

1 ANDSART Club Empowering SMEs and cultural heritage



We promote a new international business model that couples the existing traction of the artistic cultural/archeological offer, with the commercial offer of SME's interested into innovation , export , internationalization.

We merge:

the unique intangible value of the cultural attractors coming from Heritage entities, with the traction, visibility and economic value of innovative SME's in the "Andsart Club" platform.

By infusing cultural appeal in a product, and in a brand, we generate value and attract buyers that, by acquiring a physical item, also enjoy the enrichment of a culturally related emotion.

THE PROBLEM

The world of SMEs must look for new solutions to innovate and develop internationally



The Cultural boards must re-imagine new ways to relate to people



THE SOLUTION

Bringing art and culture closer to everyday consumers

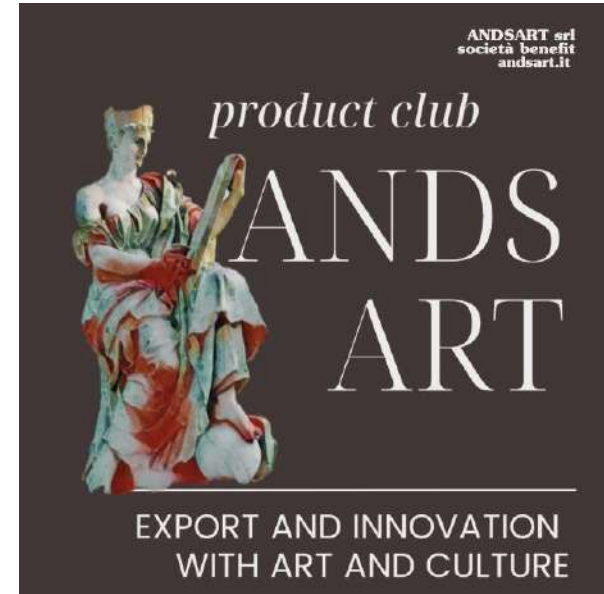
Bringing everyday consumers closer to art and culture.

This is what the ANDSART CLUB does.

We select visionary SMEs willing to combine their brands and products with cultural entities, to obtain cost free visibility and sustainable value



CERTOSA DI CALCI
Tuscany





3. Business Model

Making CULTURAL INNOVATION an asset of the SMEs export and transition strategy.

How?

- an SME teams up with a compatible Cultural Institution,
- the SME release a new brand and/or product line related to the cultural institution, with both parties obtaining extra exposure
- the SME sell and promote through the Andsart Club platform



It is a **collaborative model** that goes beyond profit and works for the common good .



4. The success obtained

Thanks to the first phase of our



CreaThriv-EU
EuroCluster CClis

funded project we

1. setup the pilot model,
2. beta tested it with enthusiast SMEs and heritage entities
3. demonstrated wide sustainability of cross referencing business and art.

The ANDSART CLUB model has successfully tested its **Minimum Value Proposition** and is ready to expand internationally.



For example →:

5. Success cases



Cantine di Orgosolo, in Sardinia, created the Fromboliere wine with the Museum of the Nuoro and the character sculptor **Francesco Ciusa Museum**



La Gabbianella produces household objects inspired by the **Domus Romana** Museum in Lucca, Tuscany



Arago in Barletta, where the historic battle of **Cannae** (Hannibal vs. Scipio) took place, produces sport sweatshirts inspired by the bust of Hannibal in agreement with the **archaeo park of the Battle**.



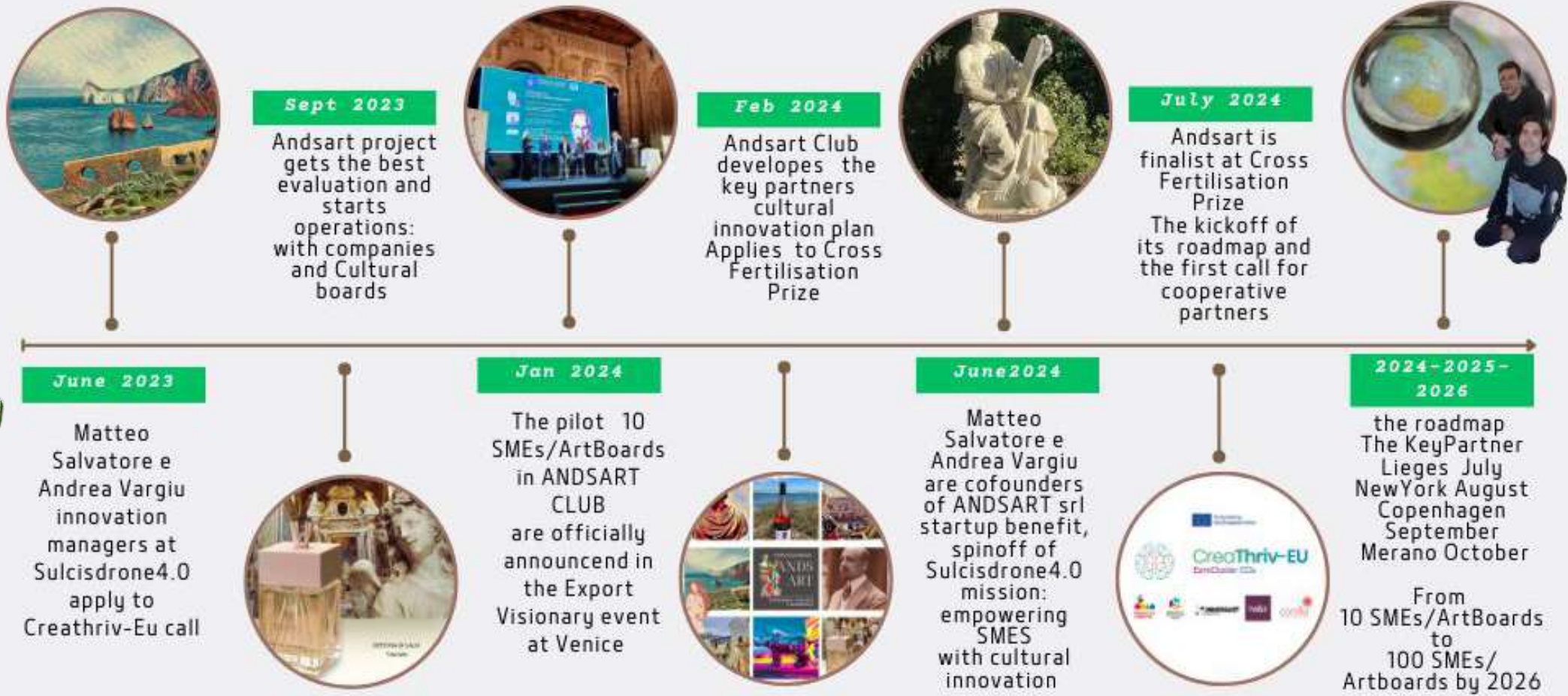
We proposed 10 SMEs in the pilot platform to become KEY partners of the ANDSART benefit model.

Most of them agreed to invest in their cultural innovation strategy through ANDSART.

6. Timeline and Expansion from 10 to 100 companies / cultural institutions

Our roadmap starts in Liege, next venues will be: NewYork with LaGabbianella/Domus Romana, Copenhagen with CantineOrgosolo/Museo Ciusa, Merano with Andsart in AmpioraggioAI Jazzin Contest.

ANDSART TIME LINE



7. ANDSART becomes a benefit startup

Our founders:

Matteo Salvatore (35)

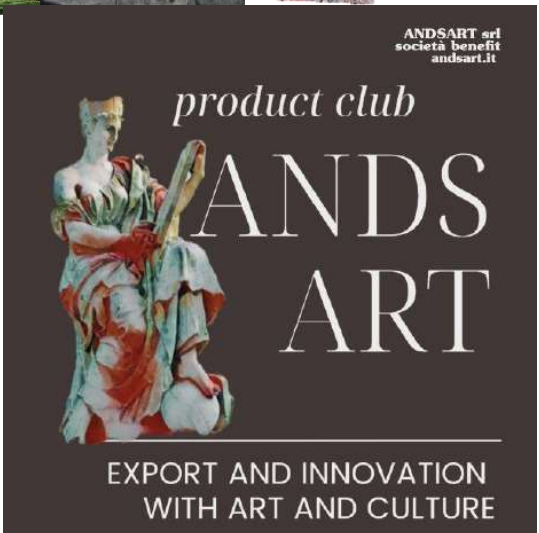
Andrea Vargiu (33)

We are export and innovation managers with a track record of several years.

We managed the team that carried out the Andsart project.

We are a spinoff of Sulcisdrone4.0, under which we carried out the pilot project.

We're not alone: besides for Sulcisdrone, we rely on the support of a wide network of visionary businesses and beneficial associations



8 Final

Our cross-fertilization model brings the value of cultural innovation to SME's

What we have sown is just a sprout. We have a long way to go to cultivate it and make it grow.

Our vision :
from 10 to 100 companies enrolled in the AndsArt benefit club within 3 years.

We aim to become a **point of reference startup** focused on **cross-fertilization between art/culture and private sustainable SMEs.**

Partner and investor relations:
will be glad to welcome both public and private partners who want to accompany us in our growth.



Matteo Salvatore Vargiu
Andrea Vargiu



Info: info@andsart.it
+39 333 9997163 - <https://andsart.it>
ANDSART SRL società benefit



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