

AIRTISTIC.AI

AI in art, on the artist's terms

Raising US\$100,000 at US\$600,000 post-money.

01 — THE PROBLEM

Artists are deciding without guidance they trust

Tool choice, provenance, pricing, consent and craft are all being decided right now, in studios and institutions, mostly from vendor marketing and forum rumour.

- Vendor material is not advice
- Generalist AI coverage is not art coverage
- Most of it exists in English only

02 — WHAT WE BUILT

A publication artists actually read

Live in English, Spanish and French; more languages translated and staged.

- 280+ pages across its content collections
- 50+ tools reviewed, 50+ glossary entries, 40+ prompts
- Dozens of long-form essays, each with named perspectives

03 — WHAT WE SELL

Priced lines, all published

Every price below is on the site today, quoted verbatim on the revenue page.

- AI Creative Suite — \$0 / \$12 per month / \$49 per month
- Readiness Assessment — free self-check, or from \$1,200
- Consulting — from \$800, \$4,500, or \$3,500 per month
- Case Implementation — from \$6,000 / \$18,000 / \$45,000
- Training — free, from \$1,200 per seat, or from \$20,000
- Speaking — keynote from \$4,500; workshops from \$6,000

04 — WHO PAYS

One publication, several buyers

The same body of work reaches all three, in three languages.

- Artists and creators — subscription
- Studios, galleries and SMEs — assessment, consulting, implementation
- Museums, art schools and institutions — training and speaking

The decision is being made this year

This is our editorial position, not a market statistic: arts organizations are writing their AI policies and buying their first tools now, and the guidance they need is not being written for them in their own language.

- Standalone AI image tools are consolidating, not compounding: of the nine creative tools on a16z's first web ranking in September 2023, seven were image generators; three years later three remain, and Midjourney has fallen from the top ten to #46 as general assistants absorbed the use case.
- That measures usage, not spend — the ranking is unique monthly web visits (SimilarWeb) and mobile monthly active users (Sensor Tower), January 2026. Source: Andreessen Horowitz, The Top 100 Gen AI Consumer Apps — 6th Edition (Olivia Moore, 9 March 2026), a16z.com/100-gen-ai-apps-6.
- The tools consolidate; the guidance does not. That is the opening, and it is why this is a publication rather than another tool.

06 — THE MODEL

The publication is the funnel

Free content and a free tier bring the buyer; the priced lines convert the ones with a budget and a deadline.

- Subscription for individuals, at consumer prices
- Project and retainer work for organizations
- Speaking and training as the institutional entry point

07 — WHERE WE STAND

Pre-revenue. Post-MVP.

The publication and free tiers are live. Paid Suite tiers have no checkout yet; services are contact-led. We claim no revenue and no clients.

08 — THE ASK

US\$100,000 at US\$600,000 post-money

Priced equity. Minimum ticket US\$10,000. 12 months of runway.

- Product and paid tiers — 35%
- Editorial and localization — 20%
- Go-to-market — 20%
- Infrastructure — 15%
- Operations — 10%

09 — WHO

A small human core and a disclosed AI roster

Carlos Miranda Levy, Coordinator of CEMI's Enhanced Intelligences, with the site's AI personas — disclosed as AI, never in the cap table.

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