

- Press Release -

## **Launch of Minteed, the "ArtTech" platform that propels artists and cultural institutions into Web 3.0**

**Paris, June 30, 2022 (06:45 CEST) - MINTEED, a French ArtTech start-up, raises €3m (Seed) with the strategic and financial support of the Fnac Darty Group. Co-founded by Thierry JADOT, Jodouin MITRANI and Eric LOREAL, Minteed announces the creation of its Blockchain and Web 3.0 technology platform entirely designed around the needs of creators and cultural industries.**

In a market that is already worth nearly 40 billion euros, Web 3.0 and the Metaverse are a major revolution in the world of art and culture. The environment remains complex and barriers still need to be removed to unlock the full potential of this transformation. Minteed aims to accelerate the adoption of Blockchain technology by creators and collectors by providing them with a reliable, easy-to-use, eco-friendly technological platform, to enhance the value of all talents and facilitate encounters with their audiences:

- Minteed is developing its own technological suite based on Tezos, a 3rd generation Blockchain, which is notably carbon neutral and low energy consuming, by the means of :
  - A Web-3.0-as-a-Service "Mint<sup>1</sup>" and "Smart contracts" solution, making Artwork tamper-proof, immutable, and ensuring their authenticity.
  - A dedicated Gallery generator, which is a veritable digital showcase allowing designers to better manage their sales, highlight their collections and animate and engage their communities internationally.
- Minteed generates NFT associated with numerous physical and digital utility and experience attributes.
- Minteed provides support for artists and art professionals throughout the entire creative process, including determining publications and schedules, controlling scarcity and pricing, targeting audiences, exclusive management of rights holders, contractual aspects, publishing, and community management and engagement.

**Much more than a marketplace, Minteed is developing a digital gallery generator and Metaverse dedicated to all players in the field of culture (cultural institutions, artists, rights holders, collectors, galleries).**

With this one-of-a-kind platform, Minteed aims to promote and protect creation and cultural heritage. Born with the ambition of becoming a trusted third party for artists and collectors in the Web 3.0 era, the platform allows them to create, protect and highlight their works, and offer their communities an experience in various cultural fields such as painting, architecture, design, music, drawing, photography, comics and mangas.

Minteed has raised a first (seed) fundraising round of 3 million euros with the support of Fnac Darty, a strategic partner and key investor, as well as other players in the media, culture and tech sectors.

---

<sup>1</sup> *Mint designates the process of creating an NFT and its registration into the Blockchain*

**Thierry JADOT, Chairman - Co-founder:** « We're very proud to launch this new technological platform that is aimed at art and culture enthusiasts. Minteed has a key role to play in aiding the development of a digital world that is more respectful of artists and that protects their rights. Having some of the most powerful French cultural players by our side from the start, such as Fnac, is for us not only a guarantee of the strength of our model but also the best way to develop the massive adoption of a more responsible Web 3.0 for cultural industries and art lovers alike. »

**Jodouin MITRANI, Executive Director - Co-founder:** « The NFT art world is filled with many opportunities, but it is also a very new field. We would like to offer a solution that is simultaneously aesthetic, simple and useful for creators. Minteed is the first technological platform to offer a truly immersive community experience in the Web 3.0 space, hence pushing the boundaries of what was possible until now. Our experience in the arts and the tech industries constitutes a strong asset to help accelerate partnerships with cultural institutions and develop a collaborative model between these institutions. »

**Eric LOREAL, Strategy and Creative Director - Co-founder:** « Many technologies are available today to help companies move into the Web 3.0 space. Our approach was to ask ourselves: How could we use a technology that is robust, adopted, immutable, affordable, and less expensive in energy resources? We are very comforted by our choice of building on the Tezos blockchain first because it is a blockchain that gathers together a strong community around art and culture. »

\*\*\*

**Enrique MARTINEZ, Executive Director, Fnac Darty:** « Committed to the fight for the plurality of culture, both in its digital and physical forms, we renew our pioneering commitment to support creators in the promotion of their works on all available channels thanks to our investment in Minteed, as we did in the past with e-commerce. We are extremely excited to collaborate with Thierry, Jodouin and Eric, and are convinced that their expertise in the cultural and technological ecosystems will allow to federate a strong community and enrich the omnichannel experience of our clients and members. »

## About the founders

### **Thierry Jadot: Chairman – Co-founder**



Thierry Jadot is an entrepreneur and investor in creative and digital industries. He was President of the Japanese group Dentsu, the world's fourth-largest communications group, in France and in several European countries until 2020. Between 2008 and 2012, he was senior vice-president of the Starcom network (Publicis group), in charge of emerging countries and France. He also chaired the think tank #Culture\_Numérique, bringing together experts and professionals to discuss the impact of digital on various economic, social and political actors. Author, collector and photographer, Thierry JADOT has organized several exhibitions offering a unique perspective on his way of transforming and magnifying reality in the digital age.

### **Jodouin Mitrani: Executive Director - Co-founder**



Digital native and web 2.0 entrepreneur and digital native, Jodouin Mitrani founded Buzz Lemon in 2003, one of the first blog platforms in France. Jodouin Mitrani has also used his expertise within major groups (Capgemini, Publicis, Dentsu, Onepoint) to make digital transformation an opportunity for the growth of companies and brands. Radio journalist by training, this lover of culture in all of its forms is keen to highlight the bridges that exist between technology and the art world.

### **Eric LOREAL: Strategy and Creative Director - Co-founder**



Eric Loréal is an art director who built his strong experience working in several Parisian creative agencies (Ogilvy, Buzz Lemon, Digitas) before founding his studio to collaborate on many projects (Startups, Major accounts, luxury brands ). Fascinated by the creative potential of Blockchain since 2017, he was introduced to NFTs and very quickly began collecting them. At the perfect junction between passion and innovation, Éric LOREAL now contributes to thinking of new creative and dynamic experiences in the Web 3.0 era.

### **Minteed Lab**

7 rue Mariotte, 75017 Paris

[www.minteed-lab.com](http://www.minteed-lab.com)

Twitter: @minteedL

Instagram: minteed\_lab

### **Media Relations (Europe): Tilder**

[jx.arnaud@tilder.com](mailto:jx.arnaud@tilder.com)

+33 (0)6 21 58 51 58

[g.pouget@tilder.com](mailto:g.pouget@tilder.com)

+ 33 (0)6 01 02 72 61