

Otis

fnnch x Otis

“I’m trying to bring art to people in a way that engages them, I feel like most people are alienated from contemporary art by white on white painting and the level of abstraction that modern art brings. I’m trying to bridge that gap and bring art to people, I’m not an art gallery that closes at 5pm, I’m charging a ticket price, I’m showing that art can be can be populist and approachable.”

— fnnch

Background

Otis recently commissioned multiple paintings by fnnch. This document shares the story of fnnch and his artwork.

Table Of Contents

OTIS OVERVIEW	3
HIGHLIGHTS	6
ARTIST BACKGROUND AND STORY	8
NOTABLE EXHIBITION	15
INVESTMENT OVERVIEW	17
APPENDIX	24

What Is Otis

Everyone has their thing. Maybe yours is sneakers, or maybe it's contemporary art. Whatever it is, you get it — the value assigned to a certain item, its cultural significance, why it matters. But more often than not, ownership of grails is out of the picture, whether because fewer than 100 were made, or because that six-figure price tag just doesn't work with your budget.

At Otis, we turn aficionados into shareholders. We believe in transparency, liquidity, and trusting your own gut. We're democratizing an otherwise closed market and making these alternative assets accessible. Own shares in the things that you value, and whose value you understand and build a portfolio better suited to a museum than a stock ticker.

Disclaimers

The material in this presentation has been prepared by Otis Wealth, Inc. (Otis) and is general background information about Otis's activities current as at the date of this presentation. This information is given in summary form and does not purport to be complete. Information in this presentation, including forecast financial information, should not be considered as advice or a recommendation to investors or potential investors in relation to holding, purchasing or selling securities or other financial products or instruments and does not take into account your particular investment objectives, financial situation or needs. Before acting on any information you should consider the appropriateness of the information having regard to these matters, any relevant offer document and in particular, you should seek independent financial advice. All securities and financial product or instrument transactions involve risks, which include (among others) the risk of adverse or unanticipated market, financial or political developments and, in international transactions, currency risk.

Past performance may not be indicative of future results. Investments in alternatives, such as the investments offered on the Otis platform, are illiquid and carry the risk of complete loss of capital. Key risks include, but are not limited to, no operating history, limited diversification, risk of damage or theft and no voting rights. Investors should carefully review the risks located in the offering circular for a more comprehensive discussion of risk.

Securities offered through North Capital Private Securities Corporation, member FINRA/SIPC.

Otis is sponsoring a public offering pursuant to Regulation A under the Securities Act of 1933, as amended. The offering circular can be found [here](#).

Highlights

1. Rewriting the norm: Rather than channel traditional art world hierarchies, fnnch brings his work directly to fans through social media and public works. With over 65k Instagram followers, fnnch can market his work directly to fans instead of relying on art galleries. Tina Ziegler, Director of the first fair dedicated to urban art, acknowledged social media's impact on the street art market, claiming "Instagram made this market." According to the 2019 [Hiscox-Online-Art-Trade](#), "Instagram could be a real game-changer, as it allows artists to build a large fan base (and potential collector base) outside the structures of the traditional art market."

2. Rise of Street Art: Leon Benrimon, Director of Modern and Contemporary Art at Heritage Auctions, says that Urban Art is their fastest growing category. In a quote to Otis, he said "I don't think this is unique to Heritage. The growth in the auction is directly related to the supply and demand for these artworks and objects. This is the most important social currency and art production of our generation." Recent attention is fueled by the record breaking headlines of street artists such as Basquiat, Shepard Fairey, Banksy, Keith Haring, and Kaws, who rank among the top 5 most [frequently sold](#).

3. Gaining Traction: Recent events, which we view as positive indicators, contribute to why we chose to work with fnnch. Two of his most recent shows sold out on opening night, and a crowdfunding campaign for his burning man installation exceeded its funding goal within the first week.

Highlights (continued)

4. **Millennial appeal:** Millennials currently represent the fastest growing collector segment, and have two differences compared to prior generations - they are 2x more likely to view art as a financial asset, and rely heavily on social media to discover artists and influence purchasing. fnnch is well-positioned to potentially benefit from this demographic shift.

5. **Unique works:** Otis works directly with fnnch, allowing us to commission one of a kind works: three LaCroix works, and a set of 12 honey bears. The Washington Post referred to fnnch's LaCroix cans as Warhol's "soup cans for millennials". The honey bear is fnnch's most recognizable motif, and has been the subject of several of his large-scale murals. We chose to commission the sneaker works because of their cultural alignment with millennials.

Artist Overview: fnnch



Photo: fnnch.com/about

fnnch

fnnch is a street artist and fine artist based in San Francisco, CA. He started making street art because he wanted everyday citizens to have more interactions with art. His large-scale murals can be found across the world, including San Francisco, New York, Miami, Chicago, and St. Louis. Using bright colors and flat aesthetics, he works in the tradition of Pop Art and employs stenciling techniques to create his compositions. Otis commissioned a set of unique works by fnnch.

CAREER ACHIEVEMENTS

Solo shows

- “New Nest” (San Francisco), “Layers” (San Francisco), “Solstice” (San Francisco)

Press coverage

- cmagazine, streetartsf, theadroitjournal, SF chronical, KQED arts

Collaborations

- J.Crew, TOMS Shoes, Benefit Cosmetics

Social

- 65.8k Instagram followers
- 7k Instagram posts #fnnch



Photo: Lea Suzuki, The Chronicle

Rise of Street Art

According to [Artprice](#), there has been a “rise in demand for street-art, the fashionability of which does not seem to be fading.” Referred to by [Artnet](#), as “the most popular form of contemporary art,” museum exhibitions featuring street art regularly draw thousands of visitors across the globe. We believe that this spike in recent demand is further fueled by the attention of record breaking headlines for artists such as Kaws, Banksy, and Basquiat.



Photo: Instagram @fnch

Activism

In early 2018, fnch unveiled a new, legal kind of street art called Sign Bombing. This involved putting 450 honey bears on light and utility poles throughout downtown San Francisco. The installation coincided with the release of a petition to the Board of Supervisors to decriminalize stickers and wheatpaste. This kind of activism has made fnch a leader in the movement to decriminalize street art.



Photo: Jane Hu

Burning Man Sculpture

fnnch recently launched a kickstarter campaign to fund the construction of “Lips”, a colorful, durable, climbable sculpture for Burning Man and beyond.

The structure stood 20 feet wide, 10 feet tall and was made entirely of aluminum and stainless steel. fnnch offered a series of rewards to those who backed the campaign, which ranged from a t-shirt to large aluminum lips which resembled the sculpture.

Demand for these products was so great that the campaign exceeded its funding goal within the first week.



Photo: @fnnch.

Collectors and Social Following

With over 65k Instagram followers, fnnch has built his collector-base through social media. He cuts out traditional art world hierarchies by selling his work directly to his fans through his website.

**fnnch: Centene
Center for the Arts**



Photo: Riverfront Times

St. Louis Honey Bears

One of his most popular motifs, fnnch describes the honey bear as “a universal symbol of happiness.”

Blues Bear commemorates the St. Louis Blues’s 2019 Stanley Cup victory; Artist Bear honors the Arts and Education Council’s Centene Center for the Arts on which the mural is painted; Violin Bear references the St. Louis Symphony Orchestra’s historic Powell Hall, the Fabulous Fox Theatre, and The Sheldon Concert Hall & Art Galleries, all of which are nearby; and Fancy Bear references St. Louis’ Gilded Age history and the 1904 World’s Fair.

Otis x fnnch



The Commission

Otis worked directly with fnnch to commission a series of one of a kind works. We chose each work for its significance within fnnch's greater practice.



The Story - LaCroix

fnnch introduced “9 Cans of LaCroix” at the SUB, an off-the-grid warehouse art gallery in San Francisco’s Mission District. A self-proclaimed “Warhol fan-boy,” fnnch modeled the work in homage to Andy Warhol’s seminal 1962 work, *32 Campbell’s Soup Cans*. The Washington Post referred to fnnch’s LaCroix cans as “Warhol’s soup cans for millennials.” Working in the tradition of pop-art, fnnch aims to elevate the everyday object to art.

Specifications of the painting

ARTIST fnnch

ARTWORK LaCroix

SIZE 39.96 x 60 in.

MEDIUM Spray paint on board

CREATION YEAR 2019

PURCHASED FROM fnnch

PURCHASED FOR \$5,000

LINEAR PRICE PER IN. \$50

YEAR PURCHASED 2019



The Story - Greatest Hits

The honey bear is perhaps fnch's most iconic figure as it has been the subject of his large scale mural projects in both San Francisco and St. Louis. In 2018, fnch protested the criminalization of street-art by "sign-bombing" downtown San Francisco with 450 honey bear stickers. "Seeing a honey bear on the street or in BART may be the only art someone sees in their day," fnch said in a [press release](#). "I'm trying to bring art to people in a way that engages them. Art should be inviting, not alienating, and not criminalized." Otis chose to commission a selection of his most well known honey-bear figures.

Specifications of the painting

ARTIST fnnch

ARTWORK Greatest Hits

SIZE 144 x 96 in.

MEDIUM Spray paint on board

CREATION YEAR 2019

PURCHASED FROM fnnch

PURCHASED FOR \$12,000

LINEAR PRICE PER IN. \$50

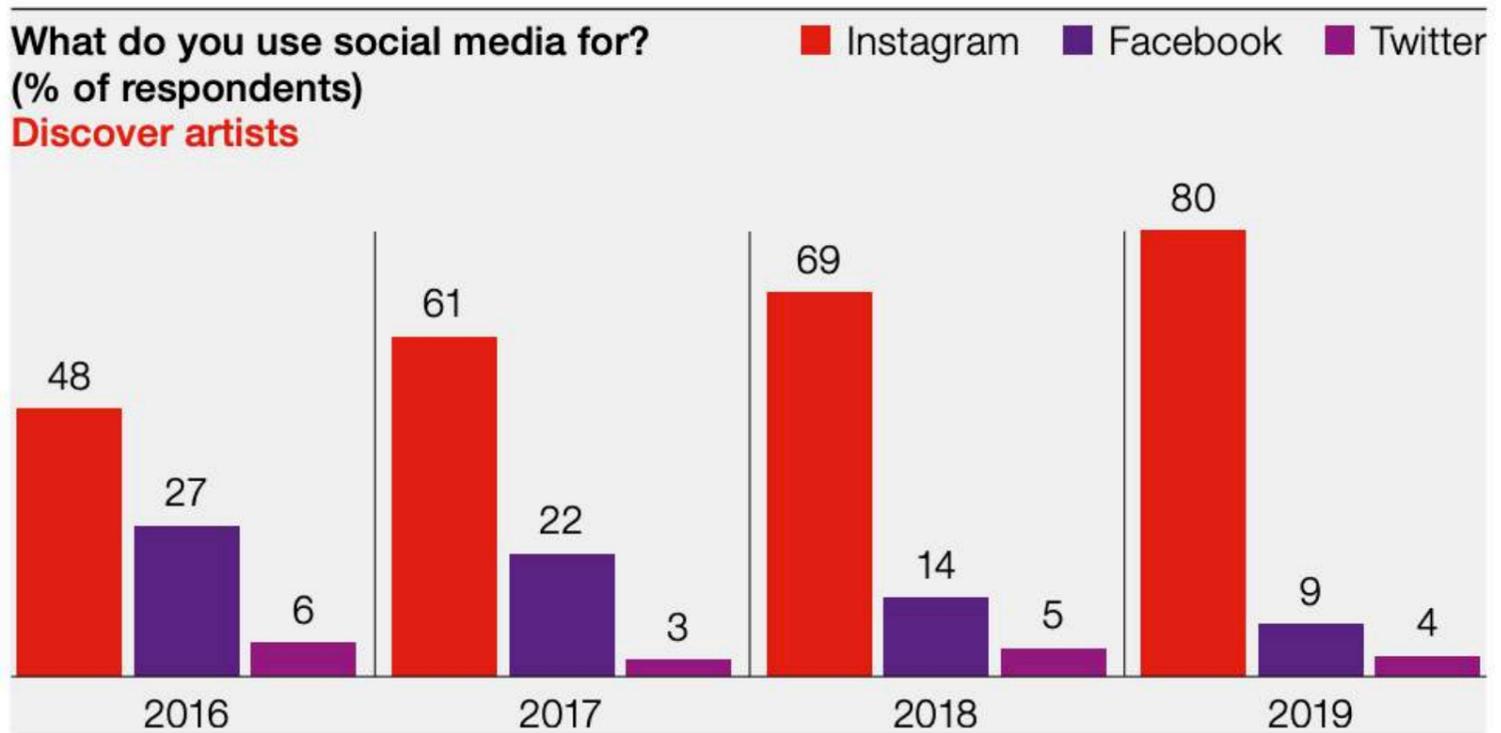
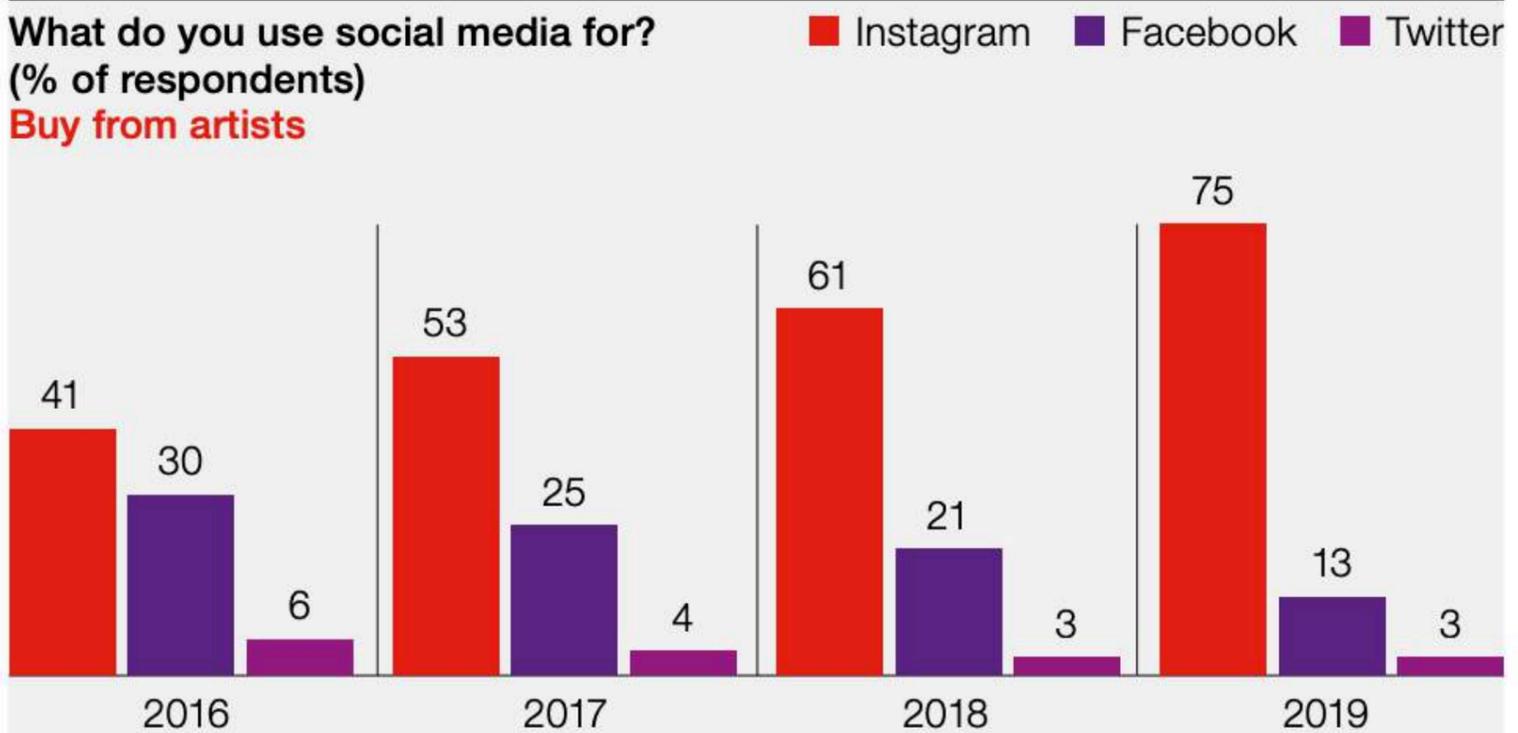
YEAR PURCHASED 2019

Investment Risks

1. **Supply Risk:** In the event that fnnch increases his output or the market is flooded with supply of his work, prices may fall. We aimed to mitigate this risk by commissioning unique works.
2. **Emerging Risk:** fnnch is an emerging artist whose market has yet to develop a fully established market.
3. **Investment Risks:** Past performance may not be indicative of future results. Investments in alternatives, such as the investments offered on the Otis platform, are illiquid and carry the risk of complete loss of capital. Key risks include, but are not limited to, no operating history, limited diversification, risk of damage or theft and no voting rights. Investors should carefully review the risks located in the offering circular for a more comprehensive discussion of risk.

Appendix

Rise of Social Media



According to the [Hiscox Online Art Trade Report](#), 80% of art buyers use Instagram to discover new artists and 75% of art buyers use Instagram to find art to purchase. With 65.8k Instagram followers, fnnch has largely built his collector-base through social media.