

# VinSey

*Connecting Wine Lovers and Makers*

February 2021



# The wine market

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## \$350B+

Global wine market

## \$78B

Global **Fine Wine** market  
(\$20+ / bottle)

## \$10B+

USA **Fine Wine** market

## 50K+

Wineries across the  
world

## 5%

Of wine is sold online (globally)

Sources: [GLOBAL WINE MARKET FORECAST 2017-2025](#), [GLOBAL TRENDS 2018](#), [STATE OF THE WINE INDUSTRY REPORT 2019](#), [Luxury Marketing Report](#)

# The problems

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## Inefficient supply chain

Up to  $\frac{2}{3}$  of retail revenue goes to distribution channels, and only  $\frac{1}{3}$  to the wineries



## Long financial cycle

It takes between 1-3 years for wineries to start monetizing their products - i.e. wines.



## No loyalty

Disconnect between vintner and buyer prevents from building customer loyalty

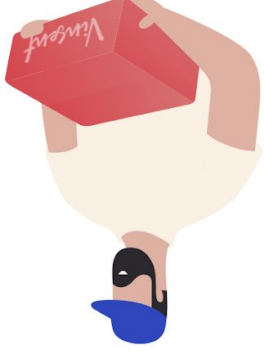
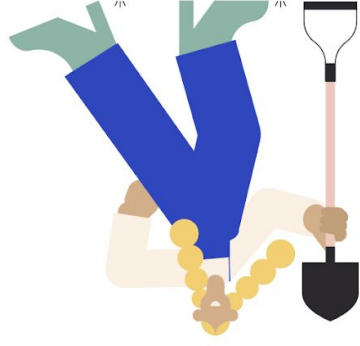


## Authenticity at risk

20% of wines purchased estimated to be “fake-wine,” exposing consumers to fraud and lost revenue for winery

Sources: [EW WINE MARKET REPORT](#)

To reinvent the way people buy, own and experience wine by  
**connecting** wineries and wine consumers **directly**  
in one single digital and trusted place



# The COVID 19 effect

## % OF REGULAR WINE DRINKERS WHO PURCHASE WINE ONLINE: 2020 VS. 2017

US market sees most significant rise in the proportion of regular wine drinkers purchasing wine online, accelerated by the impact of Covid-19; a quarter of US wine drinkers now use online channel for wine purchase



↑ Statistically significantly higher than in 2017

Source: Wine Intelligence calibration studies 2020

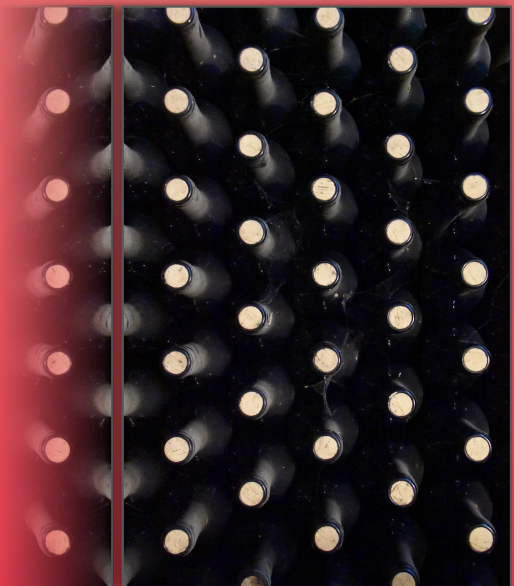
Wine Intelligence Vinitrac® Global, 2017-2020, n>=600 regular wine drinkers in each market

\*Regular wine drinkers defined as:

- Those who drink wine at least once per month in Canada, US, UK, Brazil, Portugal, Belgium, Netherlands, Germany, Japan, Australia
- Urban upper-middle class semi-annual imported wine drinkers in China
- Semi-annual wine drinkers (aged 18-60 with monthly household pre-tax income HKD15k+(million))

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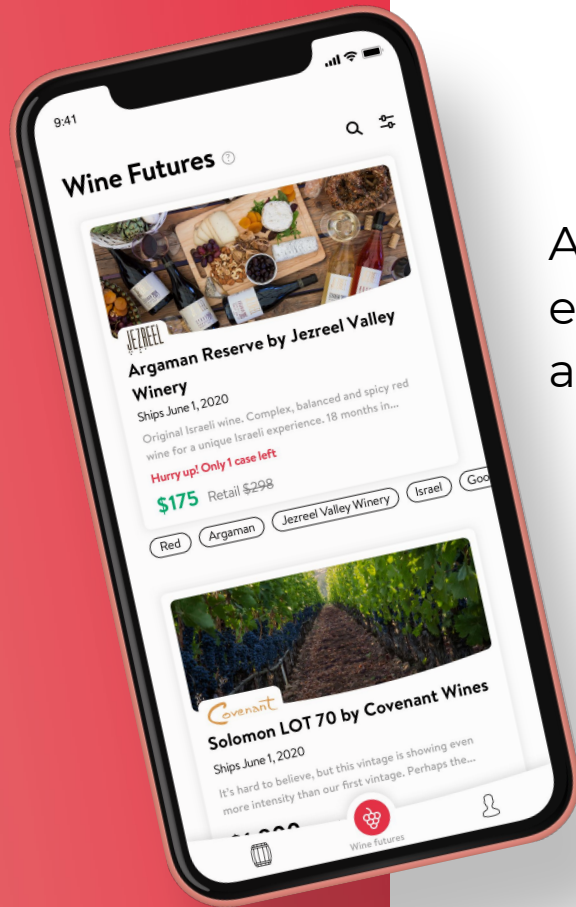




# What exists today?

- Wineries which have developed their online presence through SAAS platforms
- Retailers that have created online shops
- Dedicated wine ecommerce players (such as wine.com) that buy wine from local distributors -- no direct connection to winery

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# What is VinSent?

A **Global** digital Direct to Consumer **Marketplace** that enables wineries and wine lovers to connect **directly** and sell-buy **Fine Wine**



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In the 2020 landscape mapping done by the wine analytics firm Emetry, a new category had to be created for Vinsent as :

**The only true DtC two sided Marketplace**

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# Our strategy

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## **Connect wineries and wine lovers by :**

### **Enabling purchase from wineries of:**

- Wine still in the barrel (i.e. “Wine Future”)
- “Ready to Ship” wine

### **Creating a sense of experience and community**

*that does not currently exist in online (or offline) wine commerce*

With exclusive content and engagement



# Why Blockchain?

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## Tokenizing wine to allow to :

- Trace it down the chain
- Authenticate it is genuine (when in the bottle)
- Trade it in a secure & easy way (before and after it is bottled)

\* 20% of wines purchased estimated to be "fake-wine," exposing consumers to fraud and lost revenue for winery (Sources: [EY WINE MARKET REPORT](#))

\*Recent case (Jan 2021) of mega fraud in China  
:[https://mino-joy.com/2021/01/08/police-busts-biggest-fake-penfolds-operation-in-china/?utm\\_source=Daily+Wine+News&utm\\_campaign=f013393c10-DWN\\_2020\\_DECEMBER\\_14\\_COPY\\_01&utm\\_medium=email&utm\\_term=0\\_17870000e4c-f013393c10-223156509](https://mino-joy.com/2021/01/08/police-busts-biggest-fake-penfolds-operation-in-china/?utm_source=Daily+Wine+News&utm_campaign=f013393c10-DWN_2020_DECEMBER_14_COPY_01&utm_medium=email&utm_term=0_17870000e4c-f013393c10-223156509)

# Our achievements SO FAR

- **TECH**
- Launched full digital marketplace with consumer facing app on iOS, Android and web, and a blockchain ledger on RVN blockchain for “future” wines
- Creation of the first virtual cellar - crypto wallet

## **OPERATION**

- Established curation team of ‘ambassadors’ in Europe
- Onboarded 100+ wines (Futures and Ready to Ship) from boutique wineries in leading terroirs
- Solved logistics and legal hurdles - Shipped to 15 countries

## **BUSINESS**

- Initiated marketing focused on a US curated base of consumers and reached monthly revenues of \$75K in Jan 2021
- Established strategic partnerships for B2B2C Logistics



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# Our NEXT STEPS

## TECH

- Enhance the digital journey: discovery, recommendations, exclusive content and sense of community
- Launch a winery-facing onboarding and management platform to ease engagement and analytics (including upselling Professional Services in digital marketing)
- Blockchain :
  - Launch P2P trading platform for wine future.
  - Register bottles on Blockchain

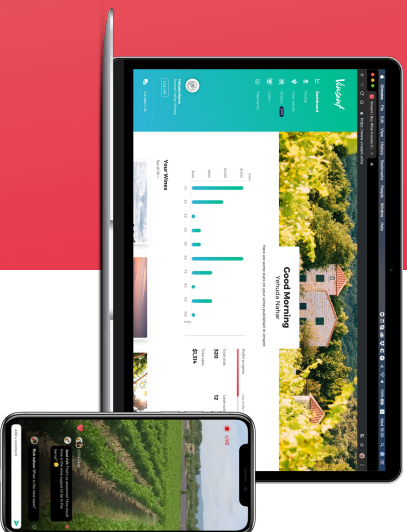
## OPERATION

- Add new wines, new geography focus
- Optimize logistics routes and tracking

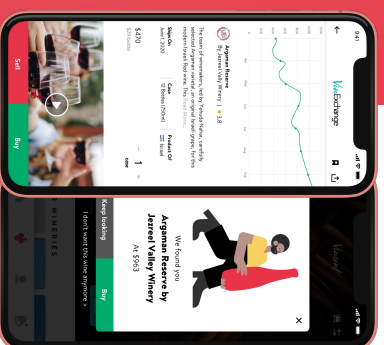
## MARKETING

- Enhance Content Marketing
- Deploy multi channel Digital Marketing Plan
- Expand partnerships

WINERY-SIDE  
PLATFORM



P2P TRADING  
PLATFORM



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# Our team

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**Jacob Ner-David**  
Chief Executive Officer



**Gili Picovsky**  
Chief Operation Officer



**Habib Hinn**  
Dev Lead



**Mike Wolman**  
Digital Marketing Manager



**Jordan Erasmus**  
Social Media and  
Analytics Manager



**Gerard Spatafora**  
Chief Winery  
Ambassador



**Kim Loranger**  
Content Manager



# Our advisors



**Jennifer Williams-Bulkeley**  
Founder and CEO of Vinolytics



**Adam Chahramani**  
Former Product manager for Wine Spectator's mobile portfolio



**Tron Black**  
President Raven Foundation



**Tim Clew**  
Managing Partner The Wine Trust



**Jeff Pulver**  
Tech Visionary

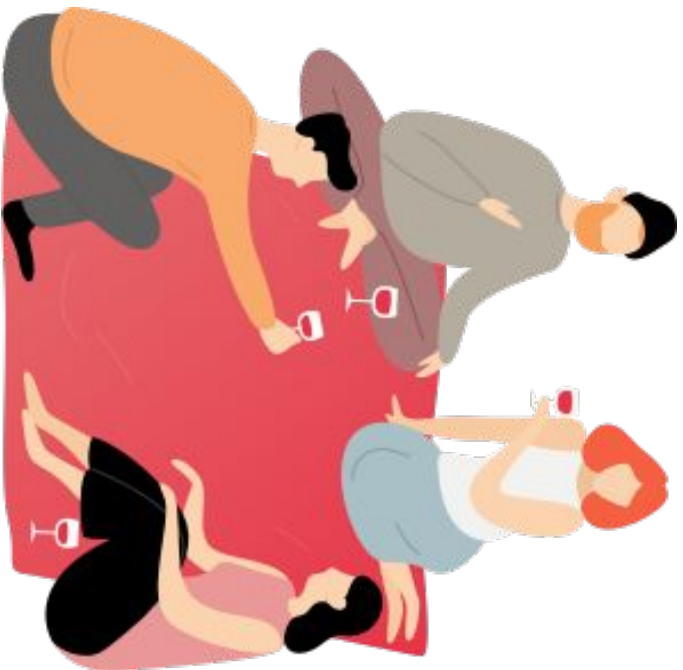
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# Our funding history

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- Vinsent has raised **\$2.75M** to date.
- Medici Ventures, the blockchain arm of Overstock (NASDAQ: OSTK), invested **\$2.5M** in cash and in software development services and incubated Vinsent in Salt Lake City till October 2020.
- Vinsent started as an Israeli based company and migrated to the US beginning of 2021 to be closer to its target market.
- **Vinsent is starting a Reg CF (crowd funding) capital raise on the Dalmore Group CF platform.**



Visit us on: [www.vinsent.wine](http://www.vinsent.wine)

# Cheers!

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