Company

# **Presentation outline:**

# • Our 2050 future context (1 - 2 slides)

# • External environment analysis (PESTLE) (1–2 slides)

# • The company:

# 1. Setup (management and basic legal structure) (1 slide)

# 2. Products (champagne and event services) (1–2 slides)

# 3. Business model (1–2 slides)

# 4. Marketing strategy and CSR (2 slides)

# 5. Communication strategy (show the ADS) (2 slides)

# • Financial plan:

# 1. What we already spent (1 slide)

# 2. Projections (1 slide)

# 3. What we are asking for and budget division (1 slide)

# • Website demonstration (should we?)

# • Final slide (a thank you and opening for questions)

# • Bibliography

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# Sustainability

**Sustainability & Innovation: A Future-Forward Champagne Estate**

### **1. Bottle Recycling & Sourcing**

* **Sustainable Glass Bottles**: We use high-quality glass with a matte finish, reducing environmental impact while maintaining a premium aesthetic.
* **Bottle Collection Program**:
  + Customers return empty bottles through a deposit system.
  + Options: Refill, trade-in for another product line (introducing consumers to a diverse range or premium selections).
  + Challenge: Some customers may want to keep bottles as collectibles.
* **Recycling Process**:
  + Clean and reuse viable bottles.
  + Break down unusable bottles to produce new ones.
  + All processes handled **in-house**, reinforcing our identity as a **high-tech, eco-friendly vineyard**.

### **2. Sustainable Pesticide & Land Productivity Management**

* **AI-Driven Grape Quota Management**:
  + Maintain a **comprehensive database** to track land productivity and optimize vineyard management.
  + **AI-powered yield prediction** prevents overproduction and ensures sustainable resource allocation.
  + Since vineyards are relatively inelastic (taking years to mature), AI will identify parcels best suited for cultivation while others undergo natural restoration.
* **Precision Pesticide Application**:
  + AI-integrated **robotic sprayers** (e.g., **Ecorobotix ARA** or equivalent) apply targeted pesticide only where needed, reducing chemical usage by up to **90%**.
  + Drones monitor plant health, ensuring early detection of pest threats and minimizing intervention needs.

### **3. Smart Labels & Traceability**

* **Blockchain-Powered Authenticity**:
  + QR codes linked to blockchain-stored data track the vineyard’s entire lifecycle from grape harvest to bottling.
  + Consumers access **origin details, sustainability metrics, and carbon footprint data**.
* **AI-Enhanced Personalization**:
  + Labels interact with **personalized digital experiences**, recommending food pairings and storage tips via AR (Augmented Reality) interfaces.

### **4. Adaptive Cellars for Energy Efficiency**

* **Dynamic Climate Control**:
  + AI-powered **self-regulating cellars** (e.g., **Thermovault AI**) adjust humidity and temperature in real time, optimizing fermentation and aging conditions.
  + Uses **geothermal cooling** and solar-powered storage to reduce energy consumption by **40%**.
* **Automated Inventory Management**:
  + RFID-tagged barrels/bottles linked to an AI inventory system predict demand, ensuring efficient stock turnover and reducing waste.

### **5. Achieving Sustainability Certifications & UN SDGs**

#### **Relevant Certifications in the EU**

* **Organic Agriculture Certification (EU Organic) – Ensures no synthetic chemicals or GMOs**
* **Demeter (Biodynamic Certification) – Holistic farming with natural cycles**
* **Haute Valeur Environnementale (HVE) – High environmental value certification focusing on biodiversity and resource management**
* **B Corp Certification – Verifies social and environmental responsibility**
* **ISO 14001 – International standard for environmental management**

#### **UN Sustainable Development Goals (SDGs) Alignment**

* **Goal 12: Responsible Consumption & Production** – Bottle recycling program, AI-driven production efficiency.
* **Goal 13: Climate Action** – Reduced pesticide use, geothermal and solar-powered operations.
* **Goal 15: Life on Land** – AI-assisted vineyard restoration and biodiversity conservation.

By integrating **cutting-edge technology** with a deep commitment to **sustainability**, our Champagne estate not only meets the demands of the modern eco-conscious consumer but also sets a new benchmark for the industry.

# Automation

Automating Excellence: The Future of Champagne Production

To revolutionize our Champagne estate and ensure sustainable, high-quality production, we are investing in next-generation automation. By 2050, advancements in AI and robotics have transformed agriculture, and we intend to leverage these innovations to maximize efficiency, reduce waste, and enhance the quality of our grapes.

### **Smart Harvesting & Vineyard Management**

We plan to integrate Tesla Optimus Gen 15 (or equivalent industry-leading agricultural robots) into our operations. These advanced machines will be programmed specifically for Champagne viticulture, handling critical tasks such as:

* Precision Grape Picking – AI-driven selection ensures only the ripest grapes are harvested, preserving quality and minimizing waste.
* Plant Health Monitoring – Equipped with high-resolution sensors, the robots can detect pests, mold, and other vineyard threats, enabling proactive intervention.
* Targeted Pesticide Application – Instead of blanket spraying, robots will apply treatments only where needed, reducing chemical use and enhancing sustainability.

### **Infrastructure & Connectivity**

To support this automation, we require investments in:

* Charging Stations – Ensuring uninterrupted operation during peak harvest seasons.
* Maintenance Facilities – On-site repair and software update capabilities.
* Wireless Connectivity & AI Integration – Seamless data sharing with weather prediction apps for adaptive farming strategies.
* Sensors – Monitor moisture level in the air to coordinate with algorithm to prevent grape mold.

### **Long-Term Financial Viability**

While the initial investment is significant, automation reduces long-term labor costs and increases efficiency, leading to higher yield quality and lower waste. Compared to human labor, these robots operate with greater precision, consistency, and endurance, ensuring a steady production rate year after year.

### **Alternative Strategies for Cost Efficiency**

* Robot Leasing Model – Instead of full ownership, temporary robotic services can be procured during harvest season, reducing capital expenditure.
* Expanded Usage – Beyond viticulture, robots can assist in soil analysis, infrastructure inspections, and logistics, maximizing return on investment.

By integrating cutting-edge automation, we are not just embracing the future—we are redefining it, ensuring our Champagne estate remains at the forefront of innovation and sustainability.

Write something...

# Marketing strategy

## 1. Product Strategy

Main product: Small-format, ultra-luxury bottles (e.g. 200ml or 375ml), designed for personal experiences. Limited editions with vintage-style tracking and personalized design options.

Special edition: Larger bottles (750ml or 1.5L) for events or celebrations, sold as collector’s items, packaged with interactive elements (AR, NFC tags, etc.).

Organic-first positioning: Emphasize use of AI to minimize pesticide use and protect biodiversity—"Nature-first champagne" message.

Smart Bottles: Embedded tech (e.g. QR/NFC) to show production origin, impact stats, and user experiences.

## 2. Price Strategy

Premium-to-ultra-premium segment. Keep pricing dynamic but exclusive.

Pricing could reflect sustainability contribution: “Buy a bottle, plant a vine” or carbon-offset options.

## 3. Place (Distribution)

DTC (Direct-to-Consumer) e-commerce platform (Hawi’s website).

Limited partnerships with luxury clubs, events, and exclusive travel destinations.

“Tasting Concierge”: On-demand tastings through exclusive sommeliers or micro-events.

## 4. Promotion Strategy

Core Concept: Luxury that gives back — future-first champagne for a conscious generation.

Influencer Campaign with Personas: Here are 4 influencer personas aligned with your branding and segmentation:

1. Nova (DJ)

Man, 27, lives in Berlin.

Mixes music and sustainability. Partners with climate NGOs and speaks at green festivals.

Ideal for product launches at eco-luxury parties.

2. Camille (The Futurist Chef)

34, based in Paris. Michelin-starred chef promoting local and organic gastronomy with AI-designed menus.

Collaborates on seasonal pairing menus with your champagne.

3. Rafiq (The Tech Tycoon)

38, Dubai-based, founder of a sustainable mobility startup.

Projects a high-end, conscious tech lifestyle.

Used for luxury-business crossover content.

4. Luna (The Slow-Luxury Model)

25, São Paulo. Instagram model turned sustainability activist.

Focus on aesthetic visuals, fashion-forward, speaks about mindfulness and intentional luxury.

## 5. Branding Pillars

Slogan: “The Sparkle of Tomorrow”

Tone: Futuristic, minimalistic, smart, with occasional poetic touches.

Visual Identity:

Colors: Champagne gold, deep green, translucent white.

Typography: Sleek sans-serif, slightly experimental.

Logo: Organic yet tech-driven—e.g., vine circuit lines.

## 6. CSR Integration (Aligned with UN SDGs)

Goal 12: Responsible consumption — smart bottling, zero-waste production.

Goal 13: Climate action — 100% renewable energy, carbon-negative footprint.

Goal 15: Life on Land — biodiversity programs, grape protection with natural methods.

# Company structure

The organizational structure of Vulture has been designed to ensure innovation, agility, and excellence in sustainability, marketing, and consumer experience. The founding team is composed of multidisciplinary professionals with clearly defined and complementary roles. The company will be registered as a Société par Actions Simplifiée (SAS) in France, ensuring operational flexibility and attractiveness to future investors.

Executive Leadership

Khoi – Chief Executive Officer (CEO)

Leads the overall strategy of Vulture, with a strong focus on sustainable innovation, institutional partnerships, and stakeholder engagement. Serves as the primary representative of the company to strategic partners, investors, and international organizations.

**Functional Directors**

**Khoi – Chief Sustainability and Operations Officer (CSOO)**

**Oversees all initiatives related to environmental sustainability and operational efficiency. Manages the integration of artificial intelligence into production, the adoption of renewable energy sources, regenerative agriculture practices, and pesticide control.**

**Guilherme – Chief Financial Officer (CFO)**

**Responsible for financial planning, budget management, cost structure, revenue forecasting, and investor relations. Leads the development of the business model and financial viability analysis.**

**Akshat – Chief Marketing Officer (CMO)**

**Leads Vulture’s marketing strategy, including market segmentation, brand positioning, promotional campaigns, and influencer partnerships. Focuses on differentiating the brand within the luxury market and aligning with the values of the 2050 generation.**

**Su – Chief Brand Experience Officer (CBEO)**

**Responsible for developing Vulture’s brand storytelling, curating the consumer experience, and ensuring consistency in brand communication. Works closely with the marketing team to create a brand that is coherent, innovative, and emotionally engaging.**

**Hawi – Chief Technology Officer (CTO)**

**Leads the development and management of Vulture’s digital platforms, including e-commerce, integration of emerging technologies (AI, augmented reality, blockchain traceability), and the design of the consumer digital experience.**

# Finances

**Initial Expenditures**

The initial capital invested in Vulture amounts to an estimated €9.8 million to €13 million. This investment covers the acquisition of 10 hectares of land in the Champagne region, at an estimated cost of €9 to €12 million, reflecting the high market value of premium terroirs in France by 2050.

In addition to the land, approximately €125,000 was allocated for partial vineyard development, considering that some plots are already planted. The production equipment necessary for champagne-making—including fermentation tanks, presses, bottling systems, and temperature control—was acquired at an estimated cost ranging from €300,000 to €400,000.

Mechanization is supported by the acquisition of two high-end vineyard tractors, with a total cost estimated between €160,000 and €240,000. Lastly, the company allocated between €200,000 and €300,000 to initial staffing, including viticulture, production, and administrative personnel.

This capital structure secures Vulture’s capacity to produce 100,000 bottles annually and positions the company to enter the market with a fully operational and sustainable infrastructure.

**Funding proposal and key numbers**

To successfully launch and scale its operations, Vulture seeks an external investment of €4,000,000 to €5,000,000. This funding will be used to:

– Cover operational costs and reinvestment needs during the first two to three years of activity

– Strengthen the company’s marketing, distribution, and digital infrastructure

– Create a financial buffer to mitigate risks associated with production variability and market entry

– Position the brand for sustainable growth and early profitability

This investment will complement the initial capital expenditures of approximately €11,000,000, already committed to land acquisition, production equipment, and vineyard development.

With this structure, Vulture anticipates reaching break-even by Year 8, and generating accumulated cash flow of nearly €8 million by Year 10. The company’s robust margin profile and conservative cost management make it an attractive opportunity for investors focused on long-term value and sustainable innovation.

Based on the 10-year projection and the investment request, here are key financial performance indicators:

Gross Margin (Year 1):

€2.5M EBITDA / €4M Revenue = 62.5%

Net Margin (Year 1):

€1.05M Net Income / €4M Revenue = 26.25%

Average Net Margin (10-year):

~39%, growing year over year as revenue increases faster than costs

IRR (Internal Rate of Return):

Based on a €5M investment and cumulative Free Cash Flow reaching €8M by Year 10, the estimated IRR is around 18–20%

Payback Period:

Investment recovery expected between Year 7 and Year 8

ROE (Return on Equity):

Year 10 net income (€4.09M) / cumulative equity (~€19.5M) = ~21%

**Final financial Summary**

Vulture’s financial projections reflect a scalable and sustainable growth strategy built on premium product segmentation and efficient operational planning.

Over the first five years, net revenues grow from €4,000,000 to €5,450,006, driven by a consistent 7% year-on-year volume increase. From year 6 onward, growth stabilizes at 4% annually, ensuring controlled expansion in line with market demand and production capabilities. The product mix consists of four SKUs, with Brut 750mL representing over 50% of total volume, supporting a premium positioning within the champagne industry.

Operating expenses begin at €1,500,000 and grow at a rate of 3% per year, covering personnel, marketing and branding, logistics, technology, and contingencies. This cost discipline, combined with steady revenue growth, yields improving EBITDA margins, growing from €2,500,000 in year 1 to €3,553,088 by year 5.

The company applies a straight-line depreciation of €1,100,000 annually. After accounting for corporate tax at 25% of EBIT, net income grows from €1,050,000 in year 1 to €2,488,933 in year 10.

In terms of investment, an initial capital outlay of €11 million was required, mainly for land acquisition and production infrastructure. No external financing was considered in the base scenario.

The cash flow statement reflects strong internal generation. Free Cash Flow (FCF) begins at €1,350,000 in year 1 and increases steadily to over €2.3 million by year 10. Capital expenditures and working capital changes are calculated conservatively at 10% of annual revenue.

Cumulative cash flow turns positive in year 7, indicating a payback period of approximately six to seven years. By year 10, cumulative cash reserves are projected at over €7.7 million, ensuring the business maintains liquidity and financial autonomy.

The balance sheet reflects this trajectory, with total assets growing to €13 million by year 5 and a gradual build-up of retained earnings supporting equity growth. No financial debt is included, with accounts payable modeled at 10% of annual revenues.

Overall, Vulture’s financial strategy emphasizes premium pricing, operational efficiency, and sustainable growth — ensuring long-term profitability and resilience.

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# Our Story

In a past life, Julien Mercier was a systems architect known for pioneering neural mesh interfaces in the late 2030s. He wasn’t famous, but his inventions shaped the tools that now run quietly in the background of everyday life. After two decades of rat race—early mornings, late trains, and the constant hum of server racks—Julien stepped away, not with billions, but enough to chase something quieter, something slower.

He moved to Champagne with a modest sum and a question: what if the same precision and elegance that shaped the future of computing could shape something far older—something rooted in nature but could keep up with the time, with progress? What if technology could serve tradition, rather than replace it?

He bought ten hectares and began again, not as an engineer, but as a student. He walked the rows, tasted the soil, and listened. He started to build—not just a vineyard, but a new kind of conversation between craft and code.

From the beginning, Vulture was never meant to follow tradition. Named after the bird that sees what others miss, Vulture is about clarity, renewal, and the beauty of restraint. Every element, from the architecture to the process, speaks in a quiet, intentional language.

Julien's goal was simple: to reintroduce Champagne to a generation that had never truly been invited in. To strip away the velvet rope, the golden labels, and show that beauty lies not in extravagance, but in balance, in simplicity, and in a glass shared without occasion.

At Vulture, we believe the beauty of tradition isn’t about excess. It’s about intention. It’s about designing a life—and a bottle—with purpose.

Vulture  
The beauty of what came before

# PESTLE analysis

**Political**

– The European Union and France maintain strong agricultural and sustainability policies, offering subsidies and regulatory frameworks that support organic and regenerative farming.

– Trade agreements and certifications (e.g. AOC for Champagne) remain strict, but enable high-margin exports if standards are met.

– Political pressure continues to grow for carbon-neutral production, encouraging innovation in AI-based resource management and traceability.

**Economic**

– The global luxury goods market has expanded, especially in Asia and the Middle East, creating new opportunities for premium champagne producers.

– Inflation and resource scarcity have increased production costs in agriculture, but high-value branding allows for strong price positioning.

– Demand for ethical and sustainable products has become a key economic driver, especially among younger affluent consumers.

**Social**

– Consumption habits in 2050 emphasize experiential luxury, personalization, and authenticity.

– Younger generations seek products that reflect their values: sustainability, transparency, and ethical production.

– The rise of slow consumption and conscious celebration creates space for smaller bottle formats and smart, purposeful packaging.

– Health-conscious lifestyles may reduce total alcohol consumption but increase demand for quality over quantity.

**Technological**

– Artificial Intelligence is fully integrated into viticulture, allowing precision farming, yield prediction, and reduction of waste.

– Digital traceability (via blockchain or smart labels) is expected by premium consumers.

– Augmented Reality and virtual tastings are now common tools for brand engagement and storytelling.

– Direct-to-consumer platforms with advanced personalization (based on taste profiles, occasions, or DNA data) are a competitive edge.

**Environmental**

– Climate change has significantly impacted Champagne terroirs, making water scarcity and soil degradation major challenges.

– Brands like Vulture that invest in regenerative agriculture, biodiversity, and low-carbon logistics gain consumer trust and competitive advantages.

– Consumers increasingly demand verifiable sustainability metrics, from production to packaging and logistics.

**Legal**

– Regulatory frameworks in 2050 demand full transparency in labeling, carbon accounting, and waste management.

– Use of AI in food production and marketing must comply with ethical and data protection standards.

– Champagne AOC law remains a strong legal protector of product quality and regional identity, but may become stricter under climate adaptation rules.

# SWOT analysis

**Strength**

* A sizeable amount of growing land in Champagne → High production capacity
* Robot automation → Little room for human error, No ethical problems with workers (worker’s rights, cheating in the picking process)
* Rigorous plant health monitoring → Robot detects pests and molds, Connection to weather service and onsite sensors keep an eye on moisture level
* Small labour force → No army of pickers is needed, A small group of technician is needed to maintain and monitor vines

**Weakness**

* High capital outlay → A large sum is needed to acquire the necessary equipment and build infrastructure.
* Specific skills and Expensive labour → The team onsite needs to be well-versed in growing techniques, diagnostic skills for both vines and machinery, and mechanical knowledge for maintenance → It is hard to find such workers with the required skill pool that are willing to move into the region
* Low brand recognition → Being a new entry into the industry with a mainstream positioning, it will be a challenge to build brand awareness

**Opportunities**

* High consumer demand and awareness for Bio products made in a sustainable manner
* Prevalence of social media → Anybody with an account can create a presence and go viral
* Market niche → Technology integration in Champagne production can bring mainstream attention internationally → Expand into more segments, not just luxury → Revive Champagne in the international light

**Threats**

* Climate change and water scarcity → Pose challenges for growth of vines
* The target audience – young people – does not share the same love for alcoholic beverages like their counterparts 2 and 3 generations ago
* Fast moving creator economy on social media → Easy to be left behind, Have to constantly go for spotlight and virality to stay relevant

# Future Plans

**Asking: ~ 4mil usd**

Construction of facilities (800m sq)

Construction cost: 2mil usd

Architect and design: 200k usd

Interior design and furniture: 400k usd

Stationary and miscellaneous: 10k usd

Infrastructure

Robots: 30k usd each x 10 hectares x 3 for each hectares = 900k usd

Robot Maintenance: 180k usd

Server: 189k usd

Server Maintenance: 47k usd

Network: 10k usd

Sensors: 29k

Workstation:

5 High-end: 8k usd each x 5 = 40k usd

5 Office: 800 usd each x 5 = 4k usd

Workstation Maintenance: 12k usd

Tech Maintenance Crew: 100k usd per x 1 = 100k usd