The logo icon consists of a square frame divided into three sections: a horizontal bar at the top, and two vertical bars on the left side, creating a stylized 'T' or a window-like shape.

# TROUSSEAU

THE DIGITAL JEWELRY COMMUNITY

 TROUPE

**THE WORLDS  
FIRST SERVICE**

WHERE CONSUMERS CAN DESIGN,  
BUY & SELL CUSTOM JEWELRY

# CUSTOMIZABLE FASHION IS EXPLODING

2D, SELF-SERVICE CUSTOMIZATION IS SOLVED



\$0 to \$300MM in 3 yr.



CTA = Customize

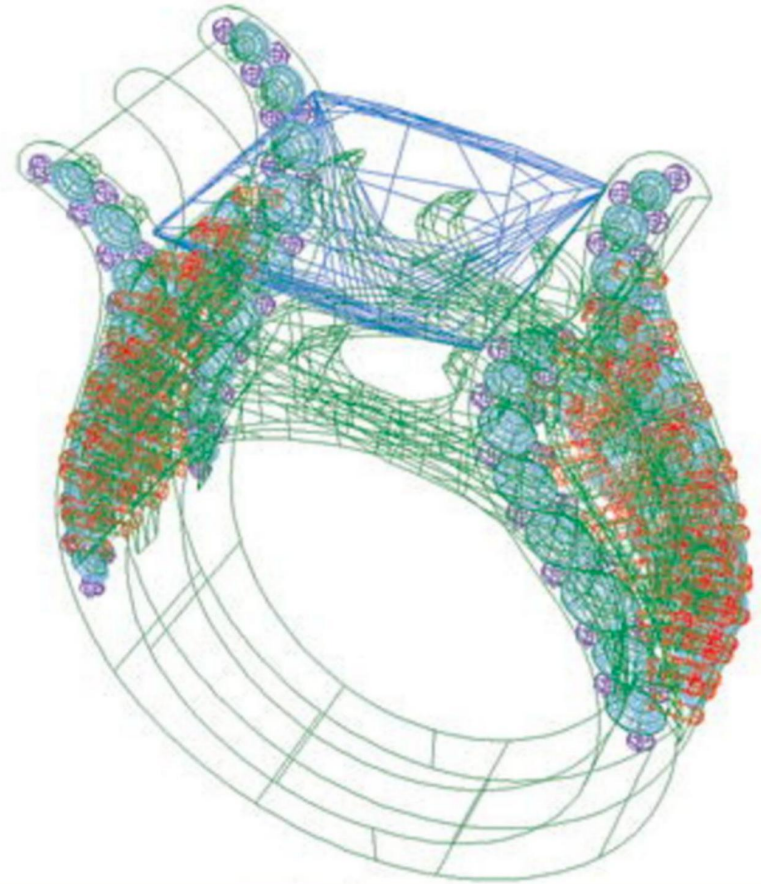


Customize anything (2D)

# PROBLEM

3D CUSTOMIZATION IS TOO  
HARD FOR CONSUMERS

SO...CONSUMERS CAN'T DESIGN  
THEIR OWN JEWELRY



# CONSUMERS PLEAD FOR THEIR PASSION IN JEWELRY



**Nicole Burlock**

Today at 1:47pm • 🌐

Will Alex and Ani release a crime fighter/superhero line any time soon? Specifically Batman!



**Kelly Leipold** ▶ **ALEX AND ANI**

March 5 at 3:05pm • 🌐

How about a university at Buffalo charm? Go Bulls!



**Virginia Pottinger Trabold** ▶ **ALEX AND ANI**

March 3 at 9:23pm Conway, FL • 🌐

When you have sacred cross bracelets back in stock? They keep showing up on Facebook but when I go to order... out of stock



**Shay Scaramuzzo** ▶ **ALEX AND ANI**

March 2 at 11:15am Staten Island, NY • 🌐

Love your bangles! I have many requests from my friends and colleagues to get a nursing one, RN or medical charm. Please consider! I would buy one asap!



**Julie Bojanek Gebhardt** ▶ **ALEX AND ANI**

March 1 at 9:15am Warsaw, NY • 🌐

Did you make any bracelets with a flamingo yet? That is one that is close to my heart... please let me know. Or a moon?



**Samantha Saladino-Terrio** ▶ **ALEX AND ANI**

April 19, 2013 • 🌐

Can you make a Boston strong bracelet? I think they would be a big hit!



# SOLUTION

## DIGITAL JEWELRY COMMUNITY



### DESIGN

- Digital Lego; crazy simple CAD
- Stock bracelets, necklaces



### BUY

- Huge, photo-realistic digital market
- Topic search



### SELL

- Built-in affiliate platform
- Our makers become or sellers

3D Print Cast\* Finish\* Plate\* Assemble\* Ship \* = Outsourced

# CRAZY SIMPLE CAD

## JEWELRY IN MINUTES

**PHOTO-REALISTIC  
3D DESIGN**



**3D COMPONENT  
LIBRARY (COMMUNITY)**



**2D IMAGES → 3D  
COMPONENTS**



# TROUPE CHARM & PENDANT DESIGNER

TROUPE

1. Design your charm

2. Add bracelet or necklace

3. Buy or sell



Material



Charms



3D Art



Images



Text

\$46.27



Polished 18K Gold Plate



Satin 18k Gold Plate



Polished Rhodium Plate



Polished Sterling Silver



Satin Sterling Silver



18K Gold Plated Sterling



FINALIZE CHARM >>



# E-COMMERCE RENDERINGS

W/O MANUFACTURING

SHOULD RESULT IN WORLDS  
LARGEST CUSTOM JEWELRY MARKET



# BUILT-IN AFFILIATE PLATFORM

## SELL MORE, MAKE MORE / UNIT

1. Design your charm

2. Add bracelet or necklace

3. Buy or sell

### CAMPAIGN CREATION


#### 1. SET SALES GOAL

Sales Goal  Units ⓘ



Projected Profit : \$1455.32

#### 2. SET PRICE

Material	Sale Price	Profit Per Unit
	<input type="text" value="72.76"/>	\$29.11 ⓘ



# SIZING

# THE

# MARKET

# HUGE!

8%  
CAGR

Global Jewelry  
Market Without  
Watches  
**\$215B \***

Global Charm  
Jewelry Market  
**\$17B \***

## CHARM PLAYERS

PANDORA \$2.5B

LINKS \$1B

ALEX AND ANI \$350M

Origami Owl \$250M

Consumers already budgeting \$\$ on similar goods  
Customization already coveted in jewelry

- Engravings
- Custom departments in every neighborhood jewelry store
- Charms: semi-custom

\* Euromonitor International \*\* Pandora.net / JCK.com

# COMPETITION



● bigger = higher quality, more complete product, fine details



# BUSINESS

# MODEL

## **TYPICAL SKU**

**Custom Charm with Bangle in  
Gold Plated Brass**

COGS: \$7

Retail: \$59

GM: 88%

## **CUSTOMER ACQUISITION**

- **Affiliates / Influencers** via email acquisition
- **Group sales** via business development
- Long tail **paid digital marketing**
- **Platform white labeling**



# TEAM



**Andy Fox**  
CEO / CTO



**Lauren Nagel**  
Marketing



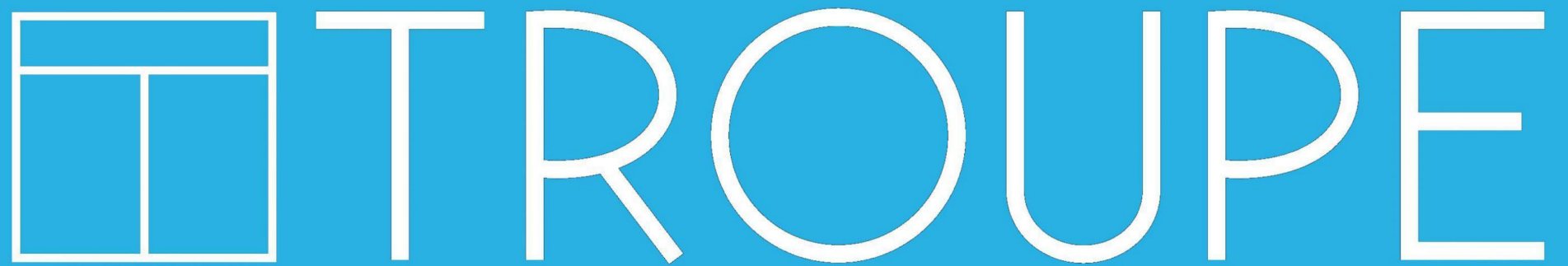
**Jessica Ricci**  
Jewelry



Jessica Ricci Jewelry

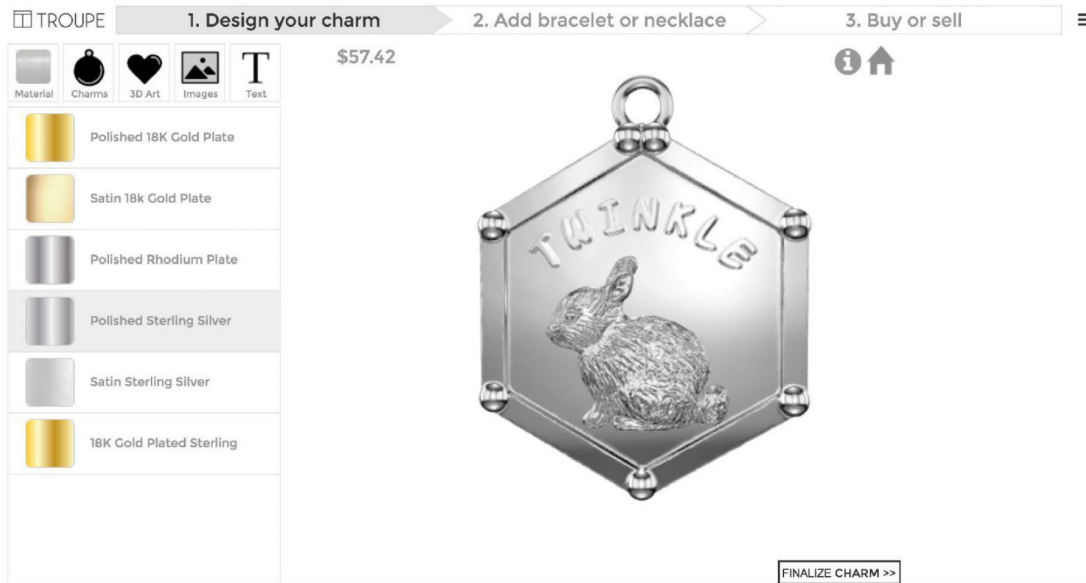
# FINANCIALS

Year	Y1	Y2	Y3	Y4	Y5
Revenue	\$1,040,000	\$6,056,000	\$19,379,200	\$50,385,920	\$103,291,136
Total customers	10,400	37,268	92,282	191,946	368,897
Gross Margin	\$520,000	\$3,936,400	\$12,596,480	\$32,750,848	\$67,139,238
Expenses	\$1,482,000	\$7,282,340	\$11,336,832	\$25,545,661	\$46,997,467
EBITDA	\$962,000	\$3,345,940	\$1,259,648	\$7,205,187	\$20,141,772
Investment	1,000,000	5,000,000	-	-	-



THE DIGITAL JEWELRY COMMUNITY  
[andyfox@troupejewelry.com](mailto:andyfox@troupejewelry.com)

# ROADMAP



**Custom Piece + Stock Piece\* = Great Price**

(\* bracelet, bangle, chain, etc.)

## LAUNCH

- Pendants, charms
- 6 materials
- Stock: bracelets, necklaces, charms

## LAUNCH + 4mo.

- Enamel finishes
- 2 loop pendants
- Pave stones
- Licenced images

## LAUNCH + 6mo.

- Any uploaded model (lower res)
- Rings
- Gold, Oxidizing

## LAUNCH + 8mo.

- Earrings
- Bead charms
- Bridal