
ATHENA

SERIES SEED



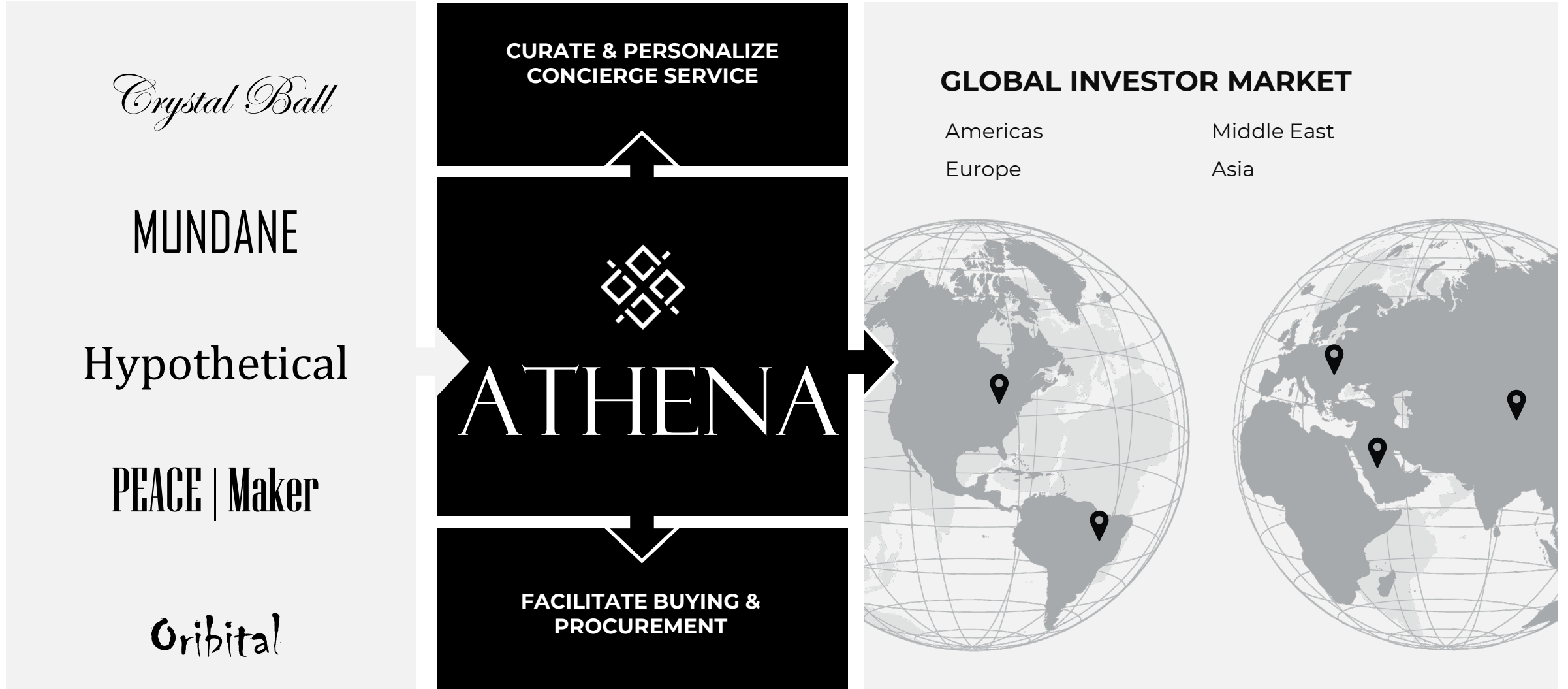
ABOUT ATHENA

A marketplace for exquisite,
novel **luxury goods** curated for
**sophisticated consumers and
investors.**



WHAT WE DO

ATHENA Connects Luxury Brands With Consumers/Investors



*For illustrative purposes only



THE ATHENA MARKET

Unprecedented Opportunity

Addressing a Sizable and Growing Market that is Dramatically Underrepresented

Precious Gems & Fine Jewelry

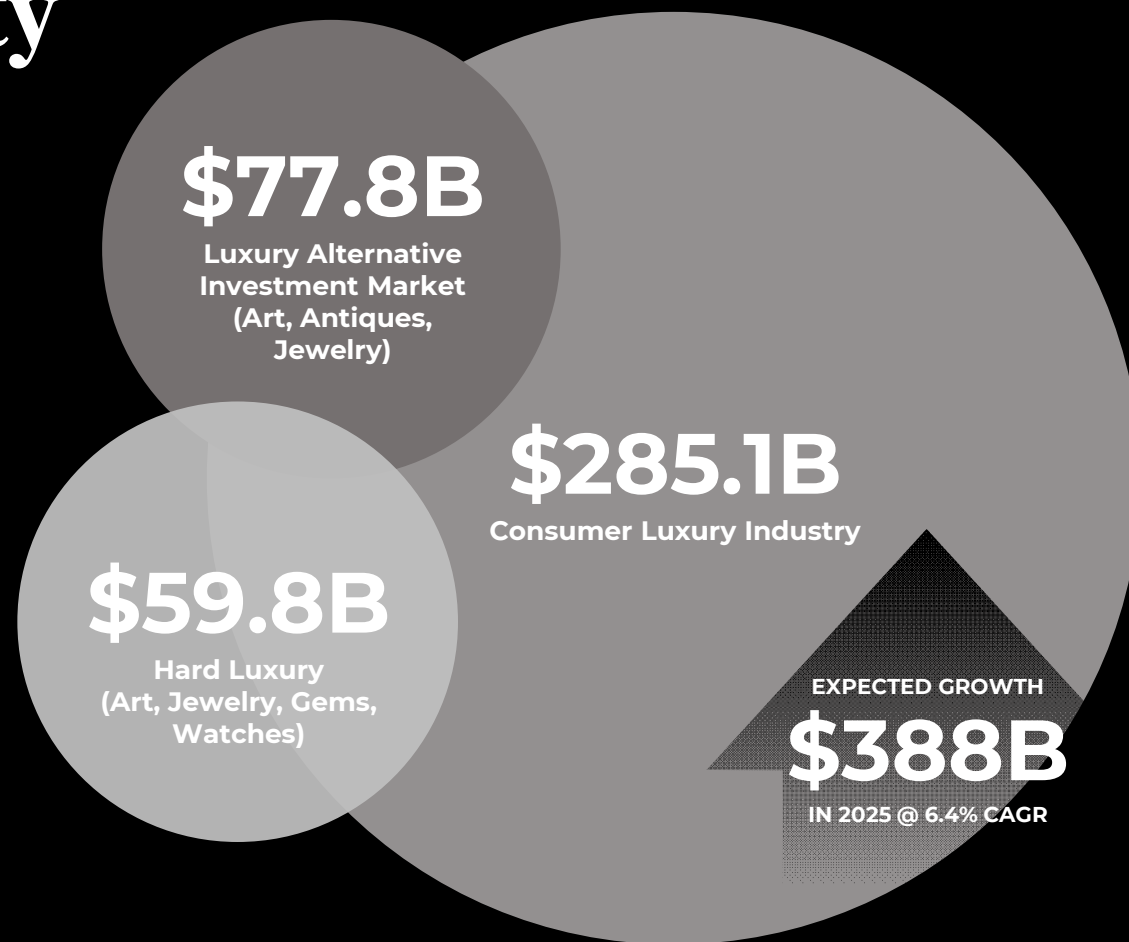
\$20B Annual Premium Jewelry Market
Generating \$1.5B in fees for ATHENA

\$10B Annual Rare Gem Market
Generating \$750M in fees for ATHENA

Fine Art

\$1.7T Art in Private Collections
Generating \$127B in fees for ATHENA

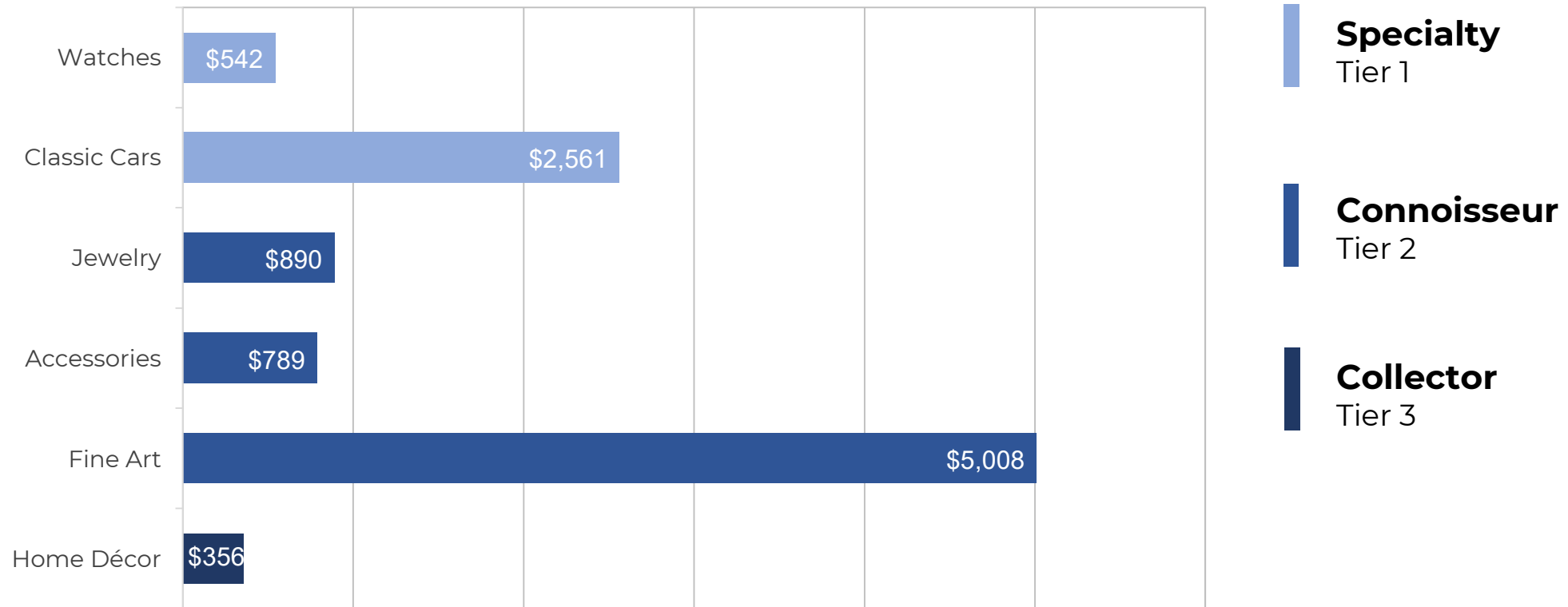
\$10B+ Annual Art Auction Flow
Generating \$750M in fees for ATHENA





TARGET MARKET

The Sophisticated Consumer



\$10.15B Total Addressable Market



HOW WE REACH THE MARKET

Three Cohesive Sales Strategies



**Auction
Houses**

\$20T

Teeter Collectibles,
Nothebies, Grand Cayman
Classics



**B2B
Sourcing**

\$290

Strategic partnerships with
luxury brands and
distribution channels



**Digital Marketing &
Social Media**

\$280

“D2C” by proprietary
marketing & advertising
campaigns



THE PROBLEM

Challenges For Luxury Brands & Consumers/Investors



Inventory Management

Luxury Brands resorted almost exclusively to e-commerce in the wake of COVID 19 and are still managing excess inventory



Historically Exclusive Model

Luxury Brands rely on high earners, older demographics, and heavily marketed campaigns to attract clients; An increasingly public ethos promoting inclusivity, ESG and equality is inherently absent



Unmet Investor Demand for "Hard" Assets

A gap in investment opportunities exists for investors seeking inflationary hedged assets, in contrast to volatility of deregulated finance



OUR SOLUTION FOR BRANDS & CONSUMERS

Targeted Inventory Monetization

Partner with a regulated, up-scale investment platform adhering to the high standards expected in the luxury industry

Liquidate accumulated inventory in the brands' archives

Earn double fees: 1) on sourcing/procurement and 2) on the subsequent sale of the asset back into the private market





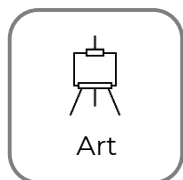
OUR SOLUTION FOR INVESTORS

Own a Piece of Luxury

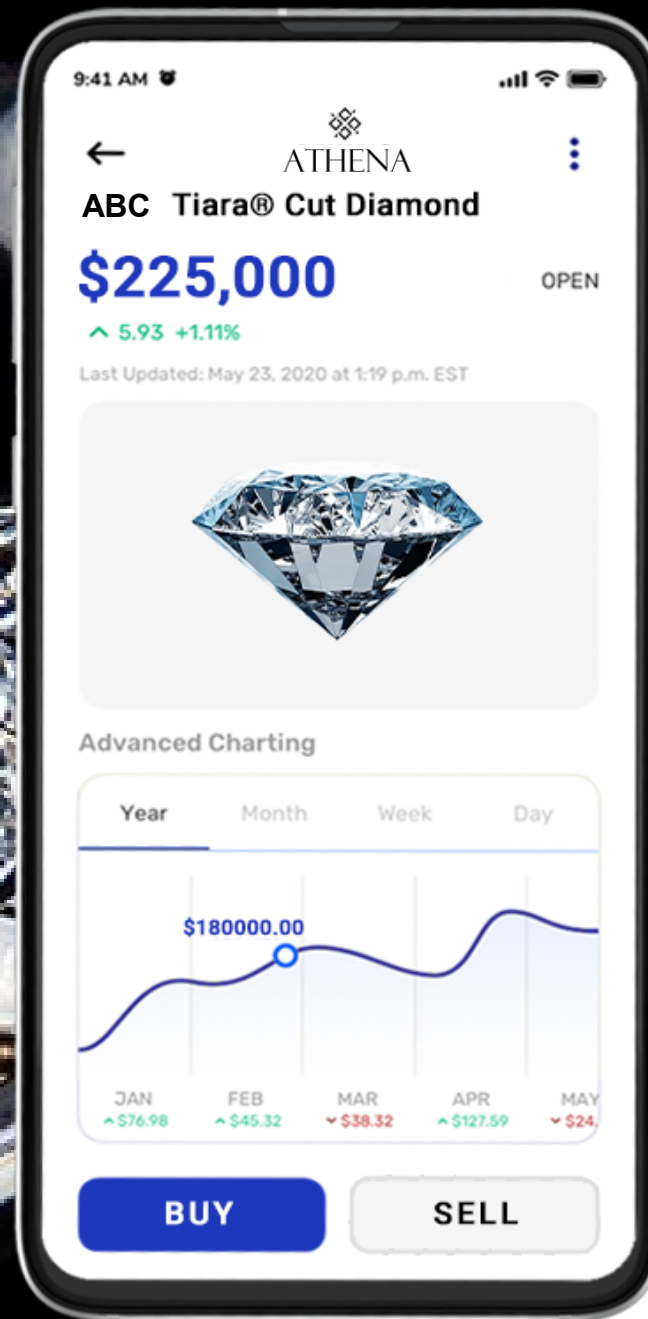
Experience Fractional Ownership of Best-In-Class Assets for Accredited and Non-Accredited Investors

Receive institutional-grade equity research, investment tools, and education campaigns to make informed investment decisions

Listed assets will include:



*Other asset classes will be added at a later date





HOW WE WORK WITH BRANDS

Consumer Luxury Portfolio Creation

Brands source assets pursuant to market demand / inventory; they also advise ATHENA on current trends, acquisitions, industry developments, etc.

01. Sourcing

02. Structuring & Underwriting

ATHENA structures the asset as a security and underwrites using industry standard valuation mechanisms and independent 3rd Parties

ATHENA

ATHENA serves as Issuer, files the asset with the SEC and upon qualification, distributes shares of the asset to retail investors

03. Issuance & Placement

04. Custody and Exit

Brands custody, insure, and maintain asset throughout its life; they later sell the asset back into the private market at a profit to investors (unless the asset is bought on the ATHENA website/app)*

*no guarantee that it will sell; brand earns a "carry" of 20% if it sells



OUR PROCESS

Securitization and Listing

Sourcing

- Partner with Luxury Industry Brands
- Select Viable Assets together

Criteria

- Asset Value
- Rarity
- Cultural Significance
- Condition
- Provenance

Underwriting

- Value and Authenticate Assets using Industry Experts and In House Knowledge
- Risk Management and Rigorous Investment Committee Process
- Legal Structuring and Regulatory Filings with the SEC, FINRA etc.

Placement

- Engage with Private Wealth Management, RIA and Retail Channels
- Promote via Online Trading Platforms Cross Partnerships
- Aggressive Digital Advertising, Social Media and Marketing Campaigns
- Secondary Trading on a Listed Exchange or ATS



THE BREAKDOWN

IPO Process

5 DAYS

- Consumer Luxury asset is selected by the Brand and ATHENA jointly.
- Documents are exchanged (NDA, LOI & Engagement Letter/ Amendment) and valuation conducted in house by independent third parties.
- Marketing is commenced for the “Testing the Waters” phase to ascertain market interest from prospective investors and finalize pricing.

20-25 DAYS

- Price is finalized based on “Testing the Waters” and valuation
- Series SPC is created (new entity every time \$75M is reached) with ATHENA as issuer and the brand retaining some non voting equity as “skin in the game”
- Insurance is placed and verified, storage and custody is finalized when the brand retaining the physical asset

20-30 DAYS

- ATHENA files the offering circular for the SPC with the SEC and coordinates all the listing document requirements
- Additional assets are added via post effective amendment for ease and efficiency of use

10 DAYS

- Retail placement/public listing is commenced and cash is submitted to the SPC via subscription documents and KYC/AML screenings.
- Credit facilities/Committed capital vehicles may be used for any bridge financing.




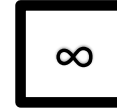

1 DAY

- Offering is closed once it is fully funded
- SPC purchases asset from the brand
- Proceeds pay ATHENA fee, Brand premium, other associated costs
- Public trading on the secondary market; at the brand's discretion, asset can be resold at a profit to all investors (or sold outright on the ATHENA site).



COMPETITORS

Distinct Place in the Market

Hard Luxury Asset Class	◆	◆			
Direct Brand Partnership	◆				
Low-to-No Minimum Investment Threshold	◆		◆	◆	◆
Secondary Market	◆		◆	◆	◆
Gifting Capabilities	◆		◆		
Open Educational/Research Materials	◆	◆		◆	◆
High Value Asset Listings (\$750,000+)	◆	◆			
Social Responsibility Commitment	◆				◆
	 ATHENA				



REVENUE MODEL

The Path to Profitability

ASSET LISTING REVENUE STREAM

5-7% underwriting fee per listing

Growth Scheme

Partner with top luxury brands to expand best-in-class asset listings

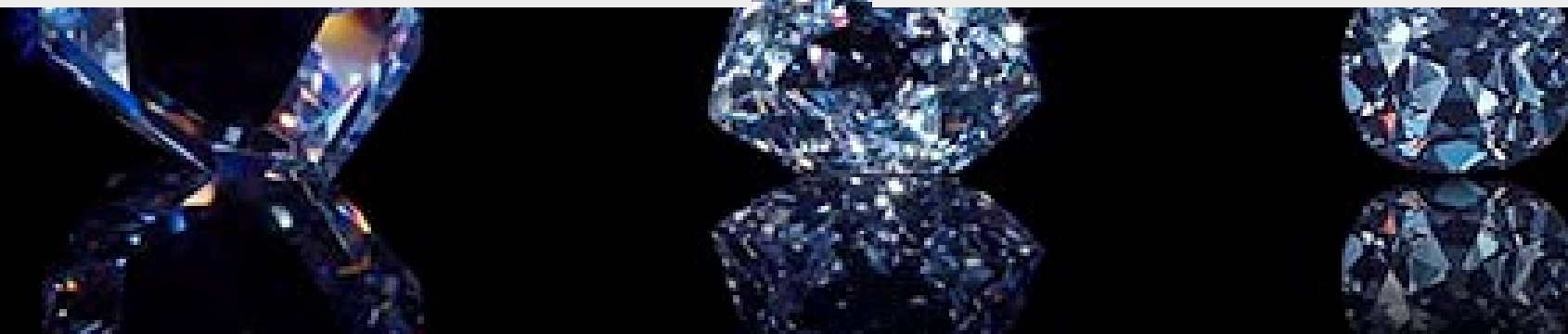


INVESTOR REVENUE STREAM

0.50% annual fee on AUM

Growth Scheme

Maximize investor engagement and reach to catalyze exponential platform growth





FOUNDERS

Financial Services + Consumer Luxury

Serial entrepreneurs with 40+ years of capital markets and elite brands.



Robert Axelrod

CEO & Co-Founder

Hedge Fund Executive & Lawyer



Cookie Lyon

Chief Creative Officer & Co-Founder

CEO of Nothebies,
Founder of EMPIRE



TIMELINE

Go-To-Market Strategy

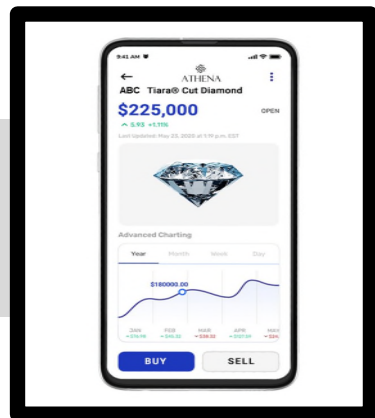
Q4 2023

Pre-Launch & Technology Activities Commence; Pre-Seed Close; Key Hires Identified/Made; Initial Asset filed with the SEC



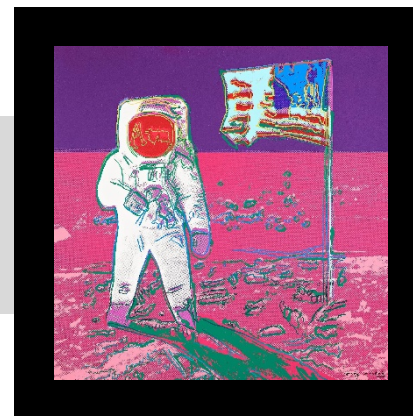
Q3 2024

ATS and secondary market launched; initial asset listed and sold



2025+

Aggressive listing and trading schedule in place and active



Q1 2024

Brokerage platform and App launched; Seed Round commenced; Distribution & Marketing plan finalized

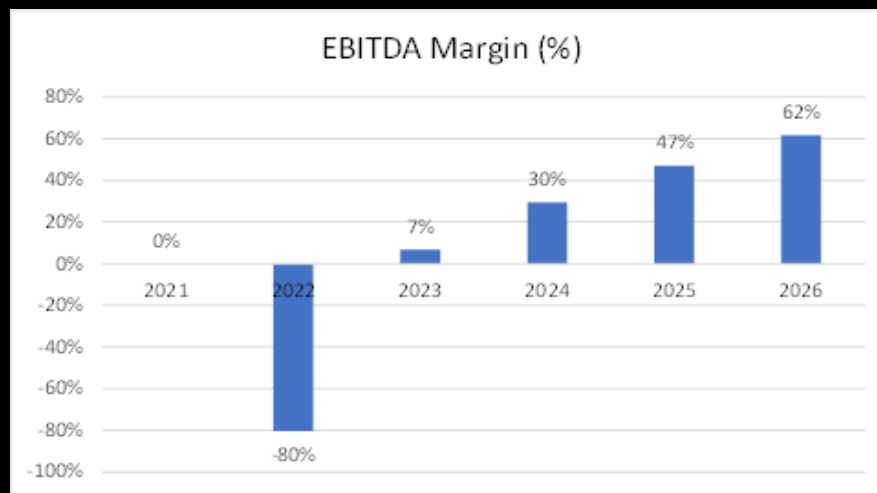
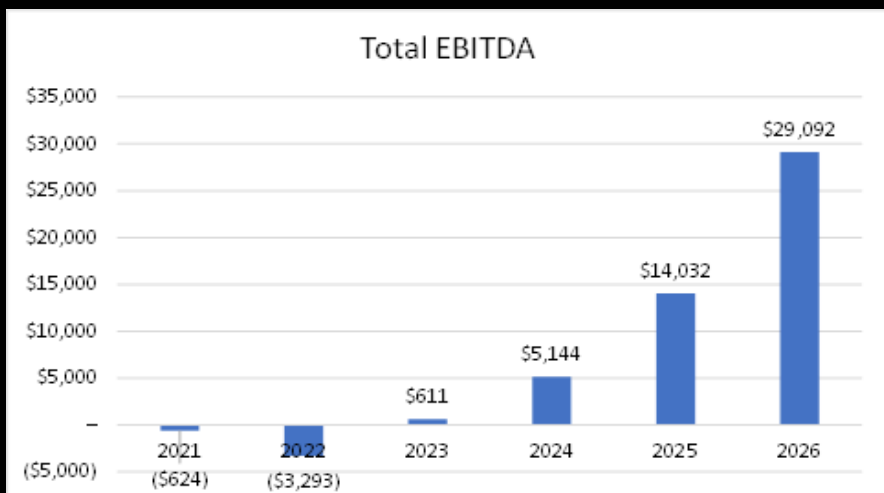
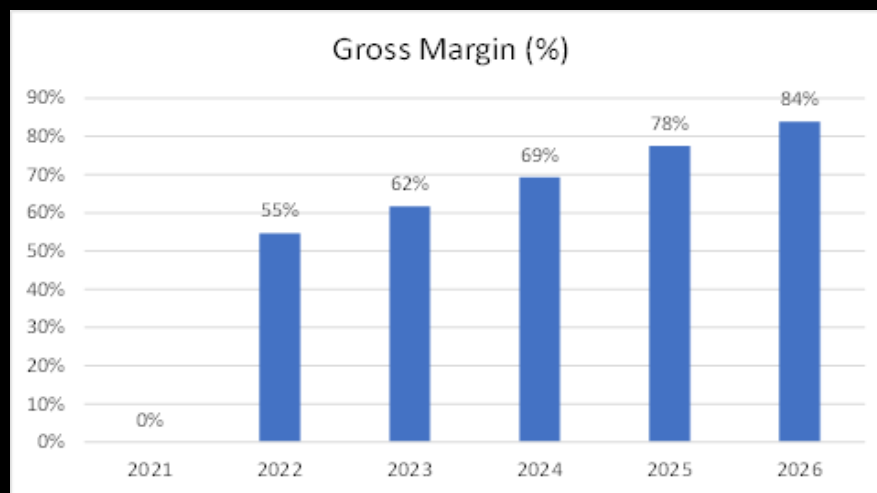
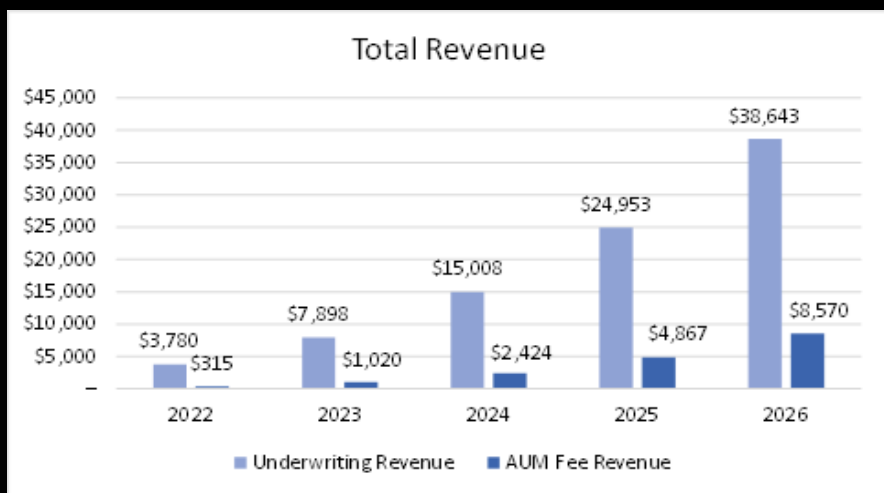
Q4 2024

Continue to IPO new products and expand to additional Consumer Lux Assets



FINANCIAL SNAPSHOT

5 Year Financial Growth



- Projected total revenue CAGR of 63.1% from 2022 through 2026
- Expected gross margin expands to 84% by 2026
- Forecasted positive EBITDA generation by 2023
- EBITDA margin expands to 62% by 2026



INVESTMENT OPPORTUNITY

Series Seed

\$2.5M SAFE

15% Discount Through 3/30/2024

\$10M Series A Preferred to commence Q4 2024



THE BREAKDOWN

Use of Proceeds

SEED

\$2.5M

FINANCING



ALLOCATION

Technology	\$1M
Website & App	\$500k
ATS Integration	\$500k
Headcount	\$780k
Legal	\$500k
Securitization	\$490k
Org & Financing	\$15k
Marketing	\$150k
Working Capital	\$55k



ATHENA

robert@athena.com

917.600.0000

cookie@athena.com

646.500.0000

www.athena.com