

Vinsent is a global marketplace that directly connects wineries and wine lovers



Highlights

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- 1 Onboarded 100+ wineries with Futures and Ready to Ship wines
- 2 Launched advanced MVP app on iOS, Android and web
- 3 We've shipped direct-to-consumers in 15 countries
- 4 Built curation team of wine 'ambassadors' in Europe
- 5 Established the "Vineyard-to-Table"

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Our Team



Jacob Ner-David

I love innovation, challenging the status quo, and especially products and services that can make the world a better place. And of course it has to be fun, with good people that know how to laugh (at themselves and the world).

Jacob: As a winery owner and veteran of many tech start-ups, I was frustrated at the lack of modern tools being used in the wine industry for connecting consumers and producers.



Gil Pico



Jon Schroeder

Pitch



\$350B+ Global wine market

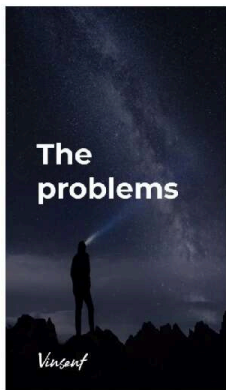
\$78B Global **Fine Wine** market (\$20+/ bottle)

\$10B+ USA **Fine Wine** market

50K+ Wineries across the world

5% Of wine is sold online (globally)

Sources: GLOBAL WINE MARKET FORECAST 2019-2025, GLOBAL TRENDS 2018, STATE OF THE WINE INDUSTRY REPORT 2019, Lowsky Marketing Report



Inefficient supply chain
Up to 75% of retail revenue goes to distribution channels, and only 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: [FY WINE MARKET REPORT](#)

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**



Vincent

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

wine intelligence



Source: Wine Intelligence subscription studies 2017, 2020
Wine Intelligence Market Report 2021 Q2 - 1000 regular wine drinkers in each market

*Significant increase in interest in 2020
*Data based on wine drinkers who purchased wine online in 2017 and 2020
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Vintra

Vincent

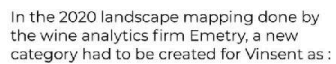


What exists today?

- Wineries which have developed their online presence through SAAS platforms
- Retailers that have created online shops



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



The only true DtC two sided Marketplace



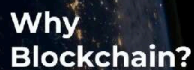
Connect wineries and wine lovers by :

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



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)

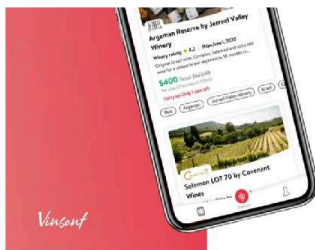
* 20% of wines purchased estimated to be "fake-wine," exposing consumers to fraud and lost revenue for winery (Sources: [EY WINE MARKET REPORT](#))

*Recent case (Jan 2021) of mega fraud in China
https://vine-ov.com/2021/01/28/police-busts-biggest-fake-painfold-operation-in-china/?utm_source=Daily+Wine+News&utm_campaign=f013393c10_DWN_2020_DECEMBER_14_COPY_01&utm_medium=email&utm_term=0_1782000e4c-f013393c10_223156509

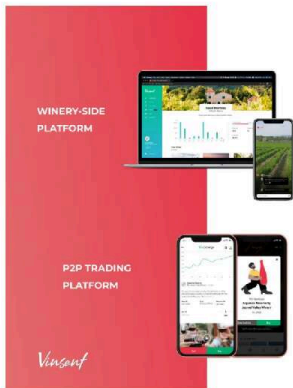


TECH

- 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+ wineries (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





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





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Jacob Ner-David
Chief Executive Officer
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Gil Picovsky
Chief Operation Officer
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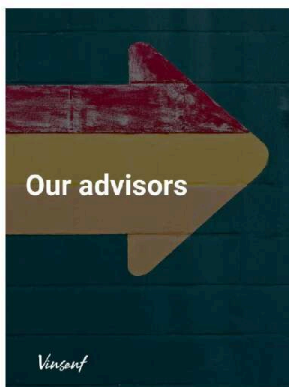
Habib Hinn
Dev. Lead
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Mike Wolman
Digital Marketing Manager
- 


Jordan Erasmus
Social Media and Analytics Manager
- 


Gerard Spatafora
Chief Winery Ambassador
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Kim Loranger
Content Manager




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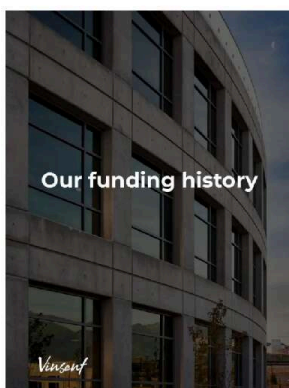
Jennifer Williams-Bulkeley
Founder and CEO of Vinolytics
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Tron Black
President Raven Foundation
- 

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

Tim Clew
Managing Partner The Wine Trust
- 

Jeff Pulver
Tech Visionary



- Vincent 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 Vincent in Salt Lake City till October 2020.
- Vincent started as an Israeli based company and migrated to the US beginning of 2021 to be closer to its target market.
- **Vincent is starting a Reg CF (crowd funding) capital raise on the Dalmore Group CF platform.**



Visit us on: www.vinsent.wine

Cheers !
Vinsent