

# APPSILON ENTERPRISE PITCH DECK

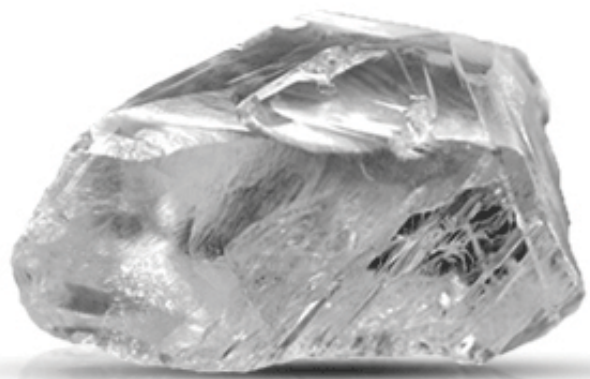
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**APPSILON**  
ENTERPRISE

**ME**  
DIAMOND

WE FOUND THE WAY OF  
MIMICKING THE EARTH.

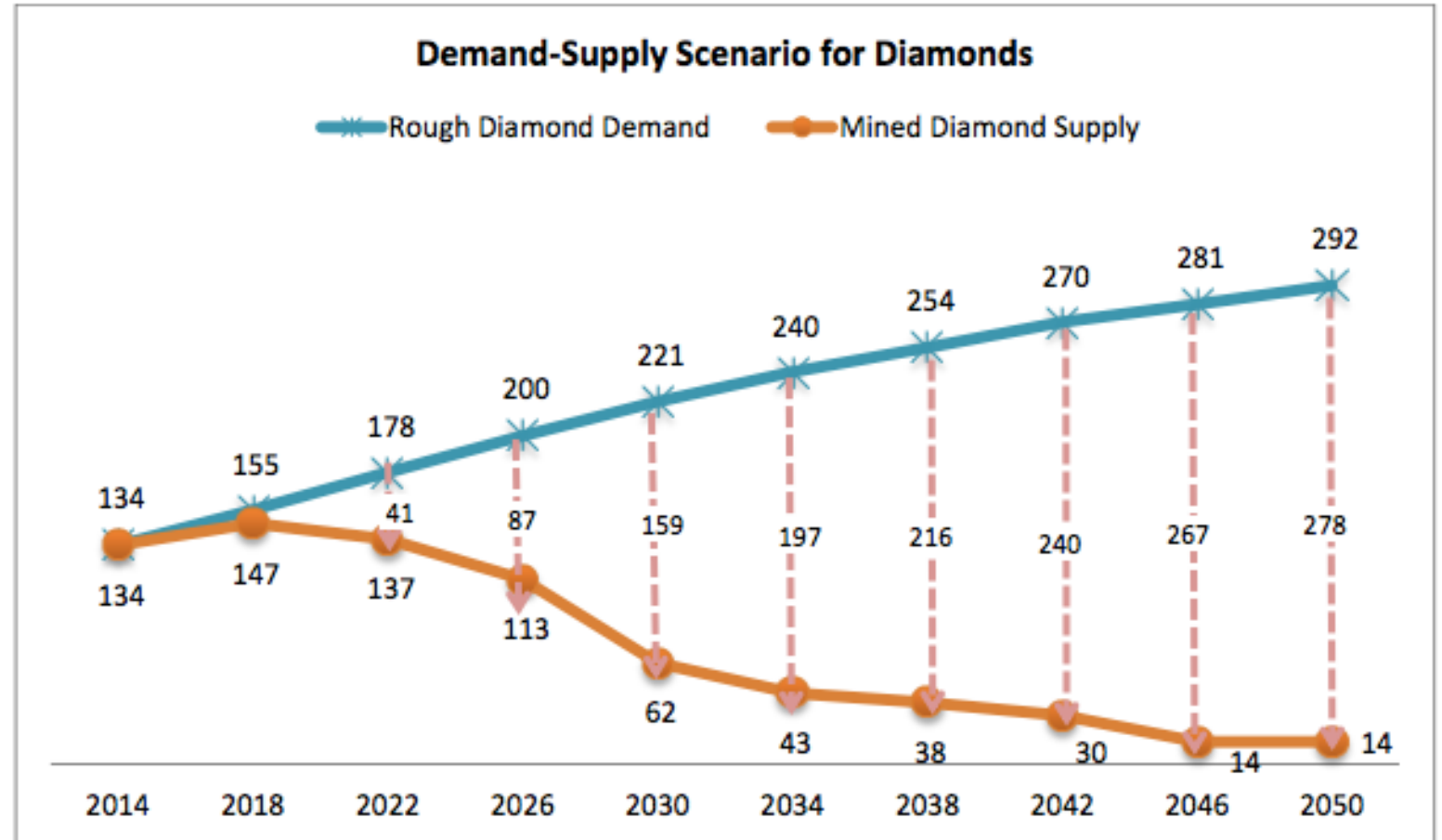
WE STARTED TO GROW  
DIAMONDS.



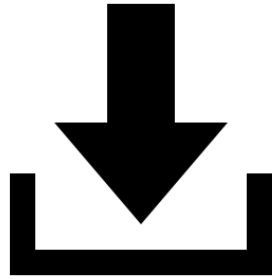
# PROBLEM STATEMENT

## DEMAND-SUPPLY GAP

Rising demand will lead to a demand-supply gap of 278 million carats, with shortfall rising to 41 million carats by 2022 itself in rough diamond market.



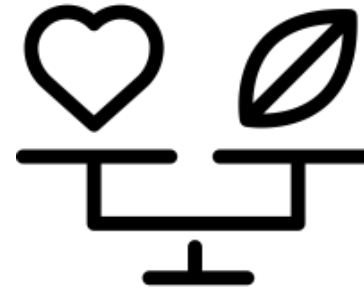
Source: Frost & Sullivan



## LACK OF SUPPLIERS

There are only few numbers of lab-grown diamond producers in the world that can grow diamond over 1 carat with gem quality.

SUPPLY IS LOW.



## ETHICAL REASONS

Millennials don't want to buy diamonds that harm the nature and exploit humans. Demand for sustainable, conflict free diamonds is rising.

BLOOD DIAMONDS.

GROWN DIAMONDS CAN HELP OVERCOME  
THE WIDENING SUPPLY DEMAND GAP IN THE LONG RUN  
TO COMPENSATE FOR FALLING MINED DIAMONDS SUPPLY.

Frost & Sullivan, Grown Diamonds -  
Unlocking *Future* of Diamond Industry by  
2050



An aerial photograph of a large, circular, terraced crater or mine pit, overlaid with a red filter. The text "IT'S NOT RED." is centered in white.

IT'S NOT RED.



# USD 80 BILLION OF DIAMOND MARKET

2018

1 BILLION+

Lab-grown diamond market

%2 MARKET SHARE

2020

6 BILLION+

Lab-grown diamond market

%7,5 MARKET SHARE

\*Morgan Stanley predicts lab-grown diamonds could account for 15% of the gem-quality melee diamond market, defined as less than a half carat in rough form and 7.5% of the larger diamond market by 2020.

# THE TRAIN IS COMING.

- The Federal Trade Commission eliminate the word “natural” from the diamond definition. A diamond is a diamond, no matter the origin.
- De Beers said it would never sell Lab-Grown Diamonds, until May.  
Rather than fighting against Lab-Grown Diamonds, De Beers launches Lab-Grown Diamond brand Lightbox.
- Martin Roscheisen, the co-founder of Diamond Foundry, said the company has been doubling revenue every quarter and became the fastest growing luxury brand.
- Selling lab-grown diamonds is a definite possibility for Signet Jewelers, the world's largest retailer of diamond jewelry, according to comments made by the company's CEO.
- Swarovski launches their lab-grown diamond brand **Diana & Atelier Swarovski** unveils a new Fine Jewelry collection designed by actress and humanitarian Penelope Cruz.

# PRODUCTION

Appsilon Enterprise is one of 7 producers in the world who can grow diamonds over 1 carat with gem quality.

0.3-1.5 carat rough cut diamonds to be polished and mounted as jewelry

Capacity of 200 carat polished per month



ABOUT THE STONE:

SHAPE: ROUND BRILLIANT CARAT: 0.98  
COLOR: J CLARITY: SI1 CUT: EXCELLENT



## Startups are changing the way luxury materials are produced

New materials startups that have raised funding since 2016

### DIAMONDS

DIAMOND FOUNDRY

**Appsilon**

### LEATHER



**ananas anam**

### SILK



# BRAND

**ME**  
DIAMOND



© THE ME DIAMOND IS A TRADEMARK OF APPSILON ENTERPRISE. 2018

# MILESTONES

First Diamond (Poly Crystal) Synthesis - November 2016

Establishment of Appsilon - February 2017

First Sales to Aselsan - March 2017

Angel Investment (\$100k) - April 2017

First Attempt for Single Crystal Synthesis - July 2017

First Single Crystal Synthesis - September 2017

Seed Investment (\$1.8 M) - December 2017

Operations in India&Israel/Cutting&Polishing - January 2018

Laser Facility - March 2018

New Brand/Me Diamond - May 2018

Collaboration with Designers - May 2018

New Reactors & New Facility - July 2018

First Mass Production - August 2018

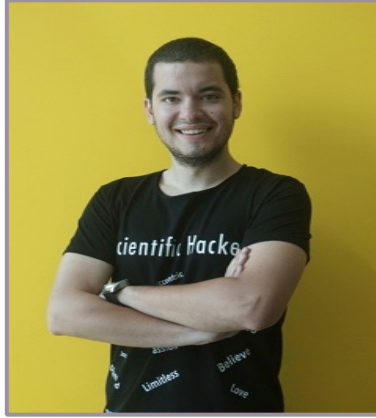
# APPSILON ENTERPRISE



Buğra Kuloğlu  
CEO

MIT & Sabanci University  
With 4 degrees.

6 years lab experience  
with many publications.



Taylan Ero1  
CTO

UCLA & Sabanci  
University

Key member of science  
group which developed  
the first graphene based  
OLED in the world. 7  
years lab experience  
with many publications



Alpcan Erdoğ1an  
CFO

Sabanci University

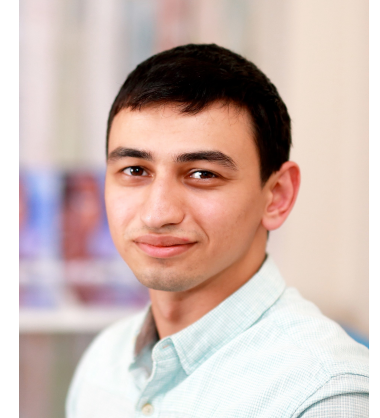
4 years experience in  
top Turkish companies  
(ASELSAN, TAI,  
ROKETSAN)



Melih Beşikci  
R&D

Kocaeli University &  
Marmara University

Researches on synthesis  
of polymer composites,  
polymer membranes,  
process design and  
thermal modeling of  
heat transfer systems



Gokay Hamamcı  
CMO

Sabanci University

Alumni of Techstars.  
Cofounded one of the  
biggest 500 tech  
companies in Turkey.  
2 years experience as  
a CMO in Silicon  
Valley.

Consultant at UNDP



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THANK YOU.

**ME**  
DIAMOND

[www.methediamond.com](http://www.methediamond.com)

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