

exjewel

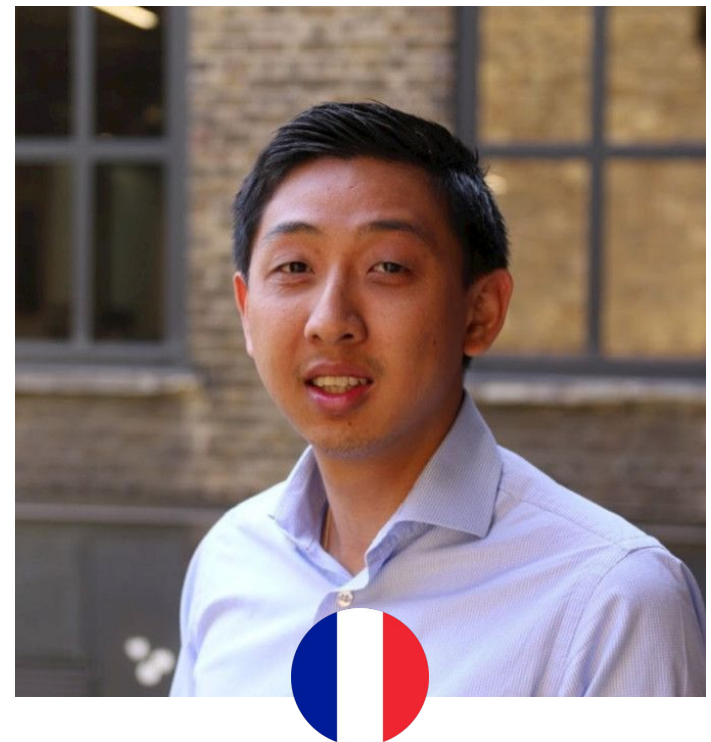
Crafting the vintage jewelry experience of tomorrow

The dream team



Stephane Boghossian, CEO and founder

- › Studies: BA Product Design in NABA, MA Jewelry Design in GIA, jewelry manufacturing and Gemmology in HRD and IIGJ, MBA in Luxury Brand Management in IFA
- › Experience: Versace, S.T. Dupont, LVMH group, Drouot Estimation
- › Skills: #Design, #Gemmology, #Marketing, #Manufacturing
- › The Boghossian family, six generations of experienced jewelers in EU, US and MENA



Tony Seng, Interim Product Owner

- › Studies: Bachelor in Computer Science at Paris Denis Diderot, Masters in Computer Science at Paris Dauphine
- › Experience: Ticket BA, Natixis, CAPFI group, Newedge, Funding Xchange,
- › Skills: #Development, #ComputerScience, #ProductDevelopment #Finance

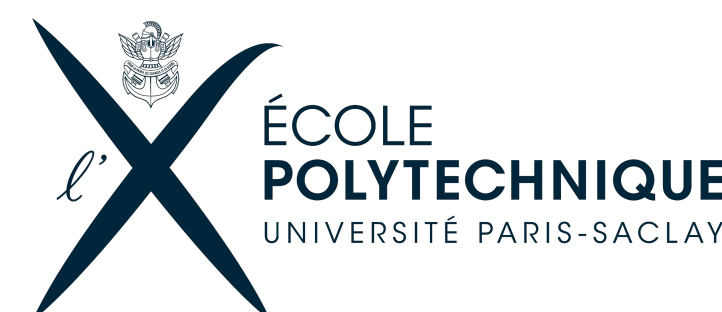


Yasmina Schoueri, Part-time CTO & full-stack developer



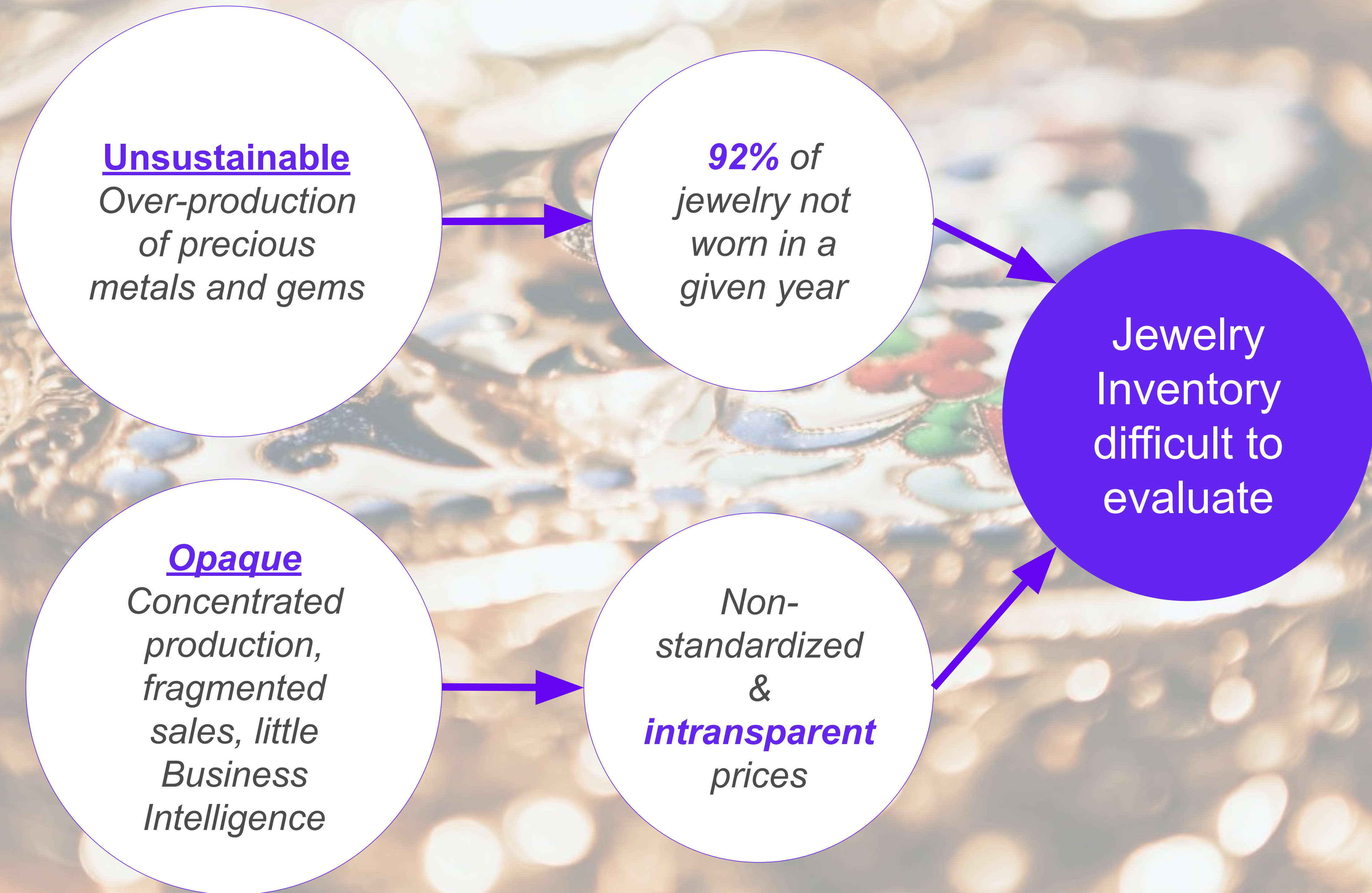
Edna Mensah, Marketing specialist

Extended team



Problem:

Unsustainable & **opaque** jewelry supply chain



Jewelry appraisal **today**

based on **material costs**

done by a **human**
(due to errors)

takes up to **7 days**

costs up to **20%** of jewelry value

Jewelry appraisal with exjewel

based on real-time material costs & immaterial costs

done by a proprietary algorithm that compares your jewelry and gemstones with millions of others

takes 1 minute

costs more than 10x cheaper than traditional appraisals

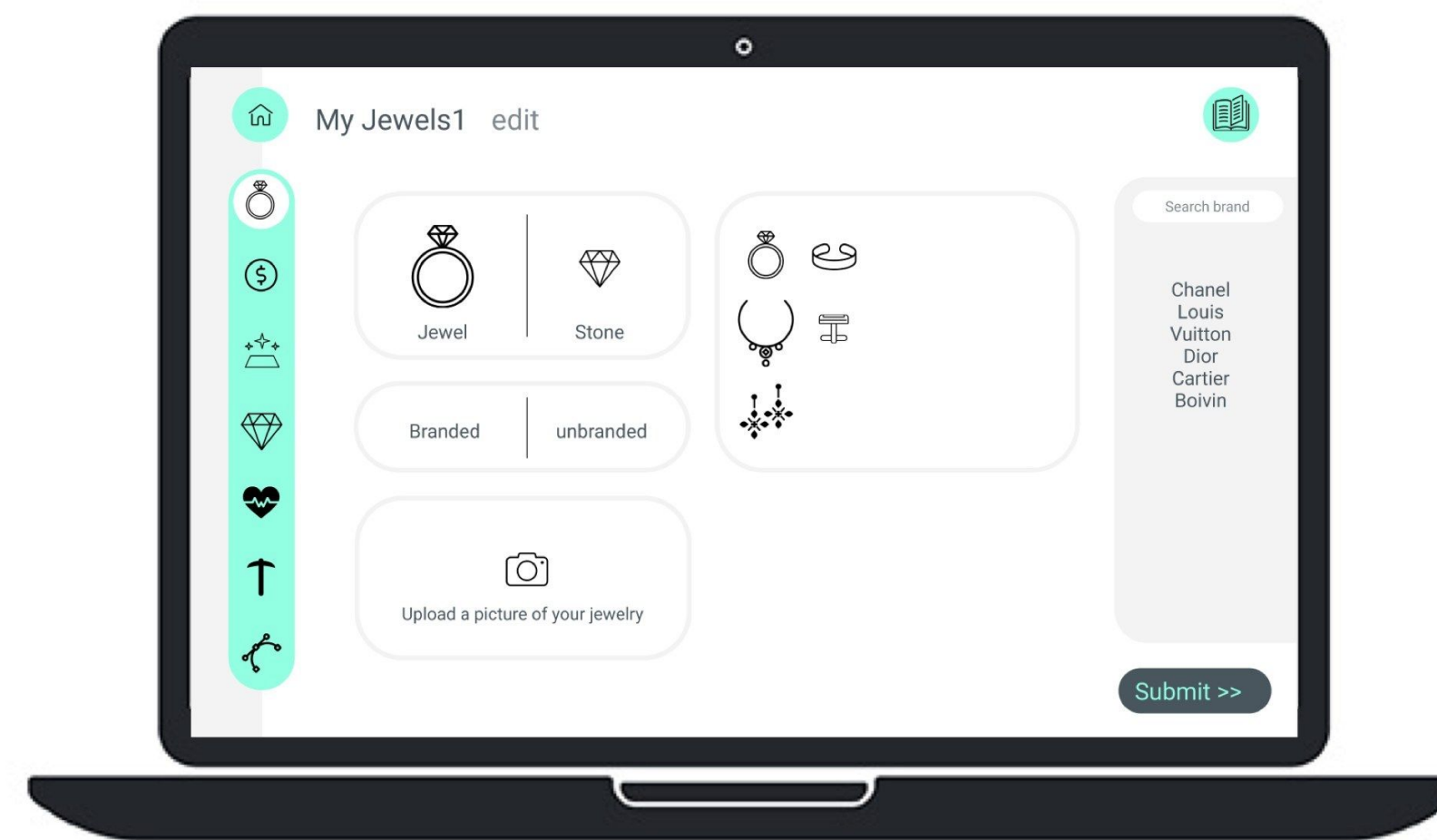
exjewel:

A **SaaS platform** to manage jewelry inventory,
for businesses & individuals

B2B

Jewelers,
brands, online
stores, auction
houses and
vintage stores

*more than 30% unsold or
excess inventory*



B2C

unworn jewelry

A.I.



1. Log-in to the **digital** platform
2. Upload a picture of your jewelry & fill-in the **interactive form**
3. Get an **algorithmically generated price** for your jewelry, instantaneously
4. Design a **second life** for your jewelry (if relevant)
5. Manage your **virtual vault** securely

Algorithm:

exjewel scrapes public and proprietary data

34%

Raw materials:



Gemological laboratory:



44%

Online gem-marketplace:



Diamond & Gem supplier:



V & D

Tej-Diam

22%

Vintage stores:



Biella Vintage

Vintage online marketplace:



Istdibs

Market opportunity

Large overall
jewelry market

**US\$ 263
Billion** 2018

CAGR +6% WW
(+1.3% in EU)

within overall market,
large jewelry resale
market

**US\$ 933
Million** 2019

80% of all
jewelry are
unbranded

jewelry stock highly
available for reuse

92% In stock, too
old to be
used/sold or
lost to fashion
trends

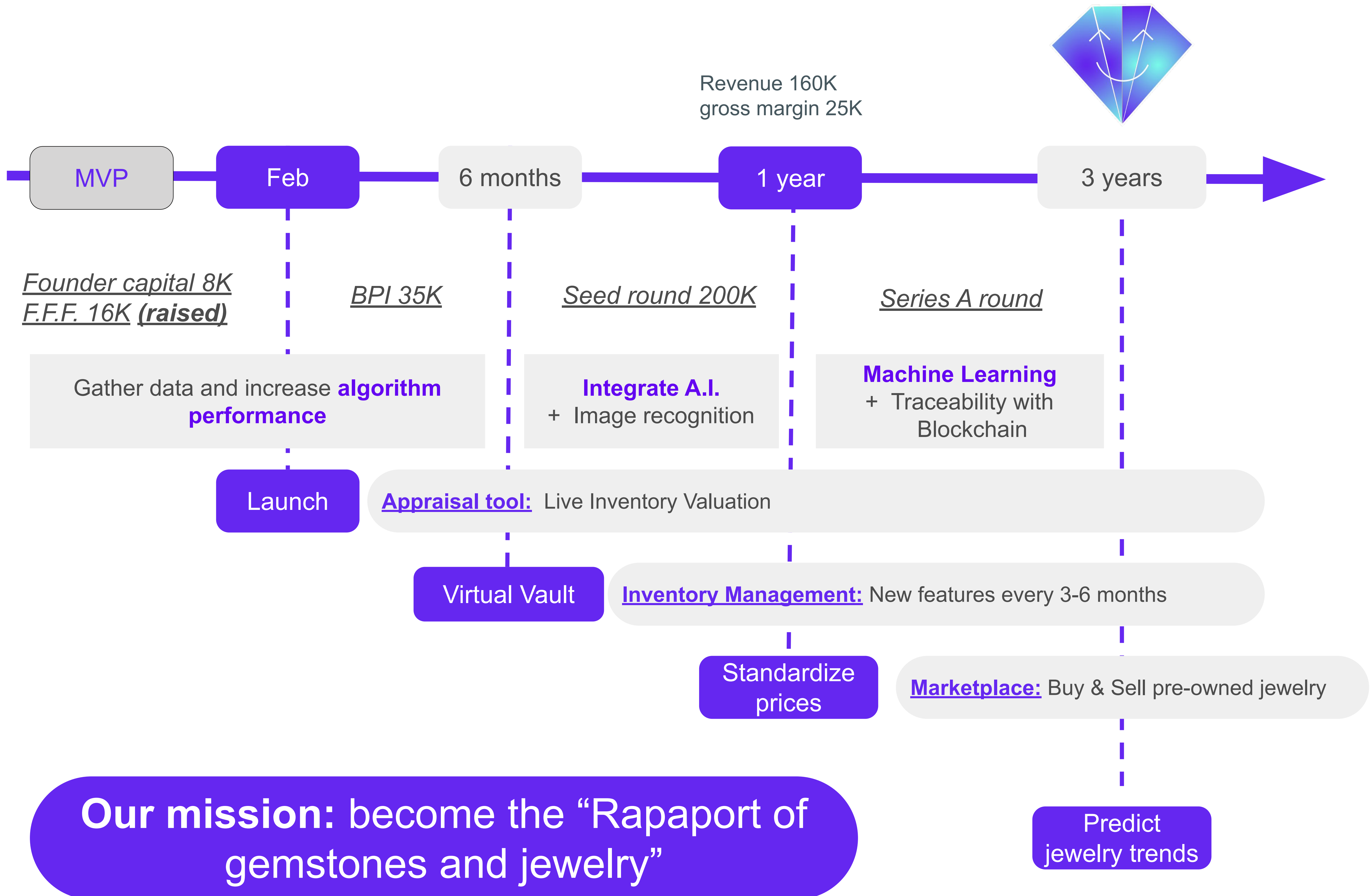
30% inventory
unsold per
year

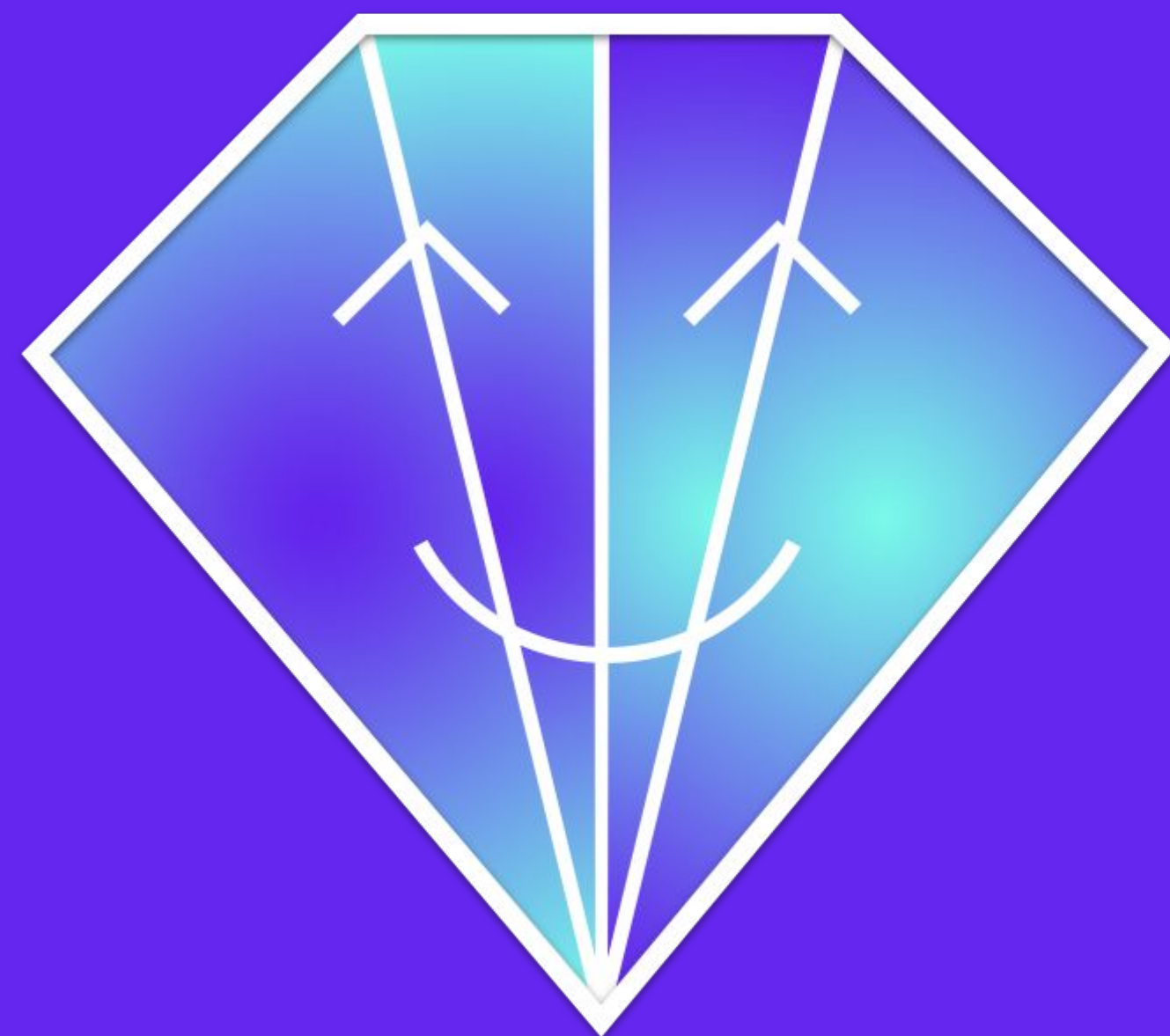
Jewelers are sitting on
**inventory stored on
shelves**, waiting to be
repurposed

Competitive landscape



Fundraising





exjewel

Crafting the vintage jewelry
experience of tomorrow

the exjewel ecosystem

Incubators & accelerators



Gemological & educational institutions

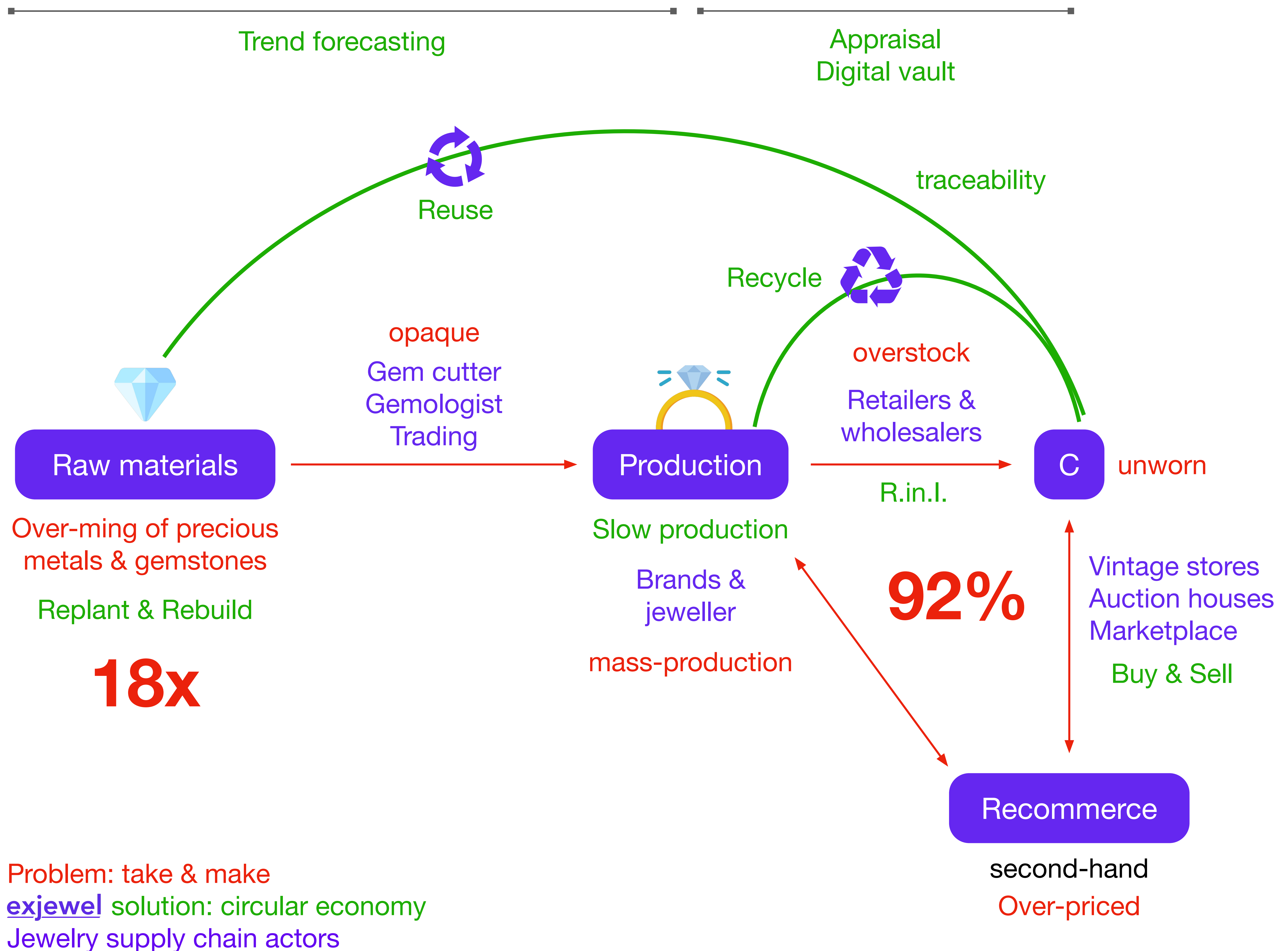


Innovation partners



Start-up competitions





exjewel scraped **5.23 millions** public and proprietary data from **37+ sources** to provide the best online appraisal service.

