BAMBOSTIKO

One artwork. A collection. A business system.

Business scope, launch economics and the earned path to airport retail

ART

×

LEÓN

×

PAID DEMAND

2027–2029 SCENARIO

Scenario model—not a promise

OPERATING MODEL

The catalog can be broad while production stays narrow

01

Artist attests

Video, artwork, ownership and conditional transformation permission.

02

Collection appears

Digital crops show one approved wallet shell and one bag shell.

03

Demand commits

A paid order or retailer deposit activates the collection.

04

León transforms

The artwork is treated, mapped, cut, sewn and quality-checked.

05

Origin is documented

Numbering, crop map, artist record and chain of custody.

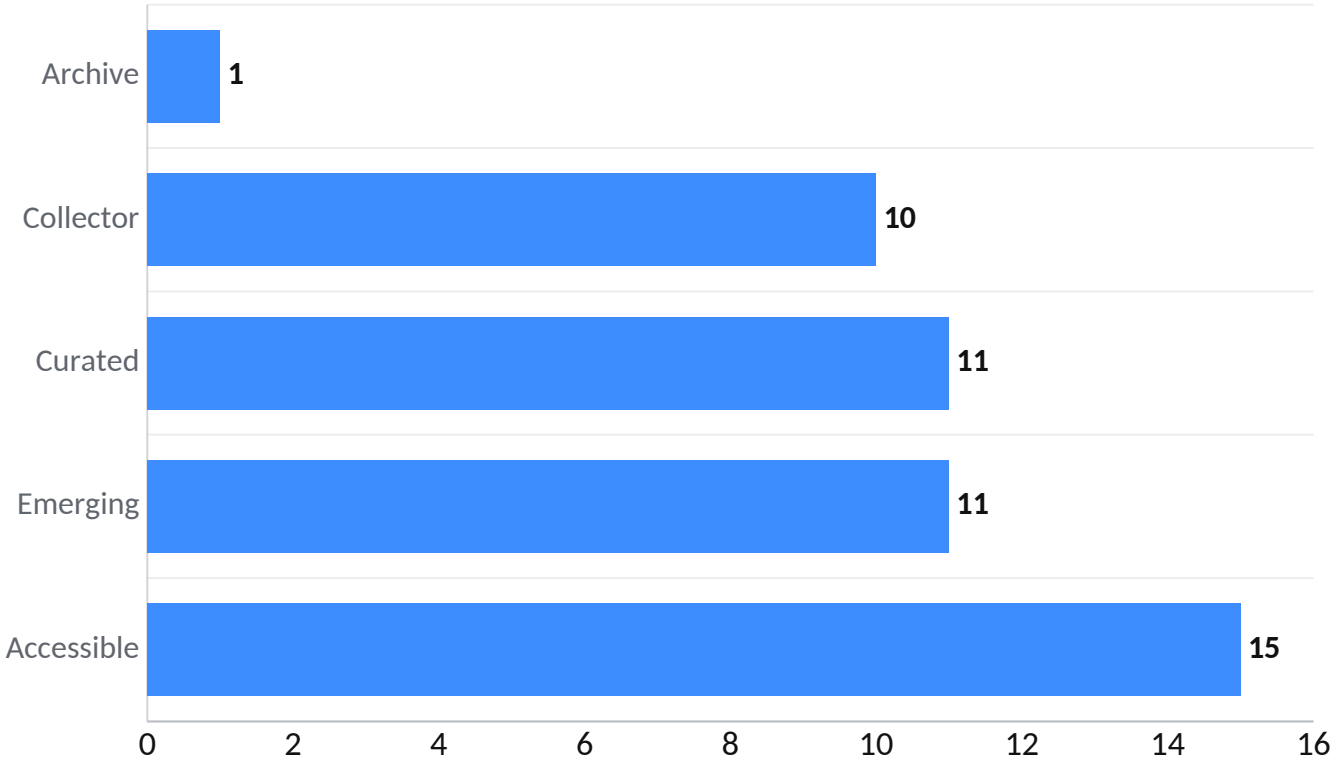
06

Buyer receives

An exclusive object ships only after the economics are funded.

OBSERVED MEXICAN ASKING PRICES

Online art prices already support a wide ladder



48

live listings sampled

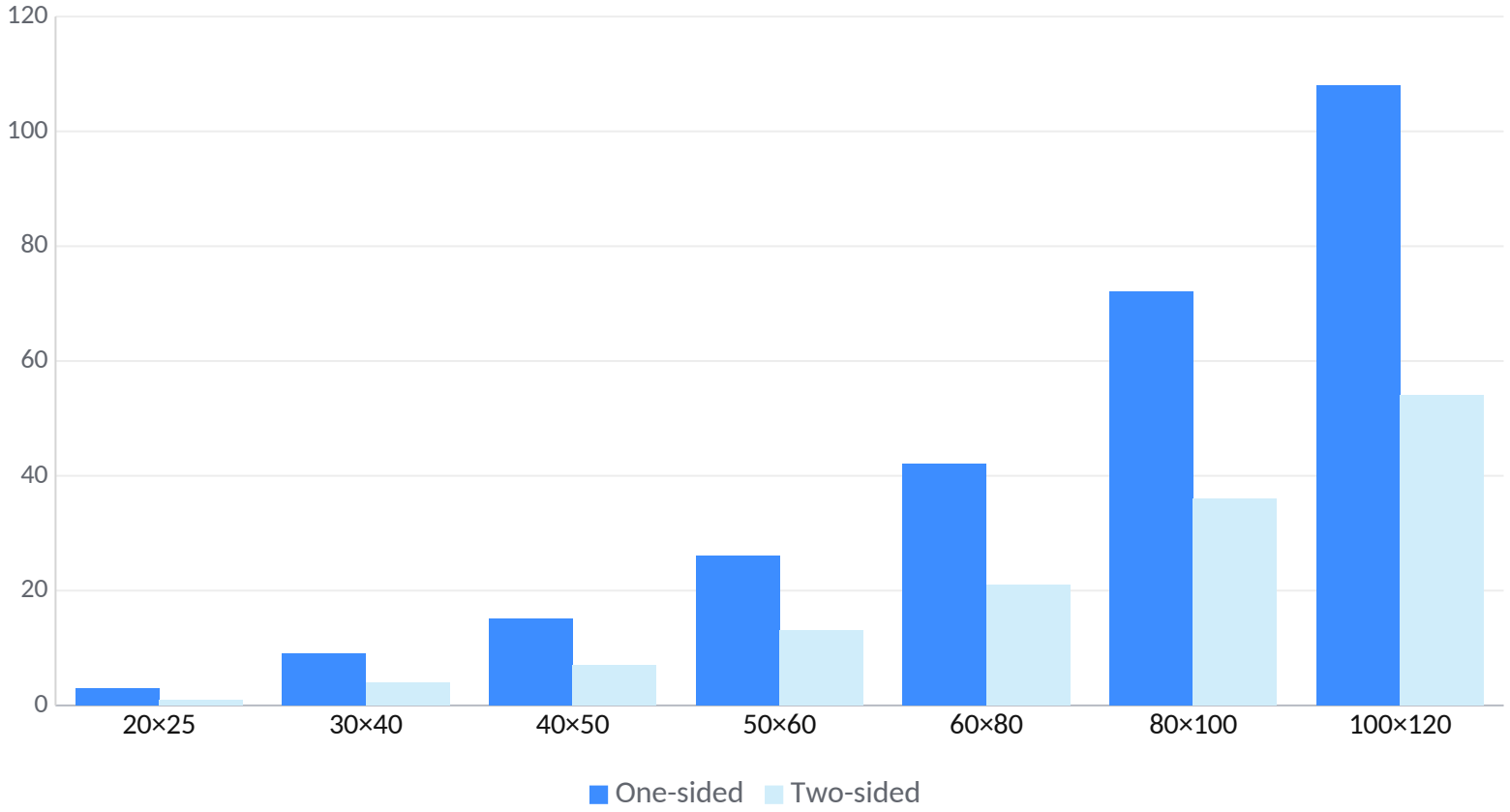
MXN 12,750

median asking price

Asking prices frame opportunity; they do not prove completed sales or authenticity.

ARTWORK YIELD

One-sided wallets preserve the strongest physical yield



50 × 60 cm

26 one-sided
13 two-sided

The model assumes 2 cm handling margins and 75% usable crop. León must replace these planning values after prototype testing.

PRICE ARCHITECTURE

Four tiers create reach without flattening prestige

ENTRY

MXN 2,500

Venture margin

40.5%

Best channel
Gift / DTC

Primary proof
Cost discipline

SIGNATURE

MXN 10,000

Venture margin

32.7%

Best channel
DTC + boutique

Primary proof
Sell-through

COLLECTOR

MXN 25,000

Venture margin

35.6%

Best channel
Private client

Primary proof
Authenticity

ARCHIVE

MXN 100,000

Venture margin

38.6%

Best channel
Private sale

Primary proof
Rights + conservation

LAUNCH MONTH

January 2027 must prove buyer behavior

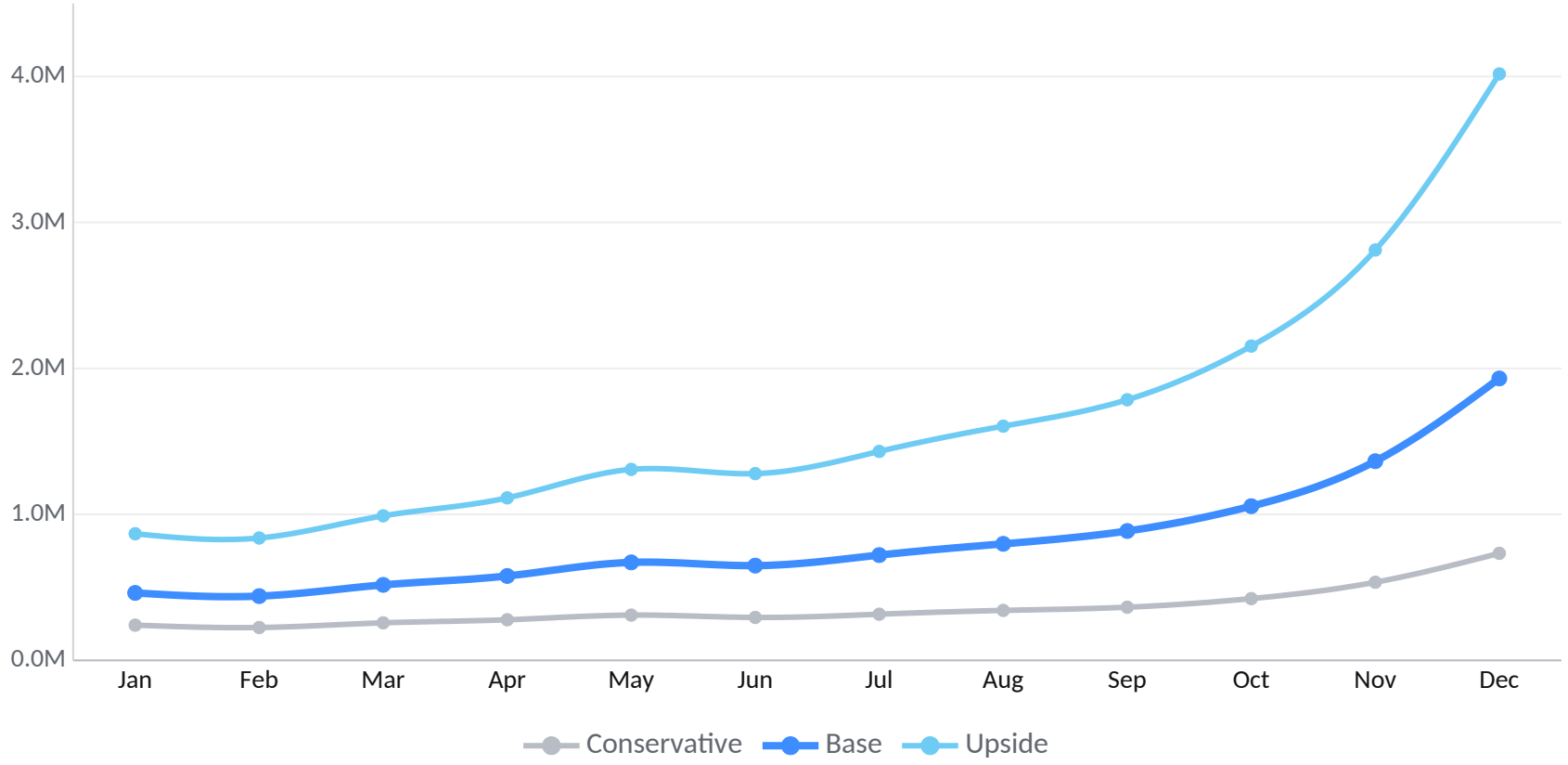
CONSERVATIVE	BASE	UPSIDE
45 units	**84 units**	**120 units**
MXN 241K	**MXN 462K**	**MXN 867K**

January must answer five questions

Will buyers pay? • Does the finish endure? • Can León deliver on time? • Do returns stay controlled? • Does the artist story convert?

2027 MONTHLY SALES

Holiday demand creates the year’s steepest operating test



MXN 10.1M

Base 2027 sales

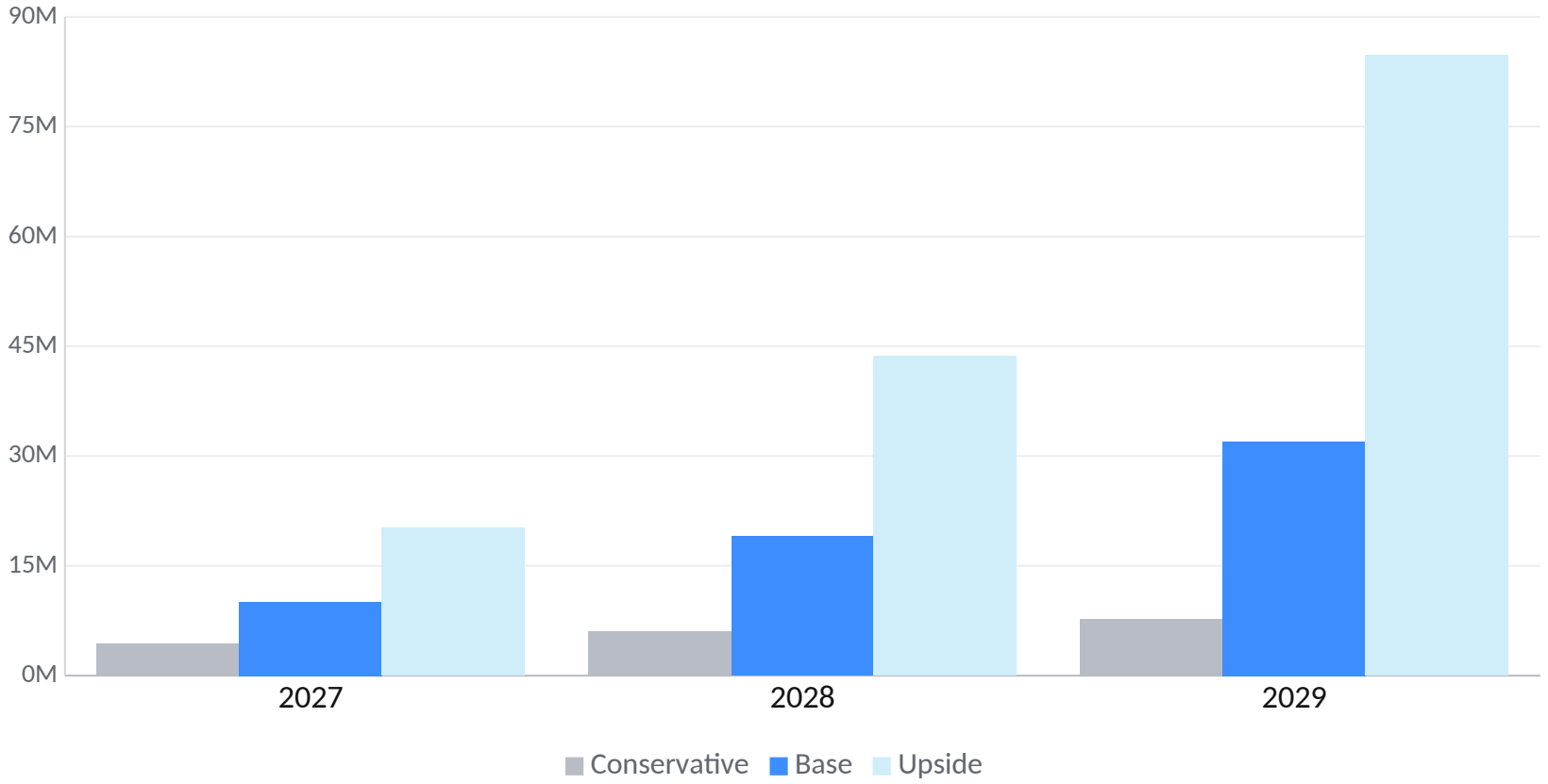
1,831 units

Base annual volume

The year succeeds only if November and December can scale without breaking quality or delivery.

2027–2029 SCENARIO

The base case reaches MXN 61.1M over three years



BASE CASE

MXN 61.1M

cumulative revenue

1 → 4 → 8

airport placements by year (pop-ups or shop-in-shops first)

Eight structural advantages reduce the cost of learning

01

True scarcity

Every crop is materially different.

02

Art becomes cash

Artists gain another monetization route.

03

Payment first

Production begins after demand commits.

04

One work, many pieces

A single artwork creates a collection.

05

León ecosystem

Existing capability limits factory needs.

06

Broad catalog

Virtual choice; only two physical shells.

07

Price ladder

Entry, Signature, Collector and Archive.

08

Ten-day release

Urgency without holding finished stock.

Seven growth advantages can compound

09

Artist story

Every collection creates authentic content.

10

Mexico–USA identity

Border culture differentiates the brand.

11

Travel-retail fit

Portable, giftable and premium.

12

Corporate gifting

Numbered objects suit executive programs.

13

Data compounds

Clicks and crops reveal demand patterns.

14

Network effects

Artists, buyers and retailers attract each other.

15

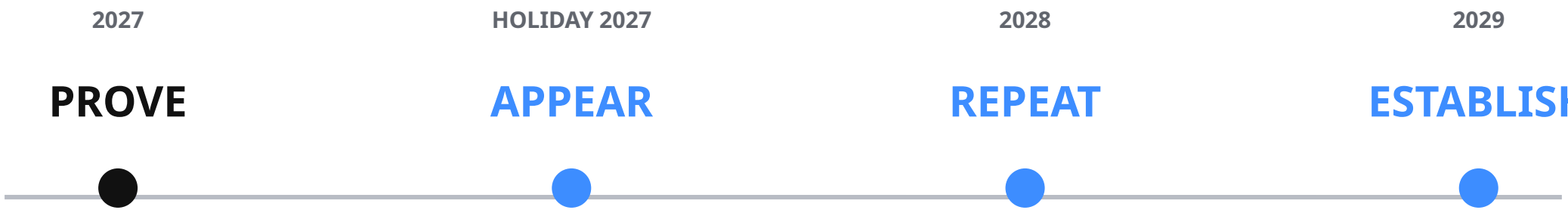
Headline collections

A respected artist can lift the catalog.

Growth remains conditional on fair artist settlement, consistent quality and rights-ready operations.

CHANNEL ROADMAP

Airport visibility is earned in four gated stages



Permanent rent is the consequence of channel proof—not a substitute for it.

DECISION DISCIPLINE

The business earns expansion—or redesigns early

EARN THE NEXT STAGE

01 Prototype durability passes

02 Paid demand reaches required price

03 On-time delivery reaches 95%

04 Returns remain below 5%

05 Airport placement is contribution-positive

STOP OR REDESIGN

01 Artwork cracks, fades or lifts

02 Buyers admire but will not pay

03 Lead time breaks the promise

04 Artists reject the crop or economics

05 Occupancy consumes contribution

BOMBÁRTICO

Manufacture proof.
Earn presence.
Scale the system.

January validates the product. 2027 validates the business. A profitable airport pop-up validates travel retail.

The storefront is the consequence of the system.