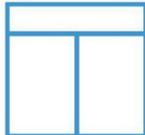


TROUPE

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.



NIKE.COM



CTA = Customize

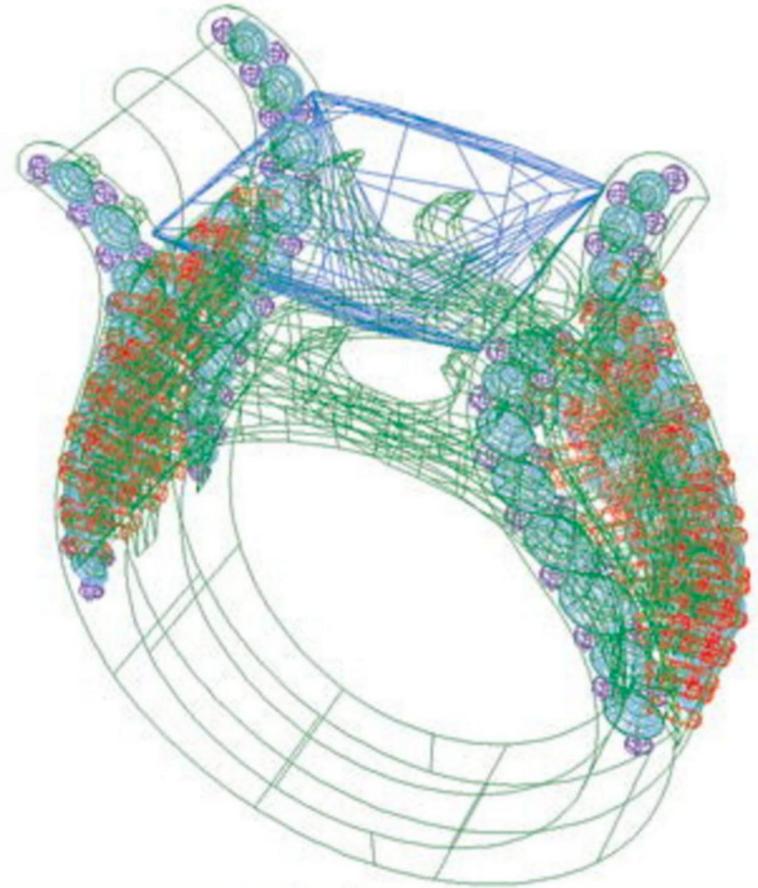


Customize anything (2D)

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

Northeast
Telecom

Technically
Speaking

Imidio

iconverse

SiteScape

Novell.

KITSY LANE



Lauren Nagel
Marketing

FLIPKEY
by 50tripadvisor

**KARMA
LOOP**

KITSY LANE



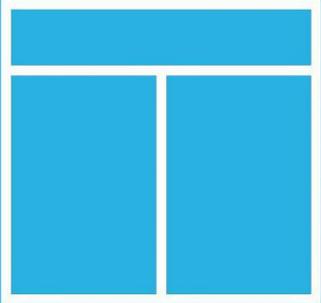
Jessica Ricci
Jewelry



Jessica Ricci Jewelry

FINANCIALS

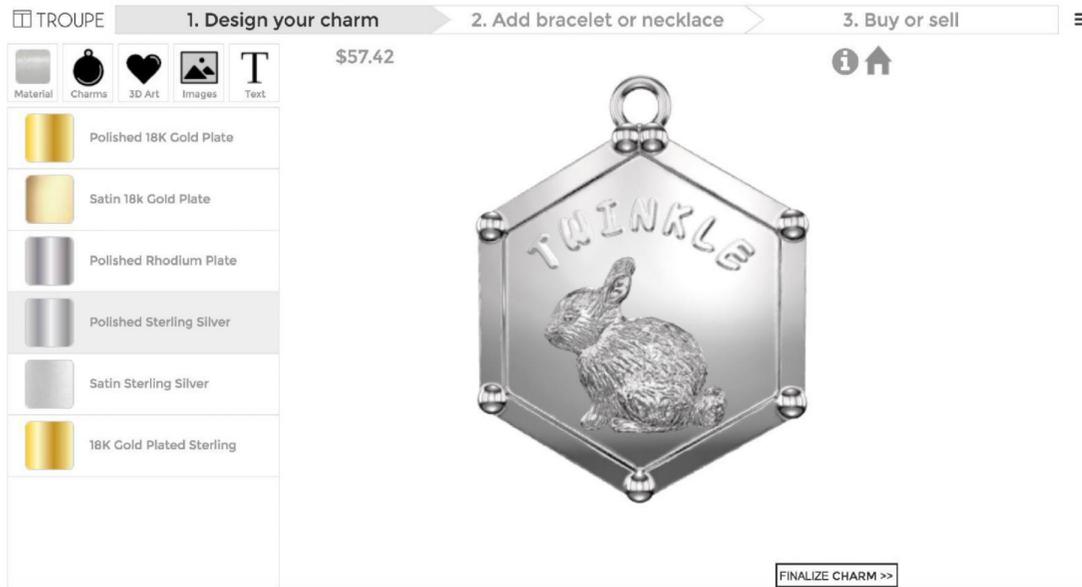
Year	Y1	Y2	Y3	Y4	Y5
Revenue	\$1,040,000	\$6,056,000	\$19,379,200	\$50,385,920	\$103,291,136
Total customers	10,400	37,268	92,282	191,946	368,897
Gross Margin	\$520,000	\$3,936,400	\$12,596,480	\$32,750,848	\$67,139,238
Expenses	\$1,482,000	\$7,282,340	\$11,336,832	\$25,545,661	\$46,997,467
EBITDA	\$962,000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



TROUPE

THE DIGITAL JEWELRY COMMUNITY
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