



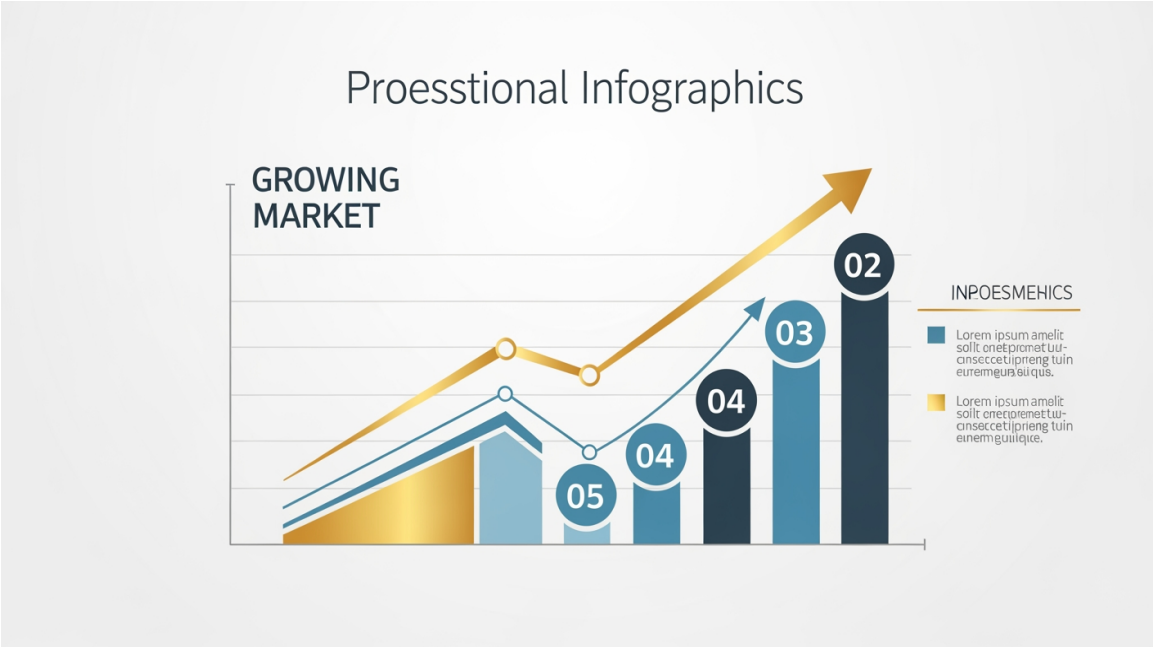
# El Dorado Gold and Silver

## Strategic Partnership Proposal

<b>\$440K</b>	<b>\$94-101K</b>	<b>160-188%</b>
Year 1 Revenue	Net Investment	ROI

Presented by: **William Meléndez Salas, MBA**  
InnovLead Canada Inc.

# The Market Opportunity



Metric	Value
Canadian Jewelry Market	\$4.2B CAD
Silver & Gold Segment	\$680M
Online Penetration	22% and growing
Target Market	\$150M+ addressable

The Canadian gold and silver jewelry market is growing at 6.2% annually with accelerating online adoption. Perfect timing to enter.

# Why We Win: The Market Gap

### COMPETITIVE POSITIOING



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What Market Wants	Who Delivers It?	El Dorado Gold and Silver
Professional Quality	<div>■ Mejuri (expensive)</div> <div>■ Etsy (inconsistent)</div>	<div>■ YES</div>
Personal Touch	<div>■ Etsy</div> <div>■ Amazon, Mejuri</div>	<div>■ YES</div>
Fair Pricing	<div>■ Amazon</div> <div>■ Mejuri, Brilliant Earth</div>	<div>■ YES</div>
Modern Technology	<div>■ Mejuri, Amazon</div> <div>■ Etsy, People's</div>	<div>■ YES</div>

Nobody has all four. This is El Dorado Gold and Silver's position.

# The Partnership Structure

## **El Dorado Gold and Silver Focuses On:**

- Production excellence & craftsmanship
- Quality control & artisan work
- Inventory management
- Shipping & fulfillment

## **InnovLead Delivers:**

- Complete e-commerce platform
- Marketing automation (email, SMS, social)
- SEO & content strategy
- Process automation (\$60K/year savings)
- PIPEDA/CASL/PCI compliance
- Paid advertising & growth marketing
- Data analytics & optimization

**You focus on craft. We handle everything digital.**

# The Numbers That Matter



Component	Annual Cost
E-Commerce Platform	\$8,600
Marketing Automation	\$9,000
SEO & Content	\$20,000
Process Automation	\$10,400
Paid Advertising	\$36,000
InnovLead Partnership	\$40,000
<b>TOTAL INVESTMENT</b>	<b>\$124,000</b>
<b>Less: CDAP Grant</b>	<b>-\$15,000</b>
<b>Less: SR&ED Credits</b>	<b>-\$8,000 to -\$15,000</b>
<b>NET INVESTMENT</b>	<b>\$94,000 - \$101,000</b>

## Year 1 Profitability

Metric	Amount
Revenue	\$439,650
Gross Profit (65% margin)	\$285,772
<b>Operating Expenses</b>	<b>\$124,000</b>
<b>&lt;b&gt;Net Profit&lt;/b&gt;</b>	<b>&lt;b&gt;\$161,772&lt;/b&gt;</b>
<b>&lt;b&gt;Net Margin&lt;/b&gt;</b>	<b>&lt;b&gt;37%&lt;/b&gt;</b>
<b>&lt;b&gt;ROI&lt;/b&gt;</b>	<b>&lt;b&gt;160-188%&lt;/b&gt;</b>

Year	Revenue	Growth
Year 1	\$440K	—
Year 2	\$850K	93%
Year 3	\$1.4M	65%
<b>&lt;b&gt;Total 3-Year&lt;/b&gt;</b>	<b>&lt;b&gt;\$2.69M&lt;/b&gt;</b>	—

# Why InnovLead Canada?

**Leadership: William Meléndez Salas, MBA**

CEO & Principal – InnovLead Canada Inc.

## **Credentials:**

- ISO 27001 Lead Implementer
- PIPEDA, Loi 25, CASL Compliance Expert
- MBA in Big Data & Project Management
- 10x Colombian Judo Champion
- Quant Trader (18% CAGR algorithms)
- 6-time Published Author

## **Track Record:**

- +30% YoY InnovLead growth
- 10 years AI-led digitalization
- ISO 27001 certified operations
- Enterprise security & compliance
- Growth marketing expertise

## **Why This Matters:**

- Not a vendor, a strategic partner
- Compliance-first (no future liability)
- Data-driven (quant algorithms optimize every dollar)
- Hands-on (continuous optimization, not "set it and forget it")

# Next Steps

## Immediate Actions:

### 1. Discovery Session (90 minutes)

Deep-dive into business goals, technical requirements, timeline alignment

### 2. Funding Applications (1 week)

CDAP grant submission (\$15K), SR&ED; documentation, BDC financing intro

### 3. Contract & Kickoff (Day 14-21)

Partnership agreement, Phase 1 launch, team introductions

## Timeline to Market:

- Day 0: Proposal accepted
- Day 21: Kickoff & Phase 1 begins
- Day 90: Platform live, automation running
- Day 180: First major campaign (Holiday 2025)

## Contact Information:

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**Let's build Canada's leading gold & silver jewelry e-commerce brand together. ■**

*"The consultancy is the moat. The automation is the product. The vault is the asset."*