

# TasaneArt



CREATING SOULFUL ARTISTIC EXPERIENCES TO  
HEAL, CONNECT, AND EMPOWER

# About TasaneeArt

We celebrate diverse identities and histories through ethnobotanical storytelling, **fostering human connection and cultural exploration**, while **empowering underrepresented artists** to build sustainable careers and reclaim their heritage.

## Meet Our Tribe

Jolie Woodstock Jackson  
Accountant

- Specialized financial management and sustainable growth modeling
- Tracks our multi-revenue streams while ensuring financial stability
- Enables our artistic vision to thrive through sound fiscal practices



▲▲ *When art became my refuge from an abusive relationship, I discovered not only healing for myself but a powerful way to reconnect with my heritage and build bridges to others. TasaneeArt was born from this journey – creating soulful artistic experiences that do for others what art did for me: heal wounds, forge connections, and empower us to reclaim our stories and cultural roots.* ▲▲

—Tasanee Durrett (Founder + Visionary)



# Identifying the Gaps



## Disconnection from cultural heritage

- Many people feel disconnected from their cultural heritage in today's globalized world, leading to a **loss of identity and belonging.**
- Society today has led to a more individualized form of living and is **less community-focused.**



## Limited representation in fine art

- The fine art world shows a stark diversity gap.
- **Less than 2% of artwork in major museums and galleries represents Black and Brown artists.**



## Gap between wellness and culture

- Modern wellness practices often lack cultural context, authenticity and empowerment.
- There's an **increase in policies to remove arts and cultural programs** are hindering opportunities.

# Bridging the Gaps



## Original Artwork

- **Representative artwork that reflects diverse cultural narratives**
- Products and services that celebrate and share cultural stories
- Interactive experiences that **help people reconnect with their roots while appreciating other cultures**



## Exposure

- Showcasing and promoting diverse artists
- Leading public art opportunities that **emphasize diverse artists** in response to social themes
- **Building inclusive art spaces through workshops and collaborations**



## Wellness Workshops

- Creating art-based wellness workshops that honor cultural healing traditions
- Offering spaces where **cultural expression and personal wellbeing intersect** through collaboration with health and wellness organizations





# Market Validation



**Revenue to date: \$50k**

## Key partnerships:

Orlando Magic  
Bloomberg Philanthropies

City of Orlando  
Ebony

J.P Morgan Chase  
Smithsonian Museum

"I love the artwork! It's so authentic and colorful. I love the intention of [the] artwork. It's *spiritual and emotional healing that fills spaces when the work is hung*. [Tasanee Art] is so powerful."

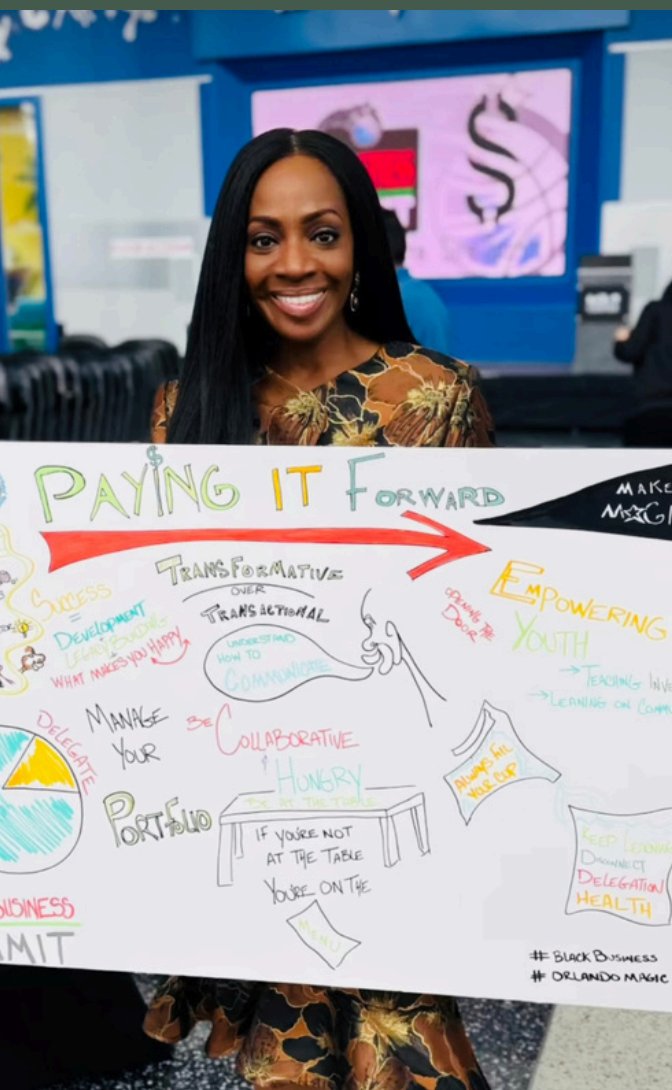
- **Private Client**

"Tasanee[Art] is always supportive of the arts community and *we've started to meet every quarter at a coffee shop to discuss opportunities for funding, improving our artist statements and bios, and how to look at our businesses from multiple perspectives for growth.*"

- **Local Community Artist**

"TasaneeArt's services as a live sketch note artist not only educated the panelists and audience of over 200 people during the Black Entrepreneurship Conference, but also *allowed business to be open to embracing art as an educational tool to communicate key topics that are being discussed in the entrepreneurship world.*"

- **Esu Ma'at (Orlando Magic)**





# Innovation is Our Business Model

*"We connect cultural roots through art, and heal communities while empowering artists to reclaim their heritage and thrive"*



## Original Art

Thought-provoking 2D and 3D works that tell cultural narratives



## Accessibility

Making fine art accessible while promoting diverse artists and their unique perspectives



## Workshops

Hands-on creative experiences that build connections and enhance artistic education



## Art-reprenuership

Training program transforming artists into successful entrepreneurs

## Art Therapy

Therapeutic workshops and artist talks fostering personal reflection and discovery

## Public Art

Impactful public art installations that illuminate social and economic issues, revitalizing urban spaces



# Business Model + Financials

TasaneerArt is a **B2C business built on 4 key revenue streams** that align with our mission while ensuring sustainability.

## Financial Trajectory:

- We've achieved **65% gross margins** overall, reinvesting profits into scaling our products and services.
- We're projecting **\$200,000 in revenue by 2028**, with annual growth rates of 30-40% as we expand regionally and then nationally.



### Public Art Commissions 20%

These high-visibility projects typically range from \$15,000-\$50,000 each, with our current pipeline including three commissioned works for 2025. While requiring more upfront investment, these projects significantly enhance our brand value.



### Art Workshops 25%

Our workshops generate recurring revenue through both B2C and B2B channels, with corporate clients paying premium rates for our cultural wellness experiences. This segment has 70% margins and has shown consistent monthly growth.

### Art-repreneurship Program 5%

Currently in the launch phase, our newest revenue stream provides skills training for artists with a tiered pricing model. We project this will become a major growth driver by 2026, with plans to develop a digital platform to scale this offering.



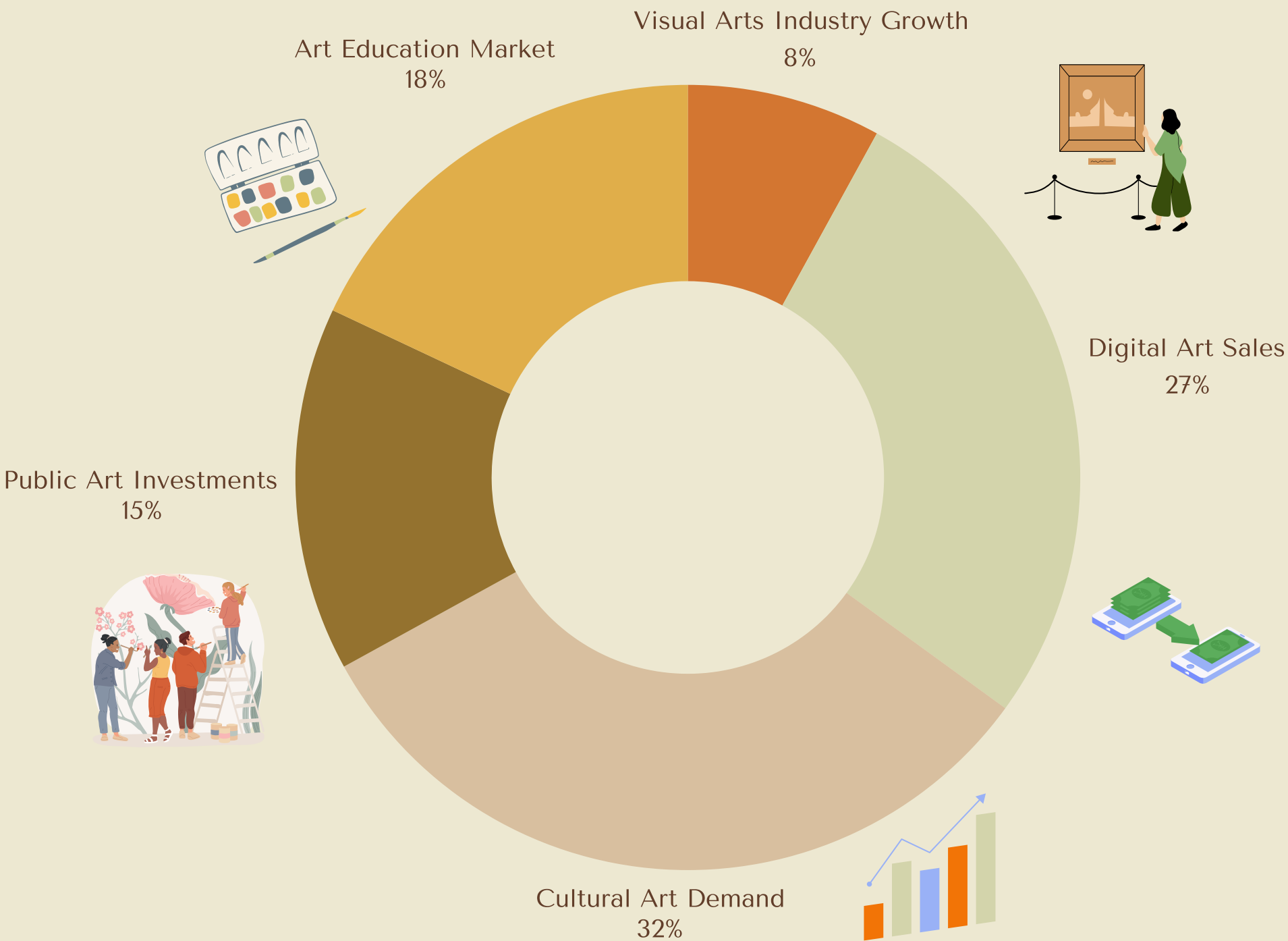
### Original Art 50%

Our highest-margin offering is original artwork, where we sell to public and private collections ranging from \$2,000 - \$20,000. This segment has grown 35% year-over-year as collectors increasingly seek authentic cultural art.



**|| Our challenge is balancing visionary dreams with data-driven growth while maintaining authentic community engagement. We approach this by integrating community feedback directly into our artistic experiences. ||**

# Exploring opportunities in the North American art landscape



Source: The Business Research Company

# Market Opportunity

## Market Value

- \$566.85 billion in 2025 at a compound annual growth rate (CAGR) of 6.5%
- Rising corporate demand for diverse cultural artwork (37% increase since 2020)
- Growing wellness industry seeking authentic cultural experiences

## How We Market



### SOCIAL MEDIA

- Ethnobotanical stories
- Artist journeys
- Cultural workshops

*TARGET: Art collectors, Workshop participants*



### CONFERENCES

- Live sketchnoting
- Art-preneur talks
- Exhibition booths

*TARGET: Corporations, Artists, Institutions*



### COMMUNITY

- Public art activations
- Cultural art walks
- Artist demos

*TARGET: Wellness sector, Community groups*



# Our Roadmap



*"By embracing mentors and building a talented team, I've transformed from a solo artist to a business leader."*

*-Tasanee Durrett (Founder + Visionary)*



2021



## Founded

- Response to lack of diverse artwork representation



2022 - 2024



## Community Growth

- Exhibitions, online presence, learning initiatives



2025



## Local Market Growth

- Public art commissions, institutional partnerships
- Launch art-repreneurship program



2026



## Regional Growth

- Art-repreneurship programs, corporate partnerships



2027



## National + International

- Digital learning platform, global hub presence



# Join Our Mission



Together, we can **heal** communities,  
**connect** cultures, and **empower**  
underrepresented artists through the  
universal language of art.



**Art-reprenuership Program**



**Diverse Artistic Voices**



**Community Healing**

THANK  
YOU!

## EMAIL

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## SOCIAL MEDIA

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## WEBSITE

www.tasaneeart.com

