Precision Art

Executive Summary · October 2026

STAGE	MARKET	MODEL	SEEKING
MVP	**Philippines**	**Sales & commissions**	**Co-founder / Co-investor**

1. The Opportunity

- A growing Philippine middle class is investing in homes, offices and hospitality spaces — and wants quality art and design to match.
- High-quality, accessible art and design services remain underserved outside a small high-end gallery scene.

2. The Solution & Value Proposition

- A creative venture bringing high-quality art and design to Philippine homes, businesses and buyers.
- Original works, custom commissions and design services for residential, commercial and hospitality clients.

3. Business Model

Revenue from direct art sales, custom commissions and design-service projects. Mixed product-and-service model: catalogued works for volume, commissions and B2B projects for margin.

4. Current Status & Traction

- MVP platform live at precisionart.app.
- Initial catalogue and commission offering defined.

5. Market & Growth Vectors

- B2B channels: developers, hotels, restaurants and offices.
- Artist partnerships expanding the catalogue without inventory risk.
- Interior-design and staging partnerships.

6. The Ask — Who We're Looking For

A co-founder with e-commerce, art-market or creative-industry experience to build the catalogue, artist network and B2B pipeline, or an investor to fund inventory, marketing and platform growth. Founded by James Carstairs, an entrepreneur with 20+ years scaling ventures across Hong Kong and the Philippines.

Interested in co-investing or joining as a co-founder?

Contact James Carstairs — jamescarstairs.com/#contact · james@jamescarstairs.com