

Revenue Forecast SQARES Trading Platform 2023+

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Abstract

This whitepaper explores the superior success and growing acceptance of the Sqares platform in the investment and art market. Sqares has revolutionized the way art is traded, attracting existing art investors while also tapping into new investor segments. With its lower trading fees and shorter holding periods, Sqares has become a game-changer in the art market, appealing to high-net individuals who previously did not consider art as part of their investment portfolio. This paper outlines the key factors contributing to the platform's success, including its ability to enhance liquidity, increase trading frequency, and its strategic partnerships with galleries, artists, and art dealers. Furthermore, it presents an analysis of the expected growth and market dominance of Sqares, positioning it as a leader in the global art market.

Keywords

SQARES — Art Market

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Contents

1	Introduction	1
1.1	Background	1
1.2	Objectives	2
2	Factors Driving the Success of Sqares	2
2.1	Non-Fractional Ownership	2
2.2	Lower Entry Barriers	2
2.3	Enhanced Liquidity	2
2.4	Transparency and Authentication	2
2.5	Diverse Art Selection	2
2.6	Community Engagement	2
2.7	Lower Transaction Costs	2
2.8	Market Education	2
2.9	Global Reach	2
2.10	Integration of Technology	3
3	Short Market Analysis	3
4	Revenue Forecast and Projections	3
4.1	Market Volume	3
4.2	Trading Frequency	3
4.3	Artworks Traded	3
4.4	Revenue Forecast for 2023-2027	3
5	Conclusion	4
6	References	4

1. Introduction

1.1 Background

Sqares is a revolutionary platform that has disrupted the traditional art market by leveraging blockchain technology and providing a decentralized marketplace for art trading. The platform was founded in [year] with the vision of democratizing the art market and making it more accessible to a wider range of investors.

In the traditional art market, buying and selling artworks involved numerous intermediaries, high transaction costs, and limited transparency. This made it challenging for smaller investors to participate and restricted the liquidity of the market. Sqares recognized these inefficiencies and sought to address them through its innovative platform.

By leveraging blockchain technology, Sqares introduced a secure and transparent system for the trading of art. Each artwork listed on Sqares is represented as a unique digital asset or token, allowing for easy non-fractional ownership, efficient trading, and verifiable provenance. The platform utilizes smart contracts to automate transactions, ensuring trust and eliminating the need for intermediaries.

The founding team behind Sqares consists of experts in art, finance, and blockchain technology, bringing together a unique combination of skills and knowledge to develop a platform that caters to the needs of both investors and artists. The team has forged strategic partnerships with renowned galleries, artists, and art dealers to onboard a diverse range of artworks onto the platform, ensuring a vibrant and diverse marketplace.

Since its inception, Sqares has gained significant traction and garnered attention from both the art and investment communities. Its innovative approach to art trading, lower transaction fees, and enhanced liquidity have attracted existing art investors seeking improved market efficiency. Additionally,

Squares has successfully tapped into new investor segments, such as high-net individuals, who previously may not have considered art as part of their investment portfolio.

With its user-friendly interface, transparent trading process, and increasing acceptance within the art market, Squares is poised to revolutionize the way art is bought, sold, and traded. The platform's success is driven by its ability to address the pain points of the traditional art market, providing a seamless and efficient experience for investors, artists, and art enthusiasts alike.

In summary, Squares is a cutting-edge platform that leverages blockchain technology to disrupt the art market. By introducing transparency, liquidity, and accessibility, Squares is reshaping the way art is valued, traded, and appreciated, opening new avenues for investors and artists worldwide.

1.2 Objectives

The objective of Squares is to revolutionize the art market by creating a platform that enables non-fractional ownership and trading of high-value artworks. Squares aims to make art investments more accessible, transparent, and liquid, opening up opportunities for a broader range of investors to participate in the art market.

The platform's primary objective is to democratize art ownership by allowing investors to purchase and trade non-fractional tokens of artworks. By breaking down the traditional barriers of high entry costs and illiquidity, Squares aims to attract both experienced and new investors, including those who have not previously considered art as an investment asset.

Squares also seeks to enhance transparency and trust within the art market. Through the use of blockchain technology, artworks on the platform are verified, authenticated, and their ownership history is securely recorded. This ensures the provenance and authenticity of the artworks, mitigating the risk of counterfeit or fraudulent pieces.

Additionally, Squares aims to create a vibrant community of art enthusiasts, collectors, and investors. The platform fosters engagement, discussion, and shared experiences among its users, creating a sense of belonging and collaboration within the art community.

Ultimately, Squares strives to transform the way art is bought, sold, and owned by leveraging technology, reducing barriers, and providing a user-friendly platform that empowers individuals to participate in the art market with greater ease and confidence.

2. Factors Driving the Success of Squares

2.1 Non-Fractional Ownership

Squares enables non-fractional ownership of artworks, allowing investors to purchase and trade non-fractional tokens of high-value artworks. This feature increases accessibility to art investments, attracting a broader range of investors.

2.2 Lower Entry Barriers

The platform reduces entry barriers by offering lower investment thresholds compared to traditional art market practices. This opens up art investment opportunities to a larger pool of investors, including individuals with smaller budgets.

2.3 Enhanced Liquidity

Squares facilitates the trading of non-fractional tokens, which increases liquidity in the art market. Investors can buy and sell their tokens more easily, eliminating the traditional challenges associated with illiquid art assets. This liquidity attracts more investors and stimulates market activity.

2.4 Transparency and Authentication

Blockchain technology underpins Squares, providing a transparent and secure platform for art trading. Artworks are verified and authenticated through immutable digital records, ensuring the provenance and authenticity of the assets. This transparency builds trust among investors and mitigates the risk of counterfeit artworks.

2.5 Diverse Art Selection

Squares collaborates with galleries, artists, and collectors to curate a diverse selection of artworks available for investment. This wide range of art appeals to different tastes and preferences, catering to a larger audience and expanding the potential investor base.

2.6 Community Engagement

Squares fosters a vibrant community of art enthusiasts, collectors, and investors. The platform provides a space for engagement, discussion, and shared experiences, creating a sense of belonging and fostering trust among users. This community-driven approach enhances the overall user experience and strengthens the platform's reputation.

2.7 Lower Transaction Costs

Traditional art markets are associated with high transaction fees, limiting the participation of smaller investors. Squares addresses this issue by leveraging blockchain technology, which reduces transaction costs and intermediaries. The lower fees make art investments more accessible and financially viable for a wider audience.

2.8 Market Education

Squares actively educates and informs its user base about art investment, the benefits of non-fractional ownership, and market trends. By providing educational resources, market insights, and expert guidance, Squares empowers investors and facilitates informed decision-making.

2.9 Global Reach

Squares operates on a global scale, breaking down geographical barriers in the art market. Investors from different regions can access and invest in artworks from around the world, broadening their investment opportunities and diversifying their portfolios.

2.10 Integration of Technology

Squares leverages cutting-edge technologies such as blockchain, artificial intelligence, and machine learning to optimize user experiences, automate processes, and enhance the efficiency of art transactions. This integration of technology drives innovation within the platform and positions Squares as a leader in the digital art investment space.

3. Short Market Analysis

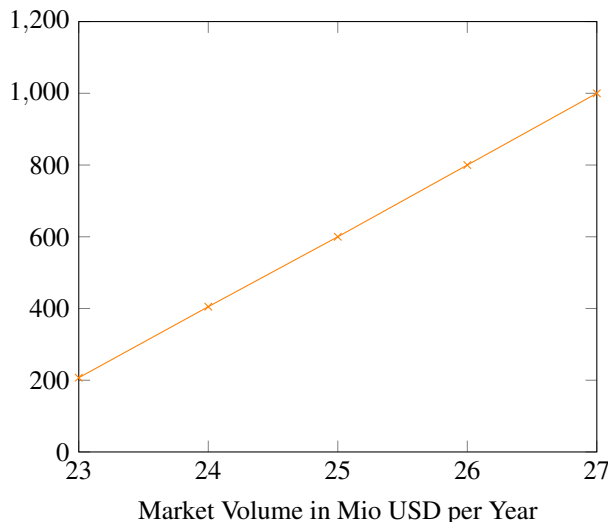
Existing art investors are recognizing the benefits of SQARES and are switching to the platform. Additionally, new investor segments such as high-net-worth individuals are being attracted to art investment through SQARES, which was previously not part of their investment portfolio. Due to the 10x lower trading fees, a shorter holding period is expected to become a trend. Instead of an average holding period of 10 years, artworks could be held for only one or two years, potentially increasing the trading frequency by up to tenfold. Initially, this effect will apply to only one-third of all artworks on SQARES.

Squares conducted a confidential study, in which selected galleries, artists, and art dealers were asked when and with what sales volume they would switch to Squares. The study indicates an expected doubling growth each year, starting at 217 million EUR in 2024. Although SQARES currently operates in the single-digit range of the global art market, the speed of trading growth is expected to make it dominate the global art market within a few years.

4. Revenue Forecast and Projections

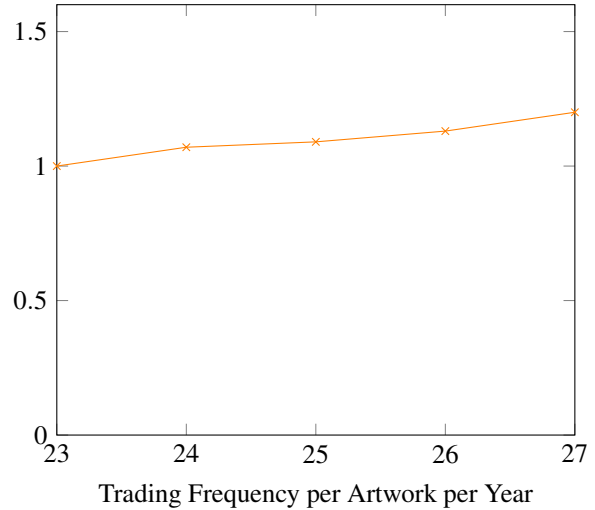
4.1 Market Volume

SQARES benefits from the overall growth and increasing interest in the art market. As more investors recognize the potential of art as an investment asset, the demand for art-related platforms like SQARES rises. The expanding market volume provides a fertile ground for SQARES to attract users and facilitate increased trading activity.



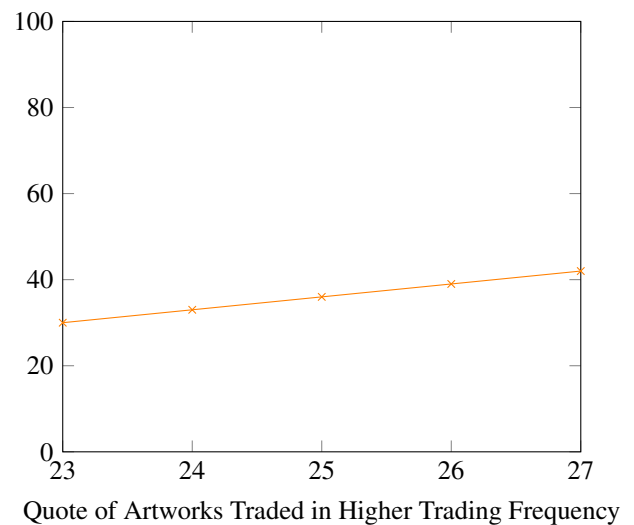
4.2 Trading Frequency

SQARES introduces a significant shift in the traditional art market by promoting shorter holding periods for artworks. While art investments have historically been characterized by long-term holdings of around 10 years or more, SQARES encourages investors to trade artworks more frequently, potentially reducing holding periods to just one or two years. This emphasis on shorter holding periods drives higher trading frequency and liquidity on the platform.



4.3 Artworks Traded

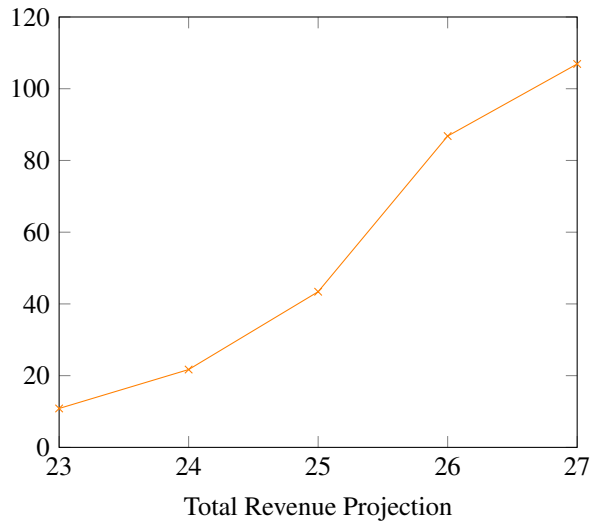
SQARES experiences a higher proportion of artworks with shorter holding periods. Initially, this effect is expected to apply to only a third of all artworks on the platform. However, as more investors recognize the benefits of shorter-term trading facilitated by SQARES, this percentage is likely to increase. The higher quote of short-held artworks contributes to the platform's overall trading volume.



4.4 Revenue Forecast for 2023-2027

Resulting Revenue combines all the given projections into a total revenue forecast. SQARES revenue are defacto trade

fees only.



5. Conclusion

Indeed, SQARES demonstrates impressive growth across multiple dimensions. The platform's success can be attributed to several key factors.

With these factors combined, SQARES demonstrates a dynamic and thriving platform that attracts investors, encourages shorter holding periods, and facilitates a substantial trading volume. The platform's ability to capitalize on market growth, changing investor preferences, and the increasing value of traded artworks contributes to its overall success.

6. References

1. SQARES Market: <https://SQARES.com>
2. Paragon Foundation: <https://para-gon.org>
3. Paragon Art LLC: <https://paragonart.tech>