**Aurifex**

# Investor Pitch Deck

December 14th, 2024

# Aurifex Series A Thesis

1. The $350B+ global jewelry industry is ready for disruption given historical inefficiencies and inflated prices.

2. Artificial intelligence will remove the up-front costs of jewelry consulting and design, making custom jewelry affordable and consumer-centric.

3. Software-enabled models will be preferred over traditional retail, especially with young demographics driving market growth.

4. Open-source software will accelerate the growth and adoption of AI-enabled technologies.

5. Software platforms with exceptional customer experience will drive trust and long-term loyalty.

# Custom Jewelry is Unaffordable

- Jewelers hold exclusive connections to manufacturers, designers and global sourcing experts.
  - This drives up prices by 200-500% for consumers.
- Custom jewelry requires significant investment in consulting and design with a lack of consumer-centric options.
  - This limits custom jewelry to consumers of high wealth, further driving up prices.
- Consumers lack domain expertise in an industry driven by sales objectives, high investment and prices.
  - This leads to a lack of trust between jewelers and consumers, limiting growth.

# One Platform, Endless Possibilities: Discover Aurifex for Custom Jewelry

- Open-source Design software

- AI driven

- Generative CAD Modeling
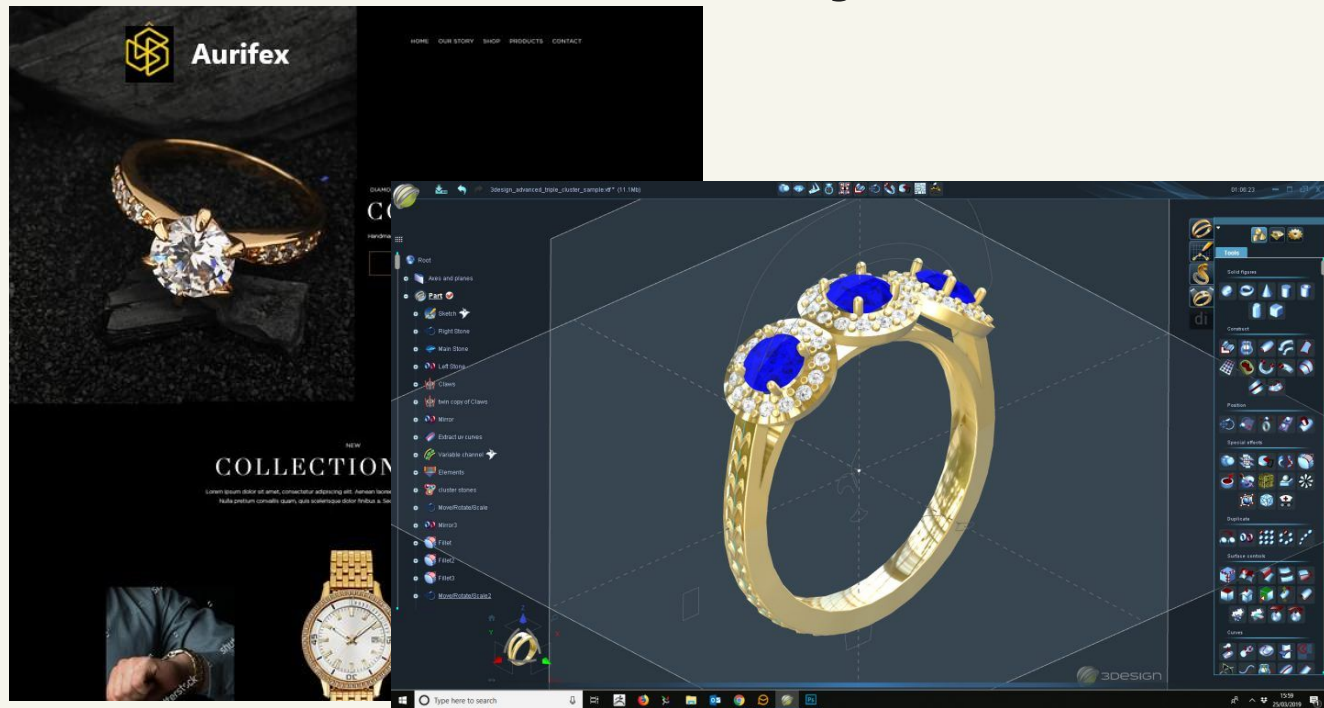
# Business Model

**Value Proposition**: AI-driven platform simplifies custom jewelry design, connects buyers, jewelers, and manufacturers, reducing complexity and cost.

**Revenue Streams**:

- SaaS Licensing ($8K+/year) & On-Premise ($5K+/year)
- Platform Fees (subscriptions & transaction %), Sponsored Listings
- Support Services for B2B clients.

**Target Customers**: Consumers, jewelers, manufacturers, design students/enthusiasts.

**Competitive Edge**: AI-powered text-prompt CAD, integrated supply chain ecosystem, scalable SaaS solutions.

**Sales Strategy**:

- D2C: Website, social media, SEO.
- B2B: SaaS outreach via LinkedIn, expos, account managers.
- Content Marketing & CRM tools (HubSpot).

**Growth Potential**: AR/VR visualization, blockchain tracking, global partnerships, education initiatives.

**Key Metrics**: ARR, user acquisition, transaction volume, retention, and satisfaction.

# Multi-Channel Strategy



Direct-to-Consumer

HubSpot

Business-to-Business

SaaS
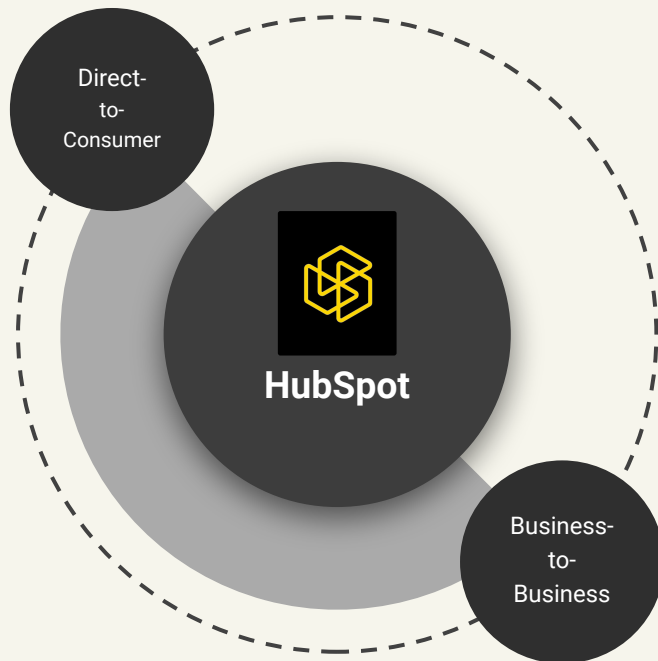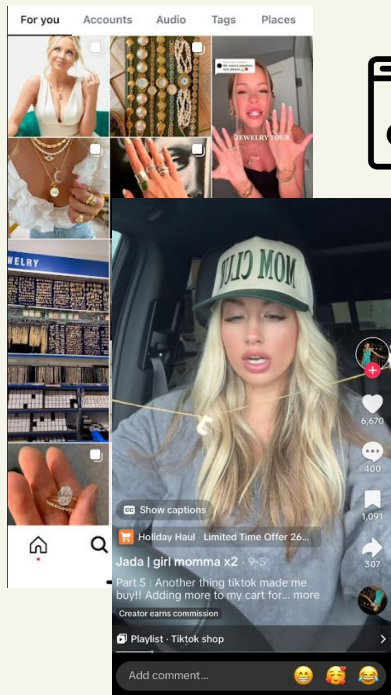
# Aurifex Key Differentiators

|  | | Aurifex | MatrixGold | Rhino 3D | JewelCAD Pro | Blender |
|---|---|---|---|---|---|---|
| 1 | AI- powered design | ✓ | ✕ | ✕ | ✕ | ✕ |
| 2 | Integrated marketplace | ✓ | ✕ | ✕ | ✕ | ✕ |
| 3 | Text-based design generation | ✓ | ✕ | ✕ | ✕ | ✕ |
| 4 | Cloud-based platform | ✓ | ✕ | ✕ | ✕ | ✕ |
| 5 | Connects buyers & manufacturers | ✓ | ✕ | ✕ | ✕ | ✕ |

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# **Management Team**

**Luke Profio**
Founder and Chief
Executive Officer
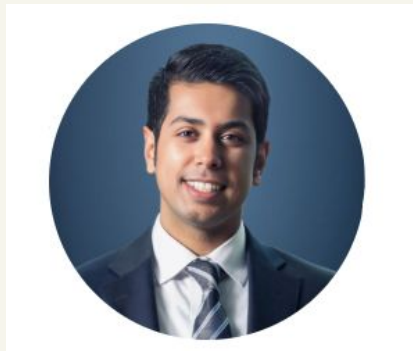
**Kavun  Nuggihalli**
Chief Financial
Officer

**Wendolyne Castillo**
Vice President of
Business
Development

**Selma Sosic**
Vice President
of Product
Development

# Current Validation

**Platform Development**:
- Enhance AI-powered CAD tools for even more intuitive text-to-design capabilities.
- Launch a fully functional marketplace to seamlessly connect buyers, jewelers, and manufacturers.

**User Acquisition**:
- Achieve 10,000+ platform users through targeted marketing campaigns and partnerships.
- Build a strong community of designers, jewelers, and enthusiasts via social media engagement.

**B2B Partnerships**:
- Establish partnerships with 50+ manufacturers to expand production capabilities globally.
- Develop long-term relationships with jewelers to drive platform adoption and loyalty.

**Market Leadership**:
- Leverage industry trends in AI and personalization to position Aurifex as the go-to platform for custom jewelry.
- Stay ahead of competitors by integrating advanced features like AR/VR visualization and blockchain tracking.

**Funding & Expansion**:
- Raise seed funding to scale operations and marketing efforts.
- Expand into key international markets and adapt the platform to meet local jewelry design needs.

# **Projections & Milestones**

**Year 1: Platform Launch**
- Launch beta platform with AI-powered CAD and initial marketplace functionality.
- Onboard 1,000+ users and 20 manufacturers.
- Achieve $500K in revenue through SaaS subscriptions and platform fees.

**Year 2: Growth & Optimization**
- Expand user base to 5,000+ and secure partnerships with 50 manufacturers.
- Introduce AR/VR design features and enhanced customization tools.
- Target $2M in revenue driven by increased user adoption and B2B contracts.

**Year 3: Market Leadership**
- Scale to 10,000+ users and global manufacturing partnerships.
- Integrate blockchain for material tracking and provenance verification.
- Generate $5M+ in revenue while maintaining 90% customer retention.

**Long-Term Vision (5+ Years)**
- Establish Aurifex as the industry leader in AI-driven custom jewelry design.
- Expand into new markets, including educational tools and licensing partnerships.
- Reach $20M+ in annual revenue and explore exit opportunities or IPO potential.

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