



EXCEPTIONAL ART. UNDERSTOOD



## COMPANY MISSION & BACKGROUND:

Cureeo.com makes buying contemporary art simple and enjoyable. The website offers original and limited edition works by a growing list of artists, and gives customers the opportunity to learn why each piece is considered exceptional. Using an easy to understand 1 to 100 system, the Cureeo Buyer's Guide is a tool used to explain the unique qualities and collect-ability of each piece, so buyers can confidently invest in artwork they love.

Cureeo is committed to bringing only exceptional work from the most promising artists to our customers. Each piece of art that is selected to appear on Cureeo begins with a minimum quality threshold. After a thorough assessment of the artwork, the guide ratings are based on factors such as the Artist's exhibition and collection history, as well as the unique story of each piece. While such criteria is always used to appraise original artwork, this is the first time that customers have been given the opportunity to see and fully understand this analysis.

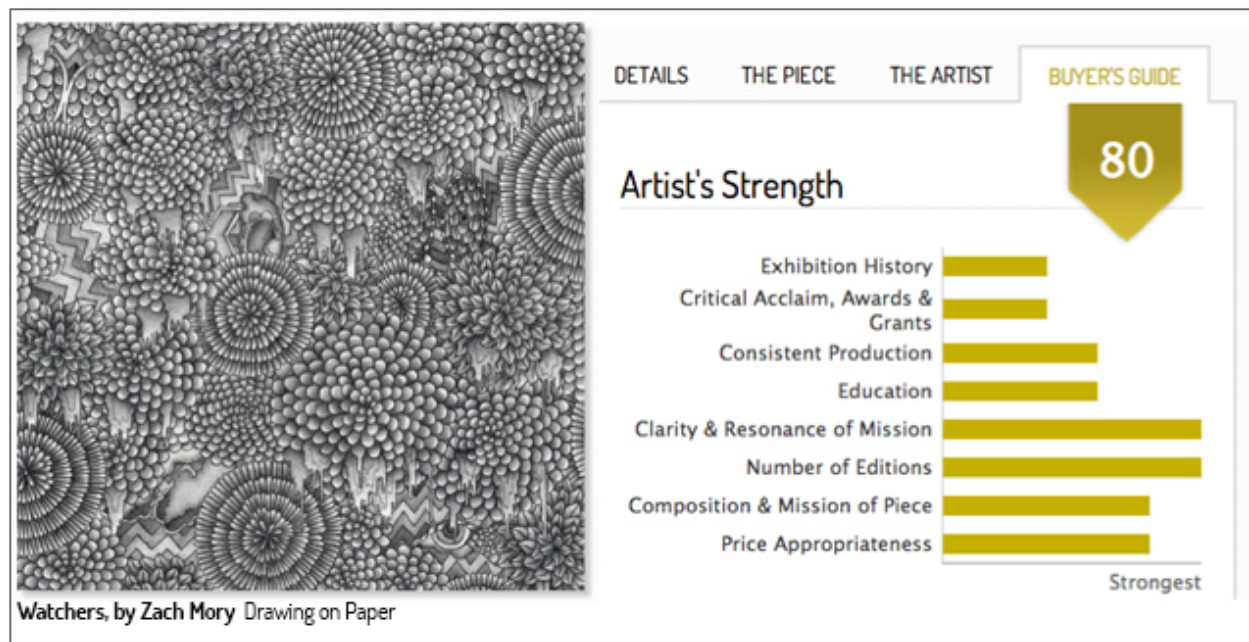
The team at Cureeo believes that providing a transparent buying experience for original artwork is a much needed innovation. We hope to bring more information and education to the art world, and open up a dialogue in which everyone can participate.

## TESTIMONIALS:

"Cureeo is really changing the landscape of online art buying." ~Cureeo Artist

"I was amazed at the great selection of notable contemporary artists, and the Buyer's Guide helps collectors cut through a buying process which is often littered with arbitrary rules and red tape."

~Customer, Brad Feld, Entrepreneur, Venture Capitalist, and Art Collector



## QUICK FACTS:

Founded: 2011

Employees: 5

Funding: \$75k from Excelerate Labs, and New World Ventures

## LEADERSHIP:



### Maida Swenson-Fortune, CEO

Having come from a household with two artist parents, Maida is intimately familiar with the trials and tribulations of artists, gallery owners and collectors. There are many nuances in the art market and Maida believes that there is incredible opportunity to help artwork get in the hands of the right owner. In her previous life, she worked at General Mill in nearly every function, giving her a wide range of experiences in a consumer-focused, Fortune 500 company. When she came to Chicago she started working in venture capital in consumer and digital/IT. She has her MBA from The University of Chicago, Booth School of Business.

### Abid Ali, CTO

Having cut his teeth at Orbitz.com, Abid moved on to specialize in developing two-sided marketplaces, and has co-founded several startups. He comes to Cureeo with over ten years of experience in web development and user interface design. He has a thorough understanding of several languages and frameworks.

### Pepper Coate, Director of Artist Development

Prior to Cureeo, Pepper worked in the Fine Art Department at Leslie Hindman Auctioneers where she gained extensive knowledge of 19th and 20th century art. Pepper was the Director of Exhibitions at the Chicago Artists' Coalition (CAC) where she worked closely with many contemporary artists. At the CAC, Pepper wrote for 'Chicago Artists News,' implemented residency and incubator programs, and oversaw hundreds of exhibitions. Dedicated to making art more accessible and less intimidating, in 2011 Pepper founded Chicago Art Consultant. She has a degree in Art Management for the Visual Arts from Columbia College and currently serves on the artSmart committee at the Museum of Contemporary Art.

### Katie Dombrowski, CMO

Prior to her role at Cureeo, Katie spent five years in sales and account management at Google, where she helped clients execute and evaluate digital marketing campaigns. While at Google, Katie had the opportunity to work with a number of businesses at various stages of growth, from large Fortune 500 advertisers, to newly launched local businesses. Katie holds a BA from UCLA, and is pursuing an MBA from the University of Chicago Booth.

## RECENT PRESS:

- **The Atlantic:** <http://www.theatlantic.com/technology/archive/2012/09/can-there-be-an-etsy-for-fine-art/262515/>
- **Thrillist:** [http://www.thrillist.com/home-gadgets/nation/cureeo\\_art\\_online-shops\\_services\\_websites](http://www.thrillist.com/home-gadgets/nation/cureeo_art_online-shops_services_websites)
- **Bloomberg Business Week:** <http://www.businessweek.com/articles/2012-08-30/five-startups-that-stood-out-at-excelerate-s-demo-day>
- **Techcrunch:** <http://techcrunch.com/2012/08/30/chicagos-excelerate-labs-graduates-ten-startups/> (and our crunchbase profile)
- **Gigaom:** <http://gigaom.com/2012/08/29/5-startups-that-stood-out-at-excelerates-demo-day/>
- **Chicago Home & Garden:** <http://www.chicagohomemag.com/Chicago-Home/Design-Dose/July-2012/Designers-Without-Borders/>
- **CS Interiors article, July 15, 2011:** <http://digital.modernluxury.com/publication/?i=118058&p=10>



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## MEDIA CONTACT INFORMATION:

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