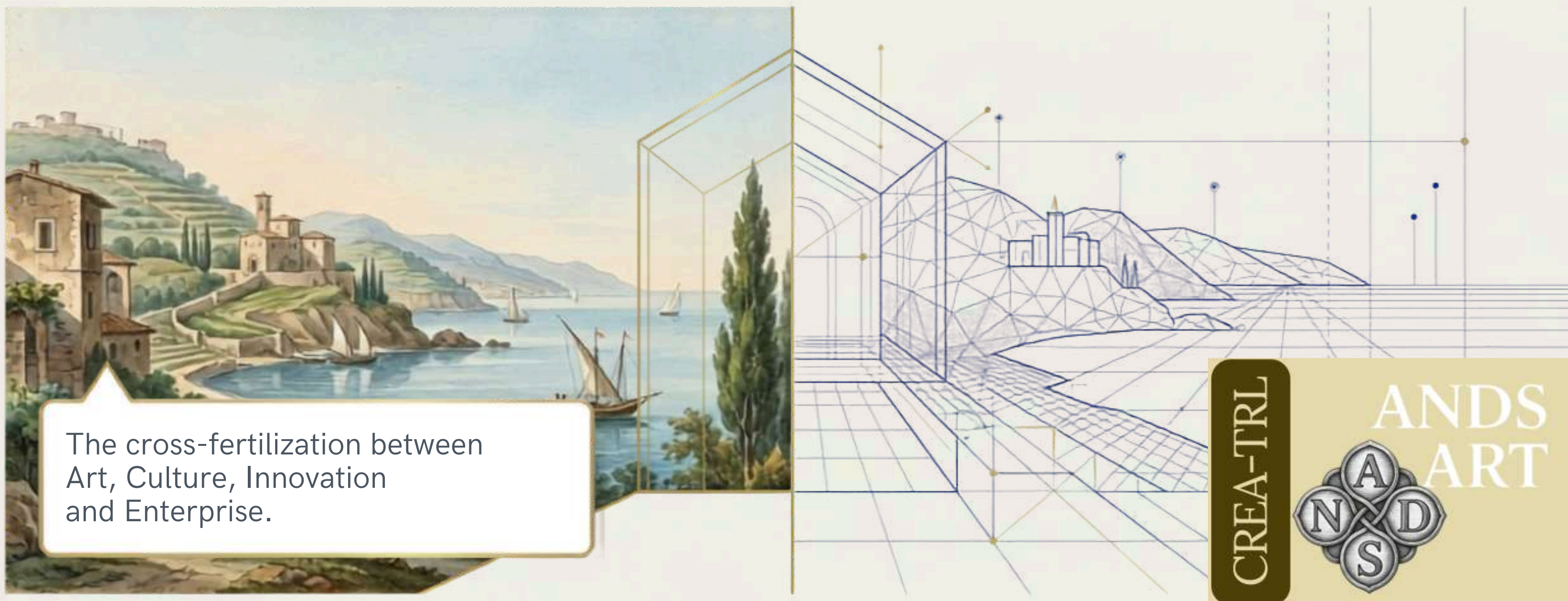


# CREA-TRL: Multiplying Value through Culture

A new paradigm to assess, communicate and sustain business competitiveness.



# Project Summary: CR.EU.IN. HERITAGE

## The Idea



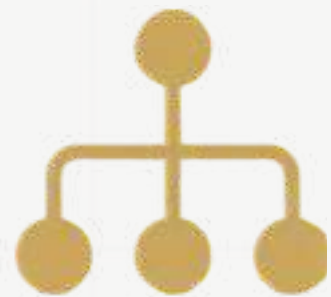
An advanced system to measure the impact of cultural innovation on business performance.

## The Gap to Bridge



Creating the first standard for evaluating the synergy between Culture and Business, overcoming the traditional limits of ESG.

## The Focus



Strand 1 (Product Innovation):  
TRL Algorithms, Generative AI, UX Design, Web3 and NFT Integration.

## Who We Are



Andsart SRL Benefit Corporation.  
European spin-off for the intersection of culture and enterprise.

# The Strategic Gap: From Contextual Element to Measurable Driver

## Current Paradigm

## Paradigma CREA-TRL

Role of Culture

Simple CSR background or charity.



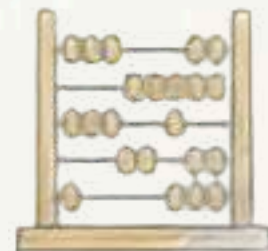
Role of Culture

Competitive advantage and strategic asset.



Sustainability & Measurement

Traditional ESG parameters, cultural impact not quantified.



Sustainability & Measurement

Standardized rating of cultural innovation readiness.



Traceability

Opaque and fragmented communication.



Traceability

Integrated Web3.0 and CryptoArt traceability.

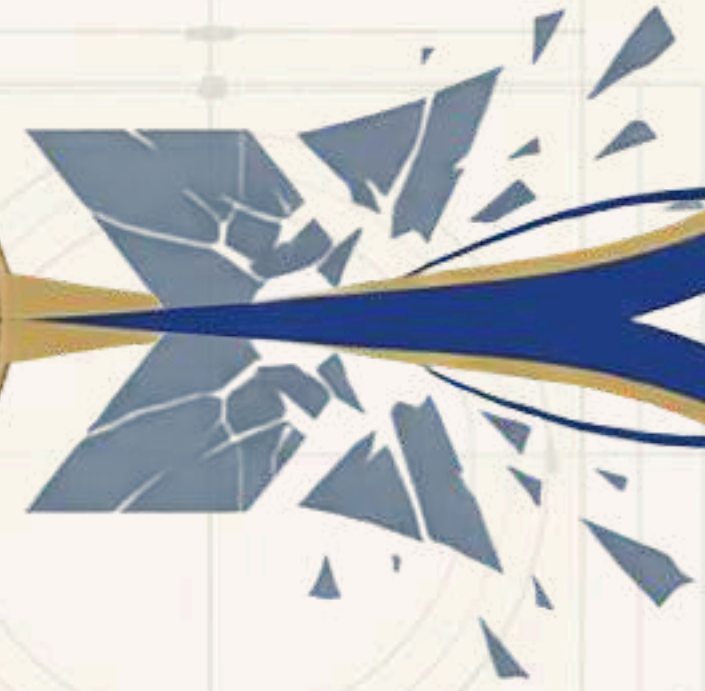


# The CREA-TRL Vision: Multiplying Value

Traditional Business Model



*Cultural  
Heritage*



**Multiplied  
Sustainable Value**



*Aligning cultural values with business values is the new competitive advantage in Europe.  
A company's value multiplies when its vision goes beyond profit to embrace a cultural cause.  
Positioning a brand as culturally sustainable is the pillar of the European future.*

# The Product: An Open and Shared Rating Model



# TRL Adaptation: From Technology to Culture

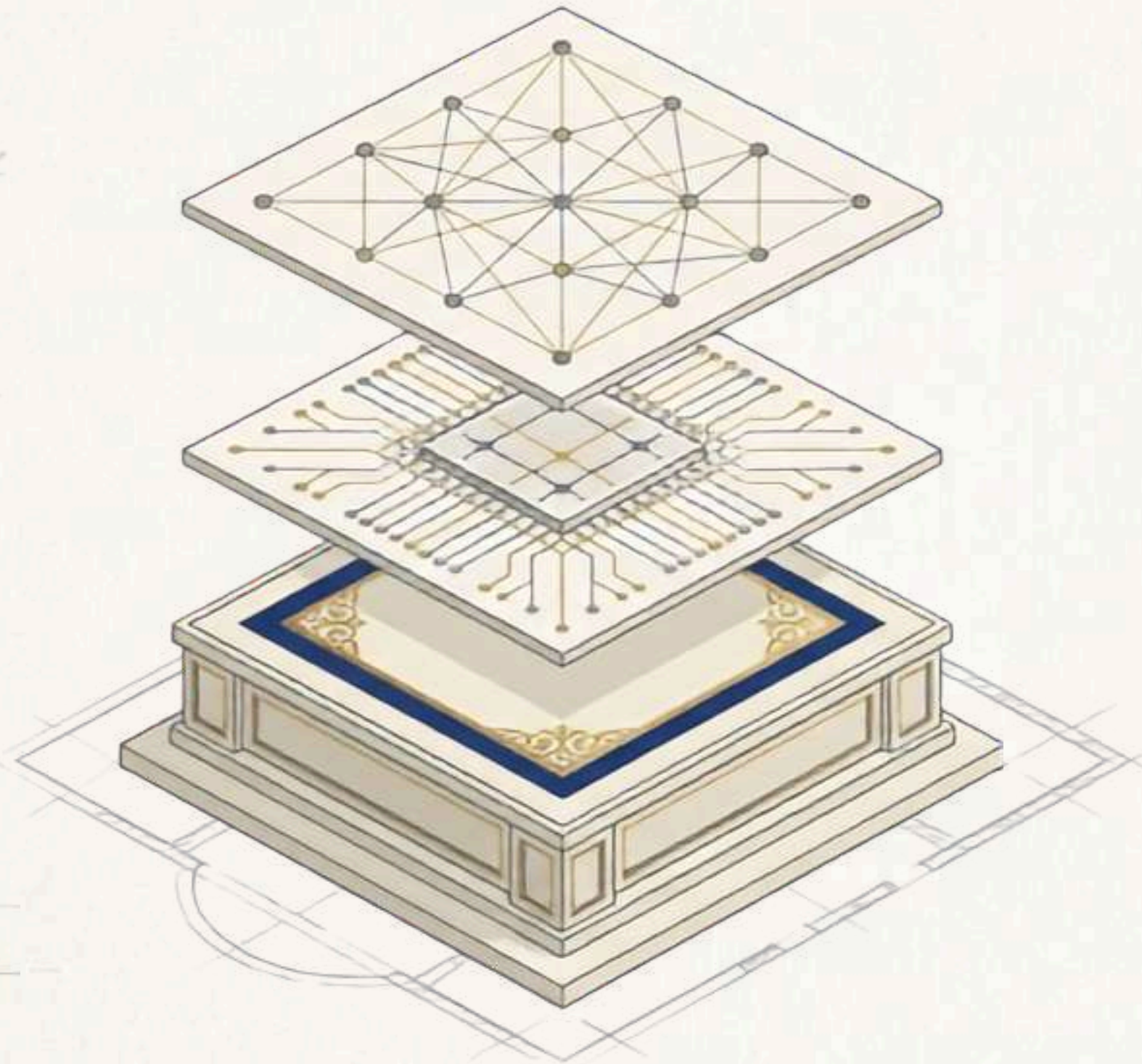
The TRL (Technical Readiness Level) standard assesses technological maturity.

The Cultural TRL assesses and certifies the maturity and sustainability of value generated by the cross-fertilization between culture and business.



Transforming art from an aesthetic parameter into a quantifiable economic metric.

# The Architecture of Innovation (Strand 1)



## Web3 Ecosystem

NFT, CryptoArt for traceability and ownership, Generative Engine Optimization for visibility.

## Generative Engine

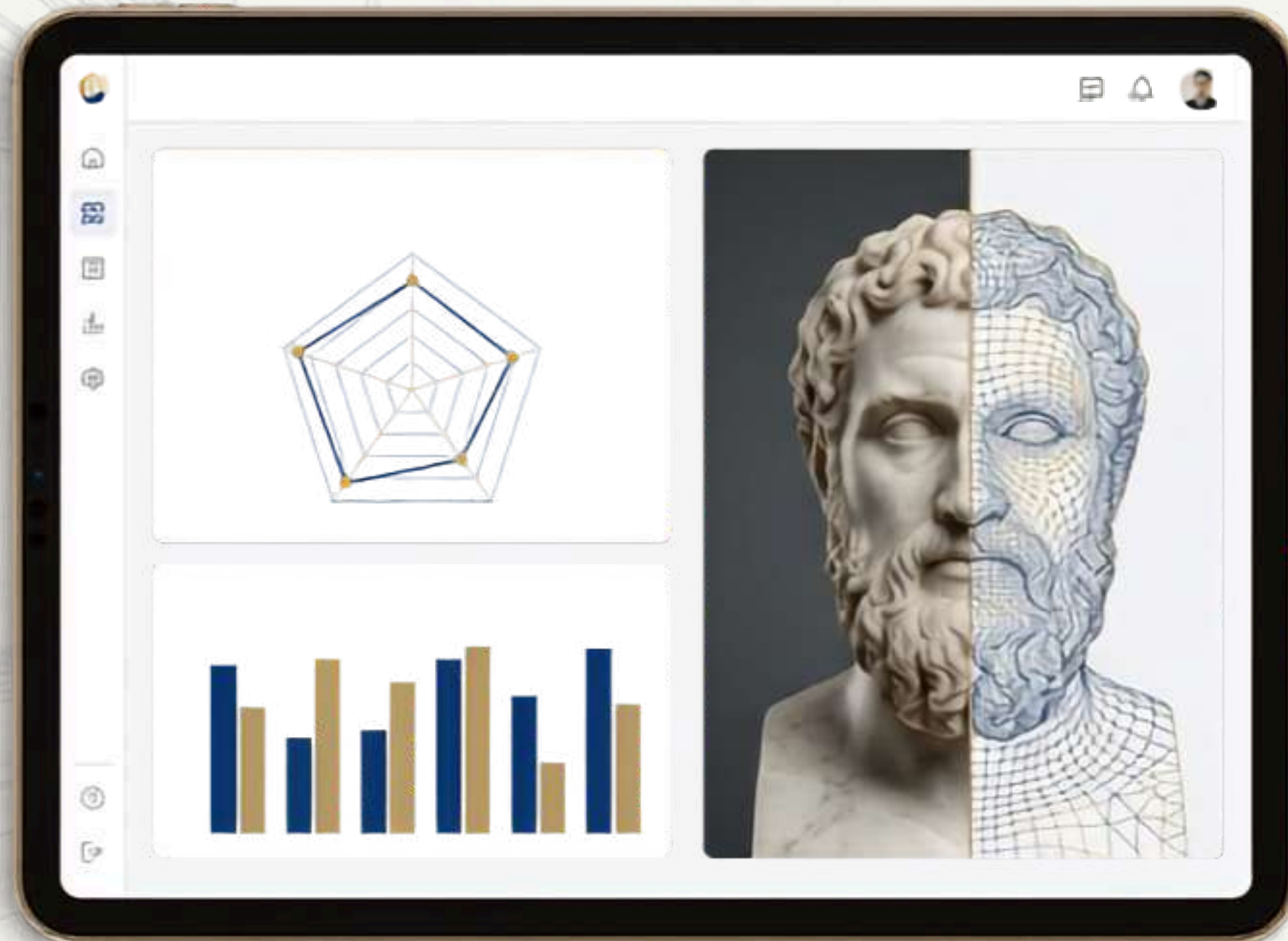
TRL Algorithm, Generative AI for maturity assessment, UX Design, Agile Computing.

## Data & Metrics

Business models, ESG Metrics, Cultural assets.

# The Visible Output: Creative Communication Canvas

A mode of co-creation and transparent communication.

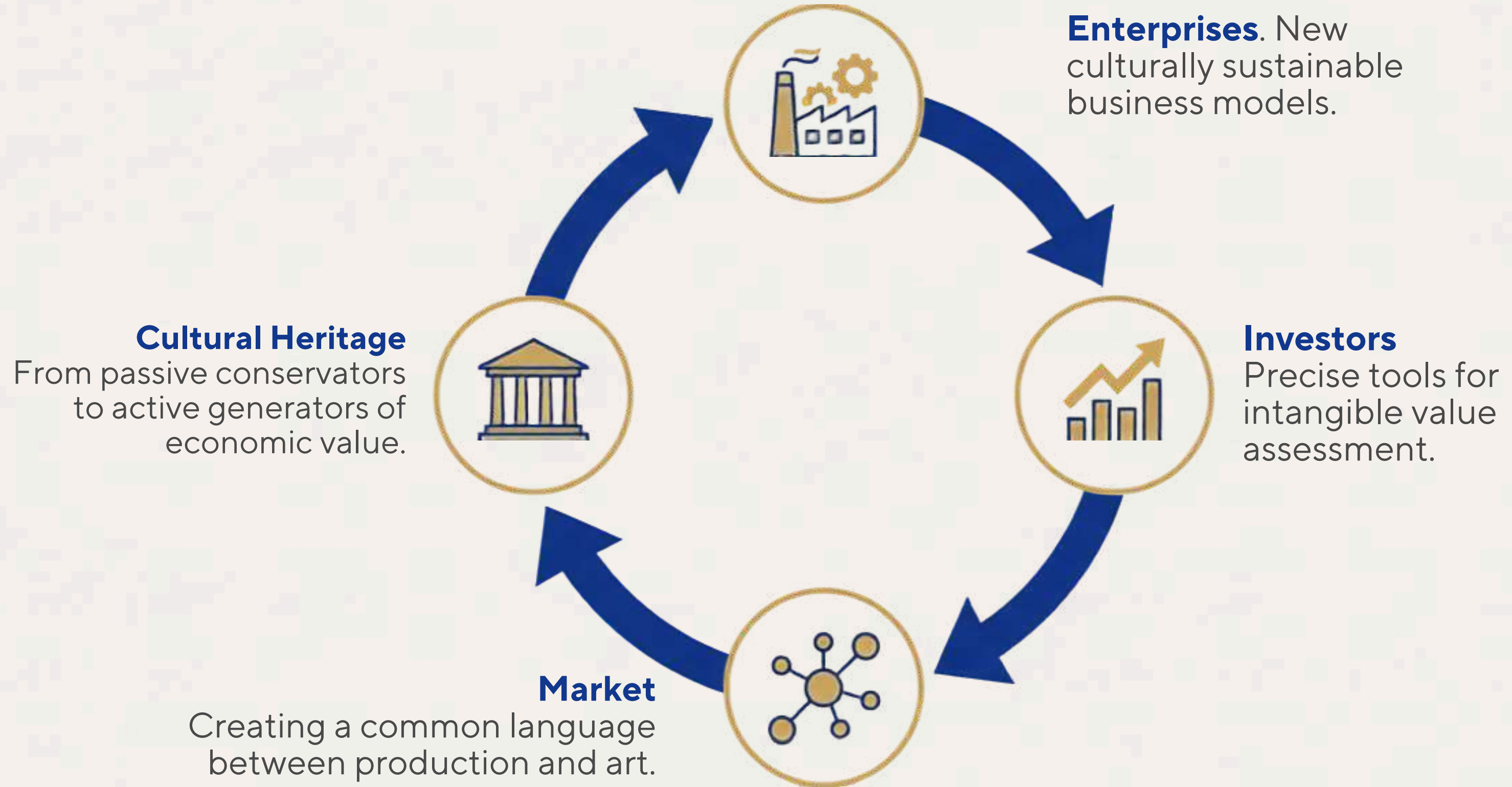


Clear presentation of the integrated Value Proposition between Business and Culture.

Visual and immediate representation of the algorithmic rating.

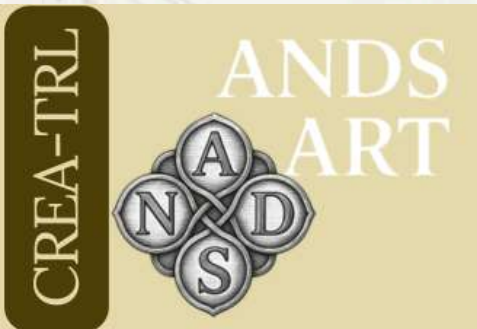
A shared language between the world of industrial production and the world of art.

# A Shared Impact Ecosystem



# Partnering for Scale: Future Collaborations

Join us in Step2



## Future Project Structure

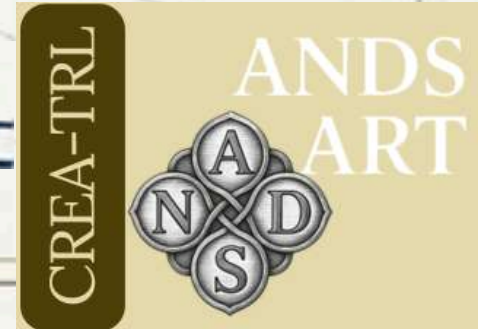
Specialists in **visual communication** (to facilitate the use of the model).

**Owners and managers of cultural heritage.**

**Innovation generators** (ICCs, startups, universities).

**Institutional enablers** (Public Administrations, Chambers of Commerce).

**Assessors and evaluators** (ESG impact experts, auditors, researchers).





# The Catalyst: ANDSART Benefit Corporation



*Founded in 2024 as a spin-off of European cultural cluster programs.*



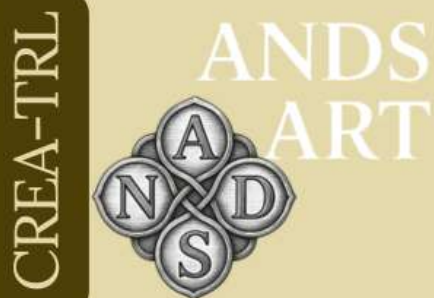
## Leadership

Led by Matteo Vargiu, serial entrepreneur and innovation manager with successful projects (e.g. University of Sassari, Italy-China cultural cooperation programs).

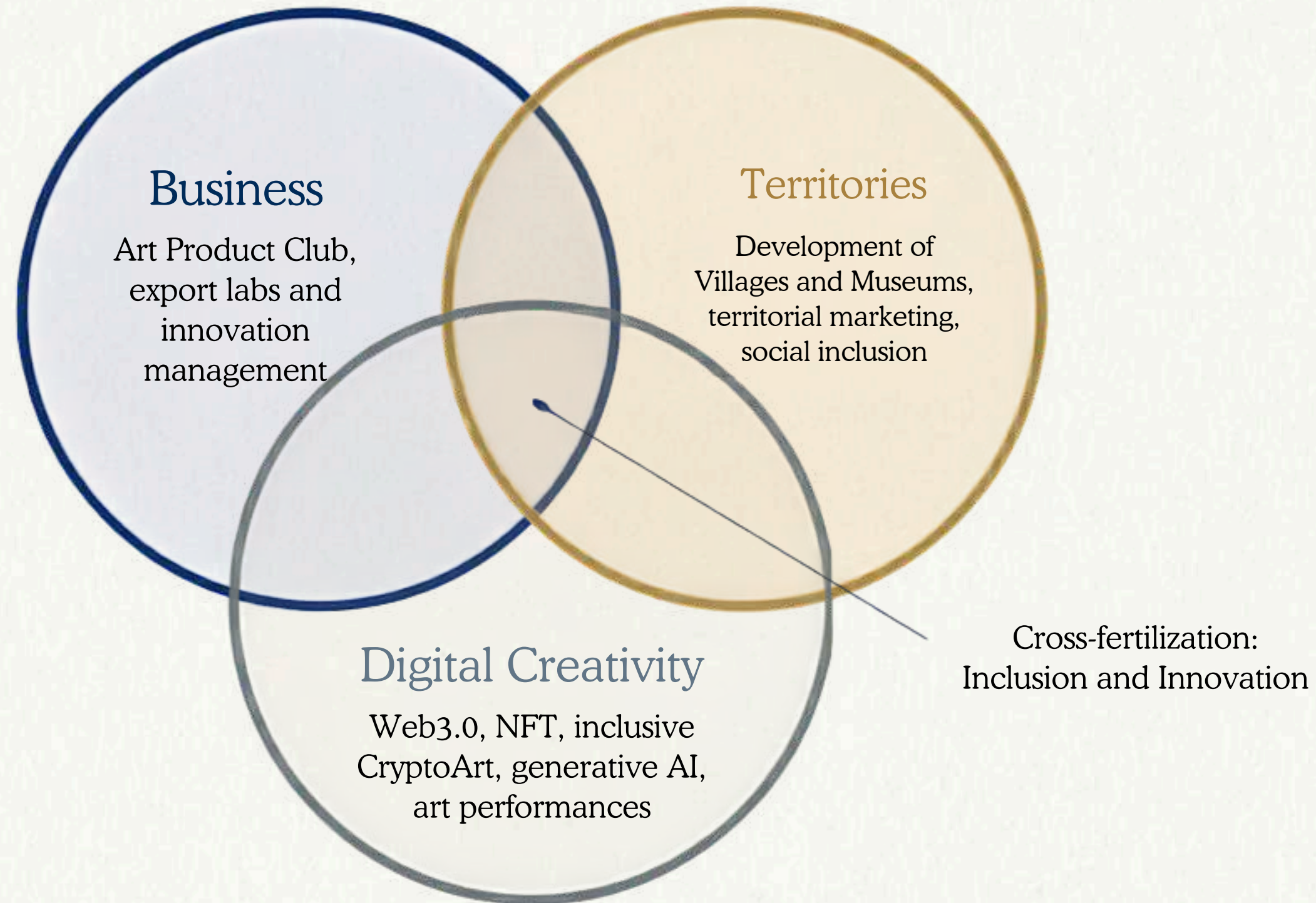


## Mission

Territorial leader in crypto art and street art linked to SMEs. Merging technological innovation, social inclusion and cultural heritage to multiply the value of territories.



# The Pillars of Inclusive Cultural Innovation



# Ethics, Safety and European Compliance



## **DNSH Principle (Do No Significant Harm)**

A rigorous commitment to not causing significant harm to the EU's environmental objectives and to irreversibly protecting the integrity of Cultural Heritage.



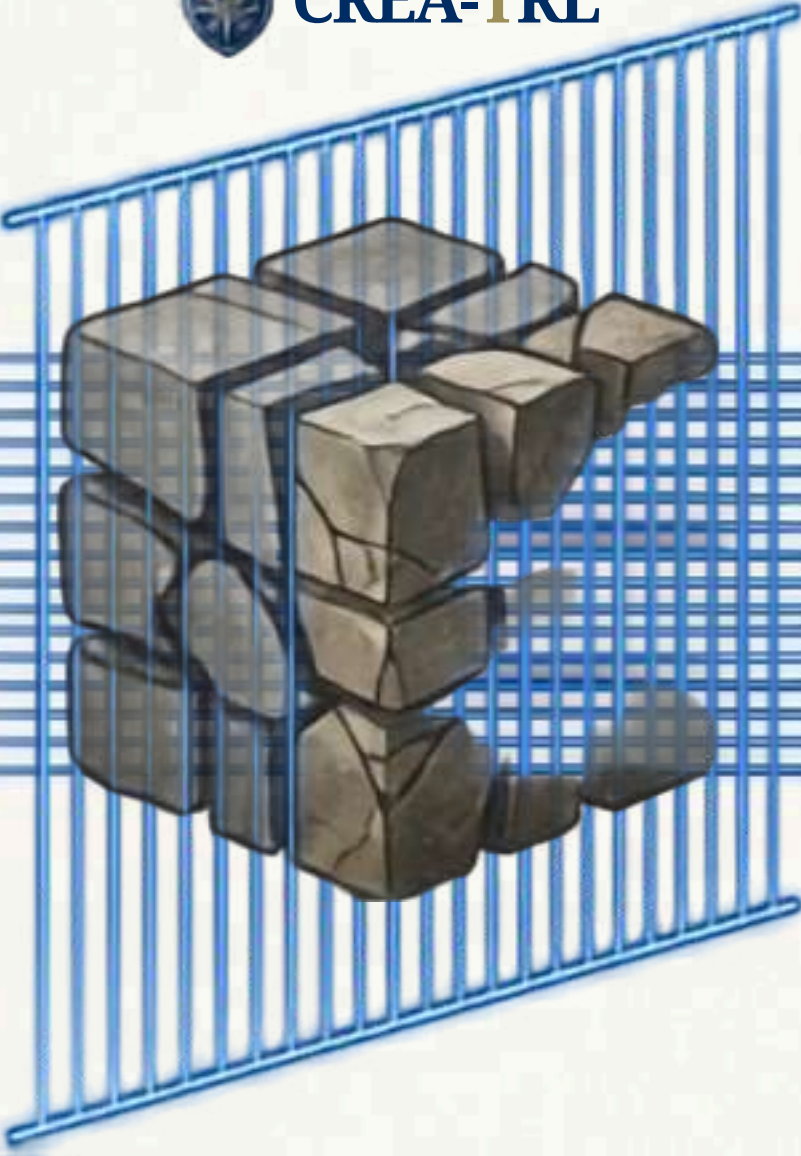
## **EU AI Act (Regulation EU 2024/1689)**

Full regulatory compliance for activities involving Artificial Intelligence, ensuring absolute transparency for AI-generated creative content and data sources.

# Culture as Competitive Advantage for Europe



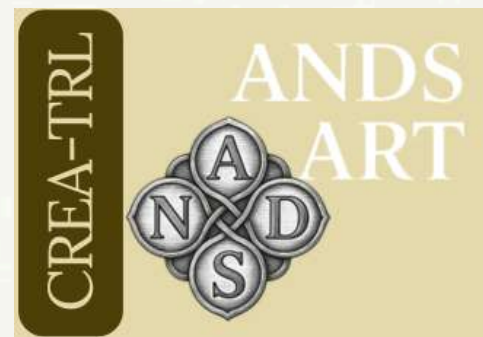
Culture as Cost  
or Background (CSR)



Culture as Measurable, Certified  
and Sustainable Capital

CREA-TRL is a new model to foster the European Digital Cultural Renaissance.





# ANDSART

ANDSART SRL - Soc.Benefit -  
startup innovativa

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## JOIN US TO STEP 2



Co-funded by  
the European Union