

URL: <https://stvp.stanford.edu/clips/the-future-of-african-art-fintech>

Karabo Morule, founder and CEO of Capital Art, describes how her company is listening to users to learn how it should grow, including adding features that engage aspiring art collectors and show users the breadth of art being collected.



Transcript

- It's an interesting, kind of, 00:00:05,463 point around where to from here.. And I know, you know, we've spoken before about kind of the ways, in which to empower and celebrate artists and collectors, who have previously been left out of the art ecosystem.. And I think that's kind of what the platform is really there to do, you know? - Definitely.. 00:00:26,160 - It's been an interesting road as a startup, 00:00:28,740 going through the ebbs and flows of that.. But the platform I think has been great to kind of listen to what users have been giving me feedback about and really iterating in that way.. So now the platform, for example, has a free account.. It enables aspiring collectors to sign up, and you know, also, you know, they also gave feedback around, you know, people would sign up, and you can save up to three artworks for free.. And they were like, you know, but I don't know what to collect.. And so a new feature that was launched, towards the backend of last year, was kind of having featured collections, and also showing basically the artists that are being collected by a variety of different art collectors, and trying to get a variety around that as well.. And I guess I was also inspired by, I was on an art artwork at, at Art Joburg and one of the other collectors, who was on the panel, was talking about how she collected an artwork, which is, you know, basically 500 red, which is the, I think the equivalent of like, you know, \$50 type thing, or \$25..

And, you know, it's also just showing the breadth of kind of collecting, because I think a lot of people do have preconceived notions of what is collecting, you know, and what is art.. And it's great to kind of dispel those notions, by showing what, you know, people who are patrons are collecting, and showing the diversity of that.. The fact that they're not all collecting these kind of super expensive pieces of art.. They're also collecting the things which, and trying to kind of support emerging artists, early on in their careers as well...