



El Dorado Gold and Silver v2

Strategic Partnership Proposal

\$440K	\$94-101K	160-188%
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



What Market Wants	Who Delivers It?	El Dorado Gold and Silver v2
Professional Quality	■ Mejuri (expensive) ■ Etsy (inconsistent)	■ YES
Personal Touch	■ Etsy ■ Amazon, Mejuri	■ YES
Fair Pricing	■ Amazon ■ Mejuri, Brilliant Earth	■ YES
Modern Technology	■ Mejuri, Amazon ■ Etsy, People's	■ YES

Nobody has all four. This is El Dorado Gold and Silver v2's position.

The Partnership Structure

El Dorado Gold and Silver v2 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
TOTAL INVESTMENT	\$124,000
Less: CDAP Grant	-\$15,000
Less: SR&ED Credits	-\$8,000 to -\$15,000
NET INVESTMENT	\$94,000 - \$101,000

Year 1 Profitability

Metric	Amount
Revenue	\$439,650
Gross Profit (65% margin)	\$285,772
Operating Expenses	\$124,000
Net Profit	\$161,772
Net Margin	37%
ROI	160-188%

Year	Revenue	Growth
Year 1	\$440K	—
Year 2	\$850K	93%
Year 3	\$1.4M	65%
Total 3-Year	\$2.69M	—

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)

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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."