

Vincent

Connecting Wine Lovers and Makers

February 2021



The wine market

\$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)

Vinsent

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

The problems

Vinsent



Inefficient supply chain

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



No loyalty

Disconnect between vintner and buyer prevents from building customer loyalty



Long financial cycle

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



Authenticity at risk

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

Our vision

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.

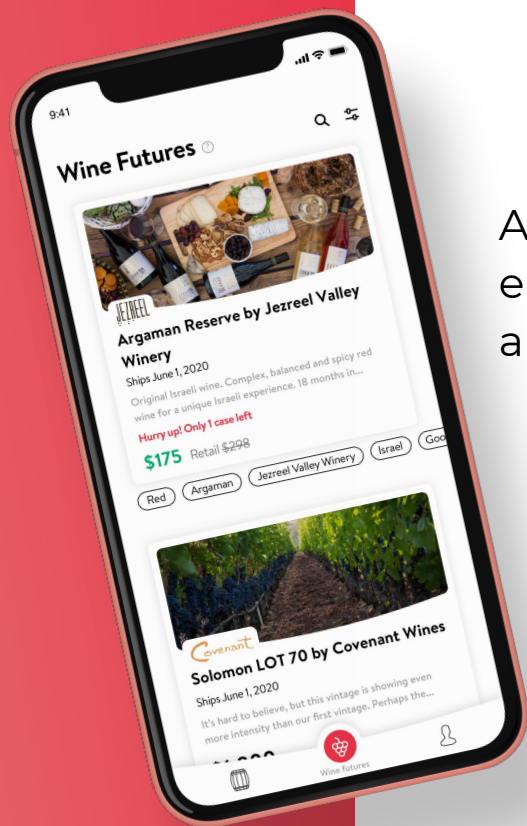
*Regular wine drinkers defined as:

- 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))



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



What is VinSent?

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



VinSent

2020 WINE INDUSTRY DTC VENDOR FLYWHEEL



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

The only true DtC two sided Marketplace

Vinsant



Our strategy

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

Vinsent



Why Blockchain?

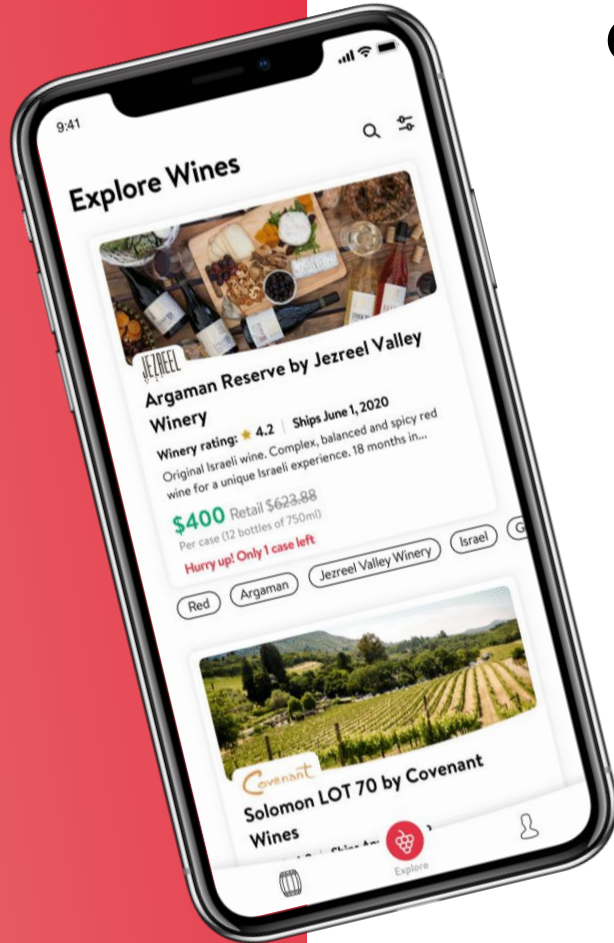
Tokenizing wine to allow to :

- 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://vino-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_1787000e4c-f013393c10-223156509](https://vino-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_1787000e4c-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

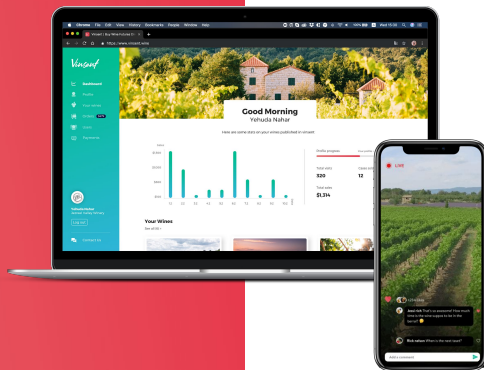
OPERATION

- 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

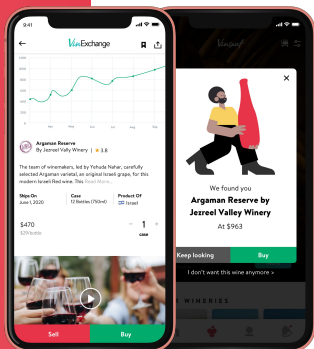
BUSINESS

- 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

WINERY-SIDE PLATFORM



P2P TRADING PLATFORM



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

Our team

Vincent



Jacob Ner-David
Chief Executive Officer



Gil 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

Vincent



Jennifer Williams-Bulkeley
Founder and CEO of
Vinolytics



Tron Black
President Raven
Foundation



Adam Ghahramani
Former Product
manager for Wine
Spectator's mobile
portfolio



Tim Clew
Managing Partner
The Wine Trust



Jeff Pulver
Tech Visionary



Our funding history

- 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

Cheers !
Vinsent