

# Startbahn, Inc.

## Securing Creative IP on the Blockchain with Startrail

World Intellectual Property Organization  
Copyright Infrastructure Webinars

October 12, 2022  
1pm-2pm CET



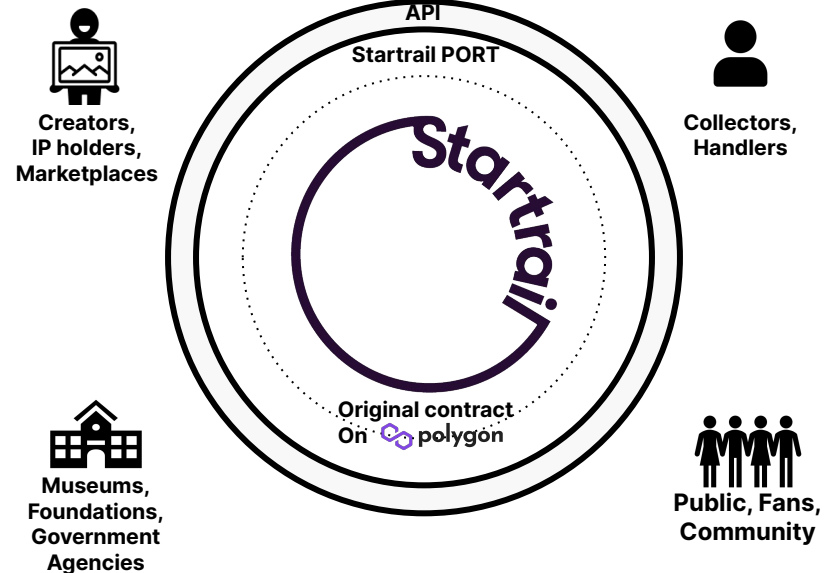
# We're building sustainable blockchain infrastructure for a better, richer society

## MISSION

**Secure** the authenticity and equity in all creative work.

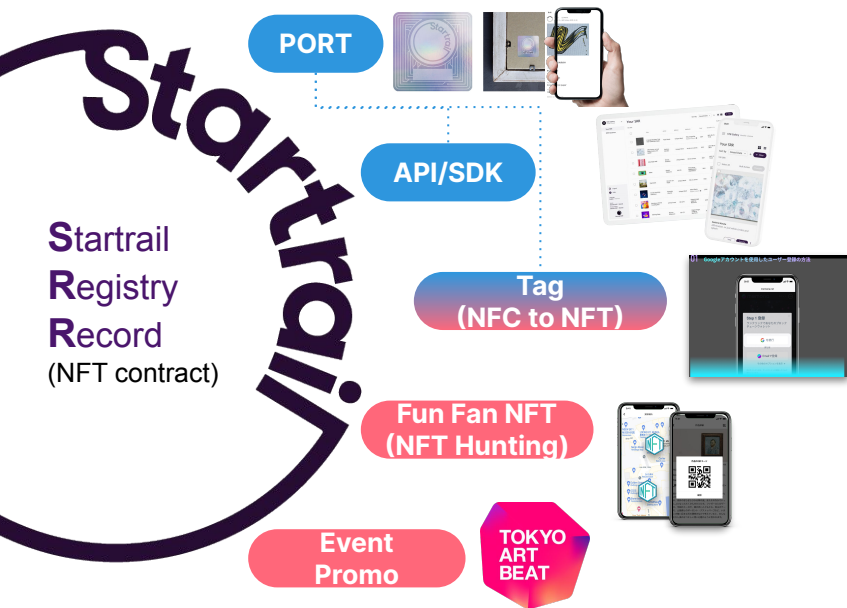
## VISION

**Propel** creativity for centuries to come.



# Our partners trusts our Startrail suite to promote and secure their IP

## Digital to Physical Product Suite



## 100+ Partners & Customers

### Galleries & Artists

FUMA CONTEMPORARY BUNKYO ART  
MIZOE ART GALLERY  
Ryoji Ikeda  
Y. NAGABA  
SCAI THE BATHHOUSE  
ANOMALY  
3331 Arts Chiyoda  
MEDEL GALLERY SHU  
GALLERY MoMo  
n(a) nichido contemporary art

### Foundations, Academics

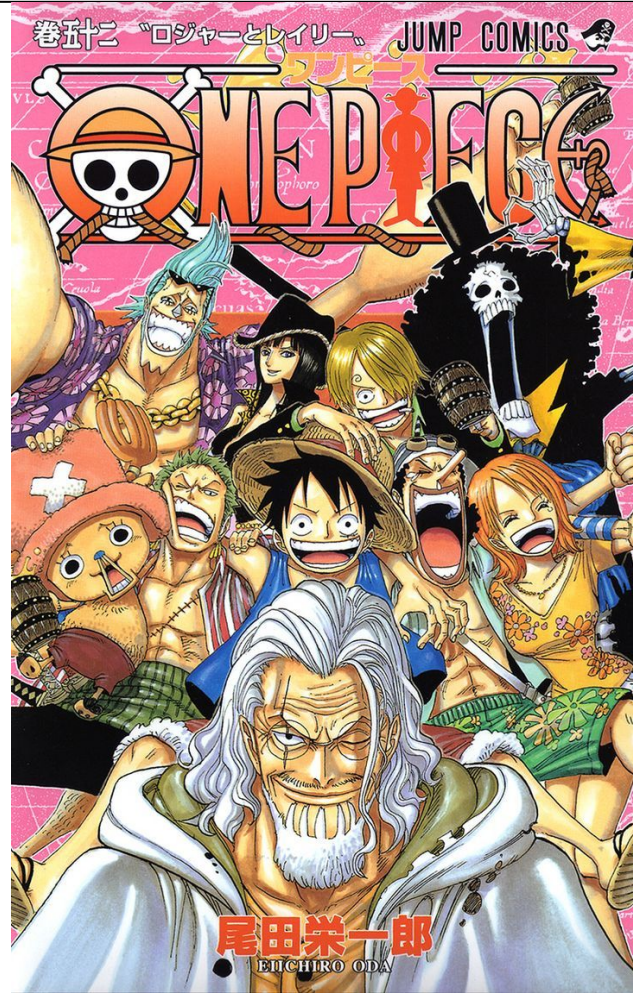
EASTERN CULTURE FOUNDATION  
TAGUCHI ART COLLECTION  
東京藝術大学 Tokyo University of the Arts

### Enterprises

集英社 SHUEISHA  
the Artling  
SBI Art Auction  
TRICERA  
Sotheby's  
tagboat

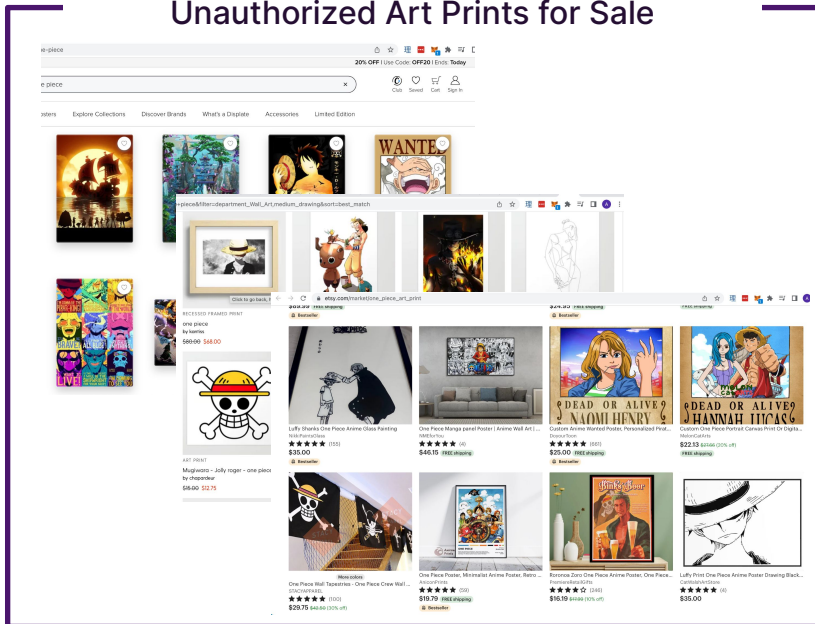
# 1) Shueisha is one of Japan's leading IP owners and publishers

Including hit manga and anime series like **One Piece**, Naruto, and Dragon Ball series

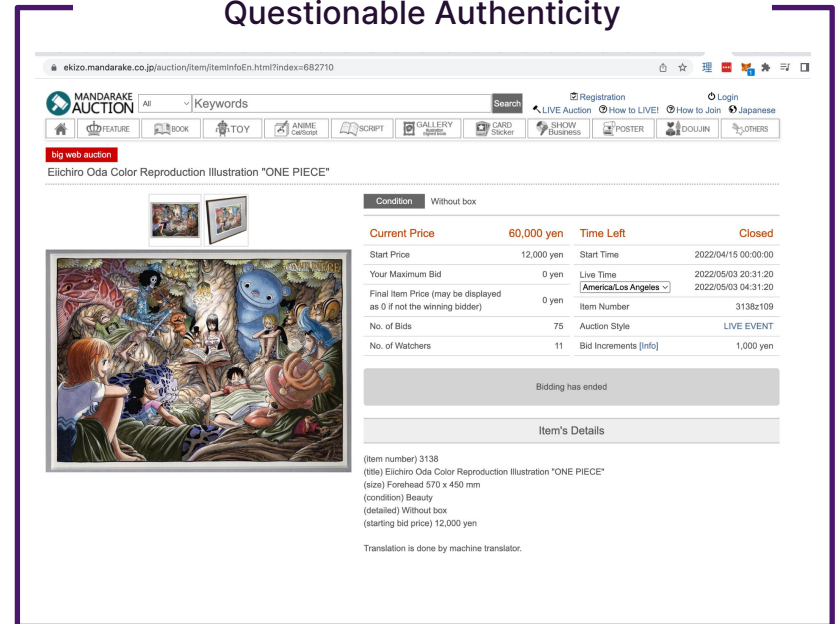


# Problem: Unauthorized prints and difficulties of verifying authenticity

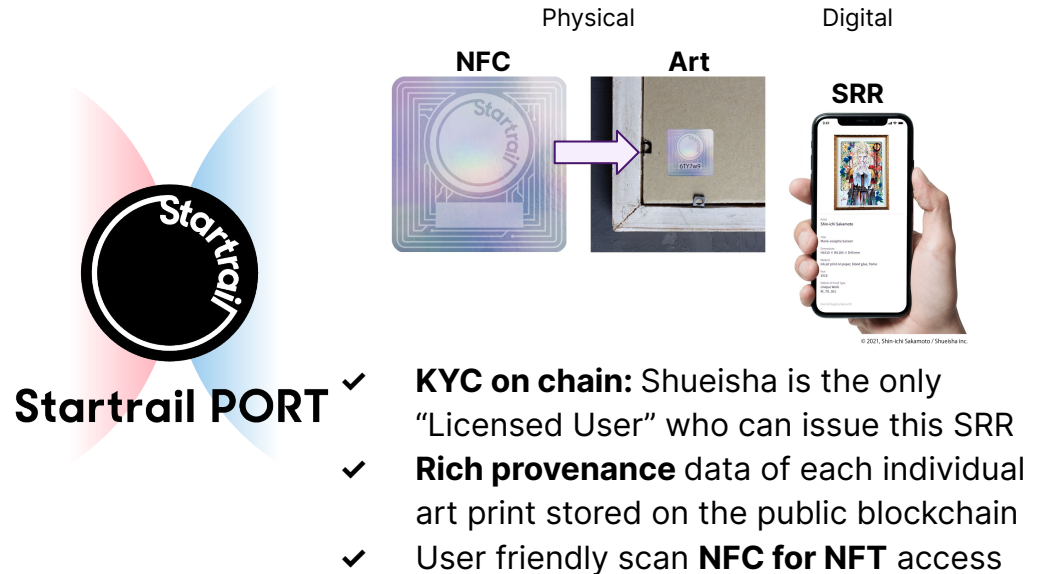
## Unauthorized Art Prints for Sale



## Questionable Authenticity

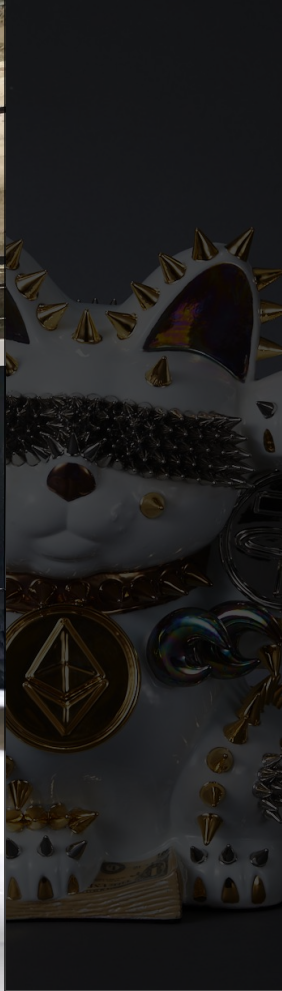
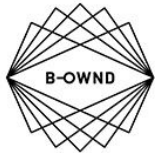


# Solution: Shueisha tapped Startbahn to secure their art on the blockchain, forever


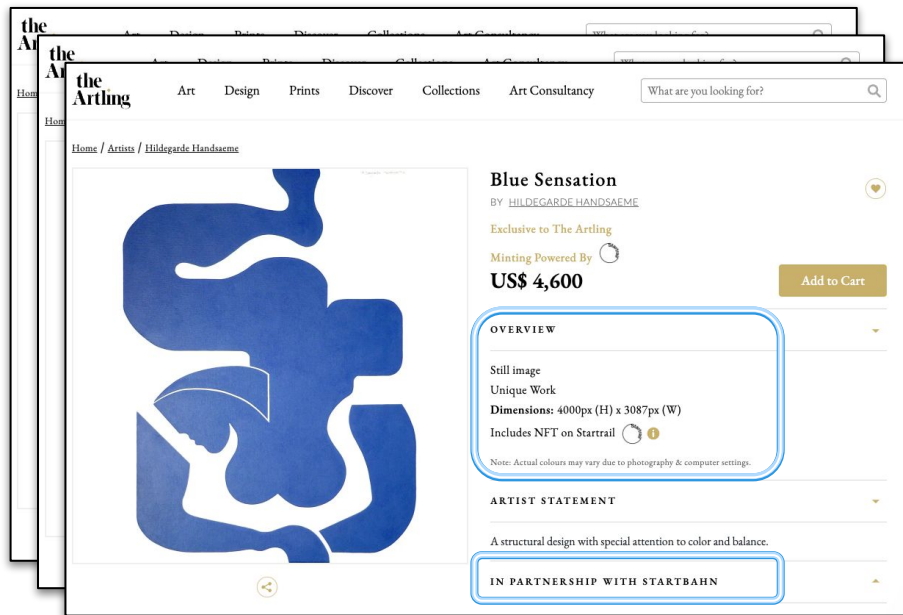


# Supercharging the art ecommerce space

From multi-generational artisans, to up-and-coming NFT native artists

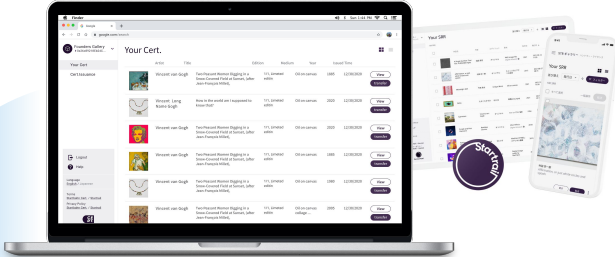


# Startrail PORT, API, and SDKs for scaling ecommerce NFT collections



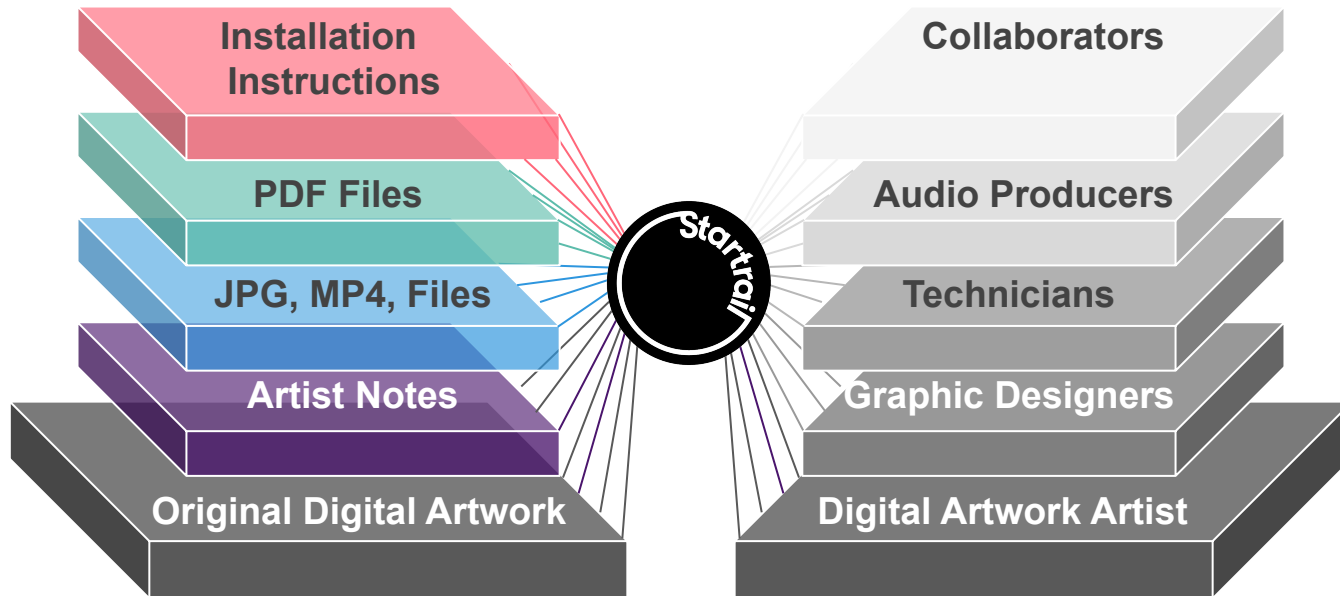
**Startrail PORT**

- ✓ **Startrail PORT:** Issue, manage, and transfer NFTs straight from a user-friendly web-based dashboard
- ✓ **Royalties:** Artist will receive royalties for every work sold on the platform
- ✓ **Web2 onboarding, Web3 solution:** Easy username and password login for users, no need need for wallet management





# Archiving, preserving, protecting works, especially digital works, made simple



- ✓ **Digital native solution for digital native art:** protect and transfer ownership of digital works, on chain
- ✓ **Data rich contracts** that'll associate all relevant files of the respected work, on chain
- ✓ **Enriching provenance,** acknowledging the artist, collaborators, and everyone involved immutably

# Thank you

## Get in touch.

### Business Development

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### Media and General Inquiries

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