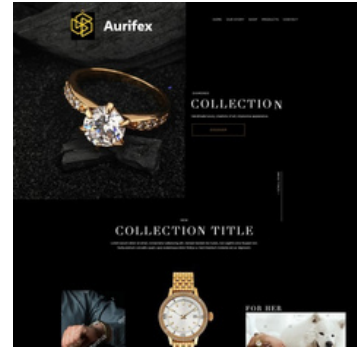# Aurifex

Executive Summary

Our Mission

Aurifex is dedicated to transforming the jewelry industry by providing an integrated platform that empowers users to design, iterate, and manufacture custom jewelry effortlessly, ensuring quality, affordability, and a superior customer experience.

One Platform, Endless Possibilities

Our Product

Aurifex offers a range of products and services tailored to different customer segments:

- AI-Powered Design Platform: A cloud-based system that allows users to generate and iterate on CAD designs via text prompts.
- Marketplace: Connects buyers with verified jewelry manufacturers for quoting and production.
- Software Licensing: Offers both on-premise and cloud-based subscription models for full design software access.
- Support Services: Provides design and tech support engineers for B2B clients1.

Our Competitive Advantages

Aurifex is entering a competitive jewelry design software industry, facing established players like MatrixGold, Rhino 3D, JewelCAD, and Blender. These competitors primarily focus on CAD software for jewelry design, while Aurifex distinguishes itself with an AI-powered platform that connects buyers, jewelers, and manufacturers. The industry is undergoing technological transformation, with growth potential in AI design tools and cloud services. Aurifex's innovative approach addresses key market pain points, indicating that the market is not saturated and there remains significant opportunity for new solutions that integrate design and manufacturing processes effectively.

Our Marketing Strategy

Aurifex employs a multi-channel approach to reach its diverse customer segments:

- D2C: Online presence through website and social media platforms (e.g., Instagram) for direct-to-consumer sales.
- B2B: SaaS model with dedicated account managers for jewelers and manufacturers.
- Outreach: Utilizes LinkedIn, local networking, and targeted follow-up calls.
- CRM Integration: Implements HubSpot for streamlined customer relationship management.
- Content Marketing: Creates custom visual content and advertisements to attract D2C clients1.

Brief Financials

While detailed financial projections are not provided, the business model includes several revenue streams:

- Software Licensing: One-time annual license of $5,000+ for on-premise solutions.
- Cloud Subscription: $8,000+ annually for cloud-based access.
- Support Contracts: Additional revenue from design and tech support services.
- Platform Fees: Monthly subscription fees for superusers, jewelers, and manufacturers.
- Sponsored Listings: Fees for manufacturers to appear as sponsored options in RFQs1.

Our Team

Luke Profio is the Founder and CEO of Aurifex, leveraging his expertise in AI, product development, and cross-functional leadership to transform the jewelry industry with personalized, sustainable solutions.

Kavun Nuggihalli is the CFO of Aurifex, combining his experience in software engineering, enterprise architecture, and entrepreneurship to drive growth and innovation, while currently enhancing his strategic financial management skills through an MBA at Carnegie Mellon University.

Wendolyne Castillo is the Vice President of Business Development at Aurifex, a dynamic startup company. Prior to her role at Aurifex, she gained extensive experience in business development and sales at Halliburton, where she honed her skills in client management and strategic growth. Wendy's proven track record in the energy sector highlights her expertise in driving business expansion and building long-lasting industry relationships.

Selma Sosic is the Vice President of Product Development at Aurifex, where she leverages her extensive experience to drive innovation and product strategy. Currently pursuing her MBA at Carnegie Mellon University, Selma is enhancing her leadership skills to further accelerate the company's growth. Previously, she served as a Global Product Line Manager at MSA The Safety Company, accumulating over 4 years of experience in product lifecycle management and innovation. Her strong technical background and expertise in product development position her to successfully lead and expand Aurifex's product offerings.