Alas Artistry LLC Business Plan

OCTOBER 2025

CRAFTING TRIBUTES THAT LIVE BEYOND THE FRAME



WWW.ALASARTISTRY.CO

"ALAS ARTISTRY LLC IS REDEFINING MEMORIAL ART WITH ETHICALLY SOURCED BUTTERFLY CRAFTSMANSHIP AND AUGMENTED REALITY, CREATING IMMERSIVE TRIBUTES THAT BLEND HEALING, STORYTELLING, AND INNOVATION."

Introduction

Alas Artistry LLC redefines memorial art by blending handcrafted butterfly tributes with cutting-edge augmented reality. Our pieces transform grief into immersive storytelling — each one ethically sourced, artistically crafted, and emotionally personalized. Designed for those who seek meaning beyond decor, we offer lasting expressions of remembrance, healing, and legacy through innovative, sentimental art. Designed for those who cherish sentimentality, our artisans craft each work to reflect the unique memories and emotions of our client. Then our tribute is received by the grieving family who take ownership of the experience their new memorial art displays on cell phones and tablets, and together finalize for viewing, or continual refinement as new stories are shared and added.

THE PROBLEM WE SOLVE

Millions Face Loss Every Year

- Over 3 million deaths occur annually in the US alone. Families often receive gifts like flowers, frames, or wind chimes — items that can feel generic, short-lived, and emotionally impersonal.

"Millions navigate loss — few find meaningful ways to honor it."

Memorial Art Needs Meaning

- There's a lack of immersive, customizable tributes that reflect identity, connection, and emotional healing. Grieving families want art that preserves their loved one's story, voice, and legacy — not just décor, and by working together to create an immersive experience honoring their loved one they take part in the healing process which will bring them closer together.

Sustainability Is Underrepresented

- Most buyers are unaware of ethical butterfly sourcing or biodiversity threats. Environmental stewardship and education in taxidermy art are critically underserved.

Art with Impact Can Scale

- Alas Artistry memorial tributes range from $79 to $150, with an average profit margin of $50-$60 per piece.
- Just 27,500 orders are needed to reach our $1.13 million profit goal in year two
  - funding artisan employment, mental health outreach, and ongoing sustainability education.
- Every sale funds remembrance, economic empowerment, and ecological stewardship.

WHAT WE DELIVER

- Our offerings include high-end, bespoke, memorial art pieces, personalized using augmented reality.
- We use real butterflies ethically sourced via our sustainable farming practices network.
- We offer customizable memorial packages and exclusive, premium art subscriptions for collectors.
- We also offer consultation services and education via live workshops and online courses.

WHO WE ARE FOR

- Our target customers are sentimental buyers and those seeking memorial tributes, young collectors who are increasingly turning to online platforms to discover unique artwork, people interested in ethical sourcing, a major factor influencing purchasing decisions especially in taxidermy art, and people interested in storytelling, mental health, symbolism, entomology and biodiversity.

"ART ALLOWS GRIEF TO SPEAK WITHOUT WORDS."

The Industry

Industry Overview

- The memorial art industry has evolved beyond traditional headstones and monuments, incorporating personalized and symbolic artwork.
- Customization is a major trend, with individuals seeking unique tributes that reflect personal stories and emotions.
- The art market is shifting toward digital platforms, allowing artists to reach a global audience through online sales and social media.
- Sustainability and ethical sourcing are becoming more important, especially in taxidermy and nature-inspired art.
- Memorial art is increasingly diverse, ranging from digital tributes to handcrafted sculptures, reflecting cultural and artistic shifts over time.

Growth & Market Trends

- The demand for personalized art is rising, with collectors and grieving families looking for meaningful ways to honor loved ones.
- Digital art and NFTs (e.g. non-fungible tokens; unique cryptographic tokens that exist on a blockchain and cannot be replicated and can represent digital collectibles or real-world items like artwork and real estate) are influencing the industry, offering new ways to preserve memories.
- Social media and online marketplaces are key drivers for sales, with platforms like Etsy and Instagram helping artists connect with buyers.
- Younger generations are embracing memorial art in new forms, such as interactive and immersive experiences.





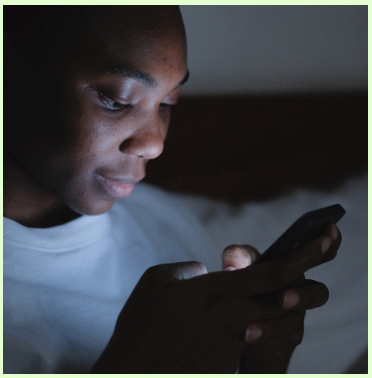


Our Vision

Our vision is to become the most influential sentimental art brand, shaping how healing, transformation, and remembrance are experienced through ethically crafted memorials and immersive storytelling. By blending artisanal mastery with cutting-edge technologies like augmented reality — which layers digital elements onto physical artwork viewable using smartphones and tablets — we create interactive tributes that bring legacy and emotion to life. Our butterfly greenhouses anchor our commitment to sustainability and education, cultivating specimens for our artwork and empowering others through community workshops, conservation outreach, and creative exploration. With every piece, Alas Artistry LLC elevates memorial art into a movement of healing, innovation, and global impact.






The Leadership



RYAN SCHWEGMAN, CO-FOUNDER & CEO

Ryan Schwegman is a pioneering figure in e-commerce, having served on the founding team of Overstock.com, a top 50 eRetailer. He is also a visionary entrepreneur with a strong track record of integrating creativity, innovation, and business acumen to drive sustainable growth. Currently, Ryan is focused on building this into a leading sentimental art company that redefines how individuals experience healing, transformation, and remembrance through technology-enabled art innovation. Recognized as a thought leader in performance marketing and a data-driven strategist, he consistently develops innovative solutions that bridge emotional impact with measurable business outcomes.



ZHANE LAW, CREATIVE DIRECTOR

Zhane Law is a multidisciplinary artist and strategic thinker who brings deep experience in art collectives, partnerships, and community engagement. As a board member and creative contributor at Alas Artistry, Zhane helps shape the company's vision with thoughtful insight and a shared commitment to healing through beauty and technical innovation. His collaborative spirit and strategic direction support Alas Artistry's mission to launch with clarity, integrity, and long-term impact.



ALEX NATHANIAL, ARTIST, PARTNERSHIPS, BOARD MEMBER

Alex Nathanial is a passionate artist who believes in the healing power of beauty and storytelling. As both a resident artist and board member at Alas Artistry, Alex helps shape tributes that honor grief with grace and creativity. He's deeply inspired by the company's mission to transform memorial experiences through handcrafted art and augmented reality, and is proud to support its long-term vision of emotional impact and social good.

The Team Vision

LEADERSHIP

CREATIVE	CLIENT SERVICES	OPERATIONS
Production Management	Brand Partnerships	Legal Counsel
Artists	Sales & Consultations	Finance
Immersive Experience & Innovation Team	Workshops & Events	Greenhouse Staff
Sourcing & Fulfillment	Customer Service	Support Staff
Quality Assurance		



“ART THAT TRANSFORMS GRIEF INTO BEAUTY—CRAFTED ETHICALLY, EXPERIENCED INTERACTIVELY.”

Marketing

To convince customers to purchase our premium, sentimental art tailored to their needs, we highlight our unique value proposition, which includes our craftsmanship, creativity, and ethical sourcing. We will encourage user-generated content from customers sharing their commissioned pieces and stories. We showcase our ability to produce high-quality, sentimental art that fosters connection, remembrance, and transformation. We offer competitive pricing packages that are tailored to the specific needs of each customer. We will primarily use targeted digital marketing channels to reach our audience, including unique organic content, social media, email marketing, and also offline channels such as industry events. We will host giveaways and collaborate with artists in similar niches.

BRAND POSITIONING

Alas Artistry LLC is a premium sentimental art brand and our customers appreciate the emotional connection and symbolic value of our artwork. We are known for being innovative and technology-enabled and our ethical sourcing and craftsmanship which differentiates us from our competitors.

PRICE

Our pricing is competitive and tailored to the needs of our clients. We offer tiered pricing packages that are easy to understand, including monthly/quarterly/yearly subscriptions, to suit customers of different sizes and budgets. Our pricing is transparent and we work closely with our customers to ensure that they are getting the best value for their investment.

PROMOTION

We promote our services through targeted online and offline channels, including social media, email marketing, and industry events. We create blog posts about butterfly symbolism, memorial art, and the creative process to attract organic traffic. We also leverage word-of-mouth referrals and testimonials from satisfied customers to expand our reach and build our reputation.

PLACE

Our products are available online and can be accessed from anywhere in the world. We also offer a local pickup option and are available at industry-related events. We work closely with our customers to understand their unique needs and deliver products that are personalized to best suit their requirements.

Financial Plan

This financial plan includes a detailed breakdown of our revenue streams, expenses, and projected profits, providing us with a clear understanding of our financial position and allowing us to make informed decisions about our business operations.

CAPITAL

Capital needed:

- Equipment/Supplies and software: $16,000
- Initial marketing and advertising expenses: $12,000
- Working capital: $47,000

Total capital needed: $75,000

Allocation of capital:

- Equipment/Supplies and software: $16,000
- Office rent and utilities (for 6 months): $13,000
- IP Research & legal filing: $8,000
- Artisan Onboarding & Training: $2,000
- Salaries and wages (for 6 months): $14,000
- Marketing and advertising expenses: $12,000
- Packaging & Fulfillment: $5,000
- Contingency: $2,000
- Buffer: $3,000

Total allocated capital: $75,000

The initial capital needed for the technology-enabled sentimental art business will be $75,000. This amount will be allocated towards acquiring equipment/supplies, licenses and software, initial marketing and advertising expenses, and working capital. The largest portion of the capital will be used to acquire equipment/supplies, AR licenses and software to ensure that the business is equipped with the necessary tools to provide high-quality artworks. This will also cover the cost of office rent and utilities for the first six months, salaries and wages for the first six months, marketing and advertising expenses, and contingency expenses. The additional $3,000 will provide the business with some buffer capital to ensure that operations can run smoothly without running into any unexpected financial hurdles.

Financial Outlook

Here is a summary of the financial outlook for the business over the next three years.

YEAR ONE

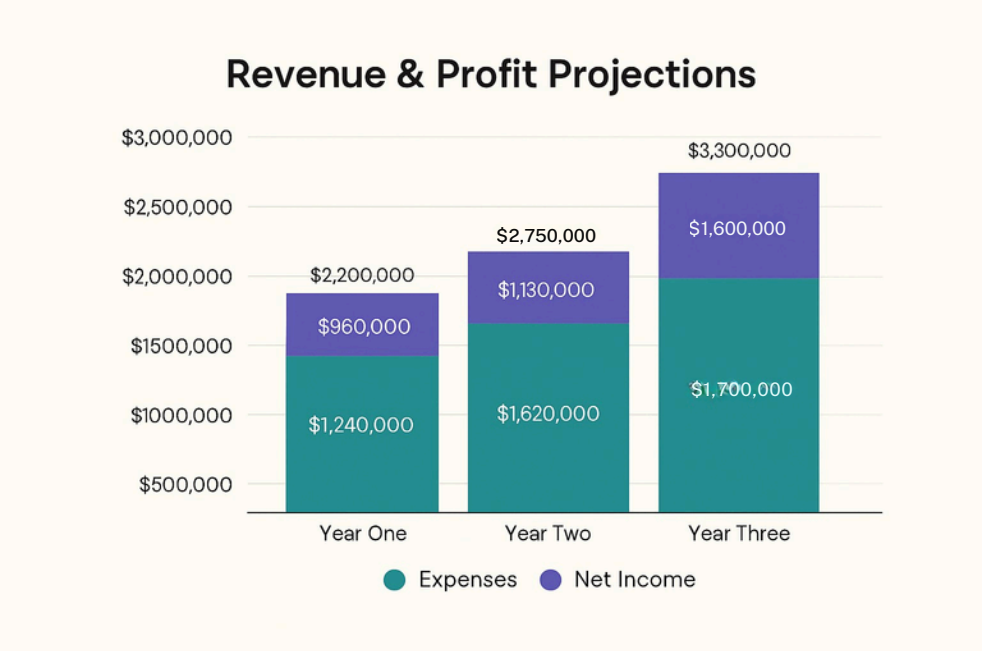
- Revenue: $2,200,000
- Expenses: $1,240,000
- Net Income: $960,000
- Orders: 22,000

YEAR TWO

- Revenue: $2,750,000
- Expenses: $1,620,000
- Net Income: $1,130,000
- Orders: 27,500

YEAR THREE

- Revenue: $3,300,000
- Expenses: $1,700,000
- Net Income: $1,600,000
- Orders: 33,000



*Assumes $100 average order value. Expenses include artisan compensation, AR platform integration, packaging, shipping, marketing, and workshop facilitation.

Growth Drivers

- High-volume tribute sales via eCommerce + PlugXR AR
- New revenue streams: subscriptions, grief workshops, collaborative collections
- Expanded reach through strategic partnerships and global artisan onboarding
- Tech-forward experience with immersive AR storytelling

Impact Snapshot

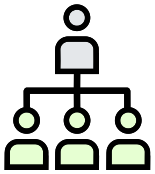
- 22,000 tributes crafted in Year One
- 6+ new artisan partners onboarded
- 20+ grief workshops reaching 500+ participants
- Ethical butterfly sourcing and biodiversity education

Milestones



YEAR ONE

Secure 22,000 new customer orders within the first year of operation through targeted marketing campaigns and referral programs.



YEAR TWO

Expand the team to include 3 full-time employees and several freelancers within the first and second year of operation to accommodate increasing demand for products.



YEAR THREE

Increase revenue by 50% by offering additional products/services, such as educational workshops and immersive experiences, to existing customers and expanding our reach to new markets.

As a sentimental art brand that values craftsmanship, creativity, and ethical sourcing, our goal is to bring positive impact to the industry by setting a new standard for personalized memorial art. We believe that businesses have a responsibility to represent and serve a wide range of audiences and perspectives, and we aim to lead the way in this effort.

We hope to inspire other businesses to prioritize ethical sourcing and craftsmanship in their work, and to show that it is not only the right thing to do, but also a smart business strategy.

By bringing a fresh perspective and innovative ideas to the industry, we believe that we can help shift the paradigm towards sustainable butterfly farming practices. We will partner with butterfly conservation organizations to enhance brand credibility. Ultimately, we want to contribute to building a more responsible use of butterflies through our work and provide education on the importance of biodiversity and environmental stewardship.

ALAS ARTISTRY LLC

WWW.ALASARTISTRY.CO

+1 (317) 936-6574