

Minty - collaborate with professional illustrators

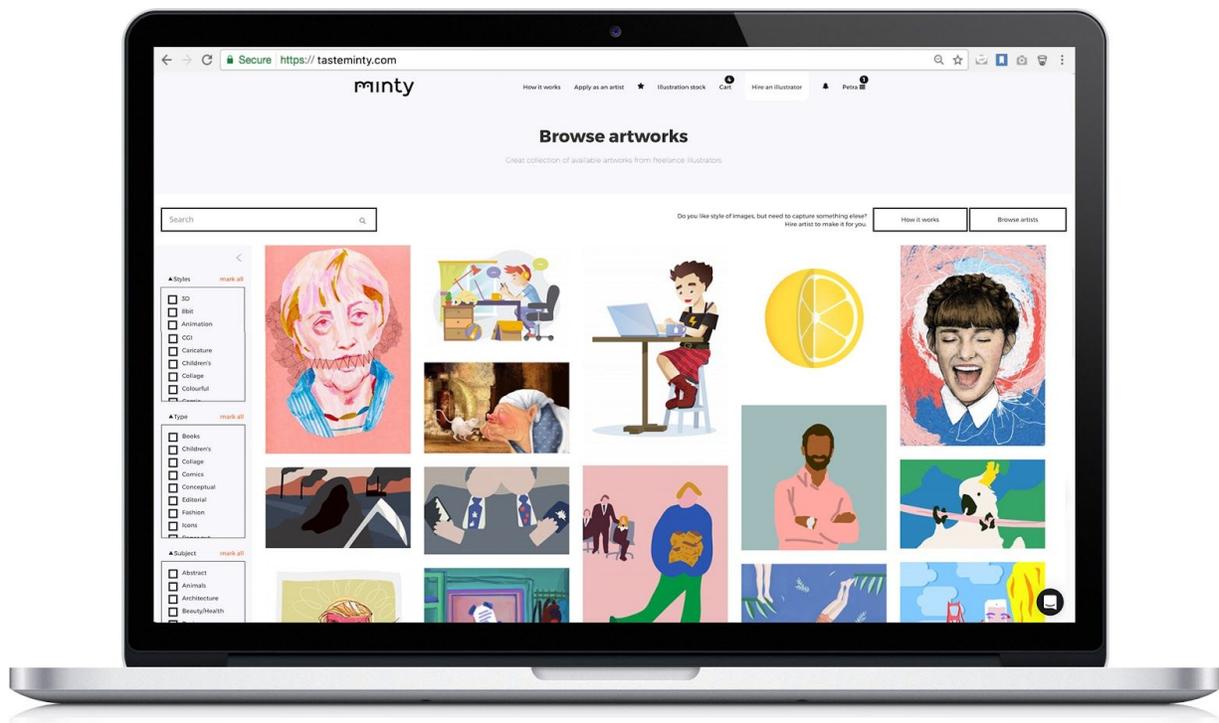
Minty, **online commissioning tool** and **community platform** for professional art buyers and artists with more than 1000 illustrators aboard.

Founded by **Petra Kemkova**, **Andrej Kizling** and **Frantisek Kocurik**, started it's journey on November 2014 with an idea to create a professional illustrator's tool for their everyday working life.

Platform was build on experience from OWL Agency, artist representation agency based in Bratislava and was supported by Next Media Accelerator (european publishers fund for innovation in media) in Hamburg in 2016 with pre-seed funding €50k. Afterwards in 2017, Minty raised €170k in pre-seed funding from Neulogy Ventures to set out on a mission to empower artists to

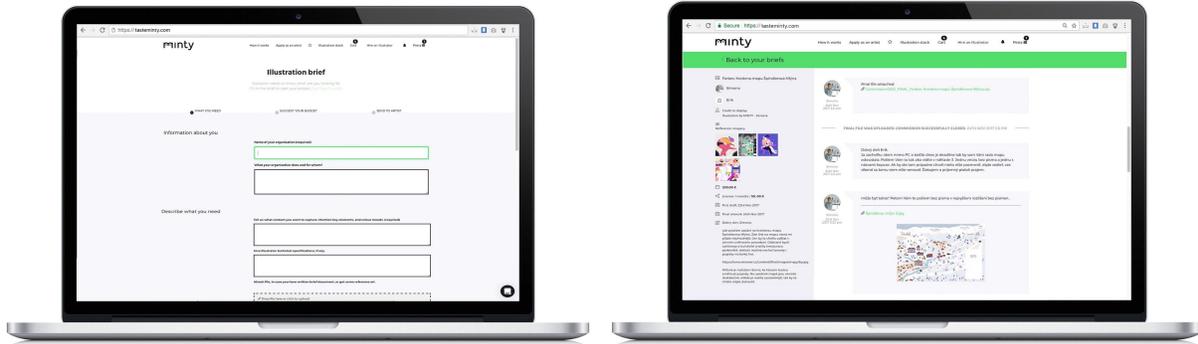
create tailor made and unique illustrations for publishers, professional designers and marketing agencies.

With quality visual content becoming more and more wanted and with a market value of ready made artworks more than \$2.88 bil, Minty is in the right place at right time. Not to mention that until 2020 just in USA will be market value of freelance workforce in visual content more than \$43 bil. Currently there is no other tool for public commissioning and a stock of artistic illustrations.



Minty has come up with a **simple collaboration tool**, which guides through the whole process and reduce feedback rounds, all the drafts, comments and all versions stays in one place. It gives artist control over rights and possibility

to build **passive income from artworks with free licence** by offering them on the market.



As an illustrator or graphic designer, you are just one click away from tool that lets you manage your career.



The aim is to **support artists** all over the world, give them power to manage their work and make illustrators available for clients to directly approach them.

- **Free registration** to create portfolio and offer artworks on market
- **Free registration** to browse through saleable artworks and available illustrators



Get in touch with us

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FOUNDERS

A story of Minty begins on Halloween, 2014, when a couple Petra and Andrej met two developers Fero and Jaro to create a stock with illustrations as a side project to their running agency. Since then, Minty has outgrown little artist rep. agency and is now offering not only stock, but also tools for creative collaborations for art-buyers and artists to work together without a middleman with automated paperwork and licensing. Halloween has a magic impact on Minty, as the first investment to the company was signed also that day two years later.

Petra Kemkova CPO



Strong female founder is a sprinkle in Minty team, always coming up with fresh innovative ideas. Petra's role within Minty deals with Product development. Founded an illustration agency few years ago, she uses insight to the market and knowledge of her customers to bring up new features. Petra holds MA degree in Economics and certificate from Creativity development from Central Saint Martin's in London. Worked in german Bauer Media, american News Corporation and british Redactive Media, Petra continues her career building a revolution in art-buying segment.

Andrej Kiszling CEO



Designer / business mind. Founded advertising agency when 23, later worked for global brands in CEE. Later launched OWL Agency (www.owlillustration.com) with Petra, and managed to become top artist agency in Central Europe. Loves circle economy, design strategy and human centred design, dislikes pointless marketing stunts. Studied on London Business School, holds MA in Design Management from University of the Arts London.

Frantisek Kocurik CTO



Frantisek is a head of development in Minty. As a main front-end-developer, he is responsible for its visuality. Since 2007 he has a fingers in too many pies of development. Already working for major international companies, mainly in media sectors as Zoznam.sk & Topky.sk slovak platforms similar to Yahoo and BuzzFeed. His co-founder contribution to Minty is not only from coding but brings a special teas every week, as he used to own a tea house in the past.