THE ART INVENTORY

Art should create wealth while artists are still here.

A Connecticut-first art commerce platform connecting artists with corporate offices, hotels, healthcare facilities and private collectors.

$150,000	30%	70%
GRANT REQUEST	PLATFORM COMMISSION	ARTIST SHARE

Prepared for arts and business grantmakers

Founder: Henley Germain | Connecticut | henleygermain.com

THE OPPORTUNITY

A marketplace built around representation, not exposure alone.

The Art Inventory is an early-stage art-commerce platform created to help talented artists reach qualified buyers and earn sustainable income. It combines curation, professional presentation and relationship-driven sales to place artwork in the environments where people live, work, heal and gather.

THE MODEL

Artists list work through digital and physical consignment. The artist retains ownership until a sale occurs. On a standard transaction, the artist receives 70% and The Art Inventory earns 30% for curation, marketing, buyer development, transaction support and representation.

Average artwork sale	$2,500
Artist share (70%)	$1,750
The Art Inventory commission (30%)	$750
Initial market	Connecticut

PRIORITY BUYERS

Corporate offices, hotels and hospitality groups, healthcare facilities, senior-living communities, interior designers and private collectors.

USE OF FUNDS

$150,000 to move from launch to market.

USE OF FUNDS	AMOUNT
Artist recruitment and collection development	$20,000
Corporate-buyer acquisition	$30,000
Marketing and brand development	$25,000
Technology and CRM systems	$20,000
Sales and program personnel	$25,000
Exhibitions and community programming	$15,000
Legal, insurance and administration	$5,000
Working-capital reserve	$10,000
TOTAL REQUEST	**$150,000**

Grant funding will create the sales, technology and program capacity needed to convert a launched website into an operating marketplace with measurable artist and buyer outcomes.

SUSTAINABILITY

A path from grant support to earned revenue.

The projections are based on a $2,500 average artwork sale and a 30% platform commission. Additional curation, installation, leasing and project-management fees provide upside beyond commission revenue.

PROJECTION	YEAR 1	YEAR 2	YEAR 3
Artwork/project sales	$250,000	$625,000	$1,200,000
Average transactions	100	250	480
Commission revenue	$75,000	$187,500	$360,000

FIRST-YEAR OUTCOMES

- Recruit 50-75 artists and curate at least 250 artworks.
- Build relationships with 100 qualified institutional buyers.
- Complete 20-30 artwork sales or placement projects.
- Produce four showcases or buyer events.
- Create three paid or contracted positions.

FORMATION NOTE

The Art Inventory is in pre-formation planning. The proposed operating entity is The Art Inventory LLC in Connecticut. Grant applications will be matched to eligibility requirements; charitable arts programming may be pursued with a qualified fiscal sponsor.

PARTNERSHIP

Help build a stronger market for artists.

The Art Inventory welcomes conversations with arts and business grantmakers, corporate buyers, hospitality groups, healthcare organizations, fiscal sponsors and community partners.

HENLEY GERMAIN

Founder and sales strategist
Connecticut
hello@henleygermain.com
henleygermain.com

Planning brief - August 2026. Figures are forward-looking estimates prepared for funding discussions and will be refined as the company completes formation and operating validation.