



## PAINTED SOUND BY KOTHER

*"Where Rock & Roll Heritage Meets Investment-Grade Art"*



**Painted Sound** is the result of a life shaped by guitars.

*Klaus Kother grew up with music, performed on stage at an early age, worked in renowned music studios, collected guitars, and later managed MJ Guitars in Munich from Matthias Jabs of the Scorpions. For decades, he moved between music, design, entrepreneurship, and the cultural world of rock 'n' roll.*

*Guitars were never just instruments—they became witnesses of time, identity, and emotion.*

*With **Painted Sound**, Kother transforms this lifetime of experience into a closed 15-piece body of work. Iconic guitar forms become visual sound carriers, expressing memory, mythology, energy, and transformation.*

***Painted Sound** is not a new beginning—it is the inevitable convergence of music, life, and art.*

## THE OPPORTUNITY: A \$65 BILLION WHITE SPACE

The global art market (\$65B) and music memorabilia sector (\$2.2B) have operated in parallel universes for decades.

Until now.

Painted Sound by KOTHER has created something that shouldn't exist but does: museum-quality painted guitars that function as both tangible art and cultural artifacts—capturing a category that collectors didn't know they were missing.

**This isn't about guitars. It's about what a generation is willing to pay to hold onto its identity.**

### The Category No One Owns

We occupy the dead space between four established markets - and own all of it:

| What We're NOT                              | What We ARE   |
|---|---|
| Celebrity memorabilia (requires provenance) | <b>Artist-original works with built-in cultural resonance</b>   |
| Fine art (inaccessible, academic)           | <b>Collectible art with universal emotional connection</b>      |
| Custom guitars (functional tools)           | <b>Investment-grade objects with documentation and scarcity</b> |
| Mass production (unlimited supply)          | <b>Closed cycles: 15 works, 2 complete series, then done</b>    |

**We're the first and only player creating investment-grade guitar art with curatorial discipline, full provenance, and artist-led authenticity.**



# THE ARTIST: KLAUS KOTHER

## 30 Years Backstage, Now Center Stage

Klaus Kother isn't a hobbyist who painted a guitar. He's a cultural insider who spent three decades building the credentials most artists fake.

### The Fashion Foundation

- **Founder & Creative Director:** ROX Fashion (high-end rock 'n' roll couture with an idea nobody knows since nearly 2 decades)
- **Founder & Head Designer:** TARA Couture (handcrafted luxury womenswear)
- Dressed rock royalty from stages to red carpets
- Built international distribution across Europe and Asia

### The Music Industry Access

- **Store & Project Manager:** MJ Guitars, Munich (Germany's guitar store with authenticity)
- Worked alongside Mathias Jabs (Scorpions guitarist)
- Backstage and atelier relationships with :
  - **Lenny Kravitz** (one of 4 acoustic Flying V guitars by Dommenget tested in Helsinki show)
  - **Richie Sambora** (Bon Jovi)
  - **AC/DC** (main tech for Malcolm Young and all ACDC amps)
  - **P!nk** (Yamaha tour guitar)
  - **Leo Leonie, Dave Meniketti**, Dozens of A-list musicians, tour managers, and instrument techs, 2 of 100s pictures enclosed

### The Business Backbone

- **30+ years in finance and investment:** FOREX specialist (London, New York, Singapore)
- **C-suite advisory roles:** Head of Sales Family Office, Senior Key Account Management, Managing Director, international sales structures
- **Entrepreneurial ventures:** Web development, real estate, M&A support
- Built and exited multiple businesses across Europe and Asia

### What Makes Klaus unstoppable:

He's not choosing between art and business—he's the rare operator who mastered both. He understands margin structure, collector psychology, brand architecture, and cultural timing. He's painted guitars between FOREX trades and board meetings for years before realizing he'd accidentally created an asset class.

Klaus doesn't need this to work. He wants it to work. And that changes everything.



With Lenny Kravitz in stage wardrobe and one of 4 worldwide Dommenget Flying V's and a Mastercaster Zebra after the show



With Rick St. Pierre and Malcolm Young's Gretsch on ACDC stage Olympic Stadium Munich while Soundcheck



# THE COLLECTION: 15 WORKS, INFINITE SCARCITY



## The Entire Inventory

- **15 hand-painted guitars** across every iconic shape (Les Paul, Stratocaster, Flying V, acoustic, etc.)
- **2 complete artistic cycles** (thematically unified bodies of work)
- **Mixed media on original instruments** (acrylics, collage, found objects, gold leaf)
- **Each work: unique, signed, numbered, documented**

## Why Guitars as the Medium?

Because guitars are the only physical object on Earth that:

- **Transcends demographics:** Boomers remember Woodstock. Gen-X grew up on MTV. Millennials learned on YouTube.
- **Embodies identity:** Your first guitar is a rite of passage. Your dream guitar is aspiration made wood.
- **Connects generations:** A 1959 Les Paul isn't a tool—it's a \$300K cultural artifact.
- **Carries emotion no other object can:** Pianos are furniture. Violins are classical. Guitars are rebellion, sex, freedom and youth.

**Guitars aren't props. They're the physical manifestation of music itself.**

## Provenance: Built for Serious Collectors

Every piece includes:

- **Certificate of Authenticity (COA)** — Artist-signed, notarized
- **Serial numbering** — Edition tracking and resale verification
- **Documented origin** — Instrument source, materials, creation date
- **High-resolution photography** — Insurance and appraisal-ready
- **Exhibition specifications** — Museum-grade presentation and transport guidelines

### Future Phase:

Blockchain verification for secondary market transparency (planned post-Phase 1).

*This isn't folk art sold at a flea market. This is institutional-grade documentation for collectors who care about legacy.*



# THE MARKET: TIMING IS EVERYTHING

## Three Converging Forces Create Our Moment

### 1. Alternative Assets Outperforming Traditional Markets

- Art & collectibles market: **\$65B globally** (Deloitte, 2024)
- Music memorabilia growing **12% annually** (\$2.2B market)
- HNW individuals now allocate **15-20% to alternatives** (Knight Frank Wealth Report)
- Tangible assets outperformed equities **3:1 during 2020-2024 inflation cycle**

### 2. Generational Wealth Transfer Meets Nostalgia

- **Gen-X (born 1965-1980) entering peak earning years** (\$68K median income, \$156K HHI top quartile)
- This is the generation that *defined itself through music*: Nirvana, Metallica, Guns N' Roses, Pearl Jam
- They're not buying Picassos—they're buying **emotional time machines**
- **73% of collectors now prioritize emotional connection over pure investment thesis** (Art Basel/UBS Report 2024)

### 3. The Pendulum Swings Back to Physical

- Digital fatigue driving "tangible luxury" trend (Bain & Company)
- NFT collapse proved: **People want to touch what they own**
- Vinyl sales outpacing CDs for first time since 1987
- Experiential and physical objects replacing logo-driven consumption

**Painted Sound sits at the exact center of these three macro trends.**



# THE FINANCIAL PLAY: PHASE 1 PROOF OF CONCEPT

## The Ask: €30,000 (Friends & Family Only)

| Use of Funds               | Amount  | Purpose   |
|----------------------------|---------|---|
| Brand Identity & Marketing | €10,000 | Website, lookbook, photography, PR launch                           |
| Completion & Certification | €8,000  | Final guitars, COA printing, edition labels                         |
| Sales Infrastructure       | €7,000  | Gallery relationships, private viewings, collector events, shipping |
| Working Capital            | €5,000  | Legal, operations, contingency                                      |

## The Revenue Model

- **Inventory:** 15 original works
- **Target Average Price:** €10,000
- **Target Timeline:** 18 months
- **Gross Revenue Target:** €150,000

## Pricing Tiers

- **Entry Level:** €5,000-€8,000 (accessible collector pieces)
- **Core Collection:** €12,000-€18,000 (iconic shapes, investment-grade)
- **Statement Works:** €25,000-€30,000 (large format, museum-quality)

## Comparable Sales

Our pricing sits at the strategic intersection of art and music collectibles:

Original Banksy prints: €15K-€50K

KAWS collectibles: €8K-€40K

Shepard Fairey originals: €10K-€35K

Vintage signed guitars (non-celebrity): €3K-€12K

Contemporary mixed-media art (emerging artists): €5K-€20K



## Investor Structure: Revenue Share, Not Equity

This is NOT a company. This is a documented art project with financial discipline.

| Investment Tier | Capital | Share of Net Proceeds | Projected Return*       |
|-----------------|---------|-----------------------|-------------------------|
| Gold Package    | €20,000 | 15%                   | €15,000 (€7,500 profit) |
| Silver Package  | €10,000 | 7.5%                  | €7,500 (€2,500 profit)  |

### Net Proceeds Calculation:

- Gross Revenue: €150,000
- Less: Completion, marketing, sales costs: €50,000
- **Net Proceeds: €100,000**
- Investor Pool (22.5%): €22,500
- Artist/Operator Retained (77.5%): €77,500

*\*Assumes 100% sell-through at target pricing within 18 months. This is a best-case scenario—not a guarantee.*

### What You're Actually Buying

#### This is NOT:

- X Equity (no dilution, no board seats, no ongoing obligations)
- X A loan (no guaranteed return, no personal recourse)
- X Scalable venture (intentionally limited supply)

#### This IS:

- ✓ A profit-sharing agreement tied to Phase 1 sales
- ✓ First-mover access to a new collectible category before institutional discovery
- ✓ Portfolio diversification into tangible alternative assets
- ✓ Right of first refusal on Phase 2 at preferential terms (if Phase 1 succeeds)

**You're betting on three things: The artist (30 years of credibility), the category (guitars as investment-grade art), and the collector market (Gen-X nostalgia + tangible assets).**



# THE ROADMAP: 18 MONTHS TO LIQUIDITY

## Q1 2026 (NOW)

- ✓ 15 guitars completed
- ✓ Artist credibility established
- ✓ Raising €30K friends & family capital

## Q2 2026 (Launch Phase)

- Website & brand identity live
- Professional photography & lookbook production
- Private viewings (Vienna, Munich, Zurich family office circuit)
- Gallery partner presentations (2-3 target relationships)
- PR campaign (art & music media)

## Q3 2026 (Sales Activation)

- First sales close (target: 5-7 pieces, €50K-€80K revenue)
- Collector feedback loop and pricing refinement
- Exhibition placement (1-2 museums or corporate collections)
- Social proof building (press, testimonials, documentation)

## Q4 2026 (Momentum)

- Sales acceleration (target: 8-12 total pieces sold, €100K+ cumulative)
- Gallery representation formalized (if applicable)
- Secondary market monitoring (resale activity = validation)

## Q1 2027 (Phase 1 Completion)

- Remaining inventory sold
- Investor returns distributed
- Phase 1 financial close and documentation
- Decision point: Phase 2 capitalization (higher price points, new cycles)



## PHASE 2: THE ROCKSTAR VISION

If Phase 1 succeeds, the upside multiplies exponentially.

### Phase 2 Strategy (2026-2028)

- **New cycles priced €15K-€50K** (established demand curve justifies premium)
- **Gallery representation** in London, New York, Tokyo (Art Basel, Frieze, Armory Show)
- **Institutional acquisitions** (Rock & Roll Hall of Fame, Contemporary Art Museums, Corporate Collections)
- **Licensing opportunities** (limited edition prints, brand collaborations with watches/fashion)
- **Artist retrospectives** (10-year museum exhibitions establishing legacy)
- **Secondary market** establishing price floors and auction records

### Your Phase 2 Upside

- Right of first refusal on next funding round at **50% discount to external investors**
- Potential equity stake in scaled operations (if we incorporate)
- Access to artist collaborations and special editions
- Documented track record as "first believer" (valuable in art world credibility)

*We're not building a guitar company. We're building a cultural archive that appreciates.*



# WHY THIS WINS: THE UNFAIR ADVANTAGES

## 1. First-Mover Category Ownership

No one else is creating investment-grade, museum-documented, artist-original guitar art. We define the category, set the pricing expectations, and own the narrative.

## 2. Artist Credibility That Can't Be Bought

Klaus spent 30 years backstage with Lenny Kravitz, AC/DC, and P!nk. He managed Germany's top guitar gallery. He built and sold fashion brands. This isn't a passion project—it's a convergence of three decades of positioning.

## 3. Scarcity By Design

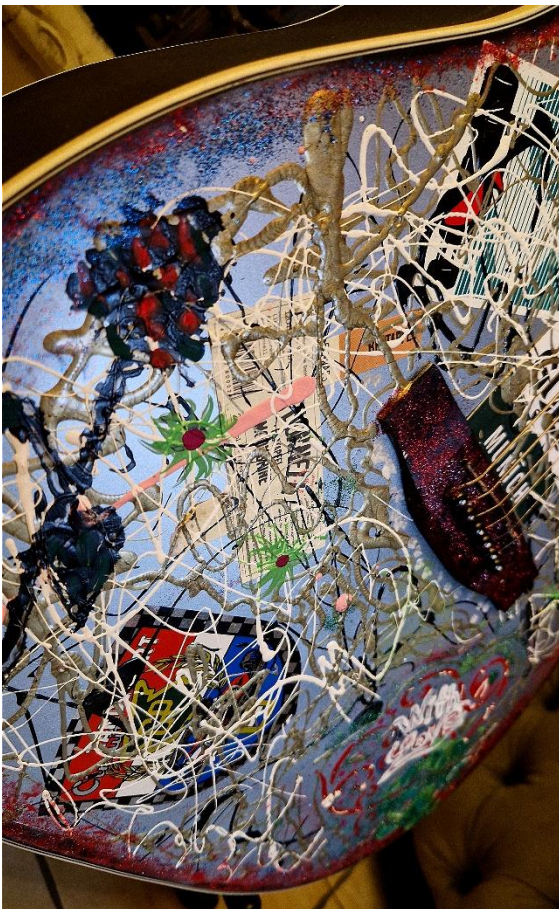
15 works. Period. No Series 2 yet. No dilution. No "collectors edition reissue." **When they're gone, they're gone.** Scarcity isn't marketing—it's the business model.

## 4. Emotional Moat

Guitars trigger something no other object can: the memory of who you wanted to be when you were 15. That's not a feature—that's an unfair advantage competitors can't replicate.

## 5. Cross-Generational Appeal

Boomers see Hendrix. Gen-X sees Cobain. Millennials see Jack White. The guitar is the only cultural icon that spans 70 years without losing relevance.



# THE RISKS (And Why They're Manageable)

## Risk 1: Market Doesn't Value Guitar Art at Target Pricing

### Mitigation:

- Conservative €5K entry point (50% below comparable Banksy prints)
- Flexible pricing strategy (can discount without destroying brand)
- Strong comps across music memorabilia and contemporary art
- Artist has direct relationships for placement (not dependent on gallery discovery)

## Risk 2: Sales Timeline Extends Beyond 18 Months

### Mitigation:

- No burn rate (no employees, no rent, no ongoing costs)
- Artist can sell directly (30+ years of collector relationships)
- Inventory doesn't depreciate (physical art appreciates or holds steady)
- Extension clause in investor agreement allows for 24-month liquidity window

## Risk 3: "Guitar Art" Doesn't Achieve Institutional Recognition

### Mitigation:

- Provenance documentation removes amateur perception
- Exhibition placement strategy (museums first, galleries second)
- Artist credibility (worked with Lenny Kravitz, managed MJ Guitars)
- Worst case: guitars still sell at €5K-€8K as high-end décor (breaks even)

## Risk 4: Single-Artist Dependency

### Mitigation:

- Phase 1 is a closed cycle (no ongoing production required for investor return)
- Klaus has 30+ years of business operations experience (not a flaky artist)
- Works are documented and saleable even without artist involvement
- Succession plan for Phase 2 (could collaborate with other artists if needed)

**Bottom Line: This is a calculated bet on cultural timing, not a moonshot. Worst-case scenario is manageable. Best-case scenario is transformative.**



## THE CLOSING ARGUMENT

**This isn't a business plan. It's a cultural bet.**

The question isn't "Will people pay €10K for a painted guitar?"

**The question is: "What is a generation willing to pay to hold onto its identity?"**

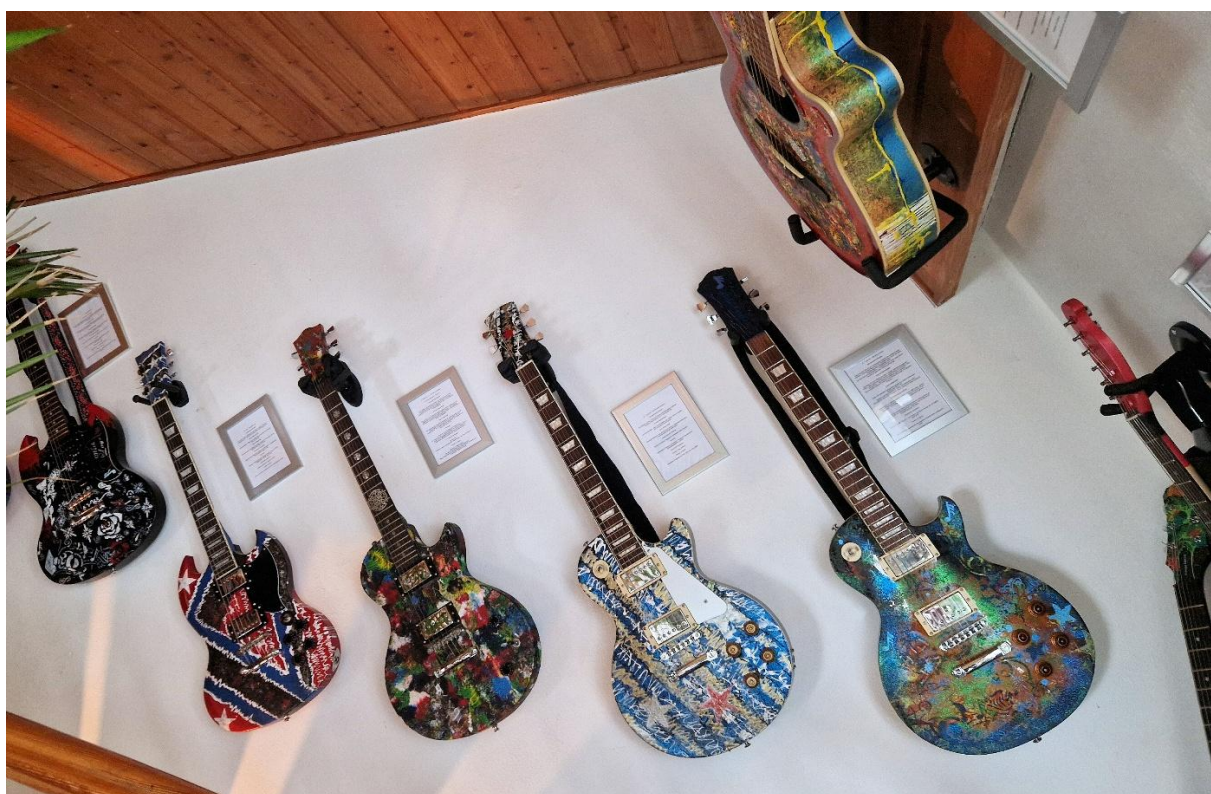
- Baby Boomers paid \$300K for a '59 Les Paul.
- Gen-X is paying \$50K for original Basquiat sketches.
- Millennials paid \$69M for a Beeple NFT (then watched it crash).

**Painted Sound by KOTHER sits at the intersection of all three: tangible, emotional, documented, scarce.**

Klaus Kother spent 30 years backstage, in boardrooms, and in ateliers building the credibility to pull this off. He's not asking for permission. He's offering early access.

**15 guitars. €150K target. 18 months.**

*This is your chance to own a piece of a category that doesn't exist yet—  
but will.*




# CONTACT & NEXT STEPS

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## Available Materials

- Investment Deck & Financial Models, Catalogue with instruments
- Gallery Viewings (Private appointments in Vienna, Munich, Zurich)
- Legal Structure (Profit-sharing agreement template)

*"Guitars aren't props. They're symbols with universal meaning. And symbols with scarcity become assets. Welcome to Painted Sound."*

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