale Royalties (5%)
- ● API / Premium Tools
- ● Yearly Revenue   ● Total Revenue

Revenue (€100K)

20.000

10.000

0.000

1   2   3   4   5

Years

Each resale builds network value and recurring income
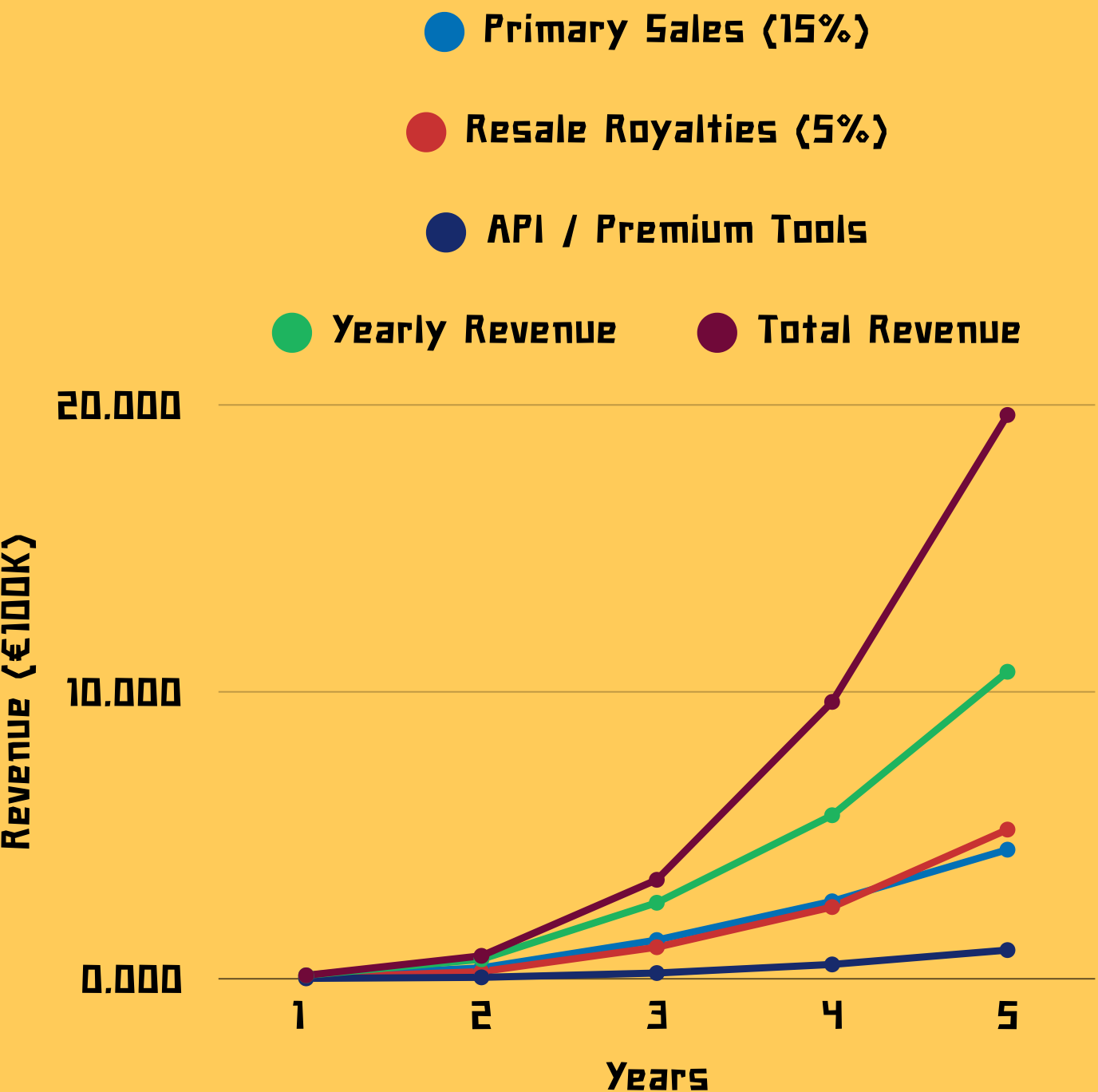
Structured pricing + royalties + visibility unlock new value creation

€16B Market Gap

3 revenue channels – compounding by design

Art has always needed a place to breathe.
Now it needs a structure to grow.

WHERE VALUE BEGINS

: @lascaux.artx