

## GRIOT: liberating collections via AI & the spatial web



### Mission

We provide leading institutions a powerful AI/AR/VR platform to open their collections, advance equity-driven community engagement, and generate new revenue.



### Vision

Art and culture institutions everywhere transcend physical and cognitive boundaries, transform community engagement, advance equity, and enhance financial sustainability.



### Values

- Tech is the tool, art is the jewel
- Fierce commitment to equity and social impact
- Respect for African wisdom



### Value Proposition

- **New way to advance community equity** and outreach to underserved audiences.
- **World class team** with strong relationships in the space
- **Positive initial traction**, preliminary work already under contract with first leading institution
- **Competitive moats** around technology, partnership, and other key success factors



### Impact & Growth Strategy

- **Achieve early wins** via pilots at the world's leading institutions
- **Leverage our relationships** across all critical disciplines
- **Follow Griot wisdom** on equity and engagement



### Year 1 Imperatives

- 1.finalize MVP codebase**
- 2.customize first 3 platforms** for partners (preliminary work w/ Fields)
- 3.validate ROI:** targeting 5x growth in audience size/ engagement & 3x return on initial financial investment in building platform

### KPIs

| Financial   | Stakeholder  | Organizational   | Impact   |
|---|--|--|--|
| <ul style="list-style-type: none"> <li>• Partner ROI</li> <li>• Budget v. actual</li> </ul> | <ul style="list-style-type: none"> <li>• New members</li> <li>• New revenue</li> <li>• Community partnership value &amp; leverage</li> </ul> | <ul style="list-style-type: none"> <li>• Team satisfaction and retention</li> <li>• Project partner time and bandwidth allocation</li> </ul> | <ul style="list-style-type: none"> <li>• Acceleration of museum community members and revenue</li> <li>• % of new audience from underrepresented/lower SES audiences</li> <li>• growth pipeline</li> </ul> |